Automotive Aftermarket: seminar about the German market
19th March 2020, 4.30 – 6.30 p.m.
CNA* Emilia Romagna, Bologna

16:30 – 16:45 Greetings and Welcome
Ms. Stefania Gamberini (Head of the internationalization, production, industry and Made in Italy Department at CNA Emilia Romagna).
Ms. Raffaella Saviori (Project Manager at ITKAM - The Italian Chamber of Commerce in Germany).

16:45 – 17:00 ASA (German Association of the Producers and Importers of Automotive Service Equipment)
Mr. Frank Beaujean (ASA President).
Presentation of the German Automotive Aftermarket, of his players as well as of its main import – export rules and regulations.
17:00 – 17:15  Trade Fair Automechanika
Mr. Olaf Mußhoff (Director of the Trade Fair Automechanika).
Presentation of the trade fair (fact & figures, product groups of the exhibiting companies, visitors’ profiles etc.).

17:15 – 17:30  ITKAM (The Italian Chamber of Commerce in Germany)
Ms. Raffaella Saviori (Project Manager at ITKAM).
Presentation of the further internationalization steps in the German market (B2B event on 27th Mai 2020 & joint stand at Automechanika, Frankfurt am Main, 8th - 12th September 2020).

17:30 – 17:45  CNA Emilia Romagna
Ms. Stefania Gamberini (Head of the internationalization, production, industry and Made in Italy Department at CNA Emilia Romagna).
Insight in the regional subsidy supporting the internationalization on the German market.

17:45 – 18:00  Q & A session

18:00 – 18:30  Networking Aperitif

For further information, please contact: Raffaella Saviori (Tel. : +49 (0) 69 97 14 52 42; rsaviori@itkam.org) or Christine Schattner (Tel. : +49 (0) 69 97 14 52 26; cschattner@itkam.org)

* CNA Emilia Romagna represents the region's small to medium enterprises and the self-employed. It offers its associates representation, information, support and services, communicating directly on their behalf with all of the various social, economic and political institutions in the region. CNA Emilia Romagna consists of ten provincial associations — Bologna, Modena, Reggio Emilia, Parma, Piacenza, Ferrara, Forlì, Ravenna, Rimini and Imola — providing services directly to businesses.