



Press release Busworld China 2019

01.08.2018

Relaunch of Busworld China with a focus on global futuristic public transport and clean energy

SHANGHAI-After an interval of 7 years, Busworld International and VNU Exhibitions Asia Ltd. partner up once again to relaunch the reputational Busworld Asia in the ever changing Chinese market under a new brand- Busworld China, a sequel better positioning itself for the target market to facilitate the domestic trade with the focus on clean energy bus & coach as well as bridging the exchange between China and overseas in areas not only of trade but also of industry technology and policy discussions.

Located in the heart of the developed eastern Chinese coast with her vast transportation network interlinking herself with cities both domestic and overseas by highspeed train and airplane, Shanghai will continue to be the host city for Busworld China with the venue site confirmed to be Shanghai World Expo Exhibition & Convention Center (SWEECC), a site won the odds by its central city location and premium facility standards.

A 3 day exhibition period is chosen at March 11-13, 2019. This period fits perfectly in Busworld's worldwide exhibition schedule, therefore the optimal synergy effect of the global Busworld community can be played at full strength especially to overseas buyers from both sectors of vehicle and component.

As bus & coach buyers domestic and overseas are growingly recognizing utility of clean energy vehicles, Busworld China will meet this trend by solidifying the domestic trade as well as introducing overseas buyers with clear procurement demand, thus contributing its part on supporting the exchange of knowledge and technologies.

Moreover, Busworld China will utilize its global industry community resources to instil more high-tech overseas components manufacturers for exhibiting, therefore facilitating exchanges between components manufacturers and bus & coach manufacturers in the market.

Mr. Didier RAMOUDT, President of Busworld International commented:" China has undoubtedly become the world's biggest manufacturing base of bus & coach. We've received intense interest shown upon the Chinese market from our Busworld community and we're glad to play a sound part in facilitating the industry for the bus and coach sector. This couldn't be a better timing for Busworld to return to the Chinese market with VNU Exhibitions Asia."

“VNU Exhibitions Asia has been serving the Chinese market across various industries since 2001 and has accumulated abundant experiences working with overseas co-partners to progress forward together. The bus and coach market has been a different place since the first cooperation. The clean energy technology is already at mass production level and VNU Exhibitions Asia will surely adapt into the market trend to better bridge the supply and demand. We’re confident Busworld China will be a must-be stop for the industry.” Mr. David ZHONG, President of VNU Exhibitions Asia Ltd. shares the same vision of the show.

What’s also returning is an independent platform for technology & policy discussion, namely Busworld Academy. A physical branch-Busworld Academy China will be open and Mr. James WANG, scholar from Chongqing Jiaotong University is appointed as ambassador representing it. Busworld Academy China will learn the local market and study on topics such as safety, comfort, regulation and cutting-edge technology etc. Concurrently at Busworld China, a Busworld Academy Congress will be held onsite to discuss and share in focus upon technologies regarding ride-sharing, autonomous driving and fuel cell etc. with the integration of speakers domestic and overseas.

The “reborn” Busworld China will mainly be composed of 3 parts:

1 Exhibition-An efficient platform for component suppliers, bus & coach manufacturers (especially for the clean energy sector), buyers and traders to meet, discuss and trade from both domestic and overseas.

2 Busworld Academy Congress-A world series installation in every Busworld show around the globe with the focus shifted towards the host’s target market on topics such as safety, comfort, regulation and cutting-edge technology etc. The Busworld Academy Congress in China will also integrate speakers domestic and overseas to discuss topics like ride-sharing, autonomous driving and fuel cell etc.

3 Industry Awards-Acknowledging enterprises’ outstanding annual contribution in various sectors as energy consumption, passenger information system, comfort design, etc.

Busworld International and VNU Exhibitions Asia spent the entire March in 2018 visiting major bus & coach manufacturers for market research and industry discussion. The name list includes Yutong, King Long Motor Group (King Long, Golden Dragon, Higer), BYD, Foton AUV, CRRC, Sunlong, Sunwin, Skywell etc. Two main associations in the industry, namely China Urban Public Transport Association (CUPTA) and CPTA Branch of China Public Transportation Association (CRTA) have also been consulted for industry insights and leading industry medias such as China Automotive News, China Communications News, China Buses, China RTA are also being acquainted with.

Busworld International and VNU Exhibitions Asia will integrate their international community resources and successful exhibition organizing experiences together and present a highly expected Busworld China in March 11-13, 2019.

Note to the editors:

*About Busworld International and Busworld China in particular:

- Websites: www.busworld.org & www.busworldchina.org
- All Busworld press releases: [press release link](#)
- Photos of the China tour: [photo 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 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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