



Essen, March 24, 2025

International trade fair program

Eszen Motor Show presents itself with a strong line-up in China

German tuning industry with official joint stand at the GT Show

A growing middle class, purchasing power and a fascination for German cars: these are just two reasons why China is an attractive market for the German tuning industry. From March 28 to 30, 2025, several exhibitors will be taking the step to East Asia and participating in the German Pavilion at the GT Show in the Suzhou International Expo Center. Among them are apart Events & Medien, Area 52, Bruksafol Folien, E-Mags Media and EVC electronic. In addition, MTW Motorsport, the P.AD. Werbeagentur, Techart Automobildesign and WP Europresse Verlag will be at the start.

The Federal Ministry for Economic Affairs and Climate Protection of the Federal Republic of Germany is sponsoring participation in the joint stand. The German Association of Automotive Tuners (VDAT) was also instrumental in bringing the project to fruition. "We are delighted with the great response to our German Pavilion at the GT Show. The German tuning industry is known worldwide for its technological innovations, and we are now bringing this expertise to China together. At the same time, we are promoting our trade fair location locally," explains Ralf Sawatzki, Project Manager of the Eszen Motor Show.

Attractive supporting program

In addition to the trade fair, participants will also visit a factory of the Chinese manufacturer of premium electric cars Nio, headquartered in Shanghai. Nio's unique selling point is that it operates fully automatic battery changing stations that can change the traction battery in five minutes.

The GT Show takes place annually in the Chinese metropolis of Suzhou, a city with millions of inhabitants in the immediate vicinity of China's economic powerhouse Shanghai, and attracted over 200,000 fans in 2024. The range of exhibitors includes Streetcar Tuning, SUV Tuning, Car Racing Sports, Vehicle



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INFORMATION



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 organizers are the China United Rubber Corporation (CURC) and the company Gailian (Suzhou) Exhibition.