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MOBILITY
ELECTRONICS
SUPPLIERS

expo

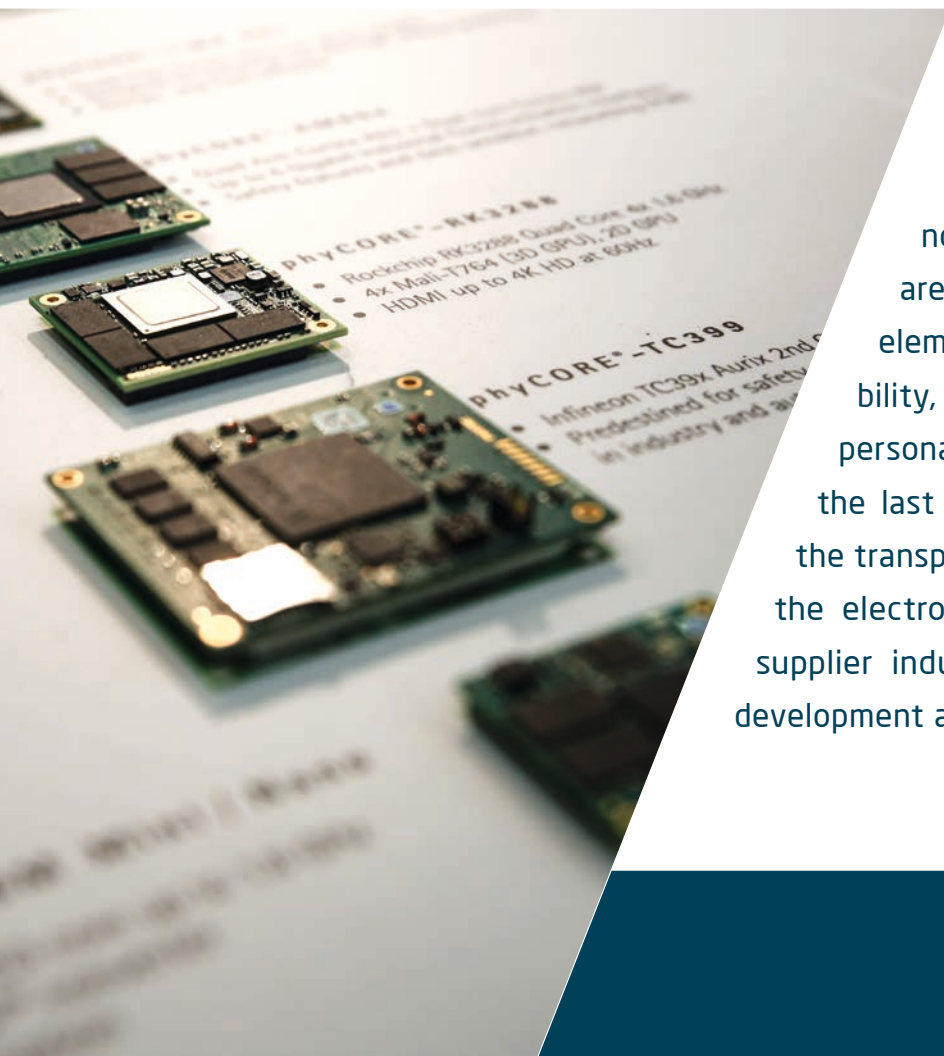


9 - 11 NOVEMBER 2021
Berlin ExpoCenter City
mobility-electronics.com



MES – MOBILITY ELECTRONICS SUPPLIERS EXPO 2021

Trade fair for the electronics supplier industry
of the mobility sector



The mobility industry is changing. Whether on the road, by rail or in the air - “digitalization” is in full progress and is taking place in all economic and industrial sectors and other areas of life taking over an increasingly elementary role. Besides of individual mobility, this concerns in particular the public personal and goods transport, the delivery on the last mile and the fundamental design of the transport solutions. The largest innovator is the electronics industry. Thus, the electronics supplier industry is industrial basis for further development and innovation in these subject areas.



AUTOMOBILES

UTILITY VEHICLES

RAILWAY



SOMETHING NEW EMERGES

The Mobility Electronics Suppliers Expo provides the electronics supplier industry in the mobility sector with a flawless B2B trade fair platform for exchange, information, market observation and, of course, for establishing and expanding business contacts. A technical supporting programme rounds off the concept with a separate inclusion of trend and discussion topics and offers trade visitors and exhibitors at MES Expo a special variety of topics.

IN THE RIGHT PLACE

HIGH-TECH METROPOLIS BERLIN

As a reference city for electro mobility, the capital region Berlin-Brandenburg is a pioneer of innovative and sustainable mobility. In addition to energy efficiency and electro mobility, other intelligent solutions for a sustainable metropolis are needed. For many Tier 1 suppliers, Berlin offers optimal conditions for innovations and, as a result, establishes its tech centers, innovation hubs and think tanks here. In this way, important R&D activities and high-quality production areas are bundled in a unique way at the Berlin location.

Berlin is the capital, political and economic centre and thus “place to be” for interest groups and associations.



EXHIBITION METROPOLIS BERLIN

Berlin not only has the most modern hotel landscape in Europe in terms of hotel capacity and quality but also has excellent national and international connections. Two airports as well as central train and bus stations allow a fast and comfortable journey. In addition, there is one of the best local public transport systems in the world and an excellent price-performance ratio in all aspects.

THE FAIRGROUND "BERLIN EXPOCENTER CITY" IN THE HEART OF BERLIN

- 180,000 m² hall space in 27 exhibition halls
- a multifunctional CityCube Berlin
- ideal combination of trade fair and congress facilities
- very good accessibility (close to the city centre, international airports)
- 12,000 parking spaces
- at the entrances: Taxi stations, underground and suburban railway stations and bus stops
- uncomplicated and variable stand planning through installation double floors or channel grid in the heavy-duty halls



A NEW FORMAT

The MES Expo is the high-quality marketing platform for new contacts, image cultivation and business potential in the international electronics supplier sector. The core target groups of MES Expo are companies in the automotive, commercial vehicle and rail vehicle industries.



EXHIBITION GROUPS

Product groups:

Drive technology
 Energy- | charging systems
 Vehicle systems
 Infotainment | telematics
 Interior technology
 IT | engineering
 Technology for chassis |
 driving gear
 Charging infrastructure
 Communication
 Service for vehicles
 Security systems

Main segments:

Automotive technology
 Commercial vehicle technology
 Railway technology

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TRADE VISITOR

Companies from the electronics supplier sector
 Vehicle manufacturers
 Public and private transport companies
 and operators
 Manufacturers and suppliers of traffic engineering
 Politics | Administration
 Authorities | Ministries
 Engineers | Consultants



DATA AND FACTS MES EXPO 2019

55+
EXHIBITORS

30+
SESSIONS

35+
SPEAKER

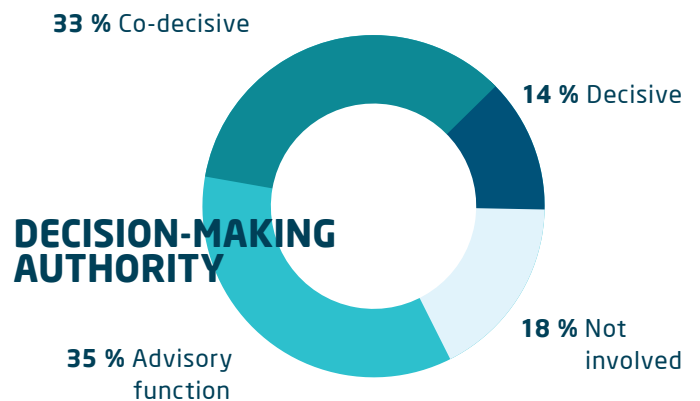
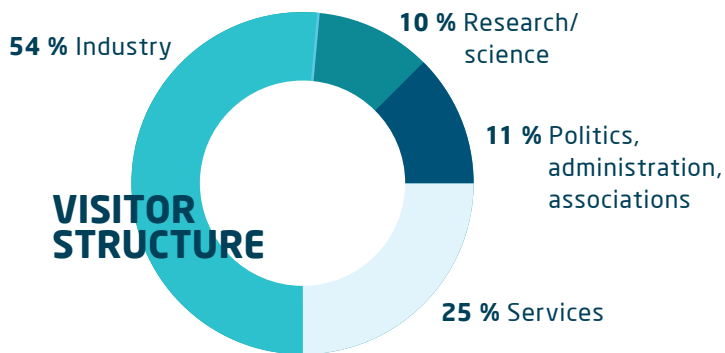
1,300+
PARTICIPANTS

5,400 sqm
EXHIBITION
SPACE

30 %
VISITOR
OBJECTIVES



VISITOR STRUCTURE AND THEIR DECISION-MAKING AUTHORITY – A CENTRAL PILLAR OF THE SUCCESS OF MES EXPO



EXHIBITOR SURVEY


 About **4 out of 5** exhibitors presented an **innovation** and/ or a further **development** of their existing products at MES Expo

About **3 out of 5** of the exhibitors have (very) high expectations with regard to **follow-up business**



EXHIBITOR TARGETS

94 % Establishing new business contacts

91 % Company representation/ image support

VISITOR SURVEY

71 % of the visitors are (very) satisfied with their visit to MES Expo 2019

66 % are (very) satisfied with the business result of their visit to MES Expo

65 % were able to achieve their objectives with which they came to the fair (very) well

**The format of the
“Mobility Electronics Suppliers Expo”
is new and is not yet reflected in
this specialisation in the trade
fair market.**

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EVENT PROGRAM

The event program will be the international meeting place for trade visitors and industry experts for an professional exchange on equal terms. Highlight on the first day is the opening ceremony with top speakers and a subsequent tour.

DIALOG FORUM

International experts of the German Electrical and Electronic Manufacturers' Association (ZVEI), the German Railway Industry Association (VDB) and the German Traffic Forum (DVF) shed light on current trends and innovative tendencies in short and concentrated discussion forums.

SPEAKERS CORNER

Whether a company presentation or product presentation, panel discussion or lecture - exhibitors can determine their own format in a one-hour time slot and offer trade visitors to the MES Expo a special variety of topics.

MOBILITY
ELECTRONICS
SUPPLIERS



BE A DRIVING FORCE!

Shape the mobility of tomorrow: with a presence at the new international trade fair and industry platform, the MES Expo in Berlin! As an exhibitor, you make the success of this trendsetting trade fair possible.

PRICES – EXHIBITORS

Row stand :	160,00 € / qm
Corner stand:	170,00 € / qm
Peninsula stand:	175,00 € / qm
Island stand:	185,00 € / qm
Two-storey stand:	75,00 € / qm

Media Package:	480,00 €
Co-exhibitor fee:	300,00 €

For individual stands 150 sqm and over the row stand price applies for all stand types. All prices excl. VAT.

BE A DRIVING FORCE!



CONTACT:

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KEY DATA VENUE:

Veranstaltungsort
Berlin ExpoCenter City

Date
9 – 11 November 2021 (Tue to Thu)

Opening hours
10.00 a.m. – 06.00 p.m.

Organizer
Messe Berlin GmbH

EXPERT SPONSORS:

DIE BAHNINDUSTRIE.
VDB VERBAND DER BAHNINDUSTRIE IN DEUTSCHLAND E.V.

DVF
Deutsches Verkehrsforum

ZVEI:
Die Elektroindustrie