

Press release Busworld India 2020

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Busworld India starts collaboration with Messe Frankfurt

Busworld International granted the license to organise Busworld India to Messe Frankfurt Trade Fairs India Pvt Ltd, the Indian subsidiary of the Group. The agreement will strengthen Busworld's position in India by lifting the steadily growing exhibition to a higher level. Busworld India 2020, the 9th edition in the series, will be organised in Bengaluru.

The mobility and logistics industries are facing radical changes globally. Messe Frankfurt is the ideal partner for Busworld to uplift its Indian exhibition even further. For Messe Frankfurt it is a portfolio development and expansion of their expertise in defined industry sectors, perfectly in line with its corporate strategy. With 50 trade fairs, conferences and other events worldwide, Messe Frankfurt showcases the current state of the art in the automotive aftermarket, transport and logistics sectors – and where the future of mobility is headed.

Starting its journey in 1971 in Kortrijk – moving to Brussels in 2019 –, Busworld has gone worldwide with several exhibitions covering all continents in Turkey, India, Russia, Kazakhstan, China, Indonesia and Colombia. With almost 50 years of experience, it is today the oldest, biggest and most famous bus and coach exhibition. In India, Busworld made its debut in 2005 and with its consistent growth pace, has carved a niche as the most recognized international exhibition exclusively for the bus and coach industry.

Mr Vincent Dewaele, International Business Development Manager shared: *“With some of the world's leading mobility shows, Messe Frankfurt demonstrates the right model to be a preferred partner for us in India. We see a lot of opportunities for the growth of this sector and are sure that with our global reach and Messe Frankfurt's regional expertise, it will be an ideal combination that can turn into a new growth phase for Busworld and its stakeholders globally.”*

India is on an ambitious journey to electrify 30% of its vehicle fleets by 2030 as proposed by government think tank NITI Aayog. The Indian government is exploring new ways to switch to electric vehicles with a number of initiatives being implemented. Testing of operational feasibility of electric buses, cars, two-wheelers, rickshaws, taxis and goods vehicles, are already making in-roads.

Mr Marzin/Raj confirmed: *“Businesses have to transform to meet the new market imperative. The Indian economy has already seen transport move up the public agenda and focusing on this niche segment and business interests of our stakeholders, Busworld will prove to be an excellent addition to our mobility portfolio. With this, Messe Frankfurt now has fairs covering automotive technologies, auto components, OEM manufacturing and aftermarket in one of the world's largest automotive markets, India.”*

Buses are one of the leading segments driving this change, with the most aggressive efforts from stakeholders seen in terms of successful electrification, since the first electric bus trial started in Bangalore in 2014. The central government in India is working with state transport departments for the deployment of 5,000 electric buses.

The growing opportunities in the country have also led to a sharp growth for the Busworld fair that has doubled the number of visitors in India and grown in space. Its latest edition in 2018 played host to over 115 exhibitors from 11 countries and 8,000 visitors. Under the umbrella of Messe Frankfurt's mobility events, the first Busworld India will take place in Bengaluru from the 27 – 29 August 2020.

Note to the editors:

Busworld started its journey in 1971 and has completed almost 50 years of success and established itself as the most recognized international exhibition in the world exclusively for the bus and coach Industry. Covering destinations like India, China, Indonesia, Kazakhstan, Russia, Colombia, Turkey, Busworld has been strengthening its presence in the global bus sector year-on-year.

- www.busworld.org

Busworld India is being successfully organized every alternate year from 2005 to 2018. The exhibition moved from Mumbai to Bangalore in 2016 which turned out to be a success story. It resulted in a combination of growth in exhibition space, in the number of vehicle manufacturers and last but certainly not least in the number of qualitative visitors.

- Website: www.busworldindia.org
- All Busworld press releases: [press release link](#)
- Photos: [photo link](#)
- Video of Busworld India 2018 : [YouTube link](#)
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Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. They have close ties with the industry sectors and serve their customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Their comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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