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Foreign trade fair program

Attractive offer for participation in the GT Show

Messe Essen organizes joint stand at tuning fair in China

The GT Show from March 28 to 30, 2025 at the Suzhou International Expo Center is considered the most important pure tuning trade fair in China. Interested German exhibitors can now benefit from a particularly attractive offer and present themselves on a joint stand as part of the German government's foreign trade fair program. The application documents are now available on the Essen Motor Show website (www.essen-motorshow.de); the closing date for applications is December 12, 2024.

“With the German Pavilion at the GT Show, we are paving the way for exhibitors at the Essen Motor Show and other interested companies into a highly attractive market. At the same time, we are raising the profile of the EMS in the Asian region, which will also benefit Essen as a trade fair location. We are looking forward to a great cooperation,” explains Ralf Sawatzki, Project Manager of the Essen Motor Show. The GT Show is organized by the company Gailian (Suzhou) Exhibition and the China United Rubber Corporation (CURC).

More than 1,000 brands on over 100,000 square meters

Under the umbrella brand “made in Germany”, interested exhibitors are offered a full-service package that keeps the costs for participants as low as possible. In addition to reduced participation costs, the package includes stand construction, optimal placement and organizational and technical handling by Messe Essen. An offer that is well received: “After the successful China Essen Motor Show in 2019, we are happy to be part of the German Pavilion again. For us as a company for strategic communication, new media, streetwear and events, the GT Show in Suzhou offers the opportunity to further internationalize our projects and make our large community around the brand with the star accessible worldwide,” says



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Luca Felshart from E-Mags Media. Exhibitors can also look forward to an attractive supporting program.

The GT Show takes place annually in the Chinese metropolis of Suzhou and attracted over 200,000 fans in 2024. In addition to car enthusiasts and owners of converted cars, retailers, tradespeople and workshop operators were also particularly well represented. The exhibitors' offerings included Streetcar Tuning, SUV Tuning, Car Racing Sports, Vehicle Service, Whole Car Customization and Cultural & Creative Trend and Fashion. Most recently, the GT Show occupied over 100,000 square meters of space and brought together 1,051 brands in Suzhou.

The Association of Automobile Tuners is supporting Messe Essen as a partner in organizing the German joint stand. Managing Director Harald Schmidtke explains: "After the positive experience at the China Essen Motor Show, the GT Show is a promising opportunity for companies in the German tuning industry to tap into the Chinese market and expand contacts. The growth rates there are really impressive."

Growing passenger car sales in China

The region around the city of 12.96 million is an economic powerhouse with a first-class infrastructure and a strong presence in the high-tech and manufacturing sectors. Suzhou therefore offers an attractive environment for German companies to enter the Chinese market and benefit from the numerous business opportunities. Its strategic location close to Shanghai and excellent connections to international trade routes make Suzhou an ideal location for investment.

The conditions for German exhibitors at the GT Show are also favorable with regard to the Chinese car market: According to the China Association of Automobile Manufacturers, car sales in China reached 26.06 million in 2023, an increase of 10.6 percent compared to the previous year. This was a new record high. At the same time, according to the automotive website Autohome, the market for customized modifications is growing rapidly: from 2021 to 2023, it recorded an average annual growth rate of 62 percent. China is also the country with the highest number of electric cars in the world.

INFORMATION



The international team of Messe Essen and the team of the Essen Motor Show will be happy to answer any questions from interested exhibitors at international@messe-essen.de.