



# busworld®



**8 March 2018**

## **Press release Busworld: First edition in Izmir for Busworld Turkey**

The seventh edition of Busworld Turkey, organised by Busworld International and its Turkish partner, HKF Trade Fairs, will be held for three days, from 19 to 21 April in hall A-B of Fuar Izmir.

The first Busworld exhibition was organized in Kortrijk, Belgium in 1971 and has achieved an international recognition by the bus and coach industry as being the oldest and most respected trade show in the industry. The first Turkish edition of the Busworld exhibitions took place in 2007. Now in 2018, the decision was made to move the exhibition from Istanbul to Izmir.

During the last edition in 2016 in Istanbul, the exhibition featured 145 companies of which 122 were Turkish and 23 were from abroad, coming from 12 different countries. These exhibitors welcomed 11.078 professional visitors of whom 1.519 came from overseas, along with 51 members of foreign press and media.

### **Izmir**

Izmir is the third biggest city in Turkey. Not only is Izmir a very beautiful city to visit from a tourism point of view, throughout the city's history, Izmir has also been a port city where business and commercial relations have been flourishing. It is not a coincidence that the first fairs in Turkey were hosted here.

The Fuar Izmir exhibitions hall opened just a few years ago in 2015. Fuar Izmir is the largest, most modern and newest exhibition center of Turkey and its vision to assist participants to grow their business by providing the right environment and conditions fits very well with the Busworld DNA. So in short, Busworld, the city of Izmir and Fuar Izmir are a perfect match and well worth a visit.

### **Product launches**

BMC, who booked the biggest booth in the exhibition, already confirmed to launch no less than ten new models of their city buses. Also Anadolu Isuzu and Otocar will bring premières to the show.

Next to buses, coaches and mini buses, the suppliers will present their newest products and services. Big international names like Allison Transmission, Cummins, Webasto and ZF are completing the product offer in the show.

### **Busworld Academy congress**

For the third time Busworld Academy organises a congress during Busworld Turkey. On the 20<sup>th</sup> of April a full day programme is scheduled around 'The Future of Bus Mobility'. Presentations about digitalization, passenger comfort and bus design, infotainment systems, Mobility-as-a-Service, the evolution towards zero-emission buses, passenger safety, business models, market analysis, etc. are organised in three blocks: Market Trends, E-buses and Safety & Technology in city buses. Visitors can



# busworld®



pick the presentations that are relevant to them and combine the congress with a visit of the exhibition.

Several important international and Turkish organisations are delegating high level speakers like the World Research Institute (WRI), the public transport company of Izmir (ESHOT), Frost & Sullivan, UITP, POLIS, the Turkey Electric & Hybrid Vehicle Association (TEHAD), Global Passenger Network (GPN) etc.

The entrance to the Busworld Academy Congress in Istanbul is free of charge. However, registration is obligated and seats are limited, so it is necessary to reserve a seat. The detailed programme is available on the Busworld Academy website under seminars.

\*\*\*

## Read more

- about Busworld Turkey: [website English - Turkish](#)
- about Busworld International with a complete overview of all Busworld exhibitions: [website](#)
- about Busworld Academy and the congress of 20 April 2018: [website](#)
- pictures Busworld Turkey 2016: [Flickr library](#)

## Small reminder

- all Busworld press releases are available on the Busworld website: [link](#)
- all exhibitor press releases are available on the Busworld website: [link](#)

## Press contact:

- Busworld International: Inge Buytaert M: +32 471 215 474 E: [inge@busworld.org](mailto:inge@busworld.org)