

Nov. 1-3, 2011 at the Sands Expo Center, Las Vegas, Nevada, USA

## AAPEX Greet Attendees from 139 Countries at 2010 Las Vegas Show



International attendees traveled from 139 countries to participate in the 2010 Automotive Aftermarket Products Expo (AAPEX), the world's largest business-to-business event for the global motor vehicle aftermarket. Plans already are underway for the 2011 AAPEX, to be held Tuesday, Nov. 1 through Thursday, Nov. 3, at the Sands Expo Center, Las Vegas, Nevada, USA.

Of the 139 countries represented at AAPEX, 57 countries had buying delegations organized by the U.S. Commercial Service as part of the International Buyer Program. Commercial Service leaders escorted many of these delegations to AAPEX to assist with show logistics and help match international buyers with U.S. exhibitors.

Monica Martinez, commercial assistant - CS Mexico Auto Team Leader, U.S. Department of Commerce, Mexico City, said, "CS Mexico's experience with the AAPEX/SEMA shows was very positive. The shows are a great opportunity for Mexican delegates to see trends in the automotive industry and also to upgrade their distribution lines with products that complement their current business. They help them expand business opportunities in Mexico and better serve their clients. Others said that due to their visit, which was very productive, they will be able to increase their supplier base and participate again in 2011."

AAPEX presents an exceptional opportunity for buyers to see all the products,

all the people, all in one place. It features a vibrant trade show with more than 2,000 exhibitors in nearly 4,500 stands, a comprehensive Learning Forum with more than 30 education sessions for all segments of the aftermarket, and significant networking opportunities with key decision-makers, manufacturers and colleagues from around the world.

Fareedon Hartoqa, commercial specialist, US & Foreign Commercial Service, U.S. Embassy, Amman, Jordan, said, "I have been bringing Jordanian trade delegations to AAPEX for the last six years. AAPEX is considered a great opportunity for the Jordanian aftermarket companies to see the latest products in the market and to meet with American companies to build business relations. As a result of attending AAPEX, several success stories were made between Jordanian and American firms."

In addition, the AAPEX Marketplace provides foreign market information useful to both buyers and exhibitors. In 2010, the countries featured in the AAPEX Marketplace were: Bulgaria, Chile, Colombia, Costa Rica, Denmark, Dominican Republic, Ecuador, El Salvador, Finland, Guatemala, Honduras, Iraq, Jordan, Malaysia, Mexico, Netherlands, Peru, Russia, Saudi Arabia, Singapore, Slovak Republic, South Africa, Spain, Switzerland, Thailand, Uruguay, US Mission the European Union/Belgium, Venezuela, West Africa and Qatar. The Automotive Resource Guide, a publication developed by the U.S. Commercial Service Global Automotive Team, was distributed to U.S. exhibitors to provide additional information on doing business in foreign markets.

Marketplace, organized by the Global Automotive Team, also coordinates meetings between AAPEX exhibitors and commercial specialists based on their



country interest. In 2010, more than 206 Marketplace appointments took place over the pre-scheduled Wednesday and Thursday morning sessions, nearly double the number of appointments in 2009.

The 2011 AAPEX will again be co-located with the SEMA Show, which will be held the same week at the Las Vegas Convention Center.

AAPEX is jointly sponsored by the Automotive Aftermarket Suppliers Association (AASA) and the Automotive Aftermarket Industry Association (AAIA).

For more information, visit the AAPEX Web site, [www.aapexshow.com](http://www.aapexshow.com), or e-mail: [info@aapexshow.com](mailto:info@aapexshow.com). Buyers can also follow AAPEXShow on Facebook and Twitter, and the AAPEX Show Group on LinkedIn.

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