

# WAAS

## WEST AFRICA AUTOMOTIVE SHOW

**13th – 15th May 2025**

Landmark Centre, Lagos, Nigeria

**YOUR ONLY OPPORTUNITY TO  
CONNECT WITH THE KEY DECISION  
MAKERS IN THE WEST AFRICAN  
AUTOMOTIVE INDUSTRY**



*"We specifically selected this exhibition to reach maximum visitors in the region. So far we have met many importers from Ghana, Cameroon, Senegal, Nigeria and more! We are very glad to participate at WAAS"*

Irfan Ahmed, Tesla Power USA, UAE

**OVER 80% OF  
EXHIBITORS  
REBOOKED THEIR  
STAND FOR 2025  
ONSITE!**



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# INTRODUCTION

The 4th edition of the West Africa Automotive Show highlighted the growing importance of this annual event in the automotive industry. It saw significant growth from the previous year, expanding into a third hall for the first time.

The atmosphere was electric, with over 250 global exhibitors and more than 4,100 trade professionals from across the region. A key highlight was the return of the WAAS conference, chaired by Luqman Mamudu, Former Director of Planning and Strategy at NADDC. The conference offered attendees valuable insights from some of the region's top industry leaders.

We look forward to the 5th edition of the West Africa Automotive Show at the Landmark Centre in Lagos, Nigeria, on May 13-15, 2025.

## 2024 SHOW SUMMARY



**4116**  
VISITORS



**254**  
EXHIBITORS



**180+**  
HOSTED VIP  
BUYERS



**25+**  
SPEAKERS

## 2024 EXHIBITORS



## NEW FOR 2025

- 1000s of New Products
- New International Pavilions
- More International VIP Attendees
- Expanding into four exhibition halls
- New Feature Area

## THANK YOU TO OUR PARTNERS



# EXHIBITOR BREAKDOWN

## EXHIBITOR FEEDBACK



**98%**  
Would recommend this exhibition to other companies



**82%**  
of space for 2025 was sold onsite at the 2024 edition



**76%**  
of our exhibitors increased their stand size for 2025



**96%**  
Were more than happy with the quality of visitors

The West Africa Automotive Show (WAAS) is the prime event for accessing the dynamic West African automotive market. WAAS connects suppliers, dealers, and manufacturers, creating a unique networking environment for the West African automotive industry, including auto parts and solutions.

The 2025 edition is set to host over 300 local and international exhibitors and more than 5,000 industry professionals. Participating in WAAS 2025 ensures valuable connections and sets the stage for profitable business opportunities.

*"The experience has been eye opening. The trade show not only allowed me to introduce my brands but also gave me a better understanding of the market and customers."*

Vahe Bounsousan,  
Tomad, USA

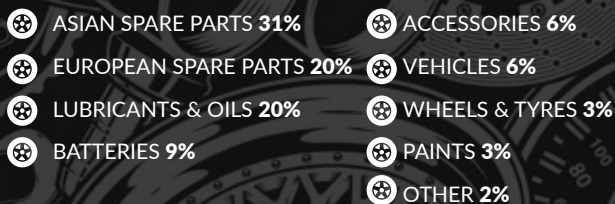


*"I would highly recommend any new exhibitors to exhibit at WAAS. A very well organised show in an exciting and growing market."*

Ryan Wood, New World Brake, UK



## EXHIBITOR CATEGORIES



## EXHIBITOR REGIONS:



*"I'm very pleased to participate in this trade show. We received many new customers and trade contacts in Nigeria and neighbouring countries."*

Luis Constancio, Suporte Rei, Brazil

*"The West Africa Automotive Show 2024 was a fantastic show, providing a great platform to meet new regional importers and see what's new in the market"*

Paul Nchekwube Ezenwa, Oscar Lubricants, UAE



# THE NIGERIAN MARKET

## WHY NIGERIA?



Nigeria is the biggest market for used cars in Africa, and is also one of the most affluent in the Sub-Saharan region.



Lagos is among the top ten of the world's fastest-growing cities and has the fourth-highest GDP in Africa at \$145.1 billion.



Nigeria alone spends over \$12bn annually on vehicle parts importation



Nigeria's roads constitute of over 95% used cars

## DID YOU KNOW?

An astounding 60% of cars on Nigeria's roads are more than 12 years old and only 11% are under five years old - it is estimated that the country's used cars outnumber new cars by 131 to 1 on the road, therefore creating a HUGE demand for car parts.

*"WAAS 2024 was a tremendous opportunity to introduce our brands into the West African Automotive industry and the public."*

Sam Faleye, Saglev  
Electromobility Limited,  
Nigeria



*"My company was able to establish new business deals with new clients and also create a good network of prospects to follow up after the exhibition."*

Dacosta Gabriel  
Toyota, Nigeria



# VISITOR BREAKDOWN

The West Africa Automotive Show 2024 hosted a record number of attendees, with over 4100 professional visitors over the three days.

Our visitors represented the entire automotive industry, including the region's top importers, distributors, and retailers.

## WHO ATTENDS



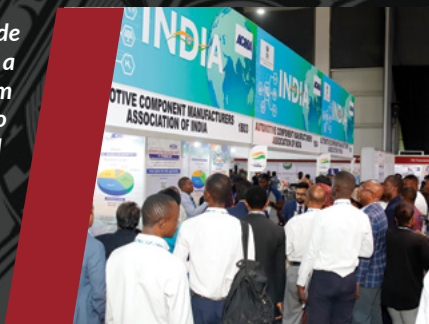
## VISITOR JOB TITLES



**89% OF VISITORS WERE SUCCESSFUL IN FINDING NEW SUPPLIERS FOR THEIR BUSINESS.**

*"The WAAS team made arrangements and invited a large number of buyers from across the whole of Africa to visit the fair so we received maximum exposure."*

Vipul Babariya,  
Galaxy Metal Cast,  
India



# WAAS CONFERENCE 2024

2024 proudly welcomed the return of the WAAS conference which once again brought together industry leaders for presentations, seminars, engaging workshops and Q&A sessions, chaired by Luqman Mamudu, Former Director of Planning and Strategy, NADDCC, and Sponsored by Saglev.



*"The WAAS 2024 conference discussed a wide range of relevant industry topics, including the need to bring automotive components and parts manufacturing to West Africa. Stakeholders at the conference including governments, existing and potential manufacturers, multinational organisations, and the academia enriched the conversation by sharing perspectives.*

*The 2025 WAAS Conference aims to engage stakeholders on strategies for industry alignment with the global renewable energy agenda in manufacturing technology choices in automotive parts manufacture."*

**Conference Chairman - Luqman Mamudu**

Automotive Expert and former Nigeria Government Automotive Industry Policy Adviser



*"WAAS / West Africa Auto Show is the perfect platform to expand our business in West Africa which covers Nigeria and all neighbouring countries relying on it. The quality and quantity of visitors who attend the event are always of the highest level."*

Ronnie Sahni, R&G Automotives, India

# VENUE INFORMATION



The Landmark Centre is the premier exhibition, conference, and trade show venue in West Africa. With a capacity for over 25,000 people, this venue is the first choice for exhibition organisers from all around the world to use in Nigeria. Located right in the business hub and upmarket area of Victoria Island in Lagos, The Landmark Centre is positioned right on the Atlantic Ocean Coast. The opening of numerous hotels and restaurants has created the newly formed Landmark Village offering world-class facilities and hospitality to exhibitors, including a Hard Rock Cafe and The Sheraton Four Points Hotel.

BtoB Events supports you every step of the way.

By exhibiting with us, you can rest assured that you will make the connections that you need to maximise your return on investment.

## WE CAN OFFER ADVICE AND SUPPORT FOR:



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**TO INQUIRE  
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