



**EQUIP AUTO expands into sub-Saharan Africa and announces the launch of EQUIP AUTO Côte d'Ivoire, the international trade show for the automotive, mobility, and industrial vehicle industries, in Abidjan from November 26 to 28, 2026**

*Paris, February 10, 2026* - EQUIP'AUTO SAS, organizer of EQUIP AUTO, the international trade show for automotive professionals, announces a strategic partnership with Luc Azilinson, CEO of Interlinks Auto, to support the deployment of EQUIP AUTO in Sub-Saharan Africa.

This partnership marks a key milestone in the international development of the EQUIP AUTO brand, which aims to support the rapid growth of the African automotive, mobility, transport, after-sales, and automotive services markets.

**An ambitious project at the heart of fast-growing automotive markets**

The African automotive and mobility markets are experiencing strong and sustained growth, driven by the increase in vehicle and fleet volumes, the structuring of repair and service networks, the modernization of road infrastructure, and the rise in demand for maintenance, equipment, services, and innovative solutions.

In this context, EQUIP AUTO aims to establish itself as a leading regional platform, bringing together all the key players in the automotive value chain: equipment manufacturers, vehicle manufacturers, distributors, repairers, mobility operators, institutions, and economic decision-makers.

**First milestone: launch of EQUIP AUTO Côte d'Ivoire in Abidjan**

In 2026, this strategy will take a decisive step forward with the first edition of EQUIP AUTO Côte d'Ivoire, at the Abidjan Exhibition Center from November 26 to 28."

### **A complementary positioning to EQUIP AUTO Paris**

EQUIP AUTO Côte d'Ivoire will adopt an enhanced and expanded positioning compared to the Paris edition, with a unique BtoBtoC format, bringing together professionals, institutional players, and the general public.

The event will address all mobility-related markets, including:

- Passenger vehicles
- Light Commercial Vehicles (LCV)
- Heavy Goods Vehicles (HGV)
- Transport and logistics
- Agricultural machinery and industrial vehicles
- Public works and road infrastructure

This multi-sector approach will create a unique forum for dialogue and business to address the specific challenges of African markets.

### **A strengthened African strategy, from North Africa to sub-Saharan Africa, serving the automotive industry and new forms of mobility.**

With the launch of EQUIP AUTO Côte d'Ivoire, EQUIP AUTO is accelerating its expansion across Africa, complementing its long-standing presence in North Africa with EQUIP AUTO Algeria, which will celebrate its 20th anniversary from March 30 to April 2, 2026.

Against a backdrop of strong growth in the automotive sector, new mobility needs, and a shift towards more sustainable solutions, EQUIP AUTO aims to become an unmissable event for players in these markets in Africa by developing leading regional platforms.

EQUIP AUTO Côte d'Ivoire will be a key milestone in this strategy. The event is expected to bring together nearly 150 exhibitors and brands, including international and regional equipment manufacturers, manufacturers, workshop equipment and tool manufacturers, distributors, repair networks, and players in innovative and carbon-free mobility.

It will bring together nearly 10,000 trade visitors, repair professionals, distributors, fleet operators and managers, transport companies, farmers and agricultural

cooperatives, construction companies, road infrastructure managers, and the general public for technological showcases and vehicle demonstrations..



*"This partnership with Luc Azilidon represents a major opportunity to support the structuring and growth of the African automotive and mobility sectors. EQUIP AUTO Côte d'Ivoire will be a unifying event for professionals in these markets. Our ambition is to offer Abidjan an international event capable of bringing together all players in the automotive, transport, infrastructure, and new mobility sectors, in the service of economic development of Côte and West African countries"*

**Philippe BAUDIN – President of the EQUIP AUTO trade show**



*"This collaboration with our EQUIP AUTO is a major strategic opportunity, based on the complementary nature of our expertise and a shared vision for the development of the automotive and mobility sectors in Africa. This partnership creates the conditions for the emergence of a key international event in Abidjan, capable of bringing together key players in the sector to address issues of modernization, infrastructure, and new forms of mobility. Interlinks Auto is fully committed to working alongside EQUIP AUTO to actively contribute to the design and implementation of this event, with the ambition of making it a sustainable lever for the transformation and development of mobility in Côte d'Ivoire and West Africa."*

**Luc Azilidon – President of Interlinks Auto**

## About EQUIP'AUTO SAS

***EQUIP'AUTO SAS designs and develops leading international trade events dedicated to the automotive industry, after-sales and services. Our mission is to bring together all the players, innovations and expertise in the automotive value chain in order to imagine and build the mobility of tomorrow. We are committed to remaining at the heart of discussions, trends, and the sector's ecosystem. EQUIP AUTO has been a strong brand since 1975, with events held every year in Paris, across France, and internationally.***

## About Interlinks Auto

*With over **25 years of experience in automotive after-sales**, Luc Azilinson and Interlinks Auto bring comprehensive operational expertise covering the entire value chain to this project. The company has expertise in **spare parts distribution**, the **structuring and management of repair networks**, and sales and marketing development tailored to the realities of African markets. Its know-how in the **design, installation, and operation of automotive centers** integrates technical, economic, and organizational challenges. Its expertise in the digital **transformation of after-sales services** enables the optimization of processes, customer journeys, and performance management. Beyond its technical skills, **Interlinks Auto** positions itself as a **facilitator of international development**, offering automotive players **concrete gateways to emerging markets**, particularly in sub-Saharan Africa. Finally, its involvement in **organizing trade shows and professional events** dedicated to automotive after-sales illustrates its ability to **structure markets, bring players together, and support the sector's long-term growth**.*

2026-2027 Event Schedule:



## Press contact – Media relations

**Amélie HUVELIN** - Communications & Press Relations Manager

amelie.huvelin@equipauto.com - +33 (0)6 10 59 37 38

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