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Trade shows are more important than ever

Last week, I should have been in Taiwan at the [Taipei AMPA/AutoTronics show](#). But that didn't happen and we all know why. (The show has been re-scheduled for Oct. 21-24, 2020. Mark it down in your calendars!)



As I was swiping through photos I took at last year's show and pining for the days of walking from booth to booth, looking for the latest automotive aftermarket products, it hit me: trade shows are more important than ever. We need them!

Only during times when you're unable to go to a show does it become crystal clear why they're essential. We are

human. We need human contact. We need to converse with other human beings, in-person, at trade shows. Our brains know the difference between an in-person meeting and a teleconference call. We get ideas and create when we interact with other people.

After a month of living in a lockdown like everyone else, it's made me appreciate trade shows that much more. Trade shows are amazing, living, breathing places where the people, products, ideas and creativity all come together and business gets done.

It's April. We've got some time to go. We have [AAPEX](#) and [SEMA](#), [Automechanika Frankfurt](#) and Taipei AMPA/AutoTronics later this year. I want to be at all of them and I'm sure you do, too.

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I am updating [aftermarketintel.com](#) as news warrants to keep the global automotive aftermarket on top of happenings surrounding the coronavirus pandemic. Should you have news, let me know as soon as possible by emailing me at mark@pnewmedia.com.



Mark Phillips

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