



Essen, April 29, 2026

Final Report

German Pavilion Impresses in Suzhou: German Tuning Expertise Meets China's Growing Market

Messe Essen Makes a Strong Showing at the GT Show 2026

With a strong showing at the GT Show 2026 in Suzhou from March 27 to 29, the German Pavilion impressively reaffirmed its role as the central platform for German tuning and automotive expertise in the Asian market. The trade show, which ranks among the world's most significant industry events with impressive figures—around 185,000 visitors, 437 exhibitors, ten halls, and 120,000 square meters of exhibition space—offered ideal conditions for networking, business development, and market observation.

As a long-standing partner of the event, Messe Essen, on behalf of the Federal Ministry for Economic Affairs and Energy (BMWE) and in collaboration with China United Rubber Corporation (CURC), was responsible for organizing and running the German Pavilion. The goal was to facilitate German companies' access to one of the world's most dynamic automotive markets while simultaneously showcasing the innovative strength of the local industry on the international stage.

Inspiration, insights, and new business opportunities

In addition to showcasing numerous German brands, the delegation benefited from an extensive supporting program that included company visits and targeted networking events with Chinese market participants. The GT Show itself impressed with its tremendous energy, high visitor turnout, and extensive use of digital formats—particularly through influencers and live-commerce activities, which unlocked additional sales potential.

The event also provided valuable insights in terms of content: The Chinese tuning market continues to grow and is characterized by a clear strategic focus as well as an increasingly international outlook. Dirk



MESSE ESSEN GmbH

Messeplatz 1
45131 Essen | Germany

Presse-Kontakt | Press Contact
Tom Kraayvanger
Fon +49 201 7244-243
tom.kraayvanger@messe-essen.de

Presse-Fotoservice |
Press Photo Service
support@messe-essen-
mediacenter.de

www.messe-essen.de
www.essen-motorshow.de

Veröffentlichung kostenfrei –
Beleg erbeten
Publication free of charge –
Copy requested



Kreidenweiß, Managing Director of the Association of Automotive Tuners (VDAT), draws a correspondingly positive conclusion: “The exhibitors were visibly impressed and took home many new impressions, inspirations, and potential new business.”

A Successful Trade Show from the Exhibitors' Perspective

The participating companies also emphasize the importance of the trade show. Andree Höfer, Managing Director of P.AD. Advertising Agency, explains: “The GT Show in China was an all-around successful platform for us at P.AD. We were able to establish valuable contacts in the market as well as with numerous exhibitors and gain exciting insights into current developments. Such an on-site presence not only strengthens our network but also continually opens our eyes to new innovations and trends that we can integrate into our work.”

Sven Gramm, Director of Marketing & Communications at H&R, also highlights the market’s development: “The GT Show 2026 in China impressively demonstrates how much the Chinese market has caught up with European standards in recent years. Rapid development is taking place in virtually all areas—from state-of-the-art infrastructure and technological innovations to service and quality standards. Today, China presents itself as a dynamic market that lags behind European markets by hardly any margin, either in terms of scale or professionalism.”

Outlook for 2027: An Anniversary with a Vision for the Future

Looking ahead, a special anniversary is already on the horizon: The GT Show will celebrate its tenth anniversary in 2027. The next event is scheduled for March 26–28, 2027. Messe Essen will continue to develop the German Pavilion as a strong platform for German companies and actively promote international networking within the industry. The successful 2026 event underscores once again that the Chinese market offers enormous potential—and the German Pavilion is a key component in helping German companies tap into this potential in a sustainable way.