

駐匈牙利代表處經濟組 函

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主旨：有關匈牙利汽車展(Automotive Hungary Exhibition and Conferences 2024)訂於2024年5月7日至10日舉辦事，敬請卓參。

說明：

一、本組吳組長慧蘭偕邱秘書玉錦於本(2023)年12月5日拜會匈牙利汽車產業協會(MAGE)執行長 Mr. Csaba Kilian，瞭解匈牙利汽車產業發展現況、面臨難題及未來榮景，我國業者隨國際汽車、電池大廠陸續進駐匈國之可能切入商機，獲K執行長提供明(2024)年該協會(按：目前會員逾68家)重點推廣活動，供我國汽車產業業者及公協會參考運用如下：

(一)匈牙利汽車展(Automotive Hungary Exhibition and Conferences 2024)：

1、第12屆匈牙利汽車展訂於明年5月7日至10日展出，由該協會與Hungexpo Zrt 合作辦理，該平台提供國內外汽車產業廠商及服務供應商一交流平台，共享創新理

念、產品及服務，提升產業發展及競爭力能量。

2、本展本年參展廠商計來自18國370家汽車相關業者，逾15,000位觀展人數(本年活動回顧：

<https://iparnapjai.hu/en/for-visitors/gallery/>；現場另展設如奧地利、德國、波蘭、中國及捷克等國際館攤位。

3、K執行長提供明年展覽資訊及申請表(如附件，惟優惠申請期限已過)資訊，邀請我商規劃組團來匈參展，表示將為我國參展廠商悉心安排訪匈活動。

(二)貿易洽商會議(B2B Exclusive Purchasers-Suppliers Forum)：

1、該協會為輔導匈牙利汽車產業供應商持續發展，提供採購商-供應商妥適平台進行媒合。該協會迄已促成32家會員與116家供應商進行357場次貿洽會之佳績，預訂明年續與Hungexpo及匈牙利外交貿易部投資促進局(HIPA)於上述匈牙利汽車展期間在匈牙利布達佩斯會展中心(HUNGEXPO Budapest Congress and Exhibition Center)再度辦理(每場次預估20分鐘)。

2、K執行長表示，B2B貿洽會旨在直接提供採購商-供應商確切商機，誠邀我國規劃拓展匈國市場廠商考量參與此項活動。

(三)2024年MAGE-Portfolio汽車產業研討會(MAGE-Portfolio Automotive Industry 2024 Conference)：

1、該協會自2015年起持續協辦該研討會，成功吸引大量國內外與會嘉賓關注；提供OEM汽車製造商、Tier 1系



統整合商、Tier 2技術供應商及Tier 3材料供應商等自製造、銷售、物流、工程、研發及創新經驗、供應鏈開發、品管至人力資源等範疇之交流平台；

2、本年已辦畢研討會主題為「危機期間之能源採購及利用實務」、「領先並降低成本-數位化及綠色製造實務、財務融資方案」、「技術轉變、循環經濟、綠色經濟實務」(<https://www.portfolio.hu/en/events/conference-economy/portfolio-mage-jarmuipar-2023/1435/overview>)。該研討會反映匈國汽車產業反思、投資與永續、人力勞工、競爭力、危機管理及發展藍圖等趨勢，受邀講者多為OEM、Tier1-2-3代表廠商及相關服務業者。

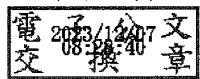
3、明年研討會預訂於3月20日在匈牙利凱奇凱梅特(Kecskemét)喜來登飯店辦理，會議將以英、匈雙語同時進行，確切活動資訊將由Portfolio近日內發布。

二、K執行長欣聞我國廠商來匈布局電動車充電、電池回收等規劃，認為科技發展迅速，提供各國廠商無限潛在商機。渠以匈國近年吸引的熱門車用電池投資案為例，主要是鋰離子電池，惟隨技術進步，固態電池可能成為下一代電池選擇，也歡迎具技術優勢的我國廠商來匈投資，並可引介渠認識的顧問公司協助，以助我商選擇廠址、向匈國政府爭取最佳的投資補助優惠及落實投資案執行作業，收費較跨國事務所合理。

三、檢附匈牙利MAGE協會提供2024年匈牙利汽車電子展資訊如附件，併請參用。

正本：經濟部國際貿易署、經濟部產業發展署

副本：經濟部投資促進司、台灣區電機電子工業同業公會、台灣區車輛工業同業公會



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On the way of the evolution.



In May 2024, the HUNGEXPO Budapest Congress and Exhibition Center will host again the AUTOMOTIVE HUNGARY International Trade Exhibition for Automotive Industry Suppliers.

Co-events:



International Trade Exhibition for Machine Manufacturing and Welding Technology



International Industrial Trade Exhibiton Hungary's most significant business meeting in the industry

The previous event in numbers:



18 countries



370 exhibitors



3 pavilions



13 500 professional visitors

You can see the photos from the exhibition in the [gallery](#) on the website.

We also look forward to having you join us at the Hungarian Automotive Industry Meeting!

AUTOMOTIVE HUNGARY 
12th International Trade Exhibition for Automotive Industry Suppliers

7-10 May 2024

 **hungexpo** 

WHY YOU WILL FIND IT WORTHWHILE TO EXHIBIT?

(visitors' data from 2023)

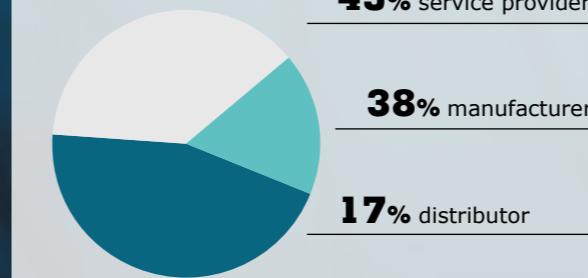


Visitors from **25 countries** attended the exhibition.



On average, they spent **5,1 hours** at the event.

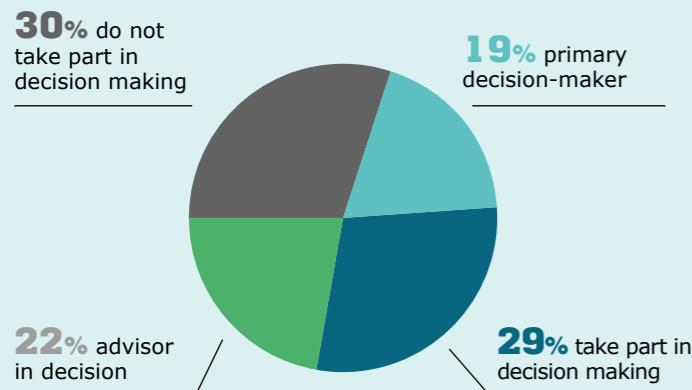
by their companies' sphere of activity (more than one answer could be given):



by their respective areas represented (top 5):



by their decision-making power:



want to meet even more exhibitors in the areas below (top 5):

- 24% industrial manufacturing equipment
- 12% automotive manufacturing
- 11% information technology; supplier services
- 6% automotive components and systems; alternative propulsion technology; garage industry
- 5% HR, human resources (recruitment)

78% of the visitors

plan to attend the 2024 AUTOMOTIVE HUNGARY exhibition.

by their primary goals for visiting the expo (top 5 – respondents could mark multiple choices):

- 86% interested in innovation, novelties
- 76% gather market information
- 63% maintain existing business relations
- 57% establish new business contacts, conclude business deals
- 30% view presentations and professional programs

made a concrete business decision at the exhibition

- 1% made a business decision at the event (signed agreements at the exhibition).
- 12% made a business decision at the event, but further negotiations are ongoing.
- 45% did not make a specific business decision, but what they saw at the exhibition will influence their future decisions.
- 42% did not make a business decision or do not have such information about their company.

- Complex industrial exhibition that is the **most prestigious** in Hungary and has a key role in the region
- You can **showcase your products and services** for the Hungarian and international professional visitors and key market players
- **Customized services** to increase the efficiency of your presence
- Characterized by a rich professional programme, the event enjoys wide **professional and state support**
- **Industry representatives and decision makers are welcomed by high-end professional presentations, conferences and business forums**

- Visitors are mobilized by a **national and cross-border media** and DM campaign
- We expect **500 exhibitors and 15,000 professional visitors of 4000 companies from at least 30 industries from the CEE region**, who will be all at the same place and the same time to get an insight into the supply and the players in the market as well as the latest trends, innovations and the opportunities offered by the showcased industries
- The event allows you to intensify your relations with your existing customers and acquire new ones

Planned events during the whole event:

- Engineering training courses (BPMK) (BPMK)
- Welding training, practical demonstrations
- Join-Trans „Welding and Manufacturing of Railway Vehicles” conference (MHtE)
- Automotive supplier B2B meeting (MAGE – HIPA)
- High-quality lectures and workshops of exhibitors
- Conference on plastics industry (MMSZ)
- Labour safety conference and fashion show
- Techtogether engineering competition (autopro.hu)
- Presentations and demonstrations on battery and hydrogen propulsion
- APPLICATION ZONE

Professional partners:

- Autopro.hu
- Association of Hungarian Automotive Component Manufacturers (MAJOSZ)
- Association of the Hungarian Automotive Industry (MAGE)
- Budapest and Pest County Chamber of Engineers (BPMK)
- German-Hungarian Chamber of Industry and Commerce (DUIHK)
- Hungarian Association of Welding Technology and Material Testing (MHtE)
- Hungarian Plastic Industry Association (MMSZ)
- Hungarian DigiLean Association
- Ministry for Culture and Innovation (KIM)
- U4 Advertising agency
- Scientific Society for Mechanical Engineering (GTE)

12th AUTOMOTIVE HUNGARY International Trade Exhibition for Automotive Industry Suppliers

AUTOMOTIVE HUNGARY International Trade Exhibition for Automotive Industry Suppliers is a meeting point for all domestic and international vehicle manufacturers, suppliers and service providers, where companies can take advantage of the synergy between industry sectors, in order to maintain and strengthen their position in the supply chain, possibly enter this market as a new player.

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. The event is dedicated to presenting the latest technologies and trends, so it and their related conferences focus on these kinds of innovations.

We want to make sure that **AUTOMOTIVE HUNGARY serves as the meeting point** for all Hungarian and international automotive industry suppliers and service providers in May of each year.

Trying to renew year by year, **AUTOMOTIVE HUNGARY aims to efficiently facilitate the growth of Hungarian automotive industry stakeholders, including the promotion of different vehicle propulsion alternatives.**

Focus points of the exhibition



PRODUCT GROUPS 2024

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

NOVELTIES, SPECIAL SERVICES FOR EXHIBITORS

- Exhibitor Banquet (May 7, 2024, Tuesday, 6:00 PM) - We invite our exhibitors to a friendly gathering with music and a buffet dinner on the second day of the event, starting at 6:00 PM.
- GRAND PRIX competition (new feature: audience 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)
- New HUNGELEXPO mobil application - exhibitor profile (simpler, faster administration related to exhibition participation)
- Renovated parking sites for exhibitors

HUNGELEXPO BUDAPEST CONGRESS AND EXHIBITION CENTER

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PARTICIPATION FEES:

PARTICIPATION FEES:

For exhibitors: 333 EUR+VAT
For co-exhibitors: 272 EUR+VAT
(Co-exhibitors are required to register!)

SPACE RENTAL FEES:

Until 15 November 2023	Until 29 February 2024	After 01 March 2024
136 EUR/m ² +VAT	153 EUR/m ² +VAT	170 EUR/m ² +VAT

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

DEADLINE FOR DISCOUNTED REGISTRATION FOR EXHIBITORS: 15 NOVEMBER 2023.

INDIVIDUAL EXPOSURE:

Should you wish to arrange custom exposure for your company, we offer a range of individual solutions in pricing, spacing, location and design, according to your needs.

For more information, contact us via the iparnapjai@hungexpo.hu e-mail address!

FAIR CENTRE ADVERTISING SPACES:

In addition to the exhibition stand, there are several other tools at the exhibitors' disposal, from which they can select the best option that can help them accentuate their presence.
Use the advertising and marketing tools available in the Exhibition Center area to ensure the success of your exhibition.
Ask our associate for a quotation!

STAND PARTY:

Invite your key account partners to your stand after the daily closing of the exhibition. During the first 3 days of the event, our exhibitors can organize stand parties in the pavilions, at their own stands, where they can invite their business partners to showcase their products and services to these special clients in a less restricted environment in a way that is different from the average exhibition.

The exclusive service may include, among other things, a full-scale catering, security supervision and extended opening hours of the pavilion.

For a customized offer, please contact your salesperson or organizer.

CO-EVENTS:

The 11th INDUSTRY DAYS International Industrial Trade Exhibition and the 16th MACH-TECH International Trade Exhibition for Machine Manufacturing and Welding Technology - Hungary's most significant business meeting in the industry, where domestic and international industry world leaders, market leaders, small and medium-sized enterprises showcase their products, services, unique solutions, and developments year after year



DATE: 7-10 May 2024

OPENING HOURS:

7-9 May 2024 (Wednesday-Thursday) 10:00-17:00

10 May 2024 (Friday) 10:00-16:00

VENUE:

HUNGELEXPO Budapest Congress and Exhibition Center

Registration and more information:
HUNGELEXPO Ltd., AUTOMOTIVE HUNGARY team

EXHIBITION DIRECTOR

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MS. JÁZMIN SZABÓ

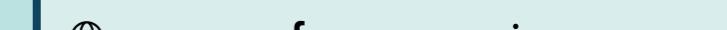
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[**SEE ENGLISH VERSION BELOW**](#)

Tisztelt Partnerünk!

November 15-ig foglalhatja le helyét a legkedvezőbb áron a jövő évi kiállításra!

Küldje vissza kitöltött jelentkezési ívét **2023. november 15-ig**,

és akár **20% előjelentkezési helydíjkedvezményben is részesülhet!**

2024-ben ismét a HUNGELEXPO Budapest Kongresszusi és Kiállítási Központ ad otthont a régió legnagyobb ipari rendezvényeinek.

Május 7-10. között kerül megrendezésre a [12. AUTOMOTIVE HUNGARY Nemzetközi járműipari beszállítói szakkiállítás](#), melynek társrendezvényei a [11. MACH-TECH Nemzetközi gépgyártás-technológiai és hegesztéstechnikai szakkiállítás](#) és a [11. IPAR NAPJAI Nemzetközi ipari szakkiállítás](#).

Az AUTOMOTIVE HUNGARY a járműgyártás valamennyi hazai és nemzetközi beszállítója és szolgáltatója számára olyan egyedülálló fórum, ahol a járműipar szakmai szereplői, a magyar autógyártótól kezdve a beszállítókon át a kis- és középvállalkozásokig, találkozhatnak egymással, bemutathatják azokat az innovációkat, termékeket, szolgáltatásokat, melyek hozzájárulnak a magyar járműipar fejlődéséhez és versenyképességének növeléséhez.

A vállalatok kihasználhatják az iparágak közötti szinergiát, hogy ezzel megőrizzék, erősítsék a beszállítói láncban megszerzett pozíciójukat, esetleg új szereplőként lépjene be erre a piacra. A rendezvény elkötelezett a legújabb technológiák és trendek bemutatása iránt, így számunkra természetes, hogy a legfrissebb fejlesztések, trendek állnak a kiállítás és a hozzá kapcsolódó konferenciák középpontjában.

Éljen Ön is a lehetőséggel, csatlakozzon a bejelentkezett kiállítóhoz!

JELENTKEZÉSI ÍV

(A 2024-re meghirdetett kedvezményes helydíjakat a kiállítás folderében, illetve a jelentkezési íven találja. A folder és a jelentkezési ív letöltése nem minősül jelentkezésnek.)

Programok:

Szakmai partnereink közreműködésével elkezdtük szervezni a rendezvényt kísérő programokat is:

- Mérnök kamarai konferenciák és szakmai továbbképzések (BPMK)
- Hegesztéstechnikai továbbképzések, gyakorlati bemutatók
- Join-Trans „Vasúti Járművek Hegesztése és Gyártása” konferencia (MHtE)
- Járműipari beszállítói B2B találkozó (HIPA-MAGE-MAJOSZ)
- Színvonalas kiállítói előadások, workshopok
- Munkavédelmi konferencia
- Műanyagipari konferencia (MMSZ)
- Techtogether Automotive Hungary mérnökverseny (autopro.hu)
- APPLICATION ZONE

Kérjük, olvassa el a jövő évi kiállításról a [bővebb ismertető anyagot](#), valamint a [jelentkezési ívet](#), mely pdf-ekben minden fontos információt megtalál.

Kérdés esetén forduljon hozzánk bizalommal!

Értékesítési menedzserek:

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Jelentkezését várva, üdvözettel:

AUTOMOTIVE HUNGARY csapat



Dear Partner,

**Until 15th November can you book your place at the best price
for next year's co-exhibitions!**

Return your completed application form by **November 15, 2023**,
and you can even **receive a 20% pre-registration space rental fee discount!**

In 2024, the HUNGEXPO Budapest Congress and Exhibition Center will host again the largest industrial events in the region.

[AUTOMOTIVE HUNGARY International Trade Exhibition for Automotive Industry Suppliers](#) will be held between 7-10 May.

Co-events:

[MACH-TECH International Trade Exhibition for Machine Manufacturing and Welding Technology](#)
[IPAR NAPJAI International Industrial Trade Exhibiton](#)

AUTOMOTIVE HUNGARY is a unique forum for all domestic and international suppliers and service providers of the vehicle industry, where the professional actors, from Hungarian car manufacturers and suppliers to small and medium-sized enterprises, can meet each other, can present the innovations, products and services that contribute to the development of the Hungarian vehicle industry and increase its competitiveness.

Companies can take advantage of the synergy between industries to preserve and strengthen their position in the supply chain, or to enter this market as a new player.

The event is committed to presenting the latest technologies and trends, so it is natural for us that the latest developments are at the center of the exhibition and the related conferences.

Take advantage of the opportunity, join the registered exhibitors!

APPLICATION FORM

(You can find the discounted space rental fees announced for 2024 in the exhibition folder and on the application form. Downloading the folder and the application form does not constitute an application.)

Planned programs:

In cooperation with our professional partners, we also started organizing the programs accompanying the event:

- Engineering training courses (BPMK)
- Welding training, practical demonstrations
- Join-Trans "Welding and Manufacturing of Railway Vehicles" conference (MHtE)
- Automotive supplier B2B meeting (HIPA-MAGE-MAJOSZ)
- High-quality lectures and workshops of exhibitors
- Conference on plastics industry (MMSZ)
- Labour safety conference
- Techtogether Automotive Hungary engineering competition (autopro.hu)
- APPLICATION ZONE

Please, read the [exhibition's folder](#) and [the application form](#), in which you will find all the important information.

Feel free to contact us if you have any questions!

Sales managers:

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Waiting for your application, yours sincerely,

AUTOMOTIVE HUNGARY team