

LIMPOPO AUTOMOTIVE INDABA

DATES: 2-3 SEPTEMBER 2026

CONFERENCE AND EXHIBITION

VENUE: PROTEA HOTEL POLOKWANE
RANCH RESORT, POLOKWANE, LIMPOPO

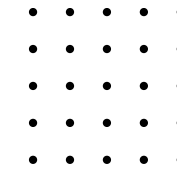


ABOUT US

The Limpopo Automotive Indaba is a premier industry platform designed to unlock new opportunities within South Africa's evolving automotive landscape by connecting brands, investors, policymakers, and consumers in one of the country's most strategic growth regions.

Hosted in Polokwane—the economic heartbeat of Limpopo—the Indaba serves as a gateway into a rapidly developing automotive and logistics ecosystem. It brings together OEMs, dealerships, fleet operators, financiers, government stakeholders, SMMEs, and innovators to engage, collaborate, and drive inclusive growth.

This Indaba is not merely an exhibition—it is a strategic economic catalyst, positioned to accelerate Limpopo's emergence as South Africa's fourth automotive hub, leveraging its geographic advantage, resource base, and expanding industrial capacity



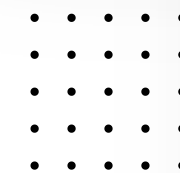
THEME EXPLAINED

The 2026 theme focuses on unlocking the power of relationships, collaboration, and networks across the automotive ecosystem. By bringing together stakeholders from all levels—from large OEMs to township mechanics—the Indaba aims to transform connections into economic opportunities, skills development, and sustainable industry growth.

CORE VALUE PROPOSITION

The Indaba delivers:

- Direct access to new and underserved markets High-quality buyer engagement
 - Strategic networking across the automotive value chain
- Brand positioning aligned with regional economic growth
Measurable ROI through leads, partnerships, and sales

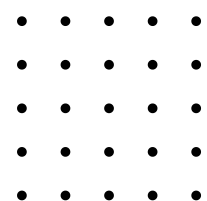


TARGET MARKET

The Limpopo Automotive Indaba attracts a diverse, high-value audience:

- Automotive OEMs and manufacturers.
- Dealerships and distributors Fleet operators.
- logistics companies Government and public sector procurement entities SMEs
- Transport entrepreneurs Financial institutions and insurers Aftermarket suppliers and service providers Investors
- Development agencies Individual consumers and serious vehicle buyers.

This multi-layered audience ensures both B2B and B2C engagement, creating a dynamic environment for deal-making and partnerships.

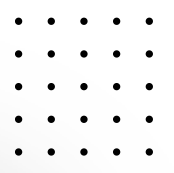


MARKET ANALYSIS

Limpopo represents one of South Africa's most underpenetrated yet high-potential automotive markets.

Growing urbanisation and infrastructure development
Rising demand for personal and commercial vehicles
Strong logistics and freight activity along key corridors
Increasing access to vehicle finance Expanding SME participation in transport and mobility

Additionally, Limpopo's positioning as a gateway into SADC markets and its role in cross-border trade make it ideal for automotive expansion and distribution strategies



WHY INVEST/ PARTICIPATE

- Expand into a high-growth, underserved market Generate qualified leads and immediate sales opportunities
- Strengthen dealer networks and partnerships
- Engage directly with fleet and government buyers Showcase innovation and full product range
- Build long-term brand equity in a strategic region
- Access measurable, data-driven ROI

EVENT FEATURES

Vehicle exhibitions (passenger,commercial,EVs,hybrids)

- Test drive experiences
- Fleet and logistics showcases
- Panel discussions and industry insights
- Investment and policy dialogues
- SME and supplier development platforms
- Networking sessions and B2B matchmaking



WHY CHOOSE LIMPOPO

- Strategic Gateway to Africa Limpopo borders Zimbabwe, Botswana, and Mozambique, making it a critical entry point into SADC markets. Its proximity to major border posts like Beitbridge positions it as a key hub for cross-border automotive trade.
- Emerging Automotive Hub With the vision of becoming South Africa's fourth automotive hub, Limpopo offers untapped opportunities for manufacturing, distribution, and supplier development .
- Strong Logistics Infrastructure The province is connected by major transport corridors such as the N1 and the North-South Corridor, supporting freight movement, vehicle distribution, and fleet operations.
- Mining-Driven Demand Limpopo's rich mineral sector drives demand for heavy-duty vehicles, trucks, and specialised machinery—creating strong opportunities in commercial and industrial automotive segments.
- Industrialisation & SEZ Development The presence of Special Economic Zones, including the Fetakgomo Tubatse SEZ, supports industrial growth, investment attraction, and supplier ecosystem development.
- Cost-Effective Market Entry Compared to major metros, Limpopo offers:
 - Lower operational costs
 - Less competition
 - Greater visibility for brands
- Growing Skills Pipeline TVET colleges and technical institutions provide a foundation for developing automotive and logistics skills needed for long-term industry growth .
- Untapped Consumer Base A large and growing population with increasing purchasing power presents a significant opportunity for OEMs and automotive brands.

PARTNERS & SUPPORT

Supported by: Fetakgomo Tubatse Special Economic Zone Strategic collaboration with government, industry leaders, and development partners ensures credibility, impact, and long-term sustainability.



COMPETITIVE ADVANTAGE

First-mover advantage in an emerging automotive region Strategic alignment with regional economic development Strong government and SEZ support Multi-sector stakeholder integration Focus on both commercial and consumer markets Positioned as a trade, investment, and mobility platform— not just an expo



FUTURE PLANS

- Establish the Indabaasan annual flagship automotive event in Limpopo
- Expand into a Pan-African automotive and mobility platform
- Introduce investment forums and policy round tables
- Support the development of a Limpopo Automotive Cluster Drive skills development and youth participation in the transport industry

CONCLUSION

The Limpopo Automotive Indaba 2026 is more than an event—it is a strategic platform for growth, investment, and transformation within South Africa’s automotive sector.

By unlocking social capital, fostering collaboration, and leveraging Limpopo’s unique economic advantages, the Indaba is set to redefine how the automotive industry engages with emerging markets.






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