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27^a Biennale Internazionale delle Attrezzature e dell'Aftermarket Automobilistico
27th International Biennial Exhibition of Automotive Equipment and Aftermarket Products

BOLOGNA, ITALY 24-28 MAGGIO/MAY 2017

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COMUNICATO STAMPA**

Bologna, 6th February 2017

IAM17

The International Aftermarket Meeting will offer a global briefing of the sector with a focus on Mobile Solutions

The International Aftermarket Meeting 2017 (IAM17) will be held during Autopromotec on Thursday May 25th and will be one of the most high profile events in the AutopromotecEDU calendar of seminars. This year's topic will be Mobile Solutions: Opportunities and challenges for the Automotive Aftermarket.

In the words of Josef Frank (former Senior Advisor Aftermarket and former Director Aftermarket at CLEPA), chairman of the event, “By the year 2020, an entire generation of “connected” people, the so called C Generation, will have grown up in an digital and connected world, and digital technology and its tools will be a second nature to this group. Their familiarity with technology, reliance on mobile communications, and desire to remain in contact with large networks will transform the way we work and consume. This megatrend is already affecting the automotive industry and the aftermarket”.

IAM17 provides an opportunity for the aftermarket community to hear from experts what these changes and transformations mean for the sector. The first contribution, after an introduction made by ANFIA, will focus on the Italian Market and will be presented by GiPA. In the second presentation, Tim Armstrong, Vice President Planning Solutions at IHS Automotive, will show the long-term outlook for new mobility solutions around the world and look at the impact on automotive demand and the knock-on effects for the aftermarket industry. In a third part, Matthias Knirsch, Business Development Director at Bosch Automotive Aftermarket will describe the changes in the value chain, where the role of the consumer will be different, the speed of innovation due to connectivity and the need

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of clear legal framework. The fourth presentation, Sebastian Ruffino, Business Unit Manager BRIDGE, TomTom, will explain navigation systems will change and will present BRIDGE, a system that offers a flexible platform where businesses can integrate the power of TomTom technology into their business processes. Last but not least in the fifth presentation Fotios Katsardis, CEO at Temot International will analyse the implications of mobile solutions in the supply system.

The complete IAM17 conference schedule and the AutopromotecEDU calendar will soon be available on www.autopromotec.com. Please visit the Autopromotec website and follow the trade show on Facebook and Twitter for the latest updates:

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



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ABOUT AUTOPROMOTEC:

Autopromotec is an international exhibition for automotive equipment and aftermarket that takes place every two years at the Bologna Exhibition Centre. Founded in 1965, the event is organised by Promotec, a services company owned by AIRP -Associazione Italiana Ricostruttori Pneumatici (Italian Tyre Retreaders Association) and AICA - Associazione Italiana Costruttori Autoattrezzature (Italian Automotive Equipment Manufacturers Association). Its unique formula is based on the specialisation, professionalism and quality of the exhibition, a true meeting point between manufacturers and users. The trade show - which includes 575 product categories, covering all sub-sectors of the aftermarket -takes the form of a selection of specialised fairs, where visitors can easily plan personalised itineraries based on their professional interests. Through intensive promotional activities supported both at an institutional level and by trade associations, over the course of 26 editions Autopromotec has experienced a continued increase in international growth. Each edition of the event focuses great attention on training with AutopromotecEDU, a think tank dedicated to the analysis of the trade and to the most current and innovative topics regarding the automotive aftermarket.

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