

 LET'S MEET AT OUR  
**INDUSTRIAL TRADE EXHIBITIONS!**



# **AUTOMOTIVE HUNGARY**

14<sup>th</sup> International Trade Exhibition  
for Automotive Industry Suppliers

**18–21 May 2026**

## 14<sup>th</sup> AUTOMOTIVE HUNGARY International Trade Exhibition for Automotive Industry Supplier

The AUTOMOTIVE HUNGARY exhibition was established more than a decade ago with the aim of bringing together professionals from the Hungarian automotive industry, from Hungarian car manufacturers and suppliers to small and medium-sized enterprises.

The event is committed to showcasing the latest technologies and trends, which is why these innovations and related conferences are at the heart of the event.

**Our goal is for AUTOMOTIVE HUNGARY to provide a meeting point for all domestic and international suppliers and service providers in the vehicle manufacturing industry every May.**

**AUTOMOTIVE HUNGARY strives to renew itself every year in order to effectively serve the development of the Hungarian automotive industry, including the promotion of various alternative vehicle propulsion systems.**

### PREVIOUS EVENT FIGURES (2025):



**16**  
countries



**330**  
exhibitors



**11 000**  
visitors

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

### WHY YOU WILL FIND IT WORTHWILE TO EXHIBIT?

(visitors' data from 2025):



Trade visitors from  
**24 countries**



who spent an average of  
**5 hours at the event**

#### In terms of their company's scope of activity:

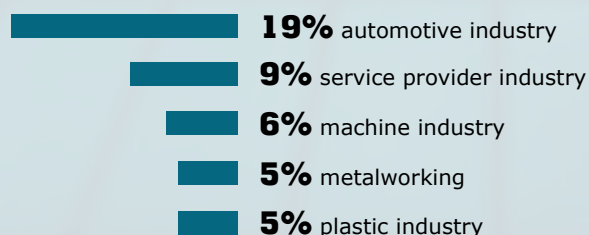


**45%** manufacturing companies

**39%** service providers

**16%** distributors

#### In terms of the industry represented by them (top 5):



#### Látogatásuk célja elsődlegesen (top 5 – több lehetőség volt jelölhető):

- 39%** új üzleti kapcsolatok kiépítése, üzletkötés
- 24%** újítások, innovációk iránti érdeklődés
- 14%** piaci információk gyűjtése
- 11%** meglévő üzleti kapcsolatok ápolása
- 8%** előadások, szakmai programok megtekintése

#### In terms of their decision making authority:

- 41%** primary decision-maker
- 20%** involved in decision-making
- 16%** involved in decision-making as an advisor
- 23%** not involved in decision-making



## WHY IS IT WORTH TAKING PART IN THE EXHIBITION COMPLEX?

- **The most prestigious** domestic and regional industrial exhibition complex
- **It present products and services** to domestic and international trade visitors and key market players
- **Personalized services help** make your participation more effective
- The event benefits from extensive **professional and government support** and has a rich professional programme
- **Industry representatives and decision-makers can look forward to high-quality presentations, conferences, and business fora**
- **A national and cross-border media campaign** and a DM campaign mobilizes visitors
- **15,000 trade visitors, i.e. potential business partners, will be present from the CEE region**, who are interested in what the markets can offer, in participants, opportunities provided by the sectors represented, the latest trends and innovations, all in one place at one time
- The event provides an opportunity to build relationships with existing customers and acquire new ones, and is an **excellent opportunity for networking**



## GET THE MOST OUT OF YOUR PARTICIPATION!

### • Communication of new products

Draw visitors' attention to the new products and services presented at your stand! Using our free service, your offers will be displayed on the exhibition website and in the HUNGEXPO app! In the "Novelties" menu, our exhibitors can introduce products and services that are featured for the first time on their stand or in their offering for the first time. Attract as many visitors to your stand as possible with your new products, encourage them to visit you at the event!

### • Online partner meeting (preliminary negotiations)

The partner meeting function allows you to arrange meetings in advance with registered visitors who will visit your stand during the exhibition. The service is available free of charge to exhibitors and visitors on the exhibition website.

### • HUNGEXPO app

Download the HUNGEXPO app, where you will find details of the exhibition and venue information, as well as exhibitor profiles! You can quickly and easily use useful functions related to your participation in the exhibition and stand construction, and you can also find your exhibitor passes, which you can show on your phone via the app when entering.

## NEW FEATURES AND SPECIAL SERVICES FOR OUR EXHIBITORS:

### • JOB FAIR

Our free service is available again on the exhibition websites, allowing you to inform registered visitors about your job opportunities before the event and to organize preliminary contacts and job interviews more efficiently during the exhibition(s). The Job Fair feature provides you with a free opportunity to inform potential job seekers and recent graduates about your company prior to the event and arrange meetings with them in advance.

### • VISITOR DATA COLLECTION APP – NEW

Our new service is an app for collecting visitor data, which allows you to read the data provided by visitors upon registration with a single click, enabling you to build a database quickly and easily. Take advantage of this opportunity to save time and energy that you would otherwise spend on data entry and order our new service in our webshop!



For more information, please send an email to [automotivexpo@hungexpo.hu](mailto:automotivexpo@hungexpo.hu)!  
Request a quote from our colleagues!



## PLANNED PROGRAMMES DURING THE EVENT:



Conferences and professional training courses



Practical demonstrations



B2B meetings



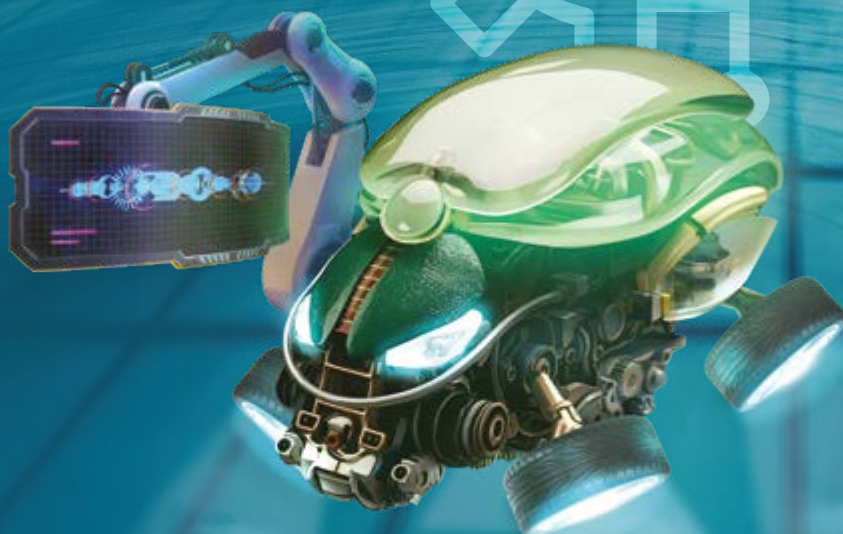
High-quality exhibitor presentations



Techtogether Automotive Hungary engineering student competition



GRAND PRIX competition – Apply to the competition with your product or service, Be the one recognized by the market, highlighted by the profession, and chosen by the future!



## PROFESSIONAL PARTNERS\*:

- Budapest and Pest County Chamber of Engineers (BPMK)
- Scientific Association for Mechanical Engineering (GTE)
- Polish-Hungarian Chamber of Commerce
- Hungarian Investment Promotion Agency (HIPA)
- Hungarian DigiLean Association
- Hungarian Economic Development Agency (GFÜ)
- Hungarian Welding Technology and Materials Testing Association (MHTE)
- Hungarian Hydrogen Technology Association
- Hungarian National Association of Machinery and Power Engineering Industries (MAJOSZ)
- Hungarian Export Promotion Agency (HEPA)
- Hungarian Plastics Association (MMSZ)
- German-Hungarian Chamber of Industry and Commerce (DUIHK)
- U4 Advertising Agency
- Autopro.hu

*\*together with INDUSTRY DAYS and MACH-TECH exhibition group*

# PRODUCT GROUPS 2026

## 1. VEHICLE MANUFACTUREERS

- 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 suppliers

## 3. AUTOMOTIVE COMPONENTS AND SYSTEMS

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

## 4. IT

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

## 5. FACTORY/PRODUCTION EQUIPMENT

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

## 6. INDUSTRIAL SERVICES

- 6.1. Measurement, material testing
- 6.2. Measure and testing equipment
- 6.3. Transport 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, insurance and leasing services
- 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, labour
- 9.3. Training services
- 9.4. Research and development

## 10. ALTERNATIVE DRIVE TECHNOLOGY

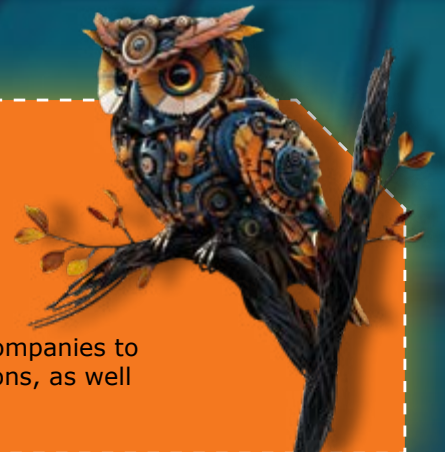
- 10.1. Electric drive
- 10.2. Hydrogen drive
- 10.3. Charging systems



## CO-EVENTS:

The **INDUSTRY DAYS** and **MACH-TECH** exhibition group is an international business meeting which brings together actors from various industries, including machine industry, welding technology, surface treatment, automation, logistics and warehouse technology, robotics, labour safety, industrial digitization, and innovative manufacturing technologies.

The goal of the event is to enable domestic and international industrial companies to showcase their latest developments and cost- and energy-efficient solutions, as well as to provide opportunities for networking and business cooperation.



## INDUSTRY DAYS

13<sup>th</sup> International Industrial Trade Exhibition

## MACH-TECH

17<sup>th</sup> International Trade Exhibition for Machine Manufacturing and Welding Technology



# MORE INFORMATION, APPLICATION:

**Date:** 18-21 May 2026

**Opening hours:**

18-20 May 2026 (Monday-Wednesday): 10:00-17:00

21 May 2026 (Thursday): 10:00-16:00

**Venue:**

HUNGEXPO Budapest Congress  
and Exhibition Center

**DISCOUNTED EARLY BIRD  
APPLICATION DEADLINE:**

**15 November 2025**

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On our social media pages, we present our exhibitors' posts, the exhibition-complex programme, and share general information that is important for visitors. Follow us on LinkedIn pages (INDUSTRY DAYS, AUTOMOTIVE HUNGARY)!



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Automotive Hungary



automotive-hungary