

Renzo Servadei

Autopromotec CEO and Secretary-General of AICA, AIRP and Federpneus Associations



Renzo Servadei was born in Bologna in 1959. After a master degree in Law, he began his career in a small and medium-sized enterprises association, where he was in charge of labor union relations. In 1992, he became the Secretary of several professional associations in the automotive sector, namely AICA (Italian Garage Equipment Manufacturers), AIRP (Italian Associations of Tyre Retreaders) and Federpneus (Italian Association of Tyre Dealers), a position that he still covers.



In addition to that, in 2004 he was appointed Chief Executive Manager of Autopromotec, the international biennial exhibition of automotive equipment and aftermarket products. One of the big turning points for the history of the exhibition occurred under his guidance: in fact, in 2005 Autopromotec embraced new product sectors such as spare parts, components and car service to embrace the whole automotive aftermarket.

Since then, the trade fair continued to grow, becoming a proper showcase of cutting edge technologies, innovations, new products and market opportunities which are a benchmark for the sector. The exhibition has established an enviable reputation as a specialized, representative and professional event for highly qualified exhibitors (only manufacturers and authorized dealers) and, in its fifty-year history, it has kept pace with the technological and professional growth of the automotive sector, becoming a must-see for the supply and demand network.

With a great passion for motors since he was child, Renzo Servadei is lucky to combine his profession with his passion.



About Autopromotec:

Autopromotec is the international exhibition of automotive equipment and aftermarket industry held every two years at Bologna Exhibition Centre (Italy).

Founded in 1965, the event is organised by Promotec, a service company owned by AIRP - Associazione Italiana Ricostruttori Pneumatici (Italian Tyre Retreaders Association) and AICA - Associazione Italiana Costruttori Autoattrezzature (Italian Automotive Equipment Manufacturers Association).

Its exclusive trade exhibition formula is based on specialisation, professionalism and quality of the exhibited products, a true meeting point between manufacturers and users. The trade show - which includes more than 580 product categories, covering all sub-sectors of the aftermarket - takes the form of a selection of specialized fairs, where visitors can easily plan personalized itineraries based on their professional interests.

Through intensive promotional activities supported both at an institutional level and by trade associations, over the course of 28 editions Autopromotec has experienced a continuous increase in international growth. Each edition of the event focuses great attention on education with AutopromotecEDU, a think tank dedicated to sector analysis and to the most current and innovative topics regarding the automotive aftermarket.

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