

# Presse Press

January 28, 2008

## **Automechanika Canada**

Toronto, June 19-21, 2008

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## **Automechanika Canada Announces 2008 Keynote Speaker**

### **Automotive Aftermarket Business Management Expert Headlines Seminar Program**

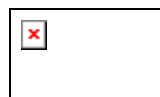
An award-winning automotive aftermarket industry expert will provide the seminar keynote address at [Automechanika Canada](http://www.AutomechanikaCanada.com), June 19, in Toronto.

Speaker Robert (Bob) Greenwood, president and CEO of the [Automotive Aftermarket E-Learning Centre LTD.](http://www.AutomotiveAftermarketE-LearningCentre.com) (AAEC) and [E.K. Williams & Co. \(Ontario\) Ltd. \(EKW\)](http://www.EKWilliams.com), will share his more than 32 years of experience in business management within the automotive aftermarket industry with conference attendees that include aftermarket suppliers, service and repair providers, shop owners, jobbers, technicians, wholesalers/distributors, sales agents and apprentices.

Greenwood's presentation, *The Top Ten Objectives That Will Secure a Positive Aftermarket Future*, will present his vision for the automotive aftermarket's future and a strategic five-year plan that establishes ten vitally important objectives.

"When these objectives are embraced by the aftermarket, we will not only secure prosperity and growth for our sector, but it will clearly set the aftermarket apart leaving an incredibly positive image in the consumers' eyes," said Greenwood.

Greenwood has created business management development courses for automotive shop employers and employees, which are recognized as being the most comprehensive, industry-specific courses of their kind.



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“Automechanika Canada is focused on the needs of the marketplace and we believe that Robert Greenwood will address the issues that are important to our attendees and exhibitors,” said Kristen Woodburn, Messe Frankfurt’s show manager. “Bob brings very unique insight from his personal experiences in the retail service provider, wholesale jobbers and warehouse distribution sectors, as well as with manufacturers in the industry.”

In recognition of his contributions to the automotive aftermarket industry, Greenwood was presented the prestigious [Northwood University](#) Automotive Aftermarket Management Education Award in 2003 during Automotive Industry Week. The award is presented to individuals in the automotive aftermarket field who have made noteworthy contributions to education, public or private, on any level, inside or outside the industry.

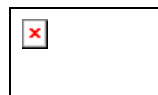
Automechanika Canada announced that 15 educational sessions will take place throughout the three-day seminar program. Returning speakers include Craig VanBatenburg of the [Automotive Career Development Center](#), and Mike Cleary of [Automotive Technical Support Services](#). Session details will be announced in the coming weeks.

Automechanika Canada, the only tradeshow in Canada dedicated to all facets of the automotive aftermarket, will be held June 19-21, at the International Centre in Toronto, Ontario, Canada. Automechanika Canada is produced and owned jointly by Messe Frankfurt, Inc. and Business Information Group.

For further information, please visit:  
[www.AutomechanikaCanada.com](http://www.AutomechanikaCanada.com)

#### **About Messe Frankfurt**

Messe Frankfurt is one of the world's largest exhibition organizers. With 14 subsidiaries outside Germany, five branch offices and 48 International Sales Partners offices outside Germany, the Group has a presence in 151 countries and at more than 30 exhibition venues.



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Messe Frankfurt produces more than 110 exhibitions annually, serving as a meeting place for more than 68,000 exhibitors and three million visitors. The North American headquarters in Atlanta produces nine trade shows in the USA, Canada and Mexico across various industries. For more information about Messe Frankfurt, please visit our Web site at [www.MesseFrankfurt.us](http://www.MesseFrankfurt.us).

**About Business Information Group**

Business Information Group (BIG) is Canada's largest publisher of specialized business magazines, directories, events and databases. BIG publishes more than 90 magazines and directories, 25 Web sites, 22 e-mail newsletters and produces several business events to more than 75,000 business contacts in 18 targeted business markets. Business Information Group is owned by Glacier Ventures International Corp., Vancouver, British Columbia, Canada.

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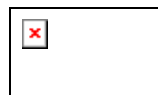
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**Automechanika Events Around the Globe**

Rome, January 31-February 3, 2008

Moscow, March 4-6, 2008

Bangkok, March 6-9, 2008

Dubai, June 1-3, 2008

Toronto, June 19-21, 2008

Mexico City, July 9-11, 2008

Frankfurt am Main, September 16-21, 2008

Buenos Aires, November 12-15, 2008

Kuala Lumpur, March 25-28, 2009

Istanbul, April 2009

