

Autopromotec 2011: Third European Symposium of the Automotive Aftermarket

Bologna: meeting-point for the future trends of the European automotive aftermarket

Autopromotec, the most specialized exhibition in the world for the automotive equipment and aftermarket products, is confirmed as an international benchmark for the international automotive aftermarket organizing the third edition of the European Automotive Aftermarket Symposium (EAAS).

EAAS, focussed on the "Future opportunities of the automotive aftermarket in Europe", is only one of the many events in program during the exhibition. Denominated AutopromotecEDU, it represents an innovative initiative in the automotive aftermarket event. It is meant to be a melting pot of experiences and professional skills aimed at sharing information and opportunities for actors in their daily automotive after-sales and service activities.

The European aftermarket Symposium will be held on Thursday 26th May and will host international experts and operators in this sector, with the aim of defining the future opportunities of the independent automotive market. Recent trends of the European market, strongly conditioned by consumers that are becoming ever and ever more demanding in terms of service, quality, maintenance, energy costs and repair accessibility, require a strategic consideration on the future of the entire sector. In this atmosphere, the EAAS conference will strive to shed light on the future by analysing trends, challenges and opportunities of the different operators in the automotive aftermarket sector.

The outstanding speakers will supply a concrete vision on the future of the professionals in the sector, and the main European associations present will illustrate their point of view as well as their future projects.

The conference will start dealing with numbers and strategies of the current European market. The conference will then focus on the new opportunities offered by electrical vehicles, culminating on the New Ber, a year from its debut. A round-table discussion will then approach the evolution of the aftermarket, future strategies for the independent market and for those who will become the new actors.

Organized under the aegis of the European Commission, Minister of Economic Development and Italian Institute for Foreign Trade, EAAS confirms itself as a fundamental event for all automotive operators that are looking for new development opportunities and who desire to consolidate their company strategies with an international vision, necessary for the existing trends.

EAAS, 26th May 2011 from 9.15am to 12pm

Bologna Fiere, Hall 15, Sala Rossa

For more information and to consult the event calendar please visit the www.autopromotec.it website.

Bologna, 29th March 2011