

Autopromotec 2011:

A new staging of the most specific trade fair devoted to the automotive aftermarket

Bologna, 25th May 2011. The 24th Autopromotec exhibition opens today: the most specific international event devoted to automotive equipment and the aftermarket. Optimism is the theme, with 1,473 exhibitors participating: a record figure, exceeding the successful 2009 show by 2%. The exhibition area itself is another success story compared to the previous show, with 150,000 square metres across both indoor and outdoor exhibits.

37% of exhibitors – 547 in total – come from outside Italy. This result is unprecedented, and includes Germany, China and Great Britain as the most prevalent countries represented. This important trend once again proves the markedly international character of Autopromotec, which has earned a well-deserved reputation as one of the most influential events in the automotive aftermarket worldwide.

The increase in foreign exhibitors over the years has been achieved by developing a series of relationships with local associations in a number of countries world-wide, and by collaboration with the Italian Agency for Foreign Trade. These partnerships have been of key importance in the international promotion and organisation of groups of delegates at the trade fair.

Delegations of buyers from South Korea, Egypt, Japan, India, Iran, Lebanon, Morocco, Mexico, Russia, and the United States are all attending; confirming the important role played by Autopromotec as the face to face meeting point for international manufacturers and buyers. In addition, Autopromotec has dealt directly with the organisation of groups of commercial and institutional delegates from Argentina, Brazil, Egypt and Turkey, totalling over 100 visitors.

An overview of the total number of visitors to Autopromotec shows that in 2009 foreign visitors amounted to almost 17,000 out of 101,620 total visitors; and this trend will hopefully be confirmed in 2011.

From the exhibition perspective, Autopromotec 2011 offers a hall-by-hall focus; each one effectively a 'trade fair within a trade fair', with dedicated halls for each product group for a more convenient visitor experience. From tyres and their related equipment (halls 19-20-22), body equipment and products (halls 25-26), spare parts, components, car servicing (halls 16-18 and part of hall 21), to diagnostic and hoisting equipment (halls 29-30), car wash products (outdoor area 48) and an area devoted to overhauling and ecological solutions (hall 21), the whole automotive aftermarket spectrum is comprehensively represented in this great international event.

This year Autopromotec 2011 is ready to become the largest European trade fair in this sector.