

PRESS



Bologna, 8 October 2020

Autopromotec presents
FUTURMOTIVE - Digital Expo and Conference

The digital event, scheduled for 10 December 2020, will take place in a virtual environment where companies of the automotive aftermarket, international operators and experts will meet to exchange ideas, projects and visions on the future of the sector

Autopromotec Conference evolves and becomes **FuturMotive – Digital Expo and Conference**. On **10 December 2020**, within a virtual arena, companies in the industry and international experts will exchange ideas, projects and visions of the future within an event conceived and coordinated by the promoters of the international automotive equipment and aftermarket trade fair. The aim of the FuturMotive – Digital Expo and Conference project is to promote networking and interaction between the various players in the automotive industry and new technologies, in the light of the changing economic scenario.

"The impact of the pandemic on the automotive industry, which according to some analysts should have slowed down the technological development of the sector, has not actually affected the innovative processes," said **Renzo Servadei, CEO of Autopromotec**. "Issues such as connected mobility, the circular economy, the application of artificial intelligence software to vehicles and the digitisation of garages and distribution networks are the key elements to outline the economic scenario for the near future. These topics are the basis on which we have built the FuturMotive project: the aim is to involve the parts, equipment and tyre sectors in order to disseminate knowledge, strengthen existing business relations and establish new ones. A digital event, in December, that allows automotive aftermarket companies to stay in touch while waiting for the big 'physical' event scheduled for May 2022."

FuturMotive by Autopromotec will take place in an interactive virtual environment where participants will be able to follow several speeches animated by **international guests**, followed by workshops to deal with issues in greater details, in which representatives of companies in the industry will meet. Speeches by experts and operators in the automotive industry will be held within a virtual studio and will address issues related to **mobility and new technologies**, the **eco-**

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sustainability of the industry and the **new scenarios** opened up after the spread of the pandemic. A number of useful appointments to analyse **current affair-related issues**, so as to lay the foundations for “the new ‘20s” in the automotive industry. Ample space will also be dedicated to business relations: sponsors will in fact be present in their virtual booths, from which not only will it be possible to access the material made available by each company, but there will also be the possibility of communicating directly with sales representatives via chat and videoconferencing.

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