

Autopromotec 2011: excellent attendance by foreign exhibitors and buyer delegations

Just six months to go before the next edition of Autopromotec, the most specialised international automotive equipment and aftermarket trade fair, whose 24th edition will be held at the Bologna Exhibition Centre from 25th to 29th May 2011; the organisers have communicated the figures concerning the number of foreign exhibitors and buyer and dealer delegations confirmed so far are a clear sign that the Bologna event is in pretty good health.

To date, the number of exhibitors confirmed for Autopromotec 2011 seems to remain at the record level seen in 2009, with an outstanding 35% of foreign companies to highlight the increasing internationalisation aspect of the event. The increase in exhibition space seems to demonstrate that those who were there last time, will be back, and what is more interesting, they are booking larger spaces to increase their visibility in the professional automotive aftermarket sector. Indicators of this type, in a period which cannot be referred to as one of economic stability, are certainly important and prove how the efforts made by the organisation committee were channelled in the right direction.

A number of agreements have been fundamental milestones for the increase in international exhibitors: the agreement between the Ministry of Economic Development, the Institute for Foreign Trade and AICA; the agreement with the Italian Chamber of Commerce for Germany, as well as the promotion roadshows organised this year in a number of different cities around the world, from Japan to South and North America, with presentations of the event and its specific features to major national associations and key local media; they will now continue in European capitals such as London, Paris and Madrid.

Again, from an international perspective, Autopromotec 2011 will also focus on the Mediterranean area and its growing market. The final round of international roadshows will be held in February and March 2011 in some of the capital and major cities such as Casablanca, Cairo, Istanbul and Beirut.

As regards the attendance of foreign delegates, apart from the groups organised in collaboration with ICE, Autopromotec is also providing assistance in relation to the participation and consequent meetings between buyers and dealers from Argentina, Brazil, Egypt and Poland.

Autopromotec 2011 will also include a brand new major project called Autopromotec Edu: an arena where a series of topics will be approached during the exhibition, in order to provide tangible work tools for the professionals operating in this sector. Topics will range from maintenance to unconventional marketing, security and insights related to regulations and future market trends in Europe.

The third edition of the European aftermarket EAAS11 symposium entitled "Future opportunities for the automotive aftermarket in Europe" will be held within this highly international context, with the participation of experts and international operators in this sector.

Autopromotec Industrial Vehicles Service will be another of the important innovations in 2011: a special section dedicated to professionals operating in the industrial truck sector. A special logo will identify the exhibitors of equipment, components and spare parts for trucks.

Bologna, December 9, 2010