

Busworld Europe 2023: the long-awaited return of the ultimate bus & coach expo

After a long wait of four years, Busworld Europe is finally back, ready to take center stage at the Brussels Expo from 7th to 12th October 2023. This highly anticipated event has the entire bus and coach industry buzzing with excitement, as it promises to bring together the biggest names and innovations in the bus and coach sector. With 500 exhibitors and an expected 40,000 visitors, Busworld Europe 2023 is set to be the ultimate one-stop shopping destination for all things related to buses and coaches.

Reunion of industry giants

Busworld Europe 2023 boasts an impressive lineup of big names in the bus and coach sector. Industry giants like Van Hool, Daimler, MAN, Iveco Bus, VDL, Scania, Irizar, Ebusco, Solaris, Otokar, Anadolu Isuzu, Karsan and many more will be present, showcasing their latest innovations and technological advancements. However, the excitement doesn't end there, as the event also welcomes newer players such as JBM (India), MCV (Egypt), Marcopolo (Brazil), etc. who are eager to make their mark in this part of the world. Of course this list is far from complete. For a full overview, readers can check the exhibitor list on www.busworldeurope.org.

The hub of innovations

With hundreds of exhibitors on display, visitors to Busworld Europe 2023 will be treated to a dazzling array of the latest buses, coaches, and a wide range of related suppliers. Whether it's cutting-edge vehicle technology, eco-friendly solutions, or state-of-the-art safety features, the event promises to have something for everyone. Moreover, visitors will have the unique opportunity to cast their votes for the most innovative products, encouraging healthy competition and recognition of excellence.

Mixing BUSiness with pleasure

While Busworld Europe 2023 serves as the ultimate platform for business transactions, it also provides ample opportunities for attendees to unwind and enjoy the experience. As always, the event lives up to its reputation of blending "BUSiness" with pleasure. The lively atmosphere, networking opportunities, and various entertainment options make it an event that professionals look forward to attending.

Digital platform for enhanced experience, the Busworld App

This year, Busworld Europe takes a step further in enhancing the visitor experience with a new digital platform: the Busworld App. Attendees can access exhibitor profiles, product information, and the floorplan conveniently in one place. This digital platform also facilitates connections with other visitors, making networking and information exchange easier and more efficient than ever before. Visitors can prepare for their visit well in advance, allowing them to maximize their time at the event and enjoy the various offerings without feeling overwhelmed.

Insightful conferences and seminars

Busworld Europe 2023 offers more than just an exhibition. The side program includes a series of insightful conferences and seminars, covering topics vital to the industry's growth and development. It's the best way to update one's knowledge about some key topics and have ideal networking opportunities.

Key highlights include the ZEB Conference (9-12 Oct) with a dedicated coach day on 12th October, focusing on zero-emission buses and coaches, the Driver Safety seminar on 10th October, the Driver Shortage roundtable powered by IRU on 10th October and the Digital Mobility Solutions Conference on 11th October. Additionally, the Future of Coach Tourism seminar on 12th October provides valuable insights into the ever-evolving landscape of coach travel. Only the ZEB Conference is payable, the other conferences and seminars are free of charge. The only condition is that people register a seat beforehand.

Busworld Europe 2023 is undoubtedly a long-awaited and highly anticipated event for the bus and coach industry. With an impressive lineup of exhibitors, innovative products, and insightful conferences, the event promises to be the ultimate convergence of industry professionals. The digital platform further enhances the visitor experience, making it easier to navigate and connect with others. Busworld Europe 2023 is not just a trade show; it's an experience that celebrates the past achievements and future aspirations of the thriving bus and coach industry.