



CHINA SHANGHAI

Press release Busworld China

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Busworld China prepares for a new concept

As announced in August 2018, Busworld International and VNU Exhibitions Asia Ltd. are partnering up to relaunch the reputational Busworld China.

The Busworld management has big plans for Busworld China. In its portfolio, Busworld China will become the equivalent of Busworld Europe, be it with a more technological focus. It will, just like Busworld Europe does, attract both suppliers and buyers from around the world as well as companies looking for technological know-how.

A new strategy inevitably means a new timeline, so new event dates will have to be set. As soon as they are defined, they will be communicated.

Mr. Didier Ramoudt, President of Busworld International commented: *"We truly believe in the opportunity of organising a second Busworld mothership exhibition-seminar-networking event in China. Since China is the most advanced country in battery electric and other types – like hydrogen - of electric buses, we are convinced this is the place to be for us. By early 2020, we will be ready to take up this challenge!"*

Mr. David Zhong, President of VNU Exhibitions Asia Ltd. shares the same vision of the exhibition: *"In terms of market size, product quality and export growth in China's bus & coach market, China undoubtedly has a strong footprint in the global scale. A new concept Busworld China proportional to China's market status in early 2020 will give the exhibition marginal time to conduct a full-scale upgrade in resources benefiting exhibitors & visitors both domestic and abroad."*

Busworld China 2020 will be unveiled soon with more details.



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Note to the editors:

❖ **About Busworld International and Busworld China in particular:**

- Websites: www.busworld.org & www.busworldchina.org
- All Busworld press releases: [press release link](#)
- Photos of the China tour: [photo link](#)
- Videos of other Busworld exhibitions: [Busworld TV YouTube channel](#)

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❖ **About VNU Exhibitions Asia**

VNU Exhibitions Asia is a joint venture of the Royal Dutch Jaarbeurs and Keylong Exhibitions Service Co.,Ltd.. As one of the earliest exhibition companies in the country, VNU Exhibitions Asia has been a leader in China's exhibition industry for more than two decades. Through the joint efforts of more than 200 outstanding employees, the company hosts over 20 top exhibitions and conferences in China each year, with a total exhibition area of over 600,000 square meters. The company is headquartered in Shanghai.

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