

# Busworld Kortrijk is set to draw the global bus industry

**Regarded as an event that draws the global bus industry to it, highlighting the latest development in the field, Busworld Kortrijk is scheduled to be held between October 16 and October 21, 2015.**

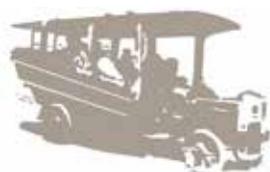
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**T**he weather the world over has been changing. So, when the Busworld Kortrijk opens its doors on October 16, it is likely that there will be a light drizzle at the location. A bit unlike autumn, but not enough to deter those who have travelled thus far to check out the latest developments in the area of buses. Organised by BAAV in association with the Federation of Belgian Coach and Bus Operators (FBAA), Busworld Kortrijk, held at Kortrijk in Belgium, will mark the 23rd edition of the show. Aimed at the coach and bus sector, Busworld Kortrijk has been among the oldest and the most famous biennial events. Beginning its journey in 1971 and expanding its scope to include five other locations in 2001, in

an effort to have a presence across all the continents, the show at Kortrijk, 100 kms from Brussels, will be preceded by the European Coach and Bus week. The European Coach and Bus week will facilitate awards for innovation of the year apart from recognising the bus and coach builder of the year. Efforts of the industry will find recognition under heads such as 'Innovation', 'Safety', 'Comfort and Ergonomy', 'Styling and design', and 'Ecology'.

Comprising three different strands – coach builders, accessories and services, the show will be spread across nine halls, covering an area of 61,000 sq. m., which is expected to go up to 72,000 sq. m. It was in 2013 that the show was spread over 72,000 sq. m. Over 32000 visitors from 116 countries across the world visited the show in 2013. This year the amount of visitors is expected to rise further. The amount of exhibitors is also expected to be more. It was 390 (from 34 countries) in 2013. Special attention this year would be to highlight each product and enterprise, which will aim at improvising the

environmental image of the bus and coach industry. As a part of its commitment to provide a 'greener' tomorrow, Busworld Kortrijk will also promote its slogan 'Sustainable mobility is not a luxury, it is a necessity'. The slogan is claimed to be a part of its global 'Smart Move' that focuses on each and every element of the bus and coach industry. With a rise in population, pressure on urban areas to provide sustainable travel solutions is mounting. OEMs have been working overtime to offer solutions that focus on the future, and to elevate the efficiency of internal combustion engine, simultaneously offering alternative propulsion mediums (automobiles) and related systems. Expected to play an important role at the show, the Busworld Academy will organise seminars, high level debates and round tables on important topics pertaining to the challenges the bus and coach industry is facing. The role of buses for a better tomorrow and the form and function of mobility in 2025 will make an exciting part of the show. **CV**



**busworld.**