



Press release Busworld China

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Busworld China, the world's leading innovation lab for sustainable mobility, opens in exactly 1 year

As announced in August 2018, Busworld International and VNU Exhibitions Asia Ltd. are partnering up to relaunch the reputational Busworld China. The event will be organised in the SWEEC (Shanghai World Expo Exhibition & Convention Centre) in Shanghai from 18 to 20 March 2020, one year from now.

Sustainable mobility is one of the growing trends of the last decade. Every Busworld visitor noticed more and more electric vehicles appear in the booths. Also a larger part of the seminars are dealing with the electrification of public transport buses. Zero emission is the future for bus and coach. In the last couple of years we have seen a fast progression in the quality and autonomy of battery electric buses. China was one of the first countries in the world that saw the potential and massively subsidized the R&D and employment of electric buses. Today, they are not only the biggest bus market in the world, but also the biggest electric bus market in the world. Whole cities are being serviced with electric buses, the ideal place to visit when interested in the employment of electric fleets.

Mr. Didier Ramoudt, President of Busworld International confirms his believe in this technology focused event. *"This will be the right moment and the right place to tackle the big zero emission questions. We believe in an international event connecting people and companies with knowledge, products, ideas... in short: creating the right environment for a worldwide lab! The time is now."*

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 Busworld China concept 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 will report about the progress of this event on a regular basis



Note to the editors:

Busworld is open to special media partnerships for this event. Do not hesitate to contact us with your proposals.

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

- Websites: www.busworld.org & www.busworldchina.org
- All Busworld press releases: [press release 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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