



DRIVE2TRANSFORM AT AUTOMOTIVE HUNGARY/ INDUSTRY DAYS 2025: DRIVING TRANSFORMATION TOGETHER

Shape the Future. Expand Your Network. Gain Exclusive Insights.

Bodite glas prihodnosti evropske mobilnosti!

Zbornica elektroindustrije vas vabi na dogodek v okviru projekta **Drive2Transform**, ki bo 14. maja 2025 na **Automotive Hungary Expo** (13.-16. maj 2025). Ta dogodek je namenjen podjetjem, ki delujejo v avtomobilski industriji. Pridružite se nam na dogodku v Budimpešti in se povežite z vodilnimi strokovnjaki avtomobilske industrije iz Srednje Evrope, pridobite ključne vpoglede v transformacijo panoge ter sooblikujte prihodnost avtomobilske industrije in mobilnosti.

Zakaj se udeležiti?

- **Povezujte se** - Razširite svojo mrežo z vodilnimi partnerji, strokovnjaki in deležniki iz srednje Evrope.
- **Sooblikujte prihodnost** - Aktivno sodelujte v razpravah o **elektrifikaciji, avtomatizaciji, povezljivosti in platformnem gospodarstvu** ter vplivajte na prihodnje politike.
- Spoznajte najnovejše ugotovitve projekta **Drive2Transform** in aktualne trende v avtomobilski industriji.

Edinstvena priložnost:

Z registracijo na dogodek pridobite **brezplačen dostop do Automotive Hungary Expo & Industry Days!** Zbornica elektroindustrije GZS vam zagotovi tudi **brezplačno nočitev in po dogovoru povrne stroške prevoza.**

Število mest je omejeno. Vljudno vas prosimo, da v primeru interesa kontaktirate Klara Grašič (ZEI) na naslov klara.grasic@gzs.si, do 28. marca 2025.

LEARN MORE ABOUT DRIVE2TRANSFORM AND THE PROJECT PARTNERS HERE:

<https://www.interreg-central.eu/projects/drive2transform/>



Program dogodka (v angleščini)

May 13, 2025

Arrival

May 14, 2025

Location: [Hungexpo](#)

10:00-10:30 Registration & Welcome Coffee / Meeting Point @the Expo

10:30-11:30 Opening Session

Location: meeting room @the Expo

- Welcome by the Organizers (Pannon Business Network Association)
- Objectives of the Event (Steve Schumann, Project manager at Cluster Mobility & Logistics and Drive2Transform project Lead, TechBase Regensburg GmbH)
- Drive2Transform General Intro (Steve Schumann, Project manager at Cluster Mobility & Logistics and Drive2Transform project Lead, TechBase Regensburg GmbH)
- Drive2Transform Thematic Focus Groups (Filipp Frei, NOI Techpark Südtirol)

11:30-12:00 *Networking coffee break*

12:00-14:00 **Transnational Scenario Workshop**

(Doris Straub & Stefan Hopfer, Business Upper Austria)

In this workshop, we will build on previously developed regional scenarios to create transnational scenarios for 2035 in the thematic fields of electrification, autonomous driving, connectivity and mobility platforms. We will explore the key transnational influencing factors and analyse how they shape these future scenarios.

- 12:00-12:10 presentation of transnational scenarios
- 12:10-12:30 Adapt, change and add the transnational scenarios
- 12:30-13:55 World Café Workshop
- 13:55-14:00 Closing & Next steps

14:00 - evening Lunch Break + visit the Automotive Hungary expo ([link](#))

(Hint: The Automotive Hungary Expo will be held simultaneously with [Industry Days](#), allowing visitors to attend both exhibitions at the same time)

20:00 *Dinner (time and location tbd.)*

May 15, 2025

Location: [Hungexpo](#)

Possibility to extend your visit of the Automotive Hungary expo ([link](#))

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Additional information on the Automotive Hungary 2025:

The event, which plays an important role both in Hungary and in the region, will bring together industry and vehicle industry players again this May, creating a unique forum for business decision-makers and qualified professionals to meet and, by building new business relationships or rethinking existing ones, jointly find solutions to the challenges currently affecting the sector.

The co-exhibitions act as an “engine” and contributes to boosting economic life, since the participating small, medium and large companies, as well as the visitors present at the exhibition, can think together about professional issues in one place and at the same time.

Here, manufacturers, service providers, traders and the customer base are in one place, so the dialogue and the business relationship can start, so that together, within the framework of some kind of cooperation, they can stay on their feet in the market.

Program: <https://automotivexpo.hu/en/programs/>

Hint: The Automotive Hungary Expo will be held simultaneously with [Industry Days](#), allowing visitors to attend both exhibitions at the same time

List of exhibitors: <https://automotivexpo.hu/en/list-of-exhibitors/>

Opening hours:

13-15 May 2025 10 a.m. to 5 p.m.

16 May 2025 10 a.m. to 4 p.m.

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