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Autopromotec 2017: the 27 edition is well underway

The show is shaping up to draw a wider international attendance

The Autopromotec organizing machine is now in full swing towards the 27th edition of the most specialized international exhibition of automotive equipment and aftermarket products, which will take place at the Bologna Trade Fair Center May 24-28, 2017.

The extremely positive and outstanding growth figures recorded during the last Autopromotec edition, both in terms of exhibitors and visitors, have definitely confirmed the show's reputation as the world's largest and most influential automotive aftermarket event held in odd years.

Proud of the show's long and successful history stretching back over 50 years, the Organizers are now disclosing the main themes of the 2017 edition: aftermarket specialization will once again get the lion's share, along with technological innovation translated into products/services, and a strong international orientation, the latter having proved to be a winner in the past few years.

Talking about *internationalization*, a key role will be played by the "Plan for the extraordinary promotion of the *Made in Italy*", promoted by the Italian Ministry of Economic Development and coordinated by ICE – Italian Trade Promotion Agency, the government organization promoting the internationalization of Italian companies abroad. In fact, the show is one of the big events included in this ambitious project, aimed at enhancing the "Made in Italy" concept worldwide while also supporting those activities that draw foreign investments to Italy. All promotional activities related to Autopromotec 2017 will be grouped under this important institutional umbrella and will revolve around the core features of the event. The agenda includes a rich communication plan involving the national and international media, roadshows and special events in such focus countries as Indonesia and Iran, and hospitality programs for international buyers and delegations.

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Autopromotec Brand Manager Emanuele Vicentini says: “The 2015 figures witness the global dimension the Autopromotec show has reached over the years. In this respect, the 10% increase in exhibitors (many of whom came from abroad), as well as the remarkable growth rates of international visitors (+9%) and B2B meetings between international buyers and exhibitors (+18%) are the most significant details. The positive post show feedback received from all around the world is one more reason for feeling proud of the results achieved. Obviously, we still have a long way to go; as a matter of fact, the next several months leading up to Autopromotec 2017 will be packed with promotional activities included in our international campaign, which remains our main focus and will get a tremendous boost thanks to the financial support from the Italian Ministry of Economic Development”.

Finally, the Organizers would like to remind all interested parties that the pre-registration form for Autopromotec 2017 is already available. All potential exhibitors can fill out the *Information Form* and send it back to the Autopromotec Show Office by April 8, 2016. Although not binding, the *Information Form* will help the Organizers draw the 2017 floor plan according to the product groups represented at the show.

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