

On the way of the evolution.



**AUTOMOTIVE
HUNGARY**



12th International Trade Exhibition
for Automotive Industry Suppliers

7-10 May 2024

GL events **hungexpo** 

In May 2024, the HUNGEXPO Budapest Congress and Exhibition Center will host again the **AUTOMOTIVE HUNGARY** International Trade Exhibition for Automotive Industry Suppliers.

Co-events:



International Trade Exhibition for Machine Manufacturing and Welding Technology



International Industrial Trade Exhibition
Hungary's most significant business meeting in the industry

The previous event in numbers:



18
countries



370
exhibitors



3
pavilions



13 500
professional
visitors

You can see the photos from the exhibition in the [gallery](#) on the website.



**We also look forward to having you join us
at the Hungarian Automotive Industry Meeting!**

WHY YOU WILL FIND IT WORTHWHILE TO EXHIBIT?

(visitors' data from 2023)

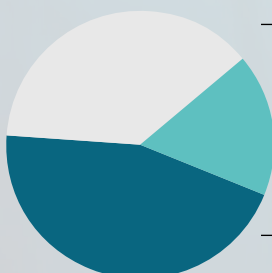


Visitors from **25** countries
attended the exhibition.



On average, they spent **5,1** hours
at the event.

by their companies' sphere of activity (more than one answer could be given):



45% service provider

38% manufacturer

17% distributor

by their respective areas represented (top 5):

34% automotive industry

9% services

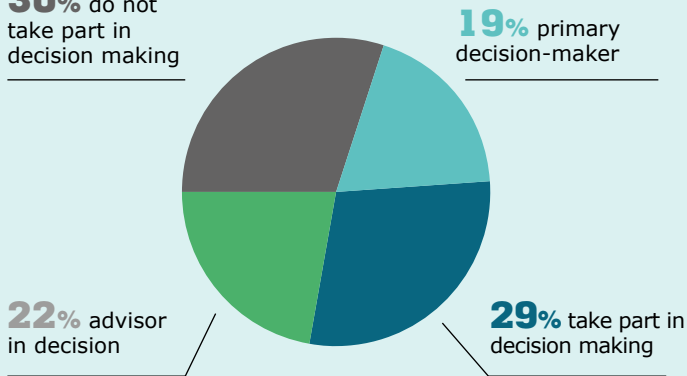
6% electronics

5% industrial production plant

5% metalworking industry

by their decision-making power:

30% do not take part in decision making



want to meet even more exhibitors in the areas below (top 5):

24% industrial manufacturing equipment

12% automotive manufacturing

11% information technology; supplier services

6% automotive components and systems; alternative propulsion technology; garage industry

5% HR, human resources (recruitment)

78% of the visitors

plan to attend the 2024 **AUTOMOTIVE HUNGARY** exhibition.



by their primary goals for visiting the expo

(top 5 – respondents could mark multiple choices):

86% interested in innovation, novelties

76% gather market information

63% maintain existing business relations

57% establish new business contacts, conclude business deals

30% view presentations and professional programs

made a concrete business decision at the exhibition

1% made a business decision at the event (signed agreements at the exhibition).

12% made a business decision at the event, but further negotiations are ongoing.

45% did not make a specific business decision, but what they saw at the exhibition will influence their future decisions.

42% did not make a business decision or do not have such information about their company.

- Complex industrial exhibition that is the **most prestigious** in Hungary and has a key role in the region
- **You can showcase your products and services** for the Hungarian and international professional visitors and key market players
- **Customized services** to increase the efficiency of your presence
- Characterized by a rich professional programme, the event enjoys wide **professional and state support**
- **Industry representatives and decision makers are welcomed by high-end professional presentations, conferences and business forums**

- Visitors are mobilized by a **national and cross-border media** and DM **campaign**
- **We expect 500 exhibitors and 15,000 professional visitors of 4000 companies from at least 30 industries from the CEE region**, who will be all at the same place and the same time to get an insight into the supply and the players in the market as well as the latest trends, innovations and the opportunities offered by the showcased industries
- The event allows you to intensify your relations with your existing customers and acquire new ones

Planned events during the whole event:

- Engineering training courses (BPMK) (BPMK)
- Welding training, practical demonstrations
- Join-Trans „Welding and Manufacturing of Railway Vehicles“ conference (MHTE)
- Automotive supplier B2B meeting (MAGE – HIPA)
- High-quality lectures and workshops of exhibitors
- Conference on plastics industry (MMSZ)
- Labour safety conference and fashion show
- Techtogether engineering competition (autopro.hu)
- Presentations and demonstrations on battery and hydrogen propulsion
- APPLICATION ZONE

Professional partners:

- Autopro.hu
- Association of Hungarian Automotive Component Manufacturers (MAJOSZ)
- Association of the Hungarian Automotive Industry (MAGE)
- Budapest and Pest County Chamber of Engineers (BPMK)
- German-Hungarian Chamber of Industry and Commerce (DUIHK)
- Hungarian Association of Welding Technology and Material Testing (MHTE)
- Hungarian Plastic Industry Association (MMSZ)
- Hungarian DigiLean Association
- Ministry for Culture and Innovation (KIM)
- U4 Advertising agency
- Scientific Society for Mechanical Engineering (GTE)

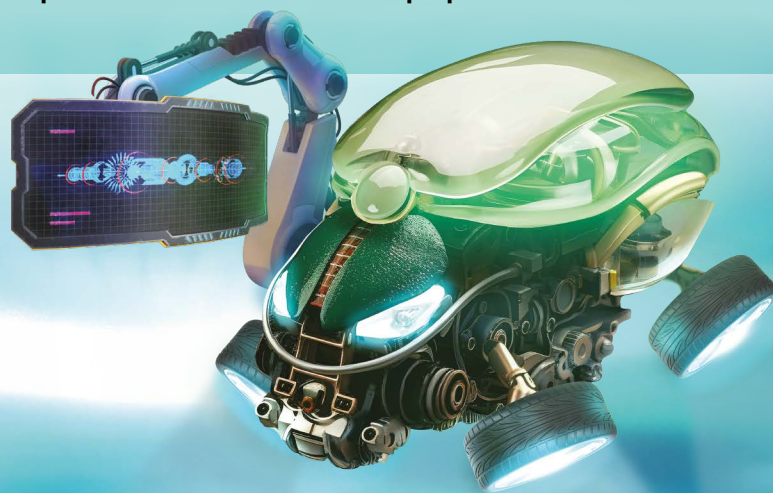
12th AUTOMOTIVE HUNGARY International Trade Exhibition for Automotive Industry Suppliers

AUTOMOTIVE HUNGARY International Trade Exhibition for Automotive Industry Suppliers is a meeting point for all domestic and international vehicle manufacturers, suppliers and service providers, where companies can take advantage of the synergy between industry sectors, in order to maintain and strengthen their position in the supply chain, possibly enter this market as a new player.

Nearly a decade ago, we created the Automotive Hungary exhibition as a meeting forum for the stakeholders of the Hungarian automotive industry: car manufacturers, suppliers as well as small and medium enterprises. The event is dedicated to presenting the latest technologies and trends, so it and their related conferences focus on these kinds of innovations.

We want to make sure that AUTOMOTIVE HUNGARY serves as the meeting point for all Hungarian and international automotive industry suppliers and service providers in May of each year.

Trying to renew year by year, AUTOMOTIVE HUNGARY aims to efficiently facilitate the growth of Hungarian automotive industry stakeholders, including the promotion of different vehicle propulsion alternatives.



Focus points of the exhibition



PRODUCT GROUPS 2024

1. VEHICLE MANUFACTURERS

- 1.1. Manufacturing of passenger cars
- 1.2. Manufacturing of vehicle with alternative power driving
- 1.3. Manufacturing of buses
- 1.4. Manufacturing of commercial vehicles and trailers

2. MANUFACTURING PROCESSES AND SERVICES OF SUPPLIERS

- 2.1. Metalworking
- 2.2. Assembly
- 2.3. Plastics/Elastomers processing
- 2.4. Base material supplier

3. AUTOMOTIVE COMPONENTS AND SYSTEMS

- 3.1. Body and bodysystems
- 3.2. Engine and powertrain
- 3.3. Chassis (steering, axles, brakes, wheels, undercarriage)
- 3.4. Electronic components and systems
- 3.5. Switching, Lighting, Signaling
- 3.6. Driver assistance systems, vehicle safety

4. IT

- 4.1. Hardware
- 4.2. Software
- 4.3 Informatics services

5. FACTORY/PRODUCTION EQUIPMENTS

- 5.1. Assembly equipments
- 5.2. Automation systems, robots
- 5.3. Hand/power tools
- 5.4. Packaging equipments and materials
- 5.5. Paint, surface treatment
- 5.6. Welding
- 5.7. Labour safety and security
- 5.8. Marking equipments
- 5.9. Machine equipments
- 5.10. Adhesives technology (glue)
- 5.11. Lubricant- and sealing materials

6. INDUSTRIAL SERVICES

- 6.1. Measurement, material testing
- 6.2. Measuring and testing equipments
- 6.3. Transporting and logistics
- 6.4. Material handling/storage
- 6.5. Engineering services

- 6.6. Waste management
- 6.7. Industrial cleaning technology

7. GARAGE INDUSTRY

8. BUSINESS SERVICES

- 8.1. Financial services, insurance and leasing
- 8.2. Chambers, trade associations, state institutions, trade development
- 8.3. Marketing services
- 8.4. Publishers, professional magazines

9. HUMAN RESOURCES

- 9.1. Education
- 9.2. Recruitment, hiring labour
- 9.3. Training services
- 9.4. Research and development

10. ALTERNATIVE DRIVE TECHNOLOGY

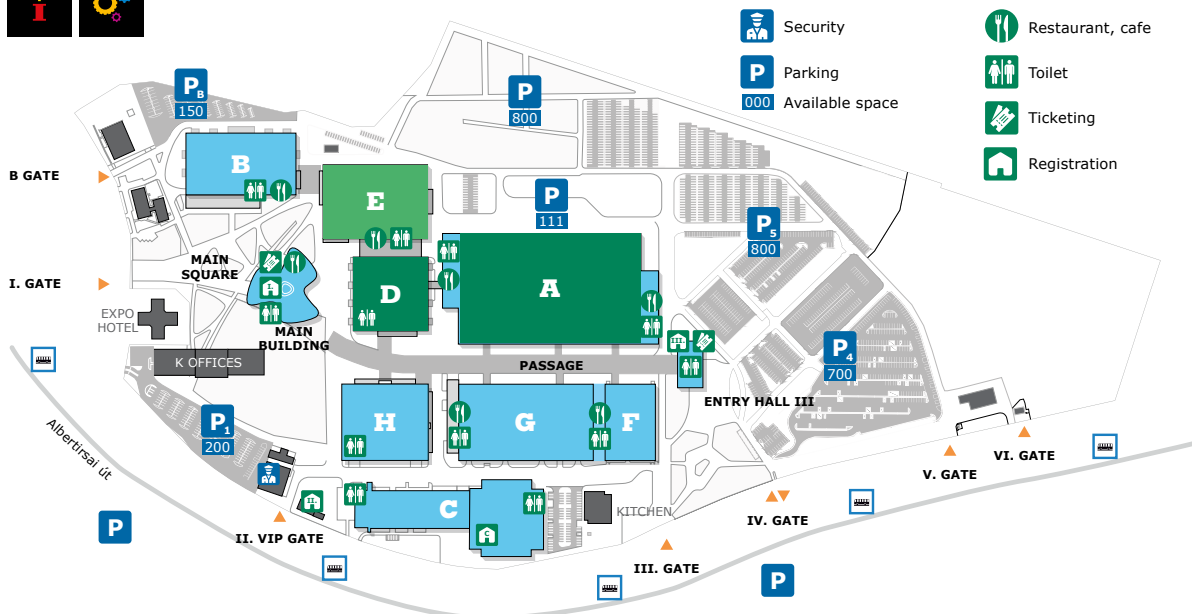
- 10.1. Energy
- 10.2. Charging systems

NOVELTIES, SPECIAL SERVICES FOR EXHIBITORS

- Exhibitor Banquet (May 7, 2024, Tuesday, 6:00 PM) - We invite our exhibitors to a friendly gathering with music and a buffet dinner on the second day of the event, starting at 6:00 PM.
- GRAND PRIX competition (new feature: audience award)
- Comprehensive, detailed online list of exhibitors on the website
- Online service order and payment options
- Free wifi access (depending on floor space for a growing number of devices)
- Unique online interfaces tailored to the exhibitors
- Online partner meeting (setting appointments and preliminary discussions)
- New HUNGEXPO mobil application - exhibitor profile (simpler, faster administration related to exhibition participation)
- Renovated parking sites for exhibitors

HUNGEXPO BUDAPEST CONGRESS AND EXHIBITION CENTER

E: A, D:



PARTICIPATION FEES:

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For exhibitors: 333 EUR+VAT
For co-exhibitors: 272 EUR+VAT
(Co-exhibitors are required to register!)

SPACE RENTAL FEES:

| Until 15 November 2023 | Until 29 February 2024 | After 01 March 2024 |
|-----------------------------|-----------------------------|-----------------------------|
| 136 EUR/m ² +VAT | 153 EUR/m ² +VAT | 170 EUR/m ² +VAT |

Space rental fees do not include the price of the build-up, the registration and the marketing fee or other services!

DEADLINE FOR DISCOUNTED REGISTRATION FOR EXHIBITORS: 15 NOVEMBER 2023.

INDIVIDUAL EXPOSURE:

Should you wish to arrange custom exposure for your company, we offer a range of individual solutions in pricing, spacing, location and design, according to your needs.

For more information, contact us via the iparnapjai@hungexpo.hu e-mail address!

FAIR CENTRE ADVERTISING SPACES:

In addition to the exhibition stand, there are several other tools at the exhibitors' disposal, from which they can select the best option that can help them accentuate their presence.

Use the advertising and marketing tools available in the Exhibition Center area to ensure the success of your exhibition.

Ask our associate for a quotation!

STAND PARTY:

Invite your key account partners to your stand after the daily closing of the exhibition. During the first 3 days of the event, our exhibitors can organize stand parties in the pavilions, at their own stands, where they can invite their business partners to showcase their products and services to these special clients in a less restricted environment in a way that is different from the average exhibition.

The exclusive service may include, among other things, a full-scale catering, security supervision and extended opening hours of the pavilion.

For a customized offer, please contact your salesperson or organizer.

CO-EVENTS:

The 11th **INDUSTRY DAYS International Industrial Trade Exhibiton and the 16th MACH-TECH International Trade Exhibition for Machine Manufacturing and Welding Technology - Hungary's most significant business meeting in the industry**, where domestic and international industry world leaders, market leaders, small and medium-sized enterprises showcase their products, services, unique solutions, and developments year after year



DATE: 7-10 May 2024

OPENING HOURS:

7-9 May 2024 (Wednesday-Thursday) 10:00-17:00

10 May 2024 (Friday): 10:00-16:00

VENUE:

HUNGEXPO Budapest Congress and Exhibition Center

Registration and more information:

HUNGEXPO Ltd., AUTOMOTIVE HUNGARY team

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Automotive Hungary



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