

## **AutopromotecEDU: a venue for widening on automotive after-sales and service in the days of the exhibition**

Autopromotec, the most specialized international exhibition of automotive equipment and aftermarket, has lately communicated a [calendar](#) – although not yet a definitive one – of the events and meetings which are planned to characterize AutopromotecEDU, a venue in which meetings for a widening of the automotive aftermarket shall be organized between May 25 and May 29, 2011.

AutopromotecEDU, a new initiative at the exhibition, and an absolutely innovative one even with respect to other international initiatives in this sector, is meant to be a melting pot of experiences and professional skills, with the purpose of helping operators in their daily automotive after-sales and service activities.

It is not going to be a drawing room for niceties, but a unique opportunity for debating and widening the sector-related issues, involving all actors of the automotive business, and neglecting no category and element of the chain. From maintenance to nonconventional marketing, to safety and widening related to regulations and future market trends, all of this shall be dealt with, always with an international approach.

The series of AutopromotecEDU meetings shall be opened by the traditional inaugural convention on May 25, at which topic themes shall be discussed, such as the relation between maintenance, safety and overhauls.

Two by-now regular Autopromotec rendezvous shall follow: GIPA prizes (on Wednesday, May 25 at 6:00 p.m.), where prizes will be awarded to individuals and businesses, which have especially distinguished themselves in the after-sales service; the European Automotive Aftermarket Symposium (EAAS) on Thursday May 26, at 10:00 a.m., which shall be joined by international experts and operators in this sector, on the issue “Future opportunities of the automotive aftermarket in Europe”.

EAAS 2011, together with the Figiefa meeting and other chances for widening being organized during the event, is a confirmation of the extent to which Autopromotec has become the reference for institutions and associations internationally – a fact which is also confirmed by the numbers of the last edition, with regard to the increase in foreign exhibitors and visitors.

The other scheduled workshops will deal with all the fundamental and topical after-sales issues, thanks to the attendance of outstanding speakers from the academy and the industry, who shall deal in depth with subjects such as mechanics' professional qualification, sustainability in the automotive chain and marketing activities, including the most innovative ones, for building customer loyalty.

Lastly, an important conference on the world of road transport will be organized to support the Autopromotec Industrial Vehicles Service initiative, taking the business of truck repair and service to the exhibition for the first time, with a dedicated course.

AutopromotecEDU confirms the organizers' will to make the exhibition become a unique event not only for its fundamental commercial activities, but also for everything that revolves around the automotive aftermarket, as a support to these activities, with a particular attention to the new regulations, to the most up-to-date issues and to the needs of this rapidly evolving sector.

In the next weeks the updated calendar of AutopromotecEDU events will be available on the [www.autopromotec.it](http://www.autopromotec.it) website.



Bologna, January 25, 2011

Provisional calendar of the scheduled conventions within the AutopromotecEDU initiative, May 25 to May 28, 2011.

Updated to January 25, 2011.

Wednesday 25	Thursday 26	Friday 27	Saturday 28
<p><b>11:00 a.m.</b> "Overhaul, Safety and Maintenance", inaugural convention</p>	<p><b>10:00 a.m.</b> EAAS – European Automotive Aftermarket Symposium</p>		<p><b>10:00 a.m.</b> "What Automobile Servicing Means"</p>
<p><b>6:00 p.m.</b> GIPA Prizes</p>	<p><b>2:00 p.m.</b> "Sustainability and Energy Demand"</p> <p><b>4:00 p.m.</b> "Truck - Network, Service and Profitability"</p>	<p><b>2:00 p.m.</b> "Non-Conventional Marketing"</p>	