

"ZIG ZAG. Tradition, Innovation: Italy racing towards the future" event

## Premiere in Tokyo for Autopromotec 2011

A premier introduction of Autopromotec 2011, the world's most specialized exhibition of automotive equipment and aftermarket products, was presented in Tokyo on October 9<sup>th</sup> at the prestigious headquarters of Miraikan, the National Museum of Emerging Science and Innovation, during the "Zig Zag. Tradition, Innovation: Italy racing towards the future" event. It was organized by ICE and by the regional authorities of Emilia-Romagna, Latium, Lombardy, Piedmont and Apulia, who presented the Japanese business community with "Italian technological excellence in the sector of sustainable mobility, motors and subcontracting". "Zig Zag. Tradition, Innovation: Italy racing towards the future" is part of a program of events called "Italy in Japan 2009" which was inaugurated on September 24<sup>th</sup> and will continue until October 17<sup>th</sup>.

The next edition of Autopromotec, to be held in Bologna on May 25<sup>th</sup> to 29<sup>th</sup>, 2011, was presented in Tokyo by Giorgio Cometti, President of AICA (Automotive Service Equipment Manufacturers Association), co-owner of the Autopromotec event together with AIRP (Italian Tyre Retreaders Association). Autopromotec was presented during a seminar called "Equipment, products and services for the automotive industry", promoted by the Emilia-Romagna regional authorities, in the presence of Federico Balmas, director of the Ice Office in Tokyo, Ruben Sacerdoti, Head of the Unit for the Internationalization of the Enterprises, Emilia Romagna region, and other authoritative representatives of the most important Japanese industries in this sector.

"The growing success of Autopromotec – emphasised Cometti - confirms the efficacy of its formula which is not only able to provide a complete overview of all the most innovative technologies and manufacturing expertise on the automotive aftermarket around the world, but it has also proved to be an exceptional business platform. Our main aim is to enforce relationships with aftermarket associations worldwide and this strategy let us become an international show by maintaining at the same time a high quality of the displayed products".

With the international premiere in Tokyo, Autopromotec relaunches its international promotional activities with a comprehensive program of road shows and meetings that foresees numerous appointments with buyers, traders, institutions and trade press in partnership with the local automotive aftermarket associations. Tokyo will be followed by a presentation at the Paris Equip Auto show, then at the Las Vegas Automotive Aftermarket Industry Week in November. The roadshow will then visit all the most important European countries and the other emerging car markets around the world including Argentina and Brazil in the spring of 2010, markets which are currently highly dynamic and showing great potential for further development.

Bologna, October 12, 2009