



Bologna, April 18th, 2016

**New international mission promotes Autopromotec 2017
Organizers fly to South Korea, the world's fifth ranked auto industry**

Autopromotec, the most specialized international exhibition of automotive equipment and aftermarket products, has emphasized internationalization as a development strategy over recent years, with structured promotional initiatives designed to increase visibility and promote the Made in Italy automotive sector. The results of such intense efforts by Autopromotec organizers have been repaid by the impressive statistics recorded during the latest editions, with special mention for the 2015 exhibition.

With the 27th edition on the horizon, Autopromotec's international promotion machine turned on its engines in early March with a mission to South Korea led by Emanuele Vicentini, Autopromotec Brand Manager, as part of the "Missioni di Sistema" program promoted by the Italian Ministry of Economic Development and the ICE - Italian Trade Promotion Agency. South Korea is the sixth economy in the world and is experiencing constant growth due especially to strong exports which also include its automotive industry. The Asian country ranks fifth in the world when it comes to auto manufacturing with over 4.5 million vehicles produced annually, making it an important market on various levels.

Promotional activities in South Korea, which cut across diverse industrial sectors, have seen the participation of numerous stakeholders, Italian and South Korean, as well as government and banking institutions of both countries. Following the several promotional events organized by the mission, the stakeholders signed a Memorandum of Understanding to foster intersectoral trade between the two countries with a focus on the strategic sectors of the respective economies.

Entering into the specifics of the automotive industry, the Autopromotec Brand Manager met with directors of KOTRA – Korea Trade-Investment Promotion Agency – who expressed keen interest in organizing a collective Korean area during Autopromotec 2017 considering the solid number of visitors to the trade exhibition.

During the mission, an important meeting was organized by SK Networks, one of the principal holding companies in Korea active in a variety of sectors including vehicle servicing. The meeting was coordinated by Kintex, the main trade exhibition centre in South Korea that organizes the annual



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27^a Biennale Internazionale delle Attrezzature e dell'Aftermarket Automobilistico

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COMUNICATO STAMPA**

“Automotive Week”, an event supporting the spare parts, after-sales assistance and tuning sectors. With representatives of “Automotive Week”, scheduled this year for 2-4 September in Seoul, Emanuele Vicentini outlined a joint promotion of the two trade fair brands with the goal of increasing the exchange of information on markets, buyers and exhibitors thanks to the inestimable work performed by the two countries' specialized trade exhibitions.

Autopromotec organizers, bolstered by the interest raised during the recent mission in South Korea, have confirmed other missions in the coming months. Dates are still in the planning stage but the primary purpose will be to attract delegations of buyers and exhibitors. Autopromotec will also be present at the major automotive trade fairs around the world, a proven vehicle for promotion.

Over the next few months, more details will be provided on international promotional initiatives and their development. For information on these and other news regarding Autopromotec 2017, follow the website www.autopromotec.com and the social media profiles of the exhibition:

- Facebook (www.facebook.com/Autopromotec)
- Twitter (twitter.com/Autopromotec): @Autopromotec and #Autopromotec

THE INTERNATIONALIZATION OF AUTOPROMOTEC 2015: THE FIGURES

Autopromotec 2015 attracted an impressive number of exhibitors and visitors from abroad: out of the total number of exhibitors (1,587), 663 were from 47 foreign countries. The fair also recorded a strong increase in visitors from abroad (+9% compared to the 2013 edition) arriving mainly from the principal European countries, as well as from the Far East and other continents. Further demonstration of Autopromotec's international resonance were the 90 industry representatives from 25 different countries who were key participants in over 660 B2B meetings with international buyer delegations and exhibiting companies. The press was in strong attendance too, with about 500 journalists, 40% of them from around the globe.

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