

Engine of your future

SCIENCE

BUSINESS

CAREER



AUTOMOTIVE HUNGARY



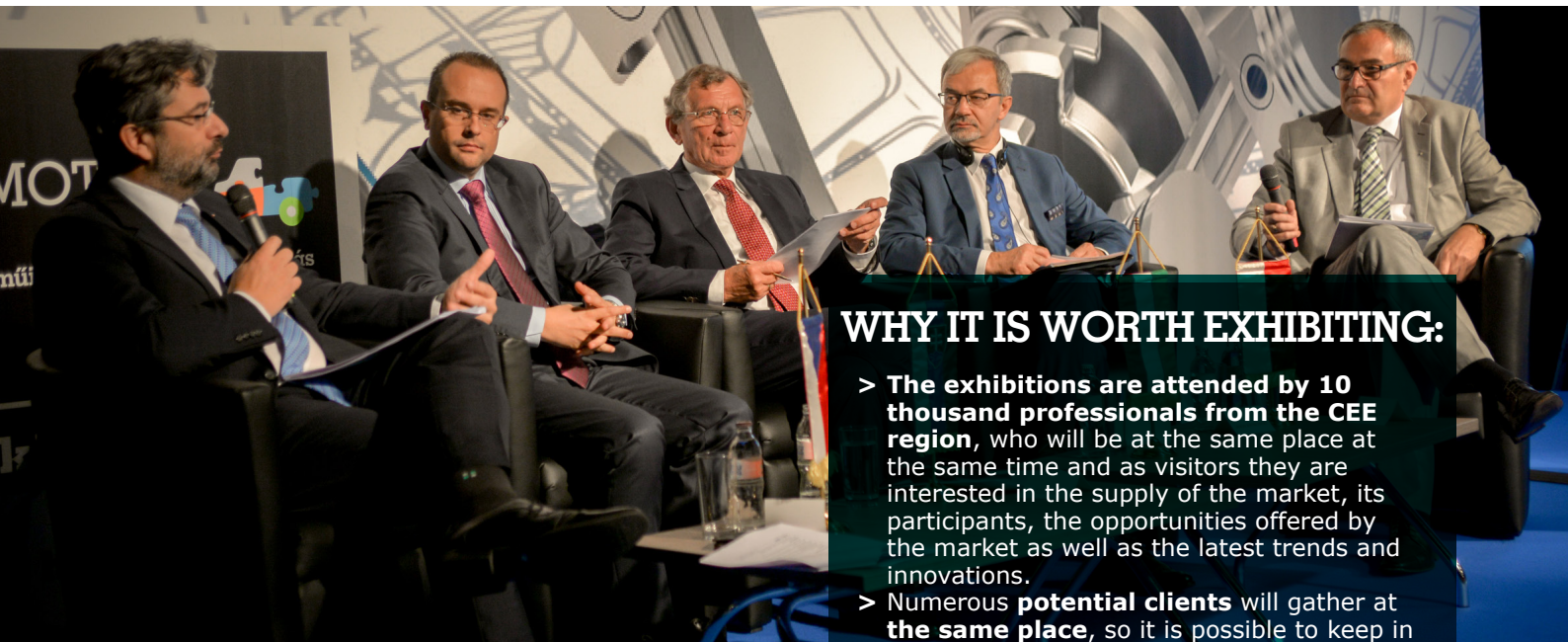
6. International Trade Exhibition for
Automotive Industry Suppliers

17-19 October 2018



hungexpoexhibition
you have a program

6th AUTOMOTIVE HUNGARY

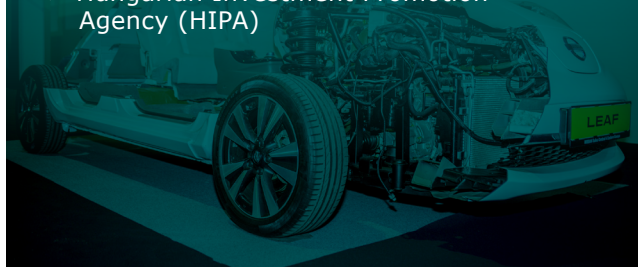


Over the next decade, the challenges of the automotive industry will include the harmonisation of complexity and cost-cutting, satisfying the growing digital buyer's demands, adhering to varying market requirements and the global processes of the automotive industry. The Hungarian executives are characteristically optimistic about the future. The processes commencing in 2017 in the field of Industry 4.0 digitalization or the test track at Zalaegerszeg are good examples of how the Hungarian automotive industry reacts to the changes on both the corporate and governmental levels. Recently, the automotive industry research and development demands have increased, therefore it is likely that within a few years, the sector will yield the greatest R&D expenditure. The only factors which might influence this positive image are the growing difficulty in providing human resources and the rapid increase in labour costs.

Amongst these circumstances, companies must find **answers, business partners and employees** – for which **Automotive Hungary provides a super opportunity** in 2018.

PROFESSIONAL PARTNERS:

- > Association of the Hungarian Automotive Industry (MAGE)
- > Association of Hungarian Automotive Component Manufacturers (MAJOSZ)
- > Hungarian Investment Promotion Agency (HIPA)



WHY IT IS WORTH EXHIBITING:

- > **The exhibitions are attended by 10 thousand professionals from the CEE region**, who will be at the same place at the same time and as visitors they are interested in the supply of the market, its participants, the opportunities offered by the market as well as the latest trends and innovations.
- > Numerous **potential clients** will gather at **the same place**, so it is possible to keep in touch with the existing customer and also to acquire new customers.
- > **It's a huge opportunity** for companies that **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.
- > The leading trade exhibition of the region can give an overview of the **current trends** and market operators.
- > **Customized services** boost the efficiency of your involvement.
- > The exhibition enjoys a wide range of **professional and state support** and a rich professional program.
- > **The exhibition will focus on HR again.** For our exhibitors we provide a dedicated online platform for job advertisements, helping them in finding new labour force. The service is free of charge to the exhibitors and visitors, and will get separate communication.

Join and become an exhibitor at the complex forum featuring the Hungarian and Central Eastern European automotive industry where the entire spectrum of car manufacturing fields are present from design to production, and use the opportunity to maintain your existing contacts and establish new ones! AUTOMOTIVE HUNGARY, the international trade exhibition of automotive suppliers and AUTÓTECHNIKA-AUTODIGA, the international trade exhibition of the automotive maintenance industry jointly offer complex insights into the current trends of the automotive industry as well as its developmental trends, innovation opportunities and professional labour supply.

"It was really useful to attend the event as an exhibitor, because a great number of interested parties visited our stand. During the exhibition, we had a chance to seek out other exhibitors and establish new business ties, both as a supplier and a buyer."

Conpart Kft.

"KUKA is a major supplier of the automotive industry and Automotive Hungary is an exhibition which provides an opportunity to communicate this as well as presenting market operators with the innovations related to our products and services. Brand-building is becoming more and more important for us and the exhibition is also an excellent opportunity for business deals. The exhibition has a wide range of visitors, which allows us to reach multiple target groups at the same time and place."

KUKA Robotics

"The Automotive Hungary trade fair is an excellent event for representatives of the automotive industry. In a short time, we can briefly and effectively find information about the sector. The accompanying events are substantial, the professional forums are very useful. The organizers are kind and helpful."

Schneider Electric

"From the perspective of our future colleagues and partners, we feel it's important for us to present our company in person to enquiring parties, who can thus directly gain credible information on the activities carried out at our Hungarian sites and our world-class automotive industry development centre. Thyssenkrupp Presta is a recurring exhibitor at the Automotive Hungary, which proves that our colleagues consider the event as a success from year to year. Moreover, in 2017, we represented our company with a new, spectacular stand, appropriate to the standards of the event."

thyssenkrupp Components Technology Hungary

A SUCCESSFUL EXHIBITION BUNCH IN NUMBERS:



225 exhibitors



24% multinational companies



from 12 countries



7071 sqm net exhibition area



15% foreign exhibitors

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



14,500 LinkedIn impressions



29 online media



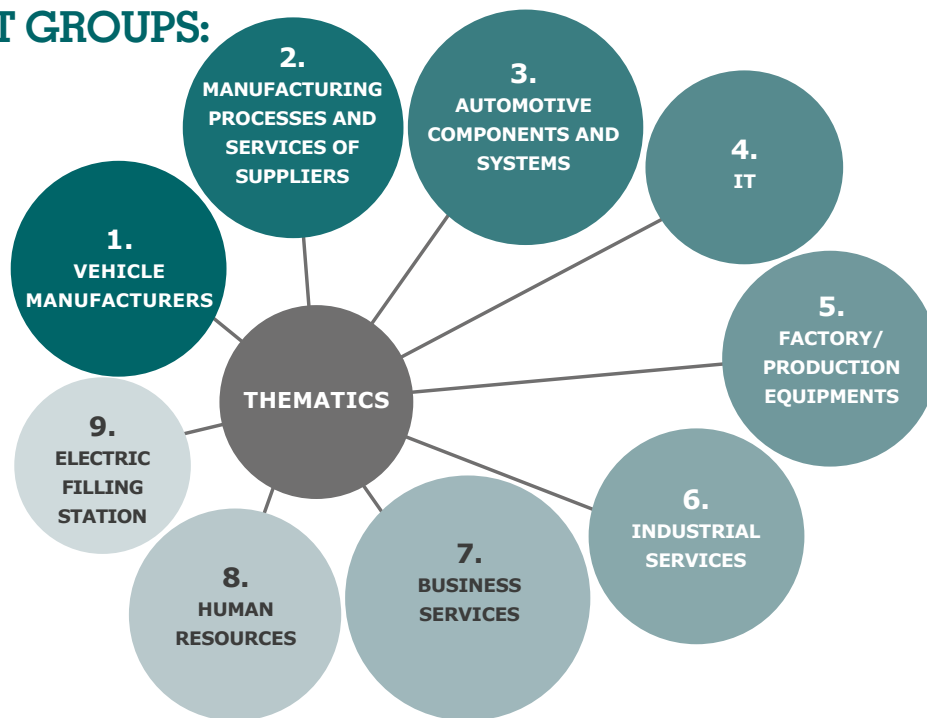
450,000 Facebook impressions



59 print publications



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

- IN THE FIELDS OF BUSINESS, SCIENCE AND CAREERS

> ENGINEERING STUDENT COMPETITION – CEE PARTICIPATION in 2017: 10 universities, 16 teams, 350 engineering students

Engineering students solve exciting corporate tasks in the competition arena, set by key Hungarian automotive corporations. International teams will participate at the competition for the first time this year.

> SUPPLIER FORUM

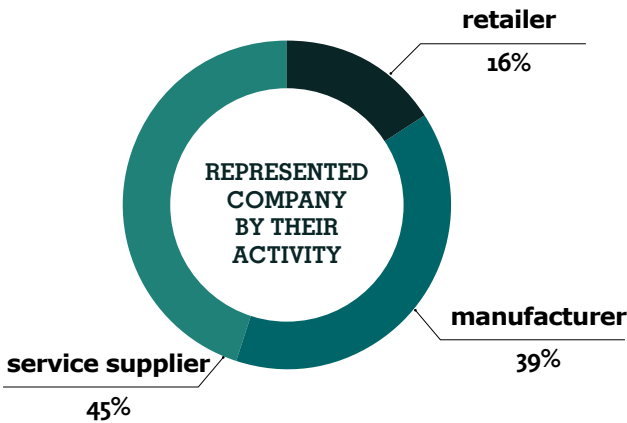
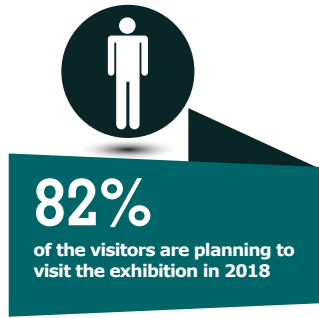
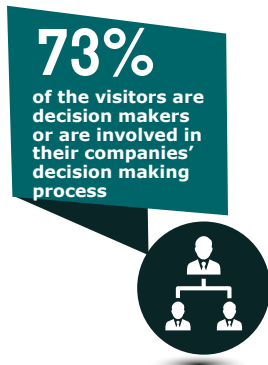
> ENGINEER ADVANCE TRAINING

> PROFESSIONAL TRAINING SESSIONS

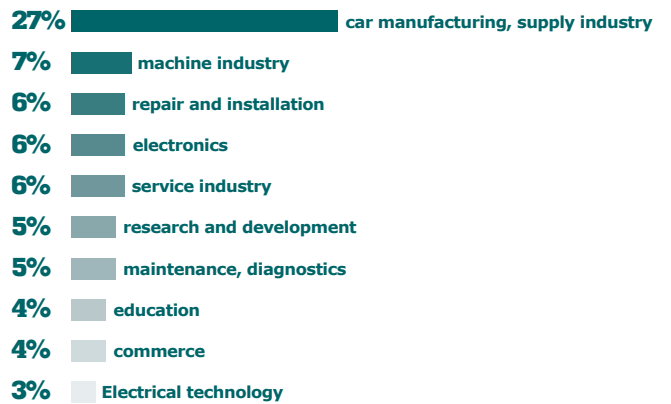
> HIGH-QUALITY CONFERENCE PROGRAMMES

- intelligent vehicle event with the involvement of the Ministry for National Economy
- focusing on Industry 4.0 at the service of the automotive industry, as hosted by IFKA Public Benefit Non-Profit Ltd. for Industrial Development
- Electromobility conference
- Automotive industry 3D printing conference

VISITORS COMPOSITION

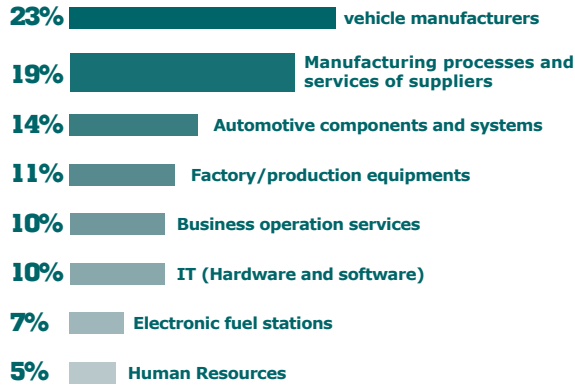


BY THEIR INDUSTRY REPRESENTED (TOP 10)



Further 30% of the visitors are representing: manufacturing line design and construction, energetics, automotive IT, warehousing, logistics, packaging industry, security, measurement technology, metal industry, electrical industry, quality assurance, HR.

CONSIDERING THEIR INTERESTS



BY THEIR JOB AREAS TOP 5



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



Interested in innovation, novelties



Gather market information



Establish new business contacts, conclude business deals



Maintain existing business relations



View presentations and professional programs

PARTICIPATION FEES

REGISTRATION AND MARKETING FEES

For main exhibitors: **250 EUR + VAT**
For co-exhibitors: **207 EUR + VAT**

BUILD-UP PRICES:

Shell scheme type	until 24 th September 2018	after 24 th September 2018
Basic	47 EUR/sqm	56 EUR/sqm
Standard	56 EUR/sqm	68 EUR/sqm
Business	60 EUR/sqm	72 EUR/sqm
Comfort	78 EUR/sqm	94 EUR/sqm

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

SPACE RENTAL FEES:

Size of the area	until 28 th February 2018	until 31 st May 2018	after 1 st June 2018
9-49 sqm	103 EUR+VAT/sqm	115 EUR+VAT/sqm	130 EUR+VAT/sqm
50-99 sqm	95 EUR+VAT/sqm	107 EUR+VAT/sqm	122 EUR+VAT/sqm
over 100 sqm	89 EUR+VAT/sqm	99 EUR+VAT/sqm	115 EUR+VAT/sqm

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

EXAMPLE CALCULATION FOR COMPLETE PARTICIPATION:

9 sqm Standard layout: 1800 EUR+VAT/sqm*
12 sqm Business layout: 2365+VAT/sqm *
18 sqm Business layout: 3425+VAT/sqm *

* 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 2018. „

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!

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!

VENUE:

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

APPLICATION:

DISCOUNTED EARLY BIRD APPLICATION DEADLINES:
28th February 2018 and 31st May 2018

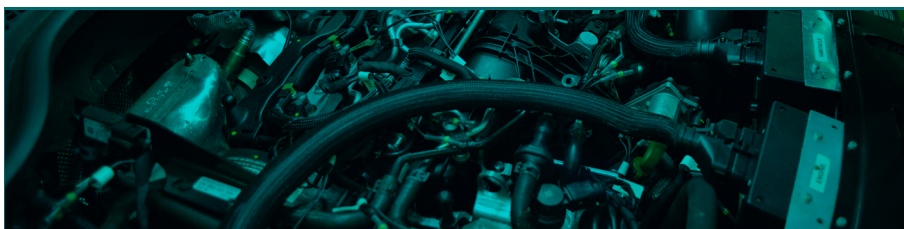
Co-event: AUTÓTECHNIKA – International vehicle maintenance industry trade exhibition

WE ARE WORKING FOR YOUR SUCCESS:

HUNGEXPO C.CO. LTD.

Gergő BARANYAI
Exhibition director
Phone: +36-1/263-6104
Mobile: +36-30/642-1374
E-mail: baranyai.gergo@hungexpo.hu

Melanie GERMAN
Sales manager
Phone: +36-1/2636007
Mobile: +36-30/823-7858
E-mail: german.melanie@hungexpo.hu



Erika KINCSES
Sales manager
Phone: +36-1/263-6088
Mobile: +36-30/823-7862
E-mail: kincses.erika@hungexpo.hu

Enikő MÁRKI
Sales manager
Phone: +36-1/263-6049
Mobile: +36-30/948-5129
E-mail: marki.eniko@hungexpo.hu

Further information:
automotivexpo@hungexpo.hu; www.automotivexpo.hu

 **hungexpo**exhibition
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