



autopromotec edu

Why AutopromotecEDU?

The car market has changed, and so has the auto repair servicing sector. It will continue to change over the years to come.

We can't continue to live within the protective walls of our ivory towers. This is true for auto servicing shops, but especially for Autopromotec.

The addition of **EDU**, i.e. **Educational**, is primarily to highlight our desire to keep pace with the times. We decided to organise an arena, a place dedicated to the spread of the automotive culture, where a series of Conventions will address all the areas of general interest for the auto repair servicing sector.

The Conventions, that will also focus on the international trends, will be ten over four days. They will all focus on providing a service based on information and updates to the various categories involved.

The Conventions will host important Speakers and Testimonies illustrating the new auto repair servicing philosophy,

Homo Faber Fortunae Suae

Everyone builds his own wealth

But it doesn't stop there.

AutopromotecEDU's commitment is to continue organising these meetings during the months between the two years. The purpose, while working towards the 2013 event, is to organise new initiatives aimed at providing information and updates to stakeholders, developing specific training sessions on areas that must be innovated in order to respond to all new market demands and requirements.

AutopromotecEDU at the service of the Homo Faber who knows how to build his wealth.

Si ringraziano



Calendar

Wednesday May 25th

10 AM **SALA ROSSA**

(simultaneous translation into English)
**Overhauls, Safety and Maintenance
Opening conference of Autopromotec 2011**

Welcome notes by
Duccio Campagnoli (BolognaFiere Managing Director)
Giorgio Cometti (AICA President)

Introduction by
Renzo Servadei (Autopromotec CEO)

Roundtable
Maurizio Vitelli (Ministry of Transport)
Gianni Filippini (UNRAE Managing Director)
Eugenio Razelli (ANFIA President)
Bartolomeo Giachino (Under-secretary Ministry of Infrastructures)

Moderator
Roberto Pippan
(Director of the economic editorial office Radio Rai)

12 PM **SALA BLU**

(in English)
International press conference

The organizers of Autopromotec 2011 welcome the international press and delegates

4 PM **SALA ROSSA**

Original spare parts: an added value for the distribution chain

Introduction
Antonio Cernicchio (Director of Institutional Relations UNRAE)

Panel
Paolo Strabello (Asconauto President)
The post sales manager of some car manufacturer companies

Moderator
Cesare Soresina (PR3 Consulting)
Conference by Asconauto and UNRAE

6 PM **SALA ROSSA**

GIPA Awards
The usual appointment to grant the GIPA Excellence Awards
By GIPA Italia

Thursday May 26th

9,15 AM **SALA ROSSA**

(in English with simultaneous translation into Italian and French)
3rd European Automotive Aftermarket Symposium "Future opportunities for the automotive aftermarket in Europe"

Panel discussion
Josef Frank (Aftermarket Director CLEPA)
Jacques De Selliers (Managing Director Going-Electric)
Michel Vilatte (FIGIEFA President)
Leon Andriessen (EGEA President)
Stephan Simon (LL.M Deputy Head of the Unit in the Competition Directorate General of the European Commission)
Bruno Beccari (ADIRA President)
Marco Grilli (Law Consultant UNRAE)

Moderator
Christopher Macgowan
(Chairman of the Royal Automobile Club Foundation Network)
By Autopromotec and MaM Consulting

11 AM **SALA BLU**

Companies meet education: which should be the kind of training for the engineers of tomorrow?

Greetings by Bruno Vianello (TEXA President)

Next, panel discussion
Manuele Cavalli (Technical responsible for TEXAEDU)
Luigi Minen (Project responsible for TEXAEDU)
Luca Vetrone (Project responsible Toyota T'Tep)
Alberto Minissi (Training responsible Peugeot Italia)
Gianluigi Bertola (Coordinator for the vocational training Peugeot Italia)
Franco Finotello (Training responsible Gruppo Piaggio)
Antonio Scinicariello (Ministry of Education, University and Research)
Ugo Bouchè (Ministry of Education, University and Research)

Moderator Nicola Giardino (Il Sole 24 Ore)

2 PM **SALA BLU**

(simultaneous translation into English)
Sustainability and energy demand

Speakers
Tommaso Vito (Director of Esso Italia Lubricants)
Umberto Seletto (PVL Manager Mobil1)

4 PM **SALA ROSSA**

(simultaneous translation into English)
Truck: Network, Services and Profitability

Paolo Gaiardelli (University of Bergamo)
Lucrezia Songini (University of Piemonte Orientale)
Giuditta Pezzotta (University of Bergamo)
Present two ASAP researches on services and the economic context of the truck network to then discuss with Francesco Caracciolo (UNRAE Consultant)
Carlo Otto Brambilla (Managing Editor FAI Service Informa)
Moderator Giuseppe Guzzardi (Vie & Trasporti)

Friday May 27th

11,30 AM **SALA BLU**

Specialized Press and assistance, a path...

Tommaso Tommasi (InterAuto News)
David Giardino (Collins)
Giuseppe Polari (Shinda)
Giuseppe Guzzardi (Vie & Trasporti)
Francesco Caracciolo (UNRAE Consultant)

Animate a panel discussion on the issues and the future of the publishing industry of the sector

Moderator
Nicola Giardino (Il Sole 24 Ore)

2 PM **SALA BLU**

(simultaneous translation into English)
Unconventional marketing for car repair

In-deep examination regarding the importance of communication and local marketing of the brand and the value of car repair

Speakers
Guelfo Guelfi (Communications consultant)
Francesco De Carolis (Marketing responsible for the Miranda Group)
Moderator
Cesare Soresina (PR3 Consulting)

Saturday May 28th

10 AM **SALA ROSSA**

Car repair assistance, what it means

Leonardo Buzzavo (Ca' Foscari University)
Roberto Vaccani (Bocconi University)
Confront each other on offer and demand in the world of car repair, offering inspiring ideas to improve performance

Moderator
Umberto Seletto (PVL Manager Mobil1)

2 PM **SALA ROSSA**

Car repair: fantasy, passion and creativity

Motor mechanics become the protagonists and tell the intuitions that lead to change
Introduces and moderates
Cesare Soresina (PR3 Consulting)
Speakers
Ercole Messina (Mecar Authorized Workshop, Turin)
Michele Battaglia (Midas Centre, Melzo)
Fabrizio Palpon (Palpon gomme, Seregno)

