

Engine of your future



AUTOMOTIVE HUNGARY

7th International Trade Exhibition for
Automotive Industry Suppliers



16–18 October 2019



hungexpoexhibition
you have a program

7th AUTOMOTIVE HUNGARY

Seven years ago, we created the Automotive Hungary exhibition to provide an opportunity to meet for the professional players of the automotive industry, from suppliers to small and medium enterprises. Meetings and cooperation efforts have perhaps never been as important in this industry as today, during the ongoing digital revolution. IoT has been reshaping customer habits, manufacturing processes and the information flow between manufacturers and suppliers to such an extent where you can no longer manage them on your own. The players of the automotive industry need an even closer cooperation with education and research institutions 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. Also, let's not forget those who participate in the event and present themselves in the hope that they will find their new employees during the three days of the exhibition! Any of these aspects can be important as each company is in a different situation. The content of the **exhibition** has developed in line with the changes of the industry and **provides such programmes and opportunities which can help our Exhibitors to grow and find answers to their questions.**

We are looking forward to meeting you as a participant in the greatest meeting of the Hungarian automotive industry!



A SUCCESSFUL EXHIBITION BUNCH IN NUMBERS:



255 EXHIBITORS
+13%*



FROM 15 COUNTRIES
+3 Countries, +25%*



16% FOREIGN EXHIBITORS
+1%*



7600 SQM NET
EXHIBITION ARE
+7%

*Compared to 2017.

MULTI-CHANNEL COMMUNICATION

to promote the event

- Media campaign in the Hungarian and international professional press and social media.
- Mobilizing the members of regional trade associations.
- Direct marketing campaign targeting 40 000 professional visitors.



4
radio channels



214
online ads



61
print publications



571,000
social media
impressions



HERE'S WHY IT'S WORTH EXHIBITING:

- The exhibitions are attended by 10 thousand professionals 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 business lines as well as the latest trends and innovations.
- You can intensify your relations with your existing customers and acquire new ones.
- Characterized by a rich professional programme, the exhibition enjoys wide professional and state support.
- The region's leading exhibition allows you to observe the current trends and assess the market players.
- Automotive industry experts often attend the event with purchase or investment intentions, seeking out possibilities to conduct transactions and acquire partners, providing companies with the chance to persuade them in person, presenting their products or services.
- The advantage of on-site presence is that the parts, devices and systems can be displayed in use, thus discussions between exhibitors and buyers can automatically include a technical demonstration.
- For our exhibitors we provide a dedicated online platform for job advertisements, helping them in finding new labour force.

„We have been present at AUTOMOTIVE HUNGARY as a permanent exhibitor each year. In recent years, we have been welcoming our visitors in a larger area with a renewed design. Our product portfolio was enriched this year by a 8HP automatic transmission for passenger cars, which was presented taken apart into its smallest pieces, so that visitors could see the transmission in its “exploded” view as well. Everything went in order during the event and the preparations too, where the organizers gave us great assistance. See you next year, too!”

ZF Hungária Kft.

„VARINEX's activities are organically connected into the automotive industry through several channels, so it was natural for us to be present in Automotive Hungary 2018 again. In fact, we showcased three different products and services at three different stands for the first time this year. We held several professional presentations, each of which had a high number of participants. We are enormously proud that two of our products were awarded the grand prize in the Innovative Product competition. I believe our place is here next year, too!”

VARINEX Zrt.

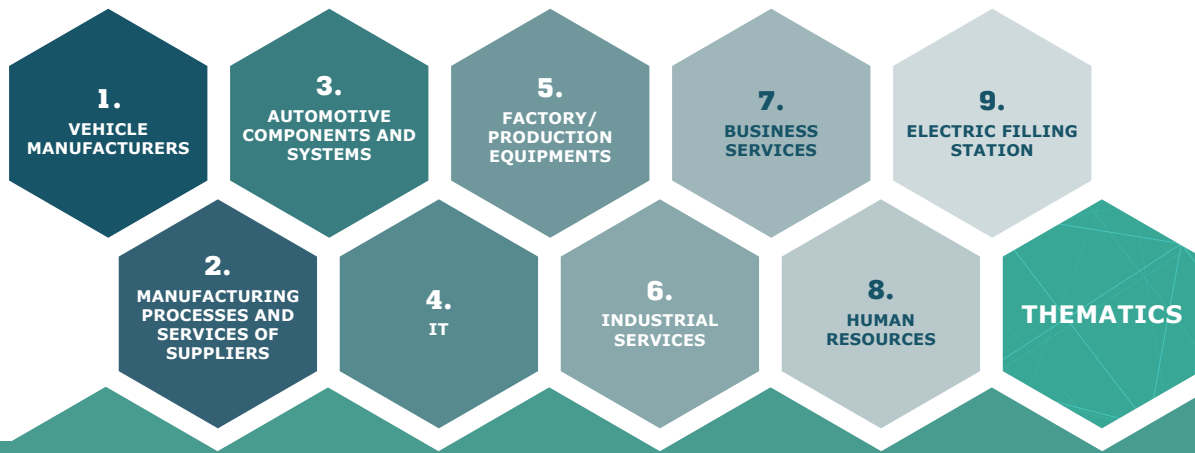
„We were showcasing instruments and devices used in the automotive industry. As a result, there was a very high interest in our stand. We met and exchanged contact information with many automotive engineers, so we could enhance our company's network in Hungary.”

Carl Zeiss Technika Kft.

„This year we found increased number of customers who were interested in our microscopy and image measurement solutions. Regarding the number of visitors we were also satisfied. I appreciate the increased activity of the organizers in the general presentation of the fair and their kind help before, during and after the event.”

KEYENCE International

EXHIBITORS ARE WELCOME IN THE FOLLOWING 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. BUSINESS SERVICES

- 7.1. Financial, Insurance and leasing services
- 7.2. Chambers, trade associations, state institutions, trade development
- 7.3. Marketing services
- 7.4. Publishers, professional magazines

8. HUMAN RESOURCES

- 8.1. Education
- 8.2. Recruitment, labour
- 8.3. Training services

- 8.4. Research and development

9. ELECTRIC FILLING STATION

- 9.1. Hardware
- 9.2. Software



PLANNED PROGRAMS

- > **TECHTOGETHER COMPETITION** for engineering students
- > **B2B supplier forum**
In 2018, 140 negotiations were initiated between 16 buyer and 31 supplier companies.
- > **FURTHER ENGINEERING TRAINING COURSES**
- > **PROFESSIONAL TRAINING COURSES**
- > **QUALITY CONFERENCE PROGRAMMES**



After its successful 2018 debut, the contest for the **Automotive Hungary Innovative Product Prize** is on again.

PROFESSIONAL PARTNERS:



Association of the Hungarian Automotive Industry (MAGE)



Association of Hungarian Automotive Component Manufacturers (MAJOSZ)



Hungarian Investment Promotion Agency (HIPA)

VISITORS COMPOSITION:



10,000
PROFESSIONALS FROM
30
COUNTRIES

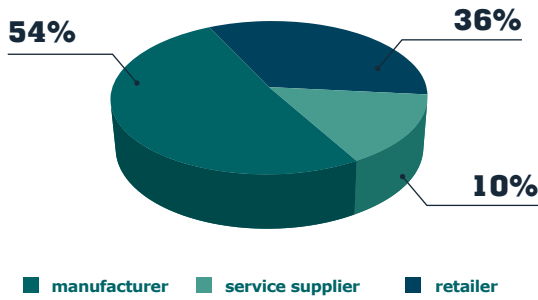


63%
of the visitors are
decision makers or
are involved in their
companies' decision
making process

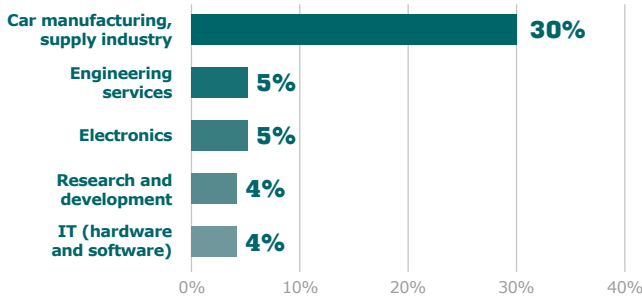


80%
of the visitors are
planning to visit the
exhibition in 2019

REPRESENTED COMPANY BY THEIR ACTIVITY

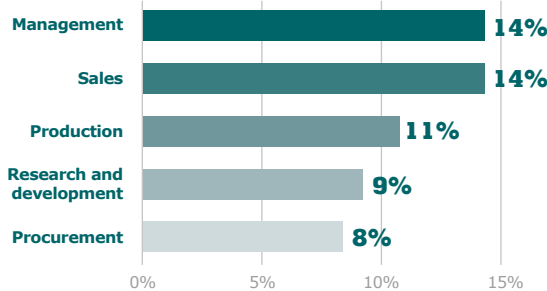


BY THEIR INDUSTRY REPRESENTED TOP5

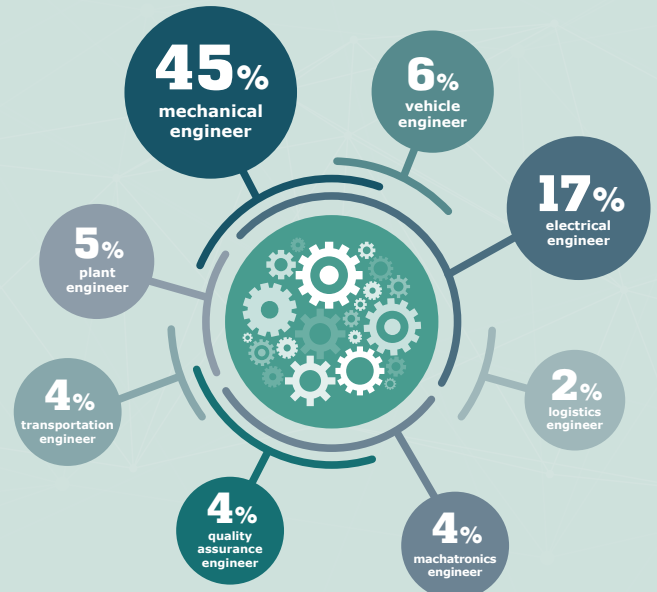


Further 52% of the visitors are representing: logistics, packaging industry, manufacturing line design, energetics, security, measurement technology, plastic industry, commerce, education...

BY THEIR JOB AREAS TOP5

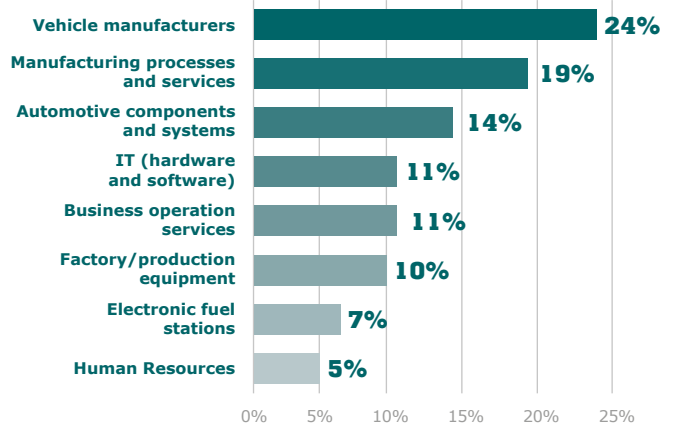


38% OF THE VISITORS ARE ENGINEERS, AMONG THEM



Further 13%: light industry, plastic and fiber technology, industrial products and design, chemical engineer...

CONSIDERING THEIR INTERESTS



BY THEIR PRIMARY GOALS FOR VISITING THE EXHIBITION – TOP 5 – WITH MULTIPLE CHOICE RESPONSES):



gather market
information



establish new business
contacts, conclude
business deals



view presentations
and professional
programs



interested in
innovation,
novelties



maintain
existing business
relations

PARTICIPATION FEES

REGISTRATION AND MARKETING FEES:

For main exhibitors: **238EUR+VAT**
For co-exhibitors: **197EUR+VAT**

SPACE RENTAL FEES:

Size of the area	until 28 th February 2019	until 31 st May 2019	after 1 st June 2019
9-49 sqm	102 EUR/sqm	113 EUR/sqm	128 EUR/sqm
50-99 sqm	95 EUR/sqm	107 EUR/sqm	122 EUR/sqm
over 100 sqm	88 EUR/sqm	98 EUR/sqm	113 EUR/sqm

The prices in the table do not include the VAT and other service charges.

BUILD-UP PRICES:

Type of shell scheme stand:	until 24 th September 2019	after 24 th September 2019
Standard Octa+	62 EUR/sqm	71 EUR/sqm
Business Octa+	68 EUR/sqm	79 EUR/sqm
Standard Sodem	95 EUR/sqm	
Business Sodem	106 EUR/sqm	

The prices in the table do not include the VAT and other service charges.

VENUE:

HUNGEXPO Budapest Fair Center, 1101 Budapest, Albertirsai út 10.

EXAMPLE CALCULATION FOR COMPLETE PARTICIPATION:

9 sqm Standard Octa+ layout: **1 823 EUR + VAT***
12 sqm Standard Octa+ layout: **2 424 EUR + VAT***
18 sqm Standard Octa+ layout: **3 516 EUR + VAT***

* Prices include registration fee, space rental fee, liability insurance and the cost of the shell scheme. Prices do not include VAT and shall be valid for signing in before 31 May 2019.

INDIVIDUAL APPEARANCE:

Should you wish to arrange customised appearance for your firm, we offer a range of individual solutions in pricing, spacing, location and design, according to your needs. For more information, contact us via the automotivexpo@hungexpo.hu e-mail address!

ADVERTISEMENT TOOLS IN THE FAIR CENTER AREA:

In addition to the exhibition stand, there are several other tools at the exhibitors' disposal, from which Exhibitors can select the optimal one that could help them emphasize their presence.

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

Ask our colleagues for a quotation!

APPLICATION:

**DISCOUNTED EARLY BIRD APPLICATION DEADLINES:
28th February 2019 and 31st May 2019**

WE ARE WORKING FOR YOUR SUCCESS:

HUNGEXPO C.CO. LTD.

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