

## **AutopromotecEDU:**

### **An opportunity to discuss post-sale and car servicing issues**

Bologna, 25<sup>th</sup> May 2011. This year Autopromotec, the most specific international event devoted to automotive equipment and the aftermarket, will be the first trade fair world-wide to launch AutopromotecEDU, an initiative hosting debates and discussions on the automotive aftermarket.

AutopromotecEDU highlights the organisers' aim of making Autopromotec a unique occasion, not only in terms of basic commercial activities but also in all aspects related to the automotive aftermarket; focussing specifically on the new regulations, the latest issues and needs of this rapidly evolving market.

AutopromotecEDU will be a 'melting pot' combining expertise and professional skills, aimed at helping operators with their post-sale automotive services and car servicing. It's a unique occasion to discuss, and gain an insight into, the issues faced by every player in the automotive industry - including international businesses and every segment of the market.

AutopromotecEDU ranges from maintenance, non-conventional marketing and safety issues to current regulatory details and future market trends, all of which will be dealt with from an international viewpoint.

The heart of AutopromotecEDU will be the European Symposium on the aftermarket (EAAS, Thursday 26<sup>th</sup> May at 10 am, held in English with simultaneous interpreting into Italian and French), in which international experts and sector operators will discuss the issue of "Future Opportunities for the Automotive Aftermarket in Europe".

EAAS 2011 will include the participation of international experts and operators from across the sector, with the aim of identifying the opportunities provided by the independent automotive aftermarket. Recent trends in the European market - which is under pressure from ever-increasing consumer expectations of service, quality, maintenance and energy costs - call for a strategic analysis of the future of the whole sector. Against this background, the EAAS conference will shed light on the future by analysing the trends, challenges and opportunities for different operators in the automotive aftermarket sector.

EAAS has been organised under the auspices of the European Commission, the Italian Ministry for Economic Development and the Italian Foreign Trade Agency (ICE). It promises to be an unmissable event for every automotive operator looking for new opportunities and improvements to corporate strategy, set against the international vision demanded by current trends.

EAAS, along with the Figiefa meeting and other events held during the trade fair – such as the “Sustainability and the Demand for Energy” conference organised with Exxon Mobil (Thursday 26<sup>th</sup> at 2 pm, simultaneous interpreting from and into English) confirms that Autopromotec has become a reference point for institutions, associations and companies at international level. The exhibition’s importance is also confirmed by the increase in exhibitors and foreign visitors recorded at the last show.

Other scheduled workshops will deal with the core, current topics relating to after-sales, with well-known speakers from the University and the industrial world focusing on issues such as professional training for car repairers, sustainability in related sectors, and marketing activities – including the most innovative ones – aimed at developing customer fidelity. Marketing activities will also be covered in the conference entitled “Non-Conventional Marketing”, to be held on Friday 27<sup>th</sup> at 2 pm (simultaneous interpreting from and into English).

Finally, to support the Autopromotec Industrial Vehicles Service initiative – in which the trade fair will host its first initiatives devoted to the world of truck servicing and repair – an important conference will be held on the road transport sector entitled “Truck: Network, Services and Profitability” (Thursday 26<sup>th</sup>, 4 pm, simultaneous interpreting from and into English).

