

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



AUTOMOTIVE HUNGARY

9th International Trade Exhibition for
Automotive Industry Suppliers



16–18 November 2021



hungexpo

9. AUTOMOTIVE HUNGARY

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.

We have been striving to renew the event year by year so that it could efficiently promote 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 to focus this year's exhibition and the related conferences on artificial intelligence, 5G, electric drives and industry 4.0.

IoT has been reshaping procurement habits, manufacturing processes and the information flow between manufacturers and suppliers to such an extent where companies can no longer manage them on their own. Automotive industry stakeholders need an even closer cooperation with education institutions and research institutes in order not to fall behind in development.

No growth is possible without finding partners! Many expect exhibitions to generate new orders, while others look for reinforcement that their chosen direction complies with that of the key players in the industry. Others wish to demonstrate that they can operate successfully and reliably even under the existing market difficulties, and let's not forget those who want to find new associates through their presence in the event.

The exhibition provides programmes and meeting or cooperation opportunities that can help exhibitors to accomplish their goals, to grow or to get answers to their questions.

No matter what their reasons are for coming, we work so that everyone could go home satisfied after the event.

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.

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

BOOK YOUR PLACE

**FOR THE Y2021 AND Y2022 EXHIBITIONS AT THE
SAME TIME AND**

SAVE UP TO 50% ON SPACE RENTAL FEE!



WHY YOU WILL FIND IT WORTHWHILE TO EXHIBIT:

- ▶ The most prestigious Hungarian automotive exhibition with a fundamental regional role
 - ▶ You can showcase your products for Hungarian and international professional visitors and the key market players
 - ▶ Customized services help to boost the efficiency of your participation in the exhibition
 - ▶ The exhibition has extensive professional and governmental support and rich professional programs
 - ▶ High-quality lectures, conferences and business forums are organised for industry representatives and decision makers
 - ▶ National and cross-border media campaign, DM campaign and mobilization of membership
- of regional professional organizations in the automotive sector precede the exhibition
- ▶ Potential business partners from the CEE region, who visit the same place at the same time to get an insight into the supply, the market players, the opportunities offered by the various industries as well as the latest trends and innovations
 - ▶ The event is a great opportunity to build relationships with existing clients and acquiring new ones
- EXTRA DISCOUNT:**
if you participate in the Y2021 event, you can book your place for 2022 with a discount up to 50%

MULTI-CHANNEL COMMUNICATION PLANNED FOR 2021

- ▶ National and cross-border media campaign in



the professional press



business websites, newsletters



radio channels

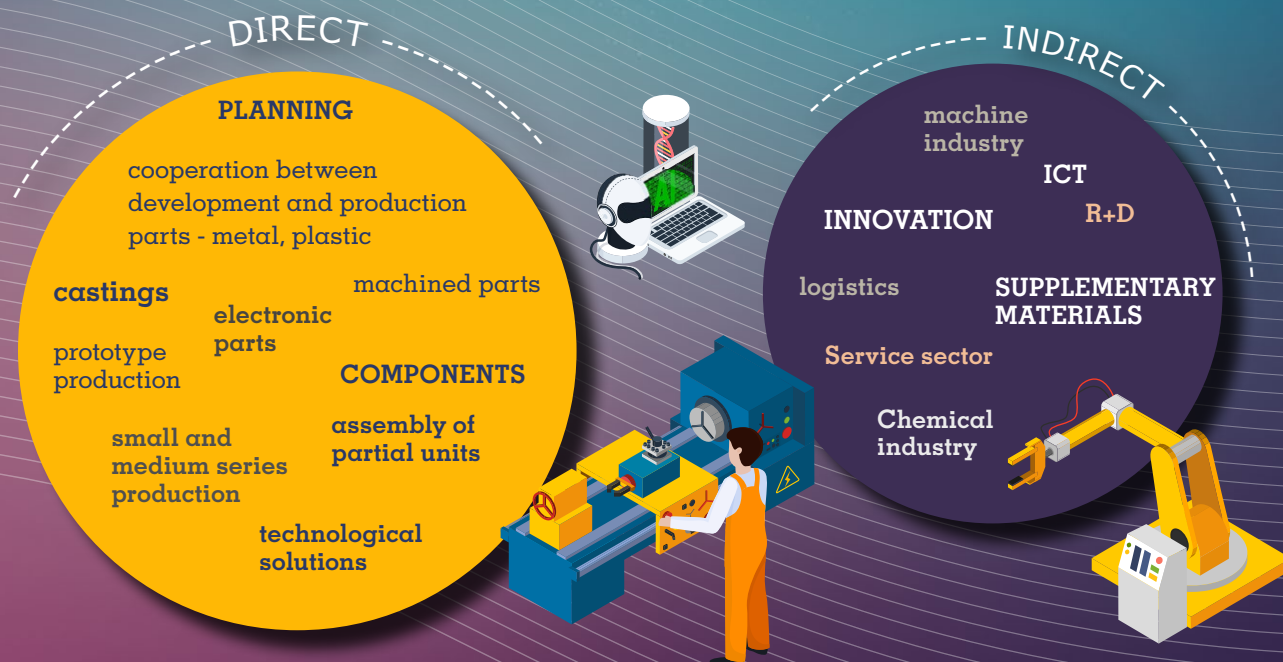


social media

- ▶ Mobilizing the members of regional trade associations
- ▶ Direct marketing campaign targeting 40 000 professional visitors

FOCUS POINTS OF THE 2020 EXHIBITION

DIRECT AND INDIRECT SUPPLIERS



Besides allowing you to present a custom showcase, the exhibition also enables you to build contacts with foreign buyers.

PRODUCT GROUPS

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 (axles, steering, brakes, wheels)
- 3.4. Electronic components and systems
- 3.5. Switching, Lighting, Signaling
- 3.6. Drives 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. 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. Energy
- 10.2. Charging systems

PLANNED PROGRAMS

▶ B2B forum

2019



274 negotiations were initiated between **22** buyer and **67** supplier companies.

2020



(online and on-site forum at the same time)
50 suppliers had over **110** meetings with the buyers of **10** large corporations

- ▶ further engineering training courses
- ▶ professional training courses
- ▶ quality conference programmes
- ▶ Job fair – featuring the offers of exhibitors
- ▶ Techtogether student competition
- ▶ Automotive Hungary Product Award



PROFESSIONAL PARTNERS OF THE EXHIBITION



Association of the Hungarian Automotive Industry (MAGE)



Association of the Hungarian Automotive Component Manufacturers (MAJOSZ)



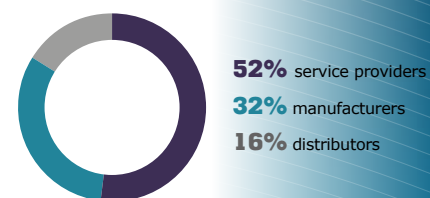
Hungarian Investment Promotion Agency (HIPA)



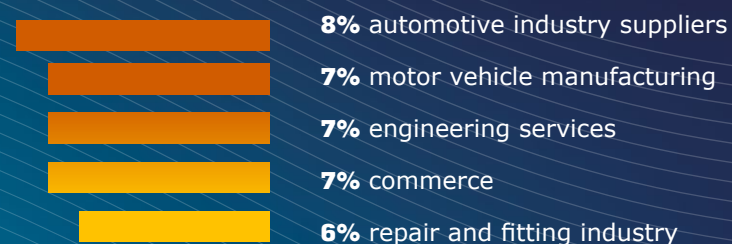
Automotive industry trade portal

OUR VISITORS (IN 2020):

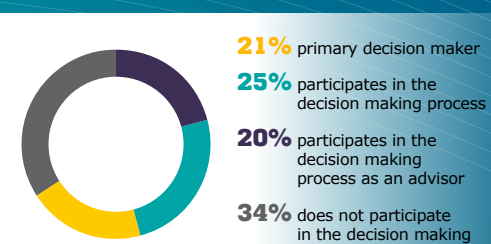
By their companies' scope of activities:



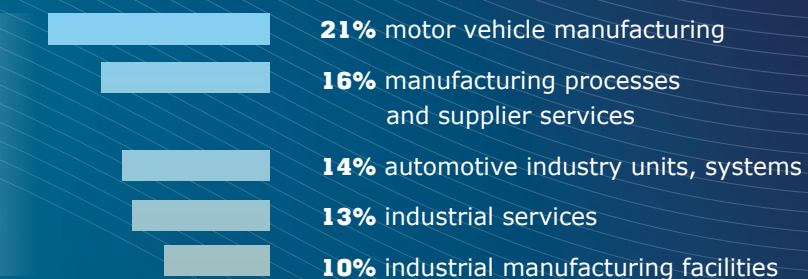
By the industrial area of their companies (Top 5):



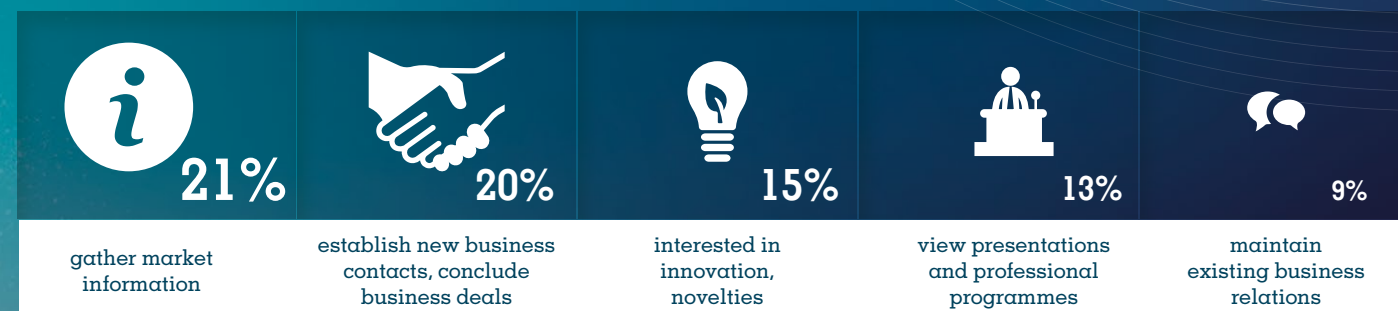
By their decision making capacities:



By their areas of primary interest (Top 5):



By their primary goals for visiting the exhibition (Top 5 – respondents could mark multiple choices):



VIRTUAL EXTENSION - HYBRID EXHIBITION

In addition to the exhibition carried out in the conventional physical space, this year's exhibitors and visitors can also join the event virtually, as **we extend the on-site exhibition with a virtual module**. Do not miss this opportunity! Be present in the digital space, too! Don't limit your appearance to the physical event!



RENEWING EXHIBITION CENTER - REVITALIZATION PROGRAMME

Revitalization Programme involves the renewal of the entire Hungexpo area. We will build two new, columnless exhibition halls, a modern conference centre equipped with cutting-edge technology and a new reception hall, besides we will renovate the old ones as well.

This implementation means the realization of HUNGEXPO Budapest Congress and Exhibition Center's most significant development project in the last 50 years.



PANDEMIC CONTROL MEASURES

HUNGEXPO spares no effort to minimize pandemic risks during the event. Last year, the company compiled a [POST COVID handbook](#), followed by the issuance of [rules of entry](#) into the area of the Exhibition Center. The concept details the centrally issued fundamental hygiene rules, helps compliance and significantly reduces infection risks.

[Click here to see](#) the photo and video highlights of the equipment used in the events so far.

PARTICIPATION FEES

SPACE RENTAL FEES:

Only if you register for Automotive Hungary 2021 (November 16-18, 2021):

	by 15 June, 2021	from 16 June, 2021
Indoor area	96 EUR/m ²	120 EUR/m ²

The prices indicated in the table do not contain the VAT, the registration and marketing fee and the fee of other services.

REGISTRATION AND MARKETING FEE:

For exhibitors: 258 EUR + VAT

For co-exhibitors: 210 EUR + VAT

Book your place for the Y2022 event and save 50%!*

We are fully aware that every company pays particular attention to the efficient spending of their budget in this situation, so we would like to offer special discounts to help you in your decision.

If you register for Automotive Hungary 2021 (November 16-18, 2021) and 2022 (May 10-13, 2022) at the same time, we will give you a discount up to 50 % on the space rental fees for the Y2022 event. Please contact our associates for further details and terms!

Automotive Hungary 2022's accompanying event is International Industrial Trade Exhibition.

INDUSTRY DAYS



SPACE RENTAL FEES:

If you register for the Automotive Hungary 2021 and 2022 at the same time:

	by 15 June, 2021	from 16 June, 2021
Indoor area 2021	96 EUR/m ²	120 EUR/m ²
Indoor area 2022	60 EUR/m ²	60 EUR/m ² *

The prices indicated in the table do not contain the VAT, the registration and marketing fees and the fees of other services.

REGISTRATION AND MARKETING FEE:

For exhibitors: 258 EUR + VAT

For co-exhibitors: 210 EUR + VAT

VENUE:

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

APPLICATION:

DISCOUNTED EARLY BIRD APPLICATION DEADLINE:
15th June 2021

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.

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!

WE ARE WORKING FOR YOUR SUCCESS:



hungexpo

www.automotivexpo.hu/en