

New steps forward for the promotional activities of Autopromotec 2011 Sao Paulo, Belo Horizonte and Buenos Aires

Autopromotec 2011: roadshow presentation in Brazil and Argentina

Autopromotec 2011 was unveiled in South America at Sao Paulo, Belo Horizonte and Buenos Aires during three workshops organised for local operators and associations operating in the car sector and representatives of the automotive press. The meetings were remarkably successful with a total participation of 11 associations and over 60 businessmen operating in the automotive sector plus 12 journalists from such as many publishing houses. The initiative was organised and promoted by the Emilia-Romagna Regional Authorities, Promotec and AICA.

Autopromotec is the most specialised international exhibition of automotive and aftermarket equipment. The upcoming edition will be held in the Bologna Exhibition Centre from May 25 to 29, 2011 and was presented during three meetings held in Sao Paulo, Belo Horizonte and Buenos Aires by Emanuele Vicentini, representing Autopromotec and AICA (Italian Automotive Service Equipment Manufacturers Association), the association that is organising Autopromotec along with AIRP (Italian Tire Retreaders Association).

For many years now, and for many different reasons, Brazil and Argentina have become very interesting countries for the automotive industry. In particular, the Brazilian car market, driven by the country's economic growth, is booming and is also a "laboratory" for vehicles running on biofuels. The importance of the Brazilian car market is also confirmed by the presence of many international players in the sector. The automotive industry is also now well established in Argentina too.

The current economic growth and gradual level of stability are making South America a strategic market for the automotive world. With the stimulus of rising consumptions and consequent development of domestic demand for motor vehicles, there is also a greater demand for modern automotive technology products. During his presentation of the Autopromotec 2011 workshops in Sao Paulo, Belo Horizonte and Buenos Aires, Emanuele Vicentini stressed that "the interest in the automotive markets in Brazil and Argentina corresponds to a specific internationalisation strategy implemented by Autopromotec towards emerging global car markets. Its goal and objective is to establish partnerships and alliances with local business networks and professional associations and, in this respect, Autopromotec is at the service of both large industrial companies and small and medium sized automotive companies whose expansion in South America is the essential link in the professional development of the entire industry."

After the roadshow in Brazil and Argentina, Autopromotec will follow up with its international promotion and a new cycle of meetings with institutions and associations. The exhibition was presented during a world wide premiere in Tokyo last October, then moved to the Paris Car Show and the week-long Car Show in Las Vegas in November. The roadshow will also be launched on the most important European markets. The appointment is therefore May 25 in Bologna, the opening day of the 24th edition of the Autopromotec Biennial Exhibition.

Bologna, April 27, 2010