

## BRIEF DESCRIPTION

The main focus of MES Expo is exclusively on the electronic suppliers industry in the mobility sector. With a focus on automobiles, commercial vehicles and rail transport, it offers a flawless B2B trade fair platform for exchange, information, market observation and of course for establishing and expanding business contacts.

## POSITIONING

The core target groups of the MES Expo are companies in the railway-, commercial vehicle- and au-tomotive industries, making the trade fair a cross-concept marketing platform. The MES Expo is new and not yet shown in this specialization in the trade fair market. The MES Expo is a pure business trade fair, which guarantees high quality for goals such as new contacts, image cultivation and business potential. Already at its premiere, the MES Expo was characterized by a high level of internationality among exhibitors and visitors. The MES Expo receives strong support from the market with its ideal supporters ZVEI, VDB and DVF. The MES Expo stands for know-how and innovation in the electronic suppliers industry of the mobility branch.

## EXHIBITOR GROUPS

Drive-Energy technology · Energiy/Charging systems ·  
Vehicle systems · Infotainment/Telematics ·  
Interior technology · IT/Engineering ·  
Technology for chassis/Driving gear ·  
Charging infrastructure · Communication ·  
Service for vehicle · Security systems

## TRADE VISITOR TARGETS

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

## TOP 8 BENEFITS

- 1** MES Expo offers the ideal framewor to present future trends in the industry and to promote the exchange of know-how and personal contacts
- 2** With programs such as the Dialog Forum, Procurement Center and the Speakers Corner, exhibitors can exchange ideas with trade fair visitors and industry experts at eye level
- 3** Buyers meet suppliers – MES Expo brings together buyers and suppliers in the Procurement Center in order to establish individual conversations and contacts and to discuss current issues
- 4** Generation of new leads and valuable contacts in preparation for the business of tomorrow – qualified specialist audience, decision-makers in the industry as well as exclusive and international tours lead to your trade fair success
- 5** Not one of many – MES Expo is not another trade fair for electronic mobility, but focuses on the entire electronic suppliers industry in the mobility sector
- 6** Always “up to date” – in cooperation with the partner associations, the latest trends and problems as well as current topics are taken up and anchored in the conference program
- 7** 365 days presence in the MES Expo Virtual Market Place
- 8** Berlin is always worth a trip – Berlin is the capital, 'political and economic center and therefore “place to be”



## CONFERENCE PROGRAM

### OPENING TOUR

There will also be an exclusive tour at the opening day of the MES Expo on November 9, 2021.

### SPEAKERS CORNER

Whether company or product presentation, panel discussion or lecture, here the exhibitor can determine his format in a one-hour time slot and thus offers the trade visitors of the MES Expo a special variety of topics.

### DIALOG FORUM

Our partners are ZVEI, VDB and DVF. They are responsible for organizing the dialogue forum with international experts discussing current trends and innovative trends in short and concentrated discussions illuminate the industry.

### PROCUREMENT CENTER

Expand your network and meet the decision-makers from the industry! That happens in the Procurement Center of MES Expo. You will find well-known vehicle manufacturers and transport companies from the mobility sectors of rail vehicles, commercial vehicles and cars.

## ORGANIZER

Messe Berlin GmbH  
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mobility-electronics.com



## PRICES

Row stand	160,00 €/sqm
Corner stand	170,00 €/sqm
Peninsula stand	175,00 €/sqm
Island stand	185,00 €/sqm
Double deck	75,00 €/sqm
Start-Up Pavilion	850,00 €
Media Package	480,00 €
Co-Exhibitor Fee	300,00 €

From 150 sqm the row stand price plus AUMA fee applies to all stands: € 0.60/sqm  
All prices excl. VAT.

Minimum size of a stand: 12 sqm



## PROFESSIONAL SUPPORTER

**DIE BAHNINDUSTRIE.**

VDB VERBAND DER BAHNINDUSTRIE IN DEUTSCHLAND E.V.

VDB - German Railway Industry Association



Deutsches Verkehrsforum

DVF - German Traffic Forum



ZVEI - German Electrical and Electronic Manufacturers' Association