

## **Latin Press Inc. announces partnership with Asopartes for the AutoAméricas Congress and Expo 2023**

- ASOPARTES, the Colombian Association of the Automotive Sector and its Parts (Asociación del Sector Automotriz y sus Partes, in Spanish), is now **Supporting Show Sponsor of AutoAméricas 2023**.
- The Association will have a reserved space in the 48,631 sq ft. of the expo to present a specialized conference during the academic program, and will also have a booth at the expo.
- Between January and April 2022, the more than 200 Colombian auto parts companies exported US\$136 million to 55 destinations in the Americas.

**Miami, January 2023.** - ASOPARTES, the Colombian Association of the Automotive Sector and its Parts (Asociación del Sector Automotriz y sus Partes, in Spanish) announces their most recent alliance with AutoAméricas 2023 as Supporting Show Sponsor, to support the promotion and positioning of the first version of this event that will bring together manufacturers, distributors, experts in automotive maintenance, and other members of the industry on March 24 and 25, 2023 at the Miami Airport Convention Center.

This agreement covers the promotion of the **AutoAméricas Congress and Expo** among the nearly 50,000 companies affiliated to ASOPARTES in Colombia, as well as participation in the Academic Congress to be held during the event, activities that represent a significant support to position AutoAméricas as the leading event for the aftermarket industry in South Florida, the Caribbean and Latin America.

The National Executive President of ASOPARTES, Carlos Andrés Pineda Osorio, emphasized that “developing this alliance with Latin Press, Aftermarket International magazine, and AutoAméricas is an opportunity for our members and the Colombian automotive sector, not only to open new markets, but also for the international participants in this first expo to be introduced to the Colombian market.”

Colombia has consolidated its position as an aftermarket supplier for the continent. Between January and April last year, the more than 200 national companies involved in this activity exported 136 million dollars to 55 destinations in the region, according to the Colombian government agency ProColombia. This represented a 16.5% growth compared to the same period of the previous year due to increased purchases from the United States, Mexico, Ecuador and Peru.

Max Jaramillo, Show Director of AutoAméricas and CEO of Latin Press Inc., also expressed his satisfaction with this alliance, which adds to the agreement reached in October 2022 with the **Automotive Parts Remanufacturers Association (APRA)**.

Pineda Osorio also explained that “the automotive markets, especially the Colombian market, both in the vehicle sector and in the motorcycle sectors, have been growing at a very significant rate. And this alliance represents an opportunity for growth, markets and joint business between both organizations.”

To learn more about AutoAméricas, visit [www.autoamericas.show](http://www.autoamericas.show).

*Photo: To the left is Carlos Andrés Pineda Osorio, National Executive President of ASOPARTES; to the right is Max Jaramillo, Show Director of AutoAméricas.*

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**About the Association of the Automotive Sector and its Parts (ASOPARTES)**

ASOPARTES is a Colombian non-profit association that represents and defends the social, commercial and technical interests of the automotive sector and its parts, integrating them in such a way as to strengthen the industry.

More information at: <https://asopartes.com/>

**About Latin Press Inc.**

Latin Press Inc. is a firm based in Miami, Colombia and Brazil, with more than 25 years of experience in publishing specialized publications and organizing B2B events, trade fairs and international technical congresses in Mexico, Colombia, Brazil, Panama, Costa Rica, the United States and Puerto Rico, for the automotive aftermarket, multimedia, broadcast and radio systems, HVAC/R and building automation, professional cleaning, Facility Management industries, among others.

More information at: [www.latinpressinc.com/en/corporate-events/trade-shows-and-congresses.html](http://www.latinpressinc.com/en/corporate-events/trade-shows-and-congresses.html)

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