



U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service  
Department of Commerce Contact: Michael Thompson, 202-482-0671 [michael.thompson@trade.gov](mailto:michael.thompson@trade.gov)

## **U.S. Department of Commerce to Showcase U.S. Companies at Autopromotec 2013, Bologna, Italy, May 22 – 26, 2013.**

**Washington, D.C. – August 1, 2012** – The U.S. Department of Commerce’s U.S. Commercial Service is pleased to announce that it has granted **Trade Fair Certification** status to **Promotec S.r.I.**, to organize the official United States Exhibitor Pavilion at **Autopromotec 2013, May 22 – 26, 2013**, held at the **Bologna Fiere Fairgrounds, Italy**. Detailed information can be found at: [www.autopromotec.it](http://www.autopromotec.it).

**Autopromotec** is the leading biennial event in Europe and is a unique showcase for the garage, auto repair, diagnostic and servicing equipment sector, as well as a marketplace for a range of complementary industry products. **Autopromotec 2011** hosted 1,473 exhibitors from 50 countries and 103,666 visitors, buyers and trade professionals. **Autopromotec 2013** will focus on the following vehicle parts and repair/maintenance sectors:

Body repair	Car dealers
Engine rebuilders	Tire retreaders
Large public and private fleets	Mechanics
Motor vehicle electricians	Service stations
Specialized repair shops	Technical and vocational schools
Tire specialists	Vehicle and tire manufacturers

Europe continues to be a leading trading center where American products enjoy a reputation for high product quality, reliability and after-sales service. American automotive repair and maintenance products that embody those characteristics will find a ready market in both Italy and Europe.

Through certification, the U.S. Commercial Service recognizes the capability and exhibition experience of **Promotec S.r.I.**, to organize a world class event for U.S. exhibitors to showcase products and services for the garage, auto repair, diagnostic and servicing equipment sector. The show serves as an excellent venue for U.S. companies to establish and expand overseas distribution, generate sales leads, evaluate competitors, and to work with U.S. Commercial Service Trade Specialists to identify potential buyers and partners. The U.S. Commercial Service helps U.S. companies establish international business relationships. The agency’s global network includes locations in more than 100 U.S. cities and in American consulates and embassies in nearly 80 countries. For more information on the U.S. Commercial Service, please visit [www.export.gov](http://www.export.gov).

Commercial staff from the U.S. Consulate, Milan, Italy will be available at the exhibition to assist participating U.S. firms with their export needs and to facilitate contacts, meetings and appointments between U.S. exhibitors and business visitors. Interested U.S. exhibitors should contact **Patrick Capriati, Italian Trade Commission**, Chicago, IL Tel: 312-670-4360 or e-mail: [chicago@ice.it](mailto:chicago@ice.it).