

Dear Partner,

AUTOMOTIVE HUNGARY and **AUTÓTECHNIKA** the regio's unique international automotive industry supplier and vehicle maintenance trade fairs - organised between **18-21th of October** - were closed successfully. Apart from the **4 Hungarian OEMs** – Audi Hungaria Zrt., Mercedes-Benz Manufacturing Hungary Kft., Opel Szentgotthárd Kft. and Magyar Suzuki Zrt.- a number of firms participated at the event which are significant in their own fields. **TIER1, TIER2, and TIER3 suppliers**, industry-related **service providers, state organizations and collective stands** of trade unions were waiting for **10 000 visitors**. More than **220 exhibitors** from **12 countries** participated.



Mr. **Mihály VARGA**, the **Minister for National Economy**, welcomed the guests at AUTOMOTIVE HUNGARY's opening ceremony. After the opening the invited **representatives of the V4 countries** participated in a panel discussion about the cross-border cooperation opportunities to increase competitiveness. The Ministry for National Economy organized **daylong Conference on Intelligent vehicles**, which was opened by Mr. István LEPSÉNYI, Ministry for National Economy, State Secretary for Economic Development and Regulation. On the second day HIPA (Hungarian Investment Promotion Agency), MAJOSZ (Association of Hungarian Automotive Component Manufacturers) and JETRO (Japan External Trade Organization) organized **Suppliers' forum** jointly. This year, 16 teams from 10 universities participated in the three day-long AUTOMOTIVE HUNGARY **TECHTOGETHER competition**. In addition, professionals could choose from many other interesting programs.

More information: <http://automotivexpo.hu/en>

The AUTÓTECHNIKA exhibition's high-quality professional program series were organized around **education, knowledge and fair**. Participants discussed the issues of **replenishment training, market trends**, knowledge sources and the **sustainability** of businesses. Apart from on-stage lectures, exhibitors hosted a range of interactive events for enquiring experts at their stand in the framework of **AUTÓTECHNIKA+**, whilst the **AUTÓTECHNIKA Workshop** featured several spectacular practical demonstrations.



More information: <http://autotechnika.hungexpo.hu/en>

As we wrote in our previous newsletter, in 2018 our portfolio is expanding with three new exhibitions.



Between **October 11-13th** HUNGEXPO organizes a comprehensive exhibition of the Hungarian healthcare sector, the **HUNGAROMEDICA - Health and Medical Technology Exhibition**. The exhibition presents technology developments and innovations in healthcare, where professionals can see the benefits of the innovations, as well as the patients can get information about these.

The **HOMEDesign Autumn - Exhibition and Fair for Home Making** will be held between **12-14th of October**. The **focus** will be **on interior flat design**, showcasing **high-quality design** products and offering the creative ideas, consulting services and presentations of Hungarian designers as part of the autumn event. Further developing the HOMEDesign exhibition well-known for its usual high standards throughout the past years, we launch this event complemented with new solutions, product groups, partners and professional programmes in 2018.



The **Beauty & Style - International Beauty Industry Trade Fair**, will be organized between **26-28th of October 2018**. The aim of the exhibition is to provide a complete introduction to the three major areas of beauty industry: **cosmetics, hairdressing and nail cosmetics**. At the event, exhibitors can present the latest techniques and innovative solutions for professionals and also for the public, as well as various professional presentations and workshops to inform visitors about the benefits of professional services.

Please, inform your partners about these opportunities, and if they are interested in our exhibitions, please let us know. We would like to gladly welcome you as a visitor at our events!

If you have any further question – especially regarding to new exhibitions - we are at your kind disposal!

Kind regards,

Ms. Klára Tihanyi
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