

**There is the way
to the future.**



AUTOMOTIVE HUNGARY

11th International Trade Exhibition
for Automotive Industry Suppliers



16-19 May 2023



hungexpo 

11. AUTOMOTIVE HUNGARY

International Trade Exhibition for Automotive Industry Suppliers

The event is a meeting forum for the stakeholders of the Hungarian automotive industry: car manufacturers, suppliers as well as small and medium enterprises that has been renewed year by year so that it could efficiently serve the development and progress of Hungarian and regional automotive businesses. We aim to develop a professional forum that not only provides information but offers real business opportunities, too.

Automotive Hungary has always been dedicated to showcasing the latest technologies and trends so it's natural for us with the support of our professional partners, to present and analyze the current topics and challenges of the industry, whether it is supply development, chip shortage, alternative drive, communication or supply.

For many years, Automotive Hungary has been an outstanding place for meetings between vehicle manufacturers and their partners, suppliers and their subcontractors, as well as traders and their service providers. And where there is a meeting, business will soon follow.

REVIEW:

In 2022 we organized the 10th AUTOMOTIVE HUNGARY. The domestic exhibition of automotive suppliers and maintainers again gave a picture of the market players and innovations of the Hungarian vehicle industry and was a forum where many domestic and international suppliers and service providers could meet. The co-events of the automotive exhibition bouquet were the 9th INDUSTRY DAYS and the 15th MACH-TECH exhibitions, where the world brands, market leaders, small and medium-sized enterprises of the domestic and international industry presented their products, services, unique solutions and developments. **At Hungary's largest business-industrial meeting, more than 400 exhibitors from 15 countries presented their products and developments in person to nearly 15,000 professional visitors at the HUNGEXPO Budapest Congress and Exhibition Center.**

The main patron of the event was Dr. László PALKOVICS, Minister for Innovation and Technology.

WE LOOK FORWARD TO WELCOMING YOU TO THE MEETING OF HUNGARY'S AUTOMOTIVE INDUSTRY!

15

COUNTRIES

411

EXHIBITOR

3

PAVILION

15.000

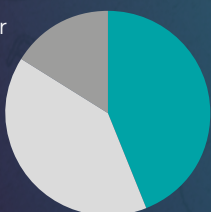
PROFESSIONAL VISITORS

VISITORS (2022.)

14 600 professionals from 35 countries

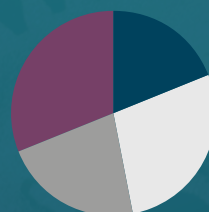
BY THEIR COMPANIES' SPHERE OF ACTIVITY (more than one answer could be given)

- **44%** service provider
- **40%** manufacturer
- **16%** distributor



BY THEIR DECISION-MAKING POWER:

- **19%** primary decision-maker
- **28%** take part in decision making
- **22%** advisor in decision making
- **31%** do not take part in decision making



BY THEIR PRIMARY GOALS FOR VISITING THE EXPO

(top 5 – respondents could mark multiple choices):

- 21%** establish new business contacts, conclude business deals
- 20%** gather market information
- 16%** interested in innovation, novelties
- 14%** view presentations and professional programs
- 10%** maintain existing business relations



BY THEIR RESPECTIVE AREAS REPRESENTED

(top 5):

- 20%** automotive suppliers
- 10%** engineering services
- 8%** vehicle production
- 5%** trade
- 5%** repair and assembly industry



BY THEIR PRIMARY AREAS OF INTEREST

(top 5):

- 25%** vehicle production
- 18%** manufacturing processes and supplier services
- 11%** automotive units and systems
- 10%** automotive units and systems
- 9%** industrial services

WHY YOU WILL FIND IT WORTHWHILE TO EXHIBIT:

- The 2 **most prestigious** domestic and regional industrial and automotive trade fairs, in one place at the same time
- **Approximately 500 exhibitors** and 15,000-18,000 professional visitors from the CEE region are expected to be present in one place, interested in the market offer, participants, opportunities offered by emerging sectors and the latest trends and innovations
- **You can present your products** to domestic and international professional visitors and key market players
- All three exhibitions are characterized by a wide range of professional and state support and rich professional programme
- **National and cross-border media campaign**, DM campaign and mobilization of membership of regional professional organizations in the automotive industry precede the event
- The event allows you to build relationships with existing customers and gain new ones

- **High-quality presentations, conferences and business forums** await industry representatives and decision-makers

The AUTOMOTIVE HUNGARY International Exhibition for Automotive Industry Suppliers is a forum for all domestic and international suppliers and service providers of the vehicle industry, where **companies can take advantage of the synergy between industries in order to preserve and strengthen their position in the supply chain, or perhaps enter this market as a new player.**

In the current competitive situation, it is extremely important to take advantage of the synergies between the industries and to exploit the cooperation between market participants.

The 2 exhibitions offer a unique opportunity for this at the same time, in one place.

The co-event of the 11th AUTOMOTIVE HUNGARY is the 10th INDUSTRY DAYS International Industrial Trade Exhibition.

FOCUS POINTS OF THE 2023 EXHIBITION



PRODUCT GROUPS 2023

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

PLANNED PROGRAMMES DURING THE WHOLE EVENT:

engineering training courses (BPMK)
Portfolio-MAGE Automotive Industry 20223 Conference
High-quality lectures and workshops of exhibitors
Techtogether Automotive Hungary engineering competition (autopro.hu)
conference on plastics industry
Lectures and demonstrations related to batteries and hydrogen propulsion
Welding training, practical demonstrations
Labour safety conference and fashion show
Medical technology section
Street of Universities

PROFESSIONAL PARTNERS OF THE EXHIBITION:

Society of Hungarian Automotive Industry (MAGE)
Hungarian National Association of Machinery and Power Engineering Industries (MAJOSZ)
Hungarian Investment Promotion Agency (HIPA)
Autopro.hu automotive industry trade portal
Budapest and Pest County Chamber of Engineers (BPMK)
Scientific Society for Mechanical Engineering (GTE)
Ministry for Technology and Industry (ITM)
Hungarian Association of Welding Technology and Material Testing (MHtE)
German-Hungarian Chamber of Industry and Commerce (DUIHK)

NOVELTIES AND SPECIAL SERVICES FOR EXHIBITORS:

- **Exhibitor banquet (16 May 2023, 18:00)** - we're treating our exhibitors to some music and a buffet dinner along with a friendly discussion on the first day of the event, from 6 pm
- **GRAND PRIX** competition - new: visitors' choice 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)

PARTICIPATION FEES:

REGISTRATION AND MARKETING FEES:

For exhibitors:	290 EUR+VAT
For co-exhibitors: (Co-exhibitors are required to register!)	237 EUR+VAT

SPACE RENTAL FEES:

until 31 st October 2022	from 1 st November 2022 to 28 th February 2023	from 1 st March 2023
115 EUR/m ²	132 EUR/m ²	146 EUR/m ²

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

Discounted early bird application deadline:

31st October 2022 and 28th February 2023

Co-event:

INDUSTRY DAYS 10th International Industrial Trade Exhibition, Hungary's largest business meeting in the industrial sector, where global brands, market leaders, and small and medium-sized enterprises from the domestic and international industry present their products, services, unique solutions and developments year after year.

Individual appearance:

If you would like a completely unique appearance for your company, we can provide custom solutions to realize your ideas in terms of prices, area size, location and implementation, too. For more information, contact us via the automotivexpo@hungexpo.hu e-mail address!

Advertisement tools in the fair area:

In addition to the stands, exhibitors may also select from various tools to accentuate their presence even more. Use the advertising and marketing tools available in the Exhibition Center area to ensure the success of your presence at the exhibition.

ASK OUR COLLEAGUES FOR A QUOTATION!

DATE:

16-19 May 2023

VENUE:

HUNGEXPO Budapest
Congress and Exhibition Center
1101 Budapest, Albertirsai út 10.

FURTHER INFORMATION:

automotivexpo@hungexpo.hu
www.automotivexpo.hu/en

www.facebook.com/automotivexpo
hu.linkedin.com/showcase/industry-days-2016

WE ARE WORKING FOR YOUR SUCCESS:

EXHIBITION DIRECTOR

Gergő BARANYAI

Phone: +36-30/642-1374

E-mail: baranyai.gergo@hungexpo.hu

SALES MANAGER

Renáta KISS

Phone: +36-30/823-7857

E-mail: kiss.renata@hungexpo.hu

Jázmin SZABÓ

Phone: +36-30/823-7862

E-mail: szabo.jazmin2@hungexpo.hu

MARKETING MANAGER

Fruzsina TOTTH

E-mail: totth.fruzsina@hungexpo.hu

INTERNATIONAL REPRESENTATIVES

Ms. Paula GLINK

Austria, Germany, Switzerland

Messe & Marketing Michael Pittscheidt
p.glink@pittscheidt.de
+49 178 323 0938
www.pittscheidt.de

Ms. Sonia Villani and Mr. Roberto Puccetti

Italy

GLOBE TROTTER SAS
sonia.villani@gtrotter.it
roberto.puccetti@gtrotter.it
+39 393 9712553
+39 320 7447807
<https://gtrotter.it/>

Mr. Wojciech Młynarczyk
Poland

wojciech.mlynarczyk@plhucc.com
+36 30 858 98 59
+48 508 698 284
www.plhucc.com