

# BUS<sub>2</sub>BUS

THE MOBILITY TRADE SHOW

15 – 16 APRIL 2026

BERLIN EXHIBITION GROUNDS



## DRIVEN BY THE FUTURE

BUS2BUS is a business platform and trend barometer for the German and European bus, coach and supplier industry with a clear focus on future technologies and sustainable solutions. BUS2BUS presents the entire range of products and services for the bus industry through a combination of trade show, stage program, workshops, networking events and digital services – which in turn boosts momentum in the mobility market.

### INFOS & FACTS

- two exhibition halls with over 17,000 m<sup>2</sup> of exhibition space
- more than 16,000 m<sup>2</sup> outdoor area for bus presentations and test drives
- Germany's capital city advantage: direct contact to politics, media and leading associations as well as economic and scientific transportation technology expertise

### DUE TO THE HIGH DEMAND IN 2024, WE EXPECT:

- 200+ international exhibitors
- 4000 national and international trade visitors
- 50+ buses in various sizes to explore, test and drive
- 120+ international speakers from business, politics, product development and research

### HIGH LEVEL OF SATISFACTION – BUS2BUS 2024



Approx. **9 out of 10 exhibitors** were **very satisfied** with the **quality of trade visitors** at their stand.

**91 %** of exhibitors consider BUS2BUS to be a **very suitable innovation platform**

### EXHIBITOR TARGET ACHIEVEMENT

Establish new business contacts

77%

Networking

90%

Introduction of new products/techniques

98%

#### TRADE VISITORS FROM THE FOLLOWING SECTORS

Mobility Providers  
Public Transport  
Intercity Transport  
Bus Tourism  
Mobility Services  
Urban & Rural Development  
Technology Companies  
Fleet & Service Station Management  
Politics, Associations & Media

#### EXHIBITORS FROM THE FOLLOWING SECTORS

Bus Manufacturing  
Suppliers  
Fresh Travel  
Startups  
Components & Accessories  
Equipment & Design  
IT & Digital Services  
Maintenance & Services  
Infrastructure  
Safety Technology



# 5<sup>TH</sup> EDITION

## INDUSTRY REVIEWS

” We are in the midst of an industry transformation, which we are actively driving forward as a manufacturer. In-person meetings and discussions with customers, political representatives, suppliers and service providers on current topics are an important part of this - and BUS2BUS is the ideal platform to do so. I really value that about this event.

**Till Oberwörder, CEO, Daimler Buses**

” BUS2BUS brings a traditional industry together with startups. This platform enables startups to contribute new and innovative ideas from the digital transformation and the principles of sustainability management to this traditional industry. In short: experience meets zeitgeist and the future.

**Britta Lange-Stolle, Startup Jury BUS2BUS 2024**

## PARTICIPATION BEYOND THE STANDARD TRADE SHOW OPTIONS

### TEST DRIVES IN THE OUTDOOR DISPLAY

Buses/products can be presented live and in action.

### PROFESSIONAL PRESENTATION

Exhibitors have the exclusive opportunity to contribute to the stage program with an innovative and future-oriented presentation.

### BUS2BUS plus ONLINE PLATFORM

This digital business card gives exhibiting companies direct contact with the right partners to present their innovations.

## STAND OPTIONS

### TRADE SHOW HALLS

<b>BOOTH PACKAGE</b>	the all-inclusive offer (starting at 12 m <sup>2</sup> )
<b>INDIVIDUAL STAND</b>	all additional services must be booked separately (starting at 20 m <sup>2</sup> )
<b>VEHICLE DISPLAY SPACE</b>	only in combination with a stand area

### OUTDOOR DISPLAY

<b>VEHICLE DISPLAY SPACE</b>	only in combination with a stand area within the trade show hall
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## REGISTER NOW!



<https://www.bus2bus.berlin/en/become-exhibitor/>

## VIRTUAL 360° TOUR!

The digital BUS2BUS experience.

<https://www.bus2bus.berlin/en/digital/virtual-360-tour/>



**CONTACT US:**  
[bus2bus@messe-berlin.de](mailto:bus2bus@messe-berlin.de)

[bus2bus.berlin](https://www.bus2bus.berlin)   
Messe Berlin GmbH · Messedamm 22 · 14055 Berlin

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