

**PRESS RELEASE****Autopromotec 2011 stirs vast interest in Lebanon**

Autopromotec, the most specialized international trade show for automotive equipment and aftermarket, has just concluded its mission to Lebanon. The initiative took place in collaboration with the ICE office in Lebanon and the Italian Ambassador, Mr. Giuseppe Morabito, who opened the event. The managers of Autopromotec launched the 2011 edition of the event to be held in the Bologna trade show facilities from 25 to 29 of May.

The meeting, held in the form of a seminar, involved fifty-two Lebanese representatives on behalf the companies operating in the automotive after sales business. The press was also remarkably well represented to ensure the proper coverage in Arabic (Al-Balad, An-Nahar, AS-Safir), English (Daily Star) and French (L'Orient le Jour) newspapers and magazines, while dedicated specials were broadcast on the TV channels Tv Tele-Liban and Future Tv.

Lebanon is a particularly important market for automotive equipment and more generally for car assistance products, in that the process of mass motorization keeps growing and requires renewing and enhancing its service facilities targeted to a steadily growing number of cars. Besides this, the foreign trade between Italy and Lebanon is particularly vital. In the first half of 2010 Italian exports to Lebanon reached 686 million dollars and Italy consolidated its position as the first European supplier to Lebanon, and the third at global level after China and the United States.

The goal and ultimate interest of Autopromotec is to stimulate the business from emerging markets, in the light of the need to combine the mass motorization process with a network of suitable facilities. This is precisely the reason why the businesses represented at Autopromotec, by now the leading worldwide event for automotive aftermarket, has suffered fewer consequences from the crisis started in 2008. This is happening while also in the evolved automotive markets the demand for car equipment and spare parts is still at high levels, given the drop of new registrations due to the economic situation; most importantly the boom is caused by the delayed time for car replacement, causing a higher demand for maintenance and repair measures.

It is also thanks to this particular situation in the market, besides a constantly innovative exhibition offering, that the previous edition of Autopromotec registered record-breaking results, even though it took place in May, 2009, that is, in the midst of the "global crisis". The foreign participants also reached a record-breaking number, with 468 exhibitors, almost 17,000 foreign visitors and an unprecedented presence of official foreign delegations, counting with almost 90 delegates from 16 different Countries and 300 official meetings between said foreign delegations and the Italian exhibitors.

Among others, Autopromotec 2011 has the goal of increasing the flow of foreign operators. The mission to Lebanon follows similar initiatives held for operators and the press, which took place in London, Paris and Casablanca, as the road show is scheduled to continue in March in Istanbul, Madrid and Barcelona.

Bologna, 16 March 2011