



## AUTOMECHANIKA Trade Show



SEPTEMBER 11-15, 2018 - FRANKFURT, GERMANY



by Peter Baranay

As I write this, 2018 is nearly over. I remember my parents talking about how fast time flew by. As a youngster, time seemed to move slowly particularly when I was in

school. Now, I know what my parents meant. Blink and another year has flown by and we are off to another. Looking back to 2018, it was a year in which ABRO and our dis-



### Special Edition

#### ABRO Trade Shows 2018:



**Automechanika,**  
Frankfurt, Germany

ABRO Show Event ..... 1

New Event Location  
Frankfurt, Germany ..... 3



**AAPEX,**  
Las Vegas, USA

ABRO Show Event ..... 6

Monday  
Latin American Night ..... 8

Tuesday  
Canaletto at Venetian ..... 9

Wednesday  
VIP Appreciation Night at  
Prestige in the Palazzo ..... 11

Upcoming Trade Shows ..... 14





SEPTEMBER 11-15, 2018 - FRANKFURT, GERMANY



tributors experienced some wild, erratic and unpredictable swings in the prices of commodities such as oil, exchange rate fluctuations, and

overall pricing. The political situation throughout the world was very unstable with military conflicts in a number of ABRO's major markets.

Looking back, it was not a year for the faint hearted. In spite of these challenges the ABRO Family persevered and achieved strong results.



*The ABRO Family came together in Frankfurt, Germany to celebrate another successful year.*







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*ABRO's Private Party was held on the rooftop of the Oosten. Customers, distributors and suppliers enjoyed ABRO time together with dinner and cocktails.*



As we have done for 20 years, many ABRO distributors gathered in Frankfurt Germany at the biennial Automechanika show in mid-September. It was a very successful show. Germany has become the des-

tinuation of choice for many ABRO distributors due to the increasingly restrictive policies imposed on visas by the US Government. In addition to the great social gatherings and camaraderie, distributors were

excited to share ideas of the many ways they are bringing ABRO products to their markets. I am always impressed by the numerous and innovative ways that ABRO is marketed throughout the world. This







SEPTEMBER 11-15, 2018 - FRANKFURT, GERMANY



year's show was highlighted by ABRO's distributor and supplier appreciation event which was held on the rooftop of The Oosten, located on the River Main. The Oosten is an industrial theme restaurant made of glass, steel, exposed concrete and wood, which allows wonder-







SEPTEMBER 11-15, 2018 - FRANKFURT, GERMANY



ful views of the skyline of Frankfurt. It was a place for the ABRO Family to unwind and enjoy one another's company. The combination of the food, drinks, company, and atmosphere could simply not be duplicated by any other group of people anywhere in the world. Thank you to all of those who attended. We plan on being back in 2020.

*Peter Baranay, ABRO's President, thanked ABRO customers, distributors and suppliers for their continuous efforts to be a successful team.*





## AAPEX Trade Show

 October 30-November 1, 2018 - LAS VEGAS, USA



*Once again, the ABRO trade show booth in Las Vegas was a very busy meeting point for ABRO customers, distributors and suppliers alike.*

In early November, our show venue changed to Las Vegas and the AAPEX Show. Las Vegas is one of the most exciting and entertainment laden cities on the planet, but for the days of the show, it was mostly business. ABRO hosted a daily breakfast at the spectacular Venetian Hotel. We welcomed distributors, suppliers and friends to the trade show floor and our magnificent booth/gathering space. Many new products were on display and distributors provided feedback on these and other products in the





 **October 30-November 1, 2018 - LAS VEGAS, USA**

### ABRO New Product Pipeline.

There was also time for socialization with evening gatherings and glorious food and drink offerings. I am certain that no one left any of our events hungry! As the start of 2019 approaches, it is clear that we cannot predict what will transpire with total certainty. What is 100% certain, is that ABRO is totally committed to providing to our distributors the products and the support to achieve success in 2019. Onward to a great 2019!





 **October 29, 2018 - LAS VEGAS, USA**

## Monday - Palm

The Latin America Division once again held their annual event at the Palm Restaurant in Las Vegas. The event continues to be very well attended by customers, some foreign suppliers and members of the ABRO Latin American Division. First time attendees were Mayra Mendez, who is Mario Manta's lead assistant and Natalie Hu who replaced Emily from ABRO China. México, Puerto Rico, Peru, Guatemala, Ecuador, Costa Rica, Panamá, and China were all the countries well represented at the event.

The dinner concluded with the traditional Tequila bottle supplied by our Mexican customers Juan Roberto & Lupita. This event continues to be a great way for customers to connect early in the busy week and get to know one another better.







## Tuesday - Canaletto

ABRO's annual Tuesday night distributor and special guests only event was hosted at Canaletto this year. The event and venue were both great successes again. The Canaletto Restaurant is located in the Venetian Shops, overlooking "St. Marks Square" with the canals and the gondolas floating by. Some might see the challenge of preparing a





 October 30, 2018 - LAS VEGAS, USA



selection of foods that will appeal to distributors from, literally, the four corners of the world as something that should not be attempted. However, this challenge was handled with perfection as ABRO has the experience to host any gathering of people no matter from where they are. The standard has been raised for next year.





## Wednesday - Prestige



October 30, 2018 - LAS VEGAS, USA

*Peter Baranay welcomes  
ABRO customers, distributors, suppliers  
and friends to the VIP Appreciation Night  
at the Prestige in the Palazzo Hotel.*





 October 30, 2018 - LAS VEGAS, USA



After two hectic days of meetings at the AAPEX exhibition, ABRO's "Appreciation Night" was held once again in the exclusive Prestige Club at the Palazzo Hotel. Around 300 members of the ABRO family – staff, distributors, suppliers, industry friends, and representatives of AAPEX gathered for an eve-







November 1, 2018 - LAS VEGAS, USA



ning of small talk, serious business discussions, great food, and enjoying of each other's company.

President of ABRO, Peter Baranay, held his annual State of ABRO address which outlined this year's challenges... and there were many to list off. That being said, every-

one in the room was acknowledged as being part of the ABRO family. It is the hard work of every member of the family that makes for a successful year. The buy in from ABRO's staff, distributors, and suppliers is something that most organizations can only dream of having. 2018

will go down in history as a success for ABRO. We are prepared to take on any challenges that will present themselves in 2019 for ABRO. We know that by working together, diligently and with purpose, the ABRO family will continue to grow and prosper. Here we come 2019.





 November 1, 2018 - LAS VEGAS, USA



*Peter Baranay delivers his annual state of ABRO speech at Club Prestige in the Palazzo Hotel.*



**FUTURE SHOW DATES:**



**2019**  
**Tuesday, November 5 through**  
**Thursday, November 7, 2019**  
(Please note the later dates)

**automechanika**

**2020**  
**Tuesday, September 8 through**  
**Saturday, September 12, 2020**