INFORMATION

Essen, 8 October 2026

Foreign Trade Fair Programme

Registration Opens for the German Pavilion at GT Show 2027

Messe Essen Once Again Organises German Joint Pavilion

Following two successful appearances at GT Show in 2025 and 2026, the German Pavilion will return for a third edition next year. German companies can now register for the joint pavilion at China's tuning trade show, which will take place from 26 to 28 March 2027 at the Suzhou International Expo Centre. The upcoming edition will also mark the tenth anniversary of GT Show. The German Pavilion will benefit from a particularly attractive location: the area reserved for the joint pavilion is centrally located in Hall B1 – the first hall visitors reach from the main entrance. Registration is available via the Essen Motor Show website at www.essen-motorshow.de. The registration deadline is 10 December 2026.

The German Pavilion is organised by Messe Essen. Participation by German companies is supported by the Federal Ministry for Economic Affairs and Energy as part of the Foreign Trade Fair Programme. The Association of Automobile Tuners (VDAT) is another partner supporting the joint pavilion, contributing its industry expertise and network to the project.

GT Show Confirms Strong Position in the Chinese Tuning Market

The conditions for a successful trade fair presence are excellent. In 2026, GT Show once again underlined its importance to the international tuning and accessories industry: across a total exhibition area of 120,000 square metres in ten halls and the outdoor area, 437 exhibitors showcased more than 1,000 brands and over 1,000 vehicles. A total of 185,000 visitors came to Suzhou. The German Pavilion took part in the event for the second time, bringing together 14 exhibitors under the high-profile "Made in Germany" banner.

In 2027, the German joint pavilion will be located in a particularly high-quality exhibition environment. In Hall B1, international and Chinese

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suppliers will showcase products including suspension systems, shock absorbers, wheels, tyres and brakes as well as lifestyle products. This will give German exhibitors access to a professionally relevant audience and potential business partners from their target segments.

Full-Service Package Gives Exhibitors More Time for Business

Participation in the German Pavilion combines a high-profile presence with minimal organisational effort for participating companies. Exhibitors benefit from an attractive full-service package and comprehensive support from Messe Essen. This includes subsidised participation costs, stand construction and equipment as well as organisational services. Additional communication and networking activities help exhibitors increase their visibility at the event and establish contacts in the Chinese market. The comprehensive support reduces the workload for participating brands before and during the event, giving them more time for product presentations, customer meetings and the search for distribution partners.

The positive response from Capristo demonstrates how well the platform is received by participating companies: “Our presence at GT Show in China demonstrated the strong interest in high-quality performance products from Germany. We were particularly pleased with the positive response from visitors and the many in-depth discussions we had at the show. The German Pavilion provided us with a professional setting in which to present Capristo, establish new contacts and further expand our presence in the Chinese market,” explains Marlon Herrmann.

Exhibitors Appreciate the Added Value of the German Pavilion

EVC electronic also highlights the added value of the joint pavilion: “Participating in GT Show as part of the German Pavilion was a valuable opportunity for EVC electronic to experience the dynamic development of the Chinese automotive and tuning market first-hand and broaden our perspective on the industry. At the same time, we were able to strengthen existing partnerships, establish new international contacts and expand our network with other German companies. For us, this is precisely where the particular added value of the German Pavilion lies: it creates a platform for international exchange, new perspectives and lasting business relationships,” says Marcel Brühl, Deputy Managing

Director of the provider of software and hardware for professional chip tuning.

Further information and registration: www.essen-motorshow.de