



LET'S MEET
AT OUR INDUSTRIAL TRADE EXHIBITIONS!



INDUSTRY DAYS

14th International Industrial Trade Exhibition



Simultaneous event:

**AUTOMOTIVE
HUNGARY**



International Trade Exhibition
for Automotive Industry Suppliers



4-7 May 2027

INDUSTRY DAYS – 14th International Industrial Trade Exhibition

INDUSTRY DAYS is an international business event that brings together **stakeholders from various industries**, including automation, logistics and warehouse technology, robotics, occupational safety, the plastics industry, industrial digitization, and innovative manufacturing technologies.

The main message of the event is to **improve competitiveness, energy efficiency, and cost-effectiveness** in companies, as well as to provide a comprehensive, cross-sectoral showcase of industrial innovations.



The goals of INDUSTRY DAYS are to enable domestic and international industrial companies to showcase their latest developments and unique solutions here, as well as to provide them with opportunities for networking and business collaboration, **play a prominent regional role** in the industrial sector, bring together the region's decision-makers at one time and in one place, introduce exhibitors to **new business partners** and opportunities, and **support** the operations, digital transformation, and **productivity of SMEs**.

HUNGARY'S MOST SIGNIFICANT BUSINESS EVENT IN THE INDUSTRY



22 countries



370 exhibitors



27 countries



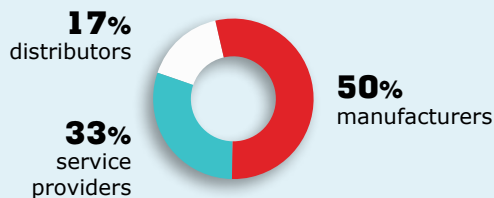
14,000 visitors



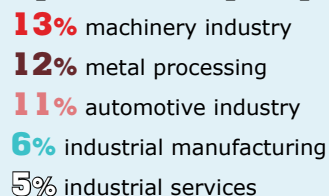
spent an average of 4.8 hours at the event

ABOUT OUR VISITORS (2026):

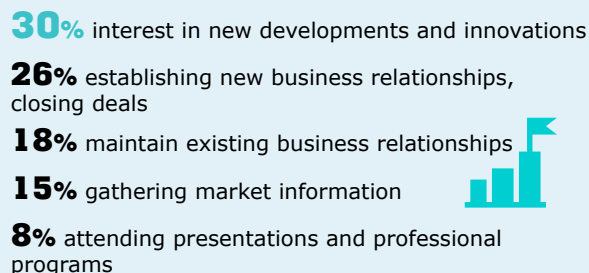
By their company's line of business:



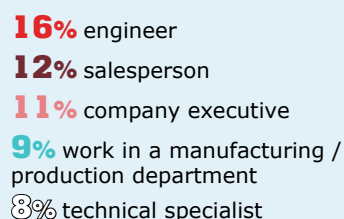
By the industry they represent (top 5):



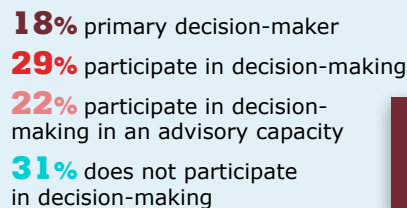
Primary purpose of their visit (top 5 – multiple selections allowed):



In terms of their scope of duties (top 5):



In terms of decision-making authority:



In terms of their job titles:

42% are executives, self-employed, or own their own companies.

In terms of business negotiations:

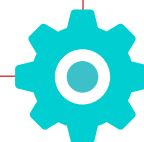
55% participated in negotiations with exhibitors regarding specific purchases.

79% of visitors plan to attend the next exhibition.



WHY SHOULD YOU PARTICIPATE IN THE EXHIBITION GROUP

- **The most prestigious** domestic and leading regional industrial trade exhibition complex
- **You can showcase your products, services and innovations** to domestic and international trade visitors and key market players
- **Personalized services help** maximize the effectiveness of your participation
- The event is characterized by **broad industry support** and a rich professional program
- **Industry representatives and decision-makers can look forward to high-quality presentations, conferences, and business forums**
- **A national and cross-border media campaign**, along with a direct mail campaign, will attract visitors
- **15,000 trade visitors, potential business partners from the CEE region will be present**, all gathered in one place at one time to explore the market's offerings, participants, opportunities presented by the featured sectors, and the latest trends and innovations
- The event provides an opportunity to build relationships with existing clients and acquire new ones, **making it an excellent opportunity for networking**



PLANNED NEW FEATURES:

- The exhibition will be expanded with new thematic area: **defense industry**. With the introduction of these new product categories, the exhibition will also **attract new target audiences**.
- Professional **conferences and programs** throughout the 4 days of the exhibition: **A comprehensive program featuring several key presentations, roundtable discussions, and demonstrations by renowned experts aligned with the exhibition's new themes**
- Spectacular drone and robot demonstrations and competitions
- **International business meeting** — this will help us expand our exhibitors international distribution channels through this initiative
- **Consulting for SMEs** to help them strengthen their competitiveness and make progress (even with the involvement of system integrators) in the fields of digitalization to increase their productivity, enter the international market, find solutions to their financing and business development challenges and to receive information on current grant application requirements, as well as trends related to ESG and organizational development.



MAKE THE MOST OF YOUR PARTICIPATION!

Take advantage of our services, which will help you reach and attract exhibition visitors to your booth more effectively!

- Unique look, unique booth
- On-site advertising opportunities
- Online job fair
- On-site visitor data collection app
- Booth-party
- Digital marketing packages
- Online communication of new products and booth programs
- Online partner meetings (pre-event meetings and scheduling)
- HUNGEXPO app



For more information, please email iparnapjai@hungexpo.hu
Request an offer from our team!

PLANNED EVENTS DURING THE CONFERENCE

More than 60 events over 4 days



Chamber conferences and professional training sessions

- Engineering (e-mobility)
- Labour safety
- Plastic Industry
- Packaging technology
- Defense industry
- Robotics
- Automation
- Automotive industry



Practical demonstrations



B2B meetings and international business forums



High-quality presentations



Techtogether Automotive Hungary engineering student competition



Drone Competition



SME Zone



Robot Demonstration



PROFESSIONAL PARTNERS*:



Workwear and Protective Clothing Fashion Show



GRAND PRIZE Contest – Enter your product or service, be the one recognized by the market, highlighted by the industry, and chosen by the future!

- Budapest and Pest County Chamber of Engineers (BPMK)
- Scientific Society of Mechanical Engineering (GTE)
- Polish-Hungarian Chamber of Commerce
- Hungarian DigiLean Association
- Hungarian Export Promotion Agency (HEPA)
- Hungarian-French Chamber of Commerce and Industry (CCI France Hongrie)
- Hungarian Economic Development Agency (MGFÜ)
- Association of the Hungarian Automotive Industry (MAGE)
- Hungarian Welding Association (MHE)
- Hungarian Association of Welding Technology and Materials Testing (MHTE)
- Hungarian Hydrogen Technology Association

- Association of Hungarian Automotive Component Manufacturers (MAJOSZ)
- Hungarian Plastics Industry Association (MMSZ)
- Hungarian Robotics Association
- Business Community of Hungarian Business Leaders – MVÜK
- Hungarian Chemical Industry Association
- Defence Industry Association of Hungary
- Hungarian Investment Promotion Agency (HIPA)
- German-Hungarian Chamber of Industry and Commerce (DUIHK)
- U4 Advertising Agency
- Autopro.hu

*Mixed, in collaboration with Automotive Hungary

PRODUCT GROUPS:

INDUSTRY DAYS International Industrial Trade Fair

- INDUSTRIAUTOMATION – manufacturing and process automation, industrial electronics, electrical engineering, industrial communications technology, building automation, robotics
- FLUIDTECHNIC – pneumatics, hydraulics, pumps, compressors, sealing technology
- SUPPLY INDUSTRY – packaging technology, electronic
- CHEMTECH – chemical industry, plastics industry, rubber industry
- MACH&WELD – machine manufacturing, welding technology
- LOGISCTIC AND INTRALOGISCTIC – industrial logistics, material handling, warehousing, transportation, freight forwarding, wireless conveyor systems
- 3D PRINTING, additive technologies
- ENERGY – energy management
- SAFETY NET Budapest – workplace safety, fire protection, security
- INDUSTRIAL ENVIRONMENTAL PROTECTION
- CYBERSECURITY, DATA PROTECTION
- Pharmaceutical and healthcare technologies
- Professional associations, organizations, trade journals, publishers

NEW!

- **DEFENSE INDUSTRY** (drones, space industry, defence systems)
- **ECONOMIC FORUM** (financial and economic Services)



Simultaneous event:

AUTOMOTIVE HUNGARY



For 15 years, AUTOMOTIVE HUNGARY International Trade Exhibition for Automotive Industry Suppliers has been the place where key players in the Hungarian automotive industry — from vehicle manufacturers and suppliers to small and medium-sized enterprises — can meet.

The event is committed to showcasing the latest technologies and trends, so these innovations and the related conferences are the focus of the event.

Year after year, AUTOMOTIVE HUNGARY strives to reinvent itself in order to effectively support the development of players in the Hungarian automotive industry, including the promotion of various alternative vehicle propulsion systems. In 2027, in addition to the automotive industry, the event will also feature:

- transportation,
- special vehicles,
- e-mobility solutions.



Follow us on social media!

On our social media channels, we feature posts from our exhibitors, highlight the exhibition's accompanying programs, and share general information that's important for visitors.

Be sure to follow the exhibitions on LinkedIn (IPAR NAPJAI, AUTOMOTIVE HUNGARY)!

INDUSTRY DAYS:



AUTOMOTIVE HUNGARY:



FOR MORE INFORMATION AND REGISTRATION:

Date: May 4–7, 2027

Opening Hours:

May 4–6, 2027 (Tuesday–Thursday): 10 a.m.–5 p.m.
May 7, 2027 (Friday): 10 a.m.–4 p.m.

Location:

HUNGEXPO Budapest Congress and Exhibition Center

**FIRST DISCOUNTED
APPLICATION DEADLINE:**

November 15, 2026.

Contact:

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