

Autopromotec Observatory

PRESS RELEASE

The international showcase of automotive services at the Bologna Exhibition Centre, 20-24 May

Autopromotec 2009 starts off

With a record 1,420 companies from 47 countries and 150,000 square meters of exhibition space, Autopromotec 2009 will get its start on Wednesday, 20 May. The trade exhibition is the most specialized international trade fair for automotive products and services and will be held at the Bologna Exhibition Centre through 24 May 2009.

Noting greater success with each edition, Autopromotec has now established itself as a recognized international event not only in the automotive sector, but in the entire trade fair panorama. There will be 460 foreign exhibitors from 46 countries, with Germany being the most represented.

Confirming the international flair of the event is the growing number of foreign visitors in attendance. Autopromotec 2009 will also host 90 delegates from 16 countries: Argentina, Brazil, China, Greece, India, Iran, Israel, Japan, Mexico, Portugal, South Africa, South Korea, Sweden, Turkey, USA and Vietnam as part of the agreement sealed between the Institute for Foreign Trade, Ministry for Economic Development and the AICA, the Italian Automotive Service Equipment Manufacturers Association. Thanks to the intense efforts of the offices involved, 215 B2B meetings have been set up between Italian exhibitors and international delegates for the purpose of maximizing promotional and marketing activities.

For the 2009 edition, Autopromotec accentuates its role as a first-rate international platform offering within a group of specialized technological exhibitions the complete showcase of the most advanced product innovations serving the automotive industry. The exhibition includes the technological excellence of equipment for auto repair garages and body shops, new and retreaded tyres, rims, car services, replacement parts and components for vehicles, car washes, tools and accessories, engine reconditioning and new forms of motorization.

The fair's ability to anticipate technological innovations of the automotive aftermarket segment will go into higher gear this year with Futurmotive, an exhibit focusing on innovations and technological solutions for sustainable mobility.

Of the many conferences to be held during the fair, one will have a special international resonance: the EAAS09, the second European Automotive Aftermarket Symposium. The conference, featuring participation of experts and international industry members, will shed light on the current situation and on the prospects for auto repair in technological and ecological terms, and in view of future European standards.

Bologna, May 20, 2009