

SALONUL AUTO BUCUREȘTI & Accesorii 2009



Stimata Doamna/ Stimate Domn,

Va aducem la cunostinta partenerial si totodata cu parere de rau amanarea "Salonului Auto Bucuresti si Accesorii" ce urma sa aiba loc in perioada 6 - 11 octombrie 2009, pentru luna octombrie 2010, asa cum de altfel fusese deja prevazut in calendarul expozitional al companiei noastre.

Principalele motive care au stat la baza luarii acestei decizii au fost atat reticenta afisata de unii importatori, cat si nehotararea acestora privind aderarea la un eveniment care, in opinia noastra, ar fi insuflit piata auto daca nu la nivel national cel putin la nivel local si regional.

Consideram ca noile aparitii auto ale anului 2009 cat si cele deja existente ar fi avut un impact mai mare asupra consumatorului final care-si doreste sa regaseasca intr-un singur loc ofertele existente atat in domeniul auto cat si pe segmentul accesorii, deloc de neglijat in acest an.

Mentionam toate acestea cu atat mai mult cu cat in toate capitalele din regiunea sud-est europeana (ex. Sofia, Belgrad, Kiev, Istanbul) in acest an de criza economica s-au desfasurat saloane auto.

Dorim in continuare ca SAB & Accesorii sa aiba loc in anii in care evenimentul auto international romanesc nu se desfasoara. In acest sens va comunicam lansarea SAB & Accesorii asa cum era prevazuta initial in luna octombrie a anului 2010, fapt ce va confera posibilitatea de a va bugeta din timp participarea. Pentru realizarea acestu lucru mentionam faptul ca exact ca si in acest an vom incerca sa venim in atenta dumneavoastra cu aceleasi conditii financiare, respectiv costuri de participare reduse, totodata fara a face rabat de la imaginea si calitatea organizatorica specifice evenimentului.

Desi decizia amanarii evenimentului a fost una foarte grea, suntem convinsi ca reprezinta in momentul de fata, decizia corecta pentru companiile deja inscrite la acest eveniment, care nu ar fi putut beneficia de toate conditiile unui salon auto de renume. Dorim pe aceasta cale sa le multumim inca o data companiilor inscrite pentru increderea acordata.

Cu stima,
Organizatorii.

Dear Ms/ Dear Sir,

Please allow us to inform you about the postponement of Bucharest Auto Fair and Accessories 2009 that had to take place between 6 to 11 of October 2009, for the month of October 2010, as it has been initially mentioned in our exhibition calendar.

The main reasons of this decision was the indecision of some of the importers regarding their participation at this event which represented, in our opinion, a good opportunity to promote both auto and accessories section.

We believe that 2009's car new models and also the existing one's would have had a great impact on final consumer, who wants to find in the same place both auto and accessories section.

We mention all of these facts as more as all the capitals of South-Eastern Europe (for example Sofia, Belgrad, Kiev, Istanbul) has held an Auto Fair despite the economic crisis.

We still wish that SAB & Accessories will take place in the years when romanian international auto event is not organized. Considering this, SAB & Accessories will be held in October 2010, as it was mentioned initially, fact that gives you the possibility to early budget your participation. To achieve this goal, we will try to come next year in our attention with the same financial terms, including low participation costs, also without compromising the image and quality of such an event.

Although the postponement decision was very difficult, we strongly believe this is the right decision for the companies which already joined this event.

Once again, we would like to thank you for your interest in SAB & Accessories 2009 and please receive our sincere consideration.

Best regards,
The Organizers.

