



busworld. EUROPE KORTRIJK
20-25 OCT 2017

Press release Busworld Europe 2017

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Busworld Europe 2017 is ready for its final edition in Kortrijk The 376 exhibitors are ready to show their latest products and services

The 24th edition of the biannual professional bus and coach exhibition Busworld Europe, still in Kortrijk, will welcome 376 exhibitors coming from 36 countries.

Busworld Europe even had to disappoint more than 70 companies, that wanted to exhibit, due to a lack of space. The companies that completed their registration did receive an online profile on the Busworld website in the 'waiting list' section as a compensation.

The 376 exhibitors build their booths on 51,230 m² in Kortrijk Xpo. The temporary pavilions (halls 8, 9 and Entrance North) are now even covering the pond that used to be right outside the pavilions. Visitors will now literally walk on water when entering Busworld via Entrance North.

A lot of world premieres will be presented during the show. Vehicle manufacturers and body builders are launching their newest coaches and buses in all sizes. Also the suppliers are bringing their innovations.

Altogether, 311 vehicles will be presented, 231 inside the exhibition halls and 80 outside.

The side events programme will be busier than ever, with the 'IRU & Busworld Academy International Coach Conference', the 'India Day', the 'Hungarian VIP event about the Hungarian automotive sector' and the 'UITP - Busworld International Bus Conference'.

This edition's keynote speaker at the Opening Ceremony on 19 October is Peter Hinszen. He will touch the subject of the Day After Tomorrow regarding the influence of technology on the bus and coach industry. He is one of the most sought-after thought leaders on radical innovation, leadership and the impact of all things digital on society and business. He lectures at various business schools such as London Business School (UK) and MIT in Boston. His grandfather was a coach operator in Belgium and today this business is still run very successfully by Peter's uncle and niece. The combination of Peter's technological expertise and the direct link with the bus and coach industry will result, without any doubt, in a not to be missed keynote presentation.



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At the Busworld Awards Night, three different juries will announce their winning vehicles: the new 'Sustainable Bus Awards 2018', the renowned 'Coach of the Year 2018' and Busworld's own 'Busworld Awards', formerly known as the ECW awards.

For this last edition in Kortrijk, the teams of Busworld Europe and Kortrijk Xpo will make an extra special effort to organise a show that will be unforgettable. Busworld is a place where doing good business blends in with having a lot of pleasure, here in Kortrijk and from 2019 onwards in Brussels too. That is a promise.

Note to the editors

- A 1,500 word preview of Busworld Europe is available on the website in English, Deutsch & français. The previous press releases (including this one) can be found here too: [click here](#)
- Exhibitor press releases are already available on the website: [click here](#)
- The press programme is available on the website: [click here](#)
- Pictures will be downloadable, organised in new albums, in the Busworld Europe collection on Flickr (if you have special requests, please contact inge@busworld.org): [click here](#)
- Videos will be available in the YouTube channel Busworld TV to inspire your articles: [click here](#)

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