

Sunday, May 24th marked the close of the 23rd edition of Autopromotec, the highest specialized trade fair event for the automotive aftermarket in the world

Autopromotec 2009 attended by over 100,000 industry professionals

**Autopromotec 2009 noted increase in exhibitors and visitors
and strong interest on the part of the media.**

With success proclaimed, the exhibition looks towards the next event in 2011.

Autopromotec winds down its 23rd edition on a positive note and is proclaimed the highest specialized international exhibition of equipment, products and services for the automotive industry. The visitors who packed the trade fair district of Bologna during the five-day event totaled 101,620, an increase of 2.4% over 2007.

The exhibition was successful in highlighting its international profile and role as a proponent of technological specialization and in maintaining the high standards of exhibitor selection.

Industry members recognized Autopromotec not only as an exhibition able to showcase the entire production of the sector, but also as a veritable business platform. An estimate performed by the Autopromotec Observatory regarding the turnover generated by the exhibition calculates the figure at 1 billion euros.

Noteworthy was the large participation of exhibitors, who set the new record of 1,443 against the 1,404 of the 2007 (+ 2.8%), 468 foreign and 975 Italian. The foreign country with the most exhibitors was Germany out of the 95 countries represented. For all, the trade show was an opportunity to present the best of the industry's production and the range of innovations.

Never before had the event received such attention from the media, which gave it generous press coverage with resonance at all levels: 254 journalists from the trade press (+ 21% over 2007, given the increase in foreign participation) registered with the press office, a number that went to add to participation by the general press outlets.

A number of events were organized by trade associations and by many exhibitors featuring the presence of high-profile industry figures.

Success was also decreed for Futurmotive, the exhibit of new technologies for sustainable mobility and the reduction of fuel consumption and emissions from the vehicle servicing standpoint. The exhibit, intended for industry members attending Autopromotec, had the aim of providing auto repairers and motorists with information on the best technology for reducing fuel consumption and harmful emissions, improving servicing, and managing auto repair shops in a more eco-friendly way.

Of the conferences held during the event, special mention goes to the EAAS09, the 2nd European Automotive Aftermarket Symposium, where representatives of major European organizations discussed the future of this sector, specifically issues concerning ecology, technologies and servicing and the new European regulations governing the sector.

An analysis of data on visitor attendance to Autopromotec 2009 notes that visitors from Italy numbered 84,931, complemented by the international participation which saw a strengthening in numbers at 16,689.

These figures are evidence of the major success of the exhibition and decree Autopromotec's role as the leading international trade fair for the automotive aftermarket. Autopromotec 2009's high degree of specialization proved a determining factor: the global trade exhibition scene is jam-packed and exhibitors are choosing to participate only in highly professional events enabling them to enrich the offer of services to customers.

The next edition of Autopromotec, scheduled for May 25-29, 2011 in Bologna, promises even more innovations in products and services.