

ORGANISER



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VENUE



GENERAL PARTNER



EVENT PARTNER



e-SALON

TRADE FAIR FOR CLEAN MOBILITY 14-17 November 2019

FINAL REPORT

[WWW.E-SALON.CZ](http://www.e-salon.cz)

TRADE FAIR PARTNER



EXPERT PARTNER



POWERED BY



AUSPICES

Úřad vlády České republiky



Ministerstvo životního prostředí



MINISTERSTVO
PRO MÍSTNÍ
ROZVOJ ČR



Ministerstvo dopravy



SORUŽENÍ
AUTOMOBILOVÉHO
PRŮMYSLU



e-SALON 2019 PRESENTED NEWS, CURRENT TRENDS AS WELL AS THE FUTURE OF CLEAN MOBILITY TO ITS VISITORS

The second edition of the e-SALON Trade Fair, which was held on 14–17 November 2019, overcame its first-run figures of November 2018 not only in terms of the number of exhibitors (about 20 exhibitors more), but also from the viewpoint of the interest of the public. Almost 25,000 people, both professionals and the general public, came to the Prague Exhibition Centre in Letňany to see hot news from the clean mobility sector.

Jana Nosálová Káralová, MBA
Trade Fair Director



GENERAL PARTNER



Electromobility is a logical market for a power engineering company, and that is why the ČEZ Group has been dealing with electromobility systematically for already 10 years. We operate the largest domestic network for public charging of electric vehicles with more than 150 stations. The EV fast charging stations arise also thanks to the support from the funding instrument financed by the European Commission and known as CEF (Connecting Europe Facility), part "Transport". At the same time, we offer a wide range of associated services and products in the field of electromobility for individuals, firms, municipalities and regions.



BASIC STATISTICAL DATA OF THE E-SALON 2019 TRADE FAIR

Total number of exhibitors: 104
 Number of foreign exhibitors: 2
 Number of countries: 3
 Gross exhibition area: 15,770 m²
 Net exhibition area: 6,547 m²
 Number of visitors: 24,957
 Number of accredited journalists: 151



The exposition of the Capital City of Prague at the e-SALON 2019 Trade Fair showed visitors round a notional Prague street of the 21st century, combining sustainable means of transport powered by electricity. Visitors have learnt from where the electric current turning the wheels of metro train sets, trams, electric buses, electric cars or electric bikes originates. At the Prague exposition it was possible to see presentations of such companies as Operátor ICT, Pražské služby, Pražská plynárenská, Pražská energetika, Technologie hlavního města Prahy, as well as the presentation of the Čistou stopou (Zero Emission Prague) project. It is just these companies that take care of electromobility development in the Capital City of Prague to the greatest extent.

**TRADE FAIR
PARTNER**

PRA	HA
PRA	GUE
PRA	GA
PRA	G





TRADE FAIR PREMIERES



The second edition of the e-SALON Trade Fair was able to offer national premieres of electric vehicles from renowned world car manufacturers as well. Both the professional and general public could see models from such brands as Volkswagen, KIA, ŠKODA, Tesla, Hyundai, Ford and many others at the PVA EXPO PRAGUE Exhibition Centre.

The innovations of the ŠKODA brand were introduced within the framework of the e-SALON Trade Fair – at the trade fair the company showed several models: CITIGOe iV, SUPERB iV and VISION iV. Electric CITIGO is a perfect car for cities where its compact dimensions and emission-free operation bring the largest advantages. SUPERB iV is the first plug-in hybrid ŠKODA combining an internal combustion engine with an electric drive, which offers also a possibility of driving in a purely electric mode. Visitors could also look into VISION iV, a vision of a purely electric four-door crossover-coupé, the first car of this brand constructed on the modular platform for electric cars (MEB) of the Volkswagen Group. Production of series cars based on this study will be commenced in 2020.

The VW company presented its ID.3 at the trade fair in the Czech premiere, which offers the range of up to 550 km with an eight-year warranty period for batteries. In the case of the electric ID. models, however, the clients will be able to choose by themselves what range is suitable to them. If they know already now that they will mostly drive in cities, they can opt for a smaller battery, which contributes to a lower price. On the other hand, the customers who often make long-distance travels can select a larger battery. Depending on a particular model and battery, the range of these electric cars can oscillate between 330 and 550 kilometres.







THE SECOND GENERATION OF KIA AND HYUNDAI HYDROGEN TECHNOLOGIES

The KIA car manufacturing company as one of the leaders in the field of electric vehicles in the Czech Republic brought two purely electric models to the e-SALON Trade Fair, both of them featuring a range exceeding 450 km in a combined cycle and 600 km in a purely city operation. It was for the first time in the Czech Republic at all when people could see the second generation of the e-Soul model, and the company presented also the first purely electric crossover of this brand, the e-Niro model. Besides two practical electric cars, KIA offers another three electrified models (Niro Hybrid, Niro Plug-in Hybrid and Sportage Mild Hybrid) in the Czech Republic.

Hyundai presented low-emission and zero-emission models. The latest innovations of this brand include KONA Hybrid, KONA Electric or modernised IONIQ models. The Hyundai brand is a pioneer in the field of hydrogen mobility – last year it presented the second generation of NEXO. This luxury car with a unique technology offers such advantages as fast refuelling (it does not last for longer than 5 minutes) or a greater range (the devil's number 666 km). And as the manufacturer states: the air which is exhausted from the car is even cleaner than the air entering the car propulsion system. NEXO is also the first model in the Hyundai product series which offers autonomous drive technologies.

The public got familiar also with other electrified vehicles of many car brands which mean something in the area of clean mobility. Renault presented a new generation of the ZOE model. Ford presented its new Mondeo hybrid car model. The world of commercial cars was represented not only by the MAN, MAXUS brands, but also by other traditional manufacturers of vans. At the exhibition it was possible to see also the Tesla 3 model, while Audi presented not only e-tron, but also its plug-in hybrid known as Audi Q5 TFSI e.





NOT JUST ELECTRIC CARS



Visionaries from the field of air traffic got also a chance to show their news at the Trade Fair for Clean Mobility, whose co-organiser is TV Prima. At the Prague Exhibition Centre in Letňany it was possible to see the PURE FLIGHT exposition with the electric aircraft ΦNIX, with the plans of presenting evolution of this machine for next years too. It should consist in electric aircraft with a hydrogen fuel cell. This new aircraft will not need any charging facilities and its range will be doubled.

Visitors coming to the event held at the Prague Exhibition Centre in Letňany found there also a complete tandem hang glider using an electric drive or a single-seat tricycle or a helicopter.

At the second edition of the e-SALON Trade Fair it was possible to see also the hot news of this autumn, which was an electric boat of the KeelCraft company. This luxury machine intended for sports leisure time trips prides itself on the most modern electric drive which is able to reach as many as 100 kilometres.

Besides national premieres of cars, the trade fair offered also presentations of a number of manufacturers of charging stations and energy suppliers (ČEZ, Innogy, PRE). It was possible to see e.g. products of such companies as Heger.eu, Voltdrive, Webasto, Logarex, Elexim, Unicorn, ejoin, Phoenix Contact and others.







GALLERY







i-CITY CONFERENCE - CLEAN MOBILITY IN SMART CITIES



2ND EDITION OF THE SPECIALISED CONFERENCE I-CITY – CLEAN MOBILITY IN SMART CITIES

On 14 November 2019, PVA EXPO PRAGUE, Congress Hall

COMMENCEMENT OF THE CONFERENCE

Vladislav Smrž, Deputy Minister for Management of the Section of Politics and International Relations, Ministry of the Environment

Dana Kuchtová, Director General, Confederation of Industry of the Czech Republic

1ST SESSION: FUTURE OF MOBILITY AND INNOVATIONS IN THE V4 COUNTRIES

Support within the framework of research, development and innovation programmes – future trends in mobility

Czech Republic: the country for the future

Artificial intelligence and smart technologies

Mobility and development of the 5th generation networks

Comparison of development of new technologies in mobility in the Visegrad Group countries

PANEL SPEAKERS:

Petr Očko, Deputy Minister of Industry and Trade of the Czech Republic for Digitalisation and Innovations

Rastislav Chovanec, State Secretary, Ministry of Economy, Slovakia

Marcin Ociepa, Deputy Minister, Ministry of Entrepreneurship and Technology, Poland

László György, State Secretary, Ministry for Innovation and Technology, Hungary

Václav Kobera, Ministry of Transport, Director of the Department of Intelligent Transport Systems, Space Activities and Research, Development and Innovation

Zdeněk Petzl, Managing Director, Automotive Industry Association

Michal Kadera, External Relations Director, ŠKODA AUTO a.s.

Martin Šilar, SIEMENS, a.s.

2ND SESSION: FUTURE OF CZECH TRANSPORT – DIGITALISATION, SMART CITY, INTELLIGENT TRANSPORT SYSTEMS

Transport of the future – Where are we heading for, what should we expect?

Cooperative communication of vehicles precedes the launching of autonomous traffic. The C-ROADS project – cooperative communication in practice. Digitalisation of traffic in cities. Future of electromobility in the Czech Republic from the viewpoint of small electric cars. Hydrogen technologies. Electromobility, hydrogen, CNG vs. traditional fuels. What direction is transport in the Czech Republic taking? Smart City, innovation in transport, digitalisation and fuels of the future?

PANEL SPEAKERS:

Jiří Vítek, Senior Product Manager at O2 Czech Republic a.s. | Petr Zlámalík, Senior Managing Consultant, Government & Public Sector, Data and Services, Mastercard | Jan Klepiš, Strategy Manager, ČSOB, a.s. |

Mirek Matyáš, Small Electromobility | Lukáš Hataš, Vice Chairman of the Association for Electromobility |

Ivan Indráček, Chairman of the Union of Czech Petroleum Independents | Aleš Doucek, ÚJV Řež, a.s. | Lenka Kovačovská, Managing Director, Czech Gas Association



CONFERENCE ORGANISER



CO-ORGANISER



VENUE



GENERAL PARTNER



MAIN PARTNER



AUSPICES



PARTNER





3RD SESSION: DEVELOPMENT, SUPPORT AND FUTURE OF ELECTROMOBILITY IN THE CZECH REPUBLIC

Development of electromobility in the Czech Republic
Action plan for clean mobility, support of electromobility in the Czech Republic
Building of the electric vehicle charging infrastructure in the Czech Republic
Trends in development of electromobility in the Czech Republic – What can we expect?

LECTURERS

Jan Bezděkovský, Clean Mobility Commissioner of the Minister of Transport, Ministry of Transport
Jaroslav Kepka, Head of the Autonomous Section of Environmental Politics and Strategies, Ministry of the Environment
Oldřich Macák, Director of the Department of Sector Expertise and Industrial Politics, Ministry of Industry and Trade
Martin Voříšek, Department of Sector Expertise and Industrial Politics, Ministry of Industry and Trade
David Hošek, Energy Services and Management, ŠKO-ENERGO, s.r.o.
Mirek Matyáš, Small Electromobility
Martin Pultznr, Editor of fDrive.cz, co-owner of the publishing house 24net s.r.o.
Lukáš Hataš, Vice Chairman of the Association for Electromobility

FINAL WORD ON THE CONFERENCE

Marcela Musílková, Director of the Division of Conferences, B.I.D. services (conference organiser):

We have been looking forward to the Clean Mobility in Smart Cities conference this year really very much. It was already the second edition which is always easier and more integrated in terms of organisation. Our expectations were greater and braver in comparison to the last year's edition. And I would like to state that our expectations were met. The conference was successful in terms of the number of visitors, selection of attractive and various topics as well as interesting lecturers. The conference was attended by more than 250 participants, from the numbers of public administration representatives, as well as business and consulting companies dealing with the issues of clean mobility, and individuals interested in electromobility from the general public were not missing either.

Partners of this year's edition were the O2 company and the C-ROADS project (general partner), ČSOB, MAS-TERCARD, ŠKO-ENERGO, MALÁ ELEKTROMOBILITA and UNICORN. The programme was moderated by Jan Říha, experienced moderator from PRIMA AUTOSALON, who had an uneasy task to respect the time schedule of the busy programme. The introductory session – speeches of representatives of the Visegrad Group countries – provided space for a very interesting discussion over the possibilities of cooperation and clean mobility and innovations in transport in the countries of our nearest neighbours. Visions of transport of the future and innovations, for example cooperative transport systems as a precursor of cooperative mobility, were a topic of another session as well. A moderated view of electromobility and other alternative fuels was brought by the discussion of representatives of the electric vehicle and gas industries with petroleum specialists and their opinions. A more detailed view of development of electromobility in the Czech Republic, from the viewpoint of legislation, possibilities of financing as well as practical aspects from the operation of electric cars formed the content of the last session.



i-CITY

www.i-city.bid

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DOPRAVNÍ NOVINY

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AVERIA

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ACCOMPANYING PROGRAMME FOR THE GENERAL PUBLIC



The PVA EXPO PRAGUE Exhibition Centre became the venue of the events associated also with electric bikes, motorcycles, quadricycles and other vehicles. The “Svět elektrokol” (*The World of Electric Bikes*) company offered testing drives of the Lectron and Bulls brands in the Entrance Hall I, and visitors could watch the unique bike show twice a day as well. It was arranged for by members of Bike O’Clock – VIP guests known from the competition entitled “Czechoslovakia Got Talent”. In the Entrance Hall I, visitors had also a possibility of taking part in interesting workshops focused on the topic of electric bikes and of using various services there as well, which was provided by the magazine entitled Electric Bike Action.

Those who love motorbikes could get acquainted also with Harley Davidson or Böhmerland exhibits. KYMCO, a well-known manufacturer of motorbikes, scooters and quadricycles represented the new electric motorbike RevoNEX. After the world premiere in Milan, which was held at the beginning of November, also the visitors coming to the e-SALON Trade Fair could have a look at the new increment. At the stand it was possible to see also a new model of the electric scooter “i-One” or the innovated tricycle “CV3”.

Attractive entertainment for the general public, especially for families with children, was prepared also by the co-organiser of the event – Prima TV station. It prepared the programme according to the focus of individual television channels. Braved persons thus could try a rally simulator or virtual reality with Prima COOL, a meeting with nature and animals was offered by the Prima ZOOM site, it was possible to taste a glass of a sparkling drink in the Prima LOVE zone or visitors could jump on a trampoline in the actual PRIMA zone and could have their photographs of this entertainment. At the Autosalon TV stand situated in Hall 4 visitors could meet moderators of the popular programme. The signing event of Bohemians Prague football players took place on the second day of the trade fair as well.

It was possible to see also the faces of other VIP persons known from the Prima television screen, whom the visitors could meet on Friday as well as Saturday at the signing event. Thanks to this approach, those interested could get a signature of Eva Perkausová, Petr Vágner, Monika Leová or of Láďa Hruška, master of tricks, gadgets and simplifications, or they could have a picture made with them.





WHAT ELSE DID THE TRADE FAIR ACCOMPANYING PROGRAMME BRING?

Like last year, the e-SALON Trade Fair visitors could not only test unique vehicle models by their eyes, but they could also test them on their own. Test drives were prepared for interested persons – during the registration procedure they could choose from the brands presented and got registered for a test drive. The Nimble Energy company was a supplier of charging systems for test drives in the Hall no. 6. Visitors could enjoy also the testing of electric motorbikes, electric bikes and other electric vehicles (including micro-mobility for children).

For all the time of the trade fair event, the Hall no. 2D offered an exhibition race of hydrogen models of small cars, and trade fair visitors could even try personal drives with hydrogen specials on their own. Like last year, also on the occasion of this year's event, the Congress Hall welcomed a meeting of owners of the Tesla brand car owners on Saturday, and the parking area outside the Entrance Hall no. 1 was twice the place dedicated to synchronised wing flapping and to an attempt of a new Czech record-breaking result.

On Friday and Saturday, it was possible to attend educative lectures and discussions for all those who are interested in electromobility, clean mobility or charging infrastructure.

The interactive prevention programme entitled “Cleanly and Safely” took place at the BESIP stand. The main aim of this preventive programme was to increase the clean mobility share in the overall outputs represented by transport possibilities of municipal transport, with the use of electric energy and observation of the road traffic operation rules and regulations.

The programme contained presentation of clean mobility, instructions of how to properly move with electric bikes and electric scooters in municipal operation. Besides, participants had a possibility of verifying their knowledge of the road traffic operation rules and regulations by way of an electronic quiz, and within the framework of a special test polygon the programme participants could try what the risks of movement with these means of transport are, and they could discuss their experience directly with experts.





GALLERY







PARTNERS AND AUSPICES

ORGANISER



CO-ORGANISER



VENUE



GENERAL PARTNER



EVENT PARTNER



AUSPICES

Úřad vlády České republiky



MINISTERSTVO PRŮMYSLU A OBCHODU

Ministerstvo životního prostředí



MINISTERSTVO PRO MÍSTNÍ ROZVOJ ČR



Ministerstvo dopravy



HOSPODÁŘSKÁ KOMORA ČESKÉ REPUBLIKY



SVAZ PRŮMYSLU A DOPRAVY ČESKÉ REPUBLIKY



AMSP ČR



ČESKÝ PLYNÁRENSKÝ SVAZ



EXPERT AUSPICES



EXPERT PARTNERS



PARTNERS



TEST DRIVE PARTNER



STÁTNÍ FOND ŽIVOTNÍHO PROSTŘEDÍ ČESKÉ REPUBLIKY



MEDIA PARTNERS

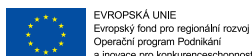
hyperinzerce.cz, katalog-automobilů.cz, kudyznduy.cz, PRÁVO, Radiožurnál Český rozhlas, Cars & Stories, Hybrid.cz, Průmyslová ekologie, fDrive, pro města a obce, ElektrickéVozy.cz, AeroWeb, AutoforDrive, Grand Auto, iFLEET.cz/FLEET firemní automobily, PETROL MAGAZÍN, Automobil, Ekologickaauta.cz, Doprava a silnice, Smart city v praxi, Electric bike action magazine, Motorkari.cz, Trucker, Komunální ekologie. cz, Energie 21, BusinessMedia, TESLA magazin.sk, FLOTILA, autonaelektřinu.cz, TESLACZECH, iSUV.cz, Moderní obec, ušetřeno.cz, DOPRAVNÍ NOVINY, Autoride.sk, Volty.cz, ODPADY, BusinessCar, IOT-NETWORK NEWS, informuji.cz, EW-NETWORK NEWS, elektrina.cz, Transport a logistika, eLogistika.info, FCC PUBLIC, ICT-NETWORK NEWS



NEK, NATIONAL ENERGY CLUSTER

NÁRODNÍ ENERGETICKÝ KLASTR, z.s. (*NEK, National Energy Cluster*) associates companies operating in the power engineering and especially heating plant industries, proactively cooperates with universities and research centres, which leads to establishment of strong partnership developing human potential in the field of research and innovations. The key point of cooperation is support of synergies between power engineering and industrial sectors and support of education focused on energy savings. The largest capital expenditures of the Cluster are (for the time being) the trigeneration technology at SBU PLASTICS Zubří and experimental testing plant for the use of clean energy from waste and biomass in the Dřevopar facility in Loštice. NEK can present itself with its own mobile diagnostic laboratory, which is fitted with unique equipment for research and development activities of the Cluster.

In cooperation with its partners, NEK implements also projects aimed at dissemination of information about power engineering among the general public. One of such projects, whose objective consists in organisation of interactive seminars, workshops and participation in exhibitions and trade fairs, is the project known as Development of the NATIONAL ENERGY CLUSTER, reg. number CZ.01.1.02/0.0/0.0/17_149/0011812. The project is implemented with financial support of the Operational Programme “Enterprise and Innovations for Competitiveness”, support programme Cooperation – Clusters (Call IV.)





MEDIA

Outdoor: billboards on main roads in Prague and Brno

Events: accompanying programmes, competitions, conferences, social evening, presentations within the framework of the events, PRIMA TV

Dailies: BLESK, PRÁVO, MF DNES – Central Bohemia

Specialised periodicals: AUTO TIP, VOLTY, 4X4, PETROL MAGAZÍN, CARS&STORIES, KOMORA, AUTO FOR DRIVE, BE THE BEST, ČESKÝ AUTOPRŮMYSL, AUTOMOBIL, DOPRAVA A SILNICE, TRUCKER, DOPRAVNÍ NOVINY, PRO MĚSTA A OBCE, GRAND AUTO, FLEET FIREMNÍ AUTOMOBILY, FLOTILA, MODERNÍ OBEC, TRANSPORT A LOGISTIKA, PILOT, TESLA MAGAZÍN, BUSINESS CAR, ELEKTRO, ELECTRIC BIKE, UVA, ELEKTROPRŮMYSL, ELEKTRO, LETŇANSKÉ LISTY, CHVILKA PRO TEBE

Radio: Radiožurnál, IMPULS, KISS, BEAT, Country, Spin

Television: PRIMA TV (Prima, Prima Cool, Prima Zoom) - massive media campaign (sponsor messages); AUTO-SALON programme (PP articles, sponsor messages, competition), TOP Star (competitions), online spots (video spots focused on electromobility) in the studio

Internet: carsandstories.cz, hybrid.cz, prumyslovaekologie.cz, fdrive.cz, promestaaobce.eu, elektrickevozy.cz, teslafan.cz, au-to4drive.cz, grandauto-moto.cz, ifleet.cz, petrolmedia.cz, automobilevue.cz, ekologickaauta.cz, automobilrevue.cz, smartcityvpraxi.cz, electricbikeaction.cz, e-flotila.cz, autonaelektrinu.cz, moderniobec.cz, dnoviny.cz, volty.cz, bu-siness-car.cz, elektrina.cz, transport-logistika.cz, praguestartupcentre.cz, HyperInzerce.cz, KatalogAutomobilu.cz, elogistika.cz, teslamagazin.sk, usetreno.cz, elektrina.cz, odbornecasopisy.cz, technikaatrh.cz, motokari.cz, auto-ride.sk, zenavaute.cz, electricbikeaction.cz, informuji.cz, ew-nn.com, cz.iot-nn.com, ict-nn.com, isuv.cz, autoeco.cz and many others.

Direct mail: Targeted distribution of invitations and information on trade fairs to wide databases of the organiser and cooperating companies - circular within the framework of partner newsletters

Promotion: Promotion within the framework of car wrapping with invitations to the e-SALON Exhibition.

PPC: Targeted online campaign within the framework of the Internet-based advertising space of Facebook, Google, Seznam



EXAMPLE OF ADVERTISEMENT IN PRINTED MEDIA



EXAMPLE OF PROMOTIONAL LEAFLETS



OUTDOOR PRESENTATIONS

OUTDOOR LARGE-FORMAT AREAS

e-SALON
2. VELETRH ČISTÉ MOBILITY | 14.-17. 11. 2019

ORGANIZÁTOR: SPOLUORGANIZÁTOR: MEDIÁRNÍ: GOSPELUM PARTNER: PARTNER JACZ:

WWW.e-SALON.CZ

BB AREAS



WRAPPING OF REAR CAR WINDOWS



e-SALON
VELETRH ČISTÉ MOBILITY
14.-17. 11. 2019
pro veřejnost od 15. 11.

VSTUPENKA ISLEVA 50 Kč!

PPC CAMPAIGN

14.-17. 11. 2019
pro veřejnost od 15. 11.

e-SALON
VELETRH ČISTÉ MOBILITY

VSTUPENKA ISLEVA 50 Kč!

e-SALON
14.-17. 11. 2019
pro veřejnost od 15. 11.

CAMPAIGN IN BUSES

14.-17. 11. 2019
pro veřejnost od 15. 11.
WWW.e-SALON.CZ

Hradec Králové + Pardubice

HOW IS THE 2ND E-SALON 2019 TRADE FAIR EDITION EVALUATED BY EXHIBITORS?

“Crowds of enthusiasts in electromobility were coming to our exposition already from Friday morning (Thursday was intended rather for the Expert Jury). This pressure was only mitigated on Sunday afternoon. It was a nice surprise, given the fact that it is only the second edition of the event, and moreover in a collision term with the public holiday (on 17 November). The placement of our exposition next to the stand of the Municipal Authority of the Capital City of Prague was sophisticated as well. We perfectly complemented each other. We were able to promptly resolve small technical issues arising during installation of exhibits. Many thanks for the professional organisation.”

Ing. Pavel Lux, PR, Marketing & Media, Pražská energetika, a. s.

“For my entire team I would like to express my thanks for the possibility of taking part in the trade fair for the field of electromobility organised by you and for presentation of our vehicle-to-home solution supporting possibilities of use of electric cars. We devoted a lot of time and financial means to development of a representing exposition and I am glad that our effort was reflected in the interest in our exposition and that we did not embarrass you :-). The atmosphere of the e-SALON Trade Fair was fascinating, your team managed to create fantastic conditions for presentations of all firms, and if there is a possibility of presenting our further outputs in the field of electromobility also in the next edition, we will be very glad to take part in your prestigious event. Thank you very much still once. Have a nice day.”

prof. Ing. Stanislav Mišák, Ph.D., Director, ENET Centre, VSB - Technical University of Ostrava

“We are very glad that we took part in the Trade Fair, although all the details had to be arranged for relatively at last minute. The more we appreciate the fact that people liked our stand (we have received positive feedbacks only). We assess the trade fair in a very positive way, mostly from the viewpoint of education in the field of electromobility. It is important to speak with people about this topic and to explain how the actual situation in the area of electromobility is really perceived. The e-SALON Trade Fair was an excellent opportunity for this purpose.”

Helena Švejdová, Mobility Services, E.ON Energie, a.s.

“We assess our participation in this year's edition, which was the first one for us, in a positive way. We started the first trade fair day with a press conference to which we received very positive feedbacks on the part of journalists and participating guests. We were satisfied with placement of our stand. The number of visitors corresponded to our expectations, in spite of the fact that we believed in a strongly increased interest in comparison to the last year's edition. During the e-SALON Trade Fair we managed to obtain several business contacts where we can see a realistic potential for sale. The stand was also a contact point for third

parties which addressed us with an offer of cooperation on projects. This fact overpassed common standards of other exhibitions where we introduce brand models. We assess positively also the communication support of both the e-SALON Trade Fair as such and the possibility of making our brand more visible in connection with the e-SALON Trade Fair (TOP Star, Managing Director's interviews, Billboards...). The organisation of the event was all right at a general level.”

Zbyšek Jordák, Head of Marketing, KIA MOTORS CZECH s.r.o.

“The e-SALON event was highly generous this year. It was the largest independent exhibition of electric cars in our country in history. Previous exhibitions, such as ELECTRON or Brno-based AMPER had their electromobility sections, it is true, but this event was equivalent to a general car show event. I even believe that in terms of area, the e-SALON event was comparable to the famous eCarTec in Munich. We were glad to be able to exhibit there, to have a conference as well as accompanying programme for young people there, for whom an electric car is to be a matter-of-course. Charging and demonstration drives were organised in an excellent way as well. Just for the next occasion I would recommend a greater power input of electricity or a charging service supplier capable of regulating the electric current. I worried about weather, but in the Hall no. 6 we felt better than outdoors. We will surely take part next year and we will need a larger stand and area:-) ideally side by side. Alternatively, we could take care of the entire Hall no. 6, including better quality of charging for demonstration drives. We all would like to thank you.”

Ing. Jaromír Marušinec, Ph.D., MBA, Chairman of the Czech Electric Vehicle Industry Association

“At first we would like to express our thanks for the possibility of taking part and being involved in the e-SALON Trade Fair. And our feelings? Very clean, well-arranged, simple and practical. No doggyish structures but a practical approach. This really pleased me very much and I liked it. I deem it to be a step in the right direction. The costs are reduced while effectiveness rises, and in my opinion visitors' comfort grows as well; visitors have a look and can immediately see what they need. We were interested especially in exhibitors, who were pleasant, open and appeared to be satisfied. Since I am not directly from the branch, I cannot provide any serious assessment from this point of view. But now I know that if I considered the purchase of a car as an individual, I will wait for the next edition because I can choose in one site, and it is a great advantage. I would apply this approach also from the position of a municipality mayor or a social service representative or mother who wants to buy a scooter, quadricycle etc. for her child. I can see an enormous potential in this. People try to save time now, and being able to offer them a wide choice in one site is an ideal solution.”

Ing. Dagmar Smrčinová, Ph.D., Operation and Marketing Director, 4ISP s.r.o.



**Obchodní a marketingový
ředitel**
/ business and marketing director

Martin František Přivětivý
M: +420 728 866 220
privetivy@abf.cz



Ředitelka veletrhu
/ director of the fair

Jana Nosálová Kálalová, MBA
M: +420 602 229 017
nosalova@abf.cz



Manažerka veletrhu
/ manager

Veronika Votroubková
M: +420 724 530 418
votroubkova@abf.cz



Manažerka veletrhu – zahraničí
/ foreign relations manager

Mgr. Pavla Hynčíková
M: +420 721 942 100
hyncikova@abf.cz



Produkce
/ production

Michaela Dunajská
M: +420 724 225 752
dunajska@abf.cz



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