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e-SALON

TRADE FAIR FOR CLEAN MOBILITY | 10-13 November 2022

FINAL REPORT

WWW.e-SALON.CZ

TRADE FAIR PARTNER



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AUSPICES

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THE FOURTH EDITION OF THE E-SALON TRADE FAIR SHOWED NATIONAL PREMIERES OF ELECTRIC VEHICLES OF WORLD BRANDS TO MORE THAN 20 THOUSAND VISITORS

The fourth edition of the e-SALON Trade Fair for Clean Mobility received extraordinary attention of both experts and the general public and attracted 20,573 people to the PVA EXPO PRAGUE Exhibition Centre from 10 to 13 November for a showcase of new electric car models. The historically largest edition offered models in national premieres, test drives as well as a varied accompanying programme. It once again confirmed its status as the most important event of this sector within the framework of the Central European region. The ČEZ Group is the general partner of the trade fair.



GENERAL PARTNER



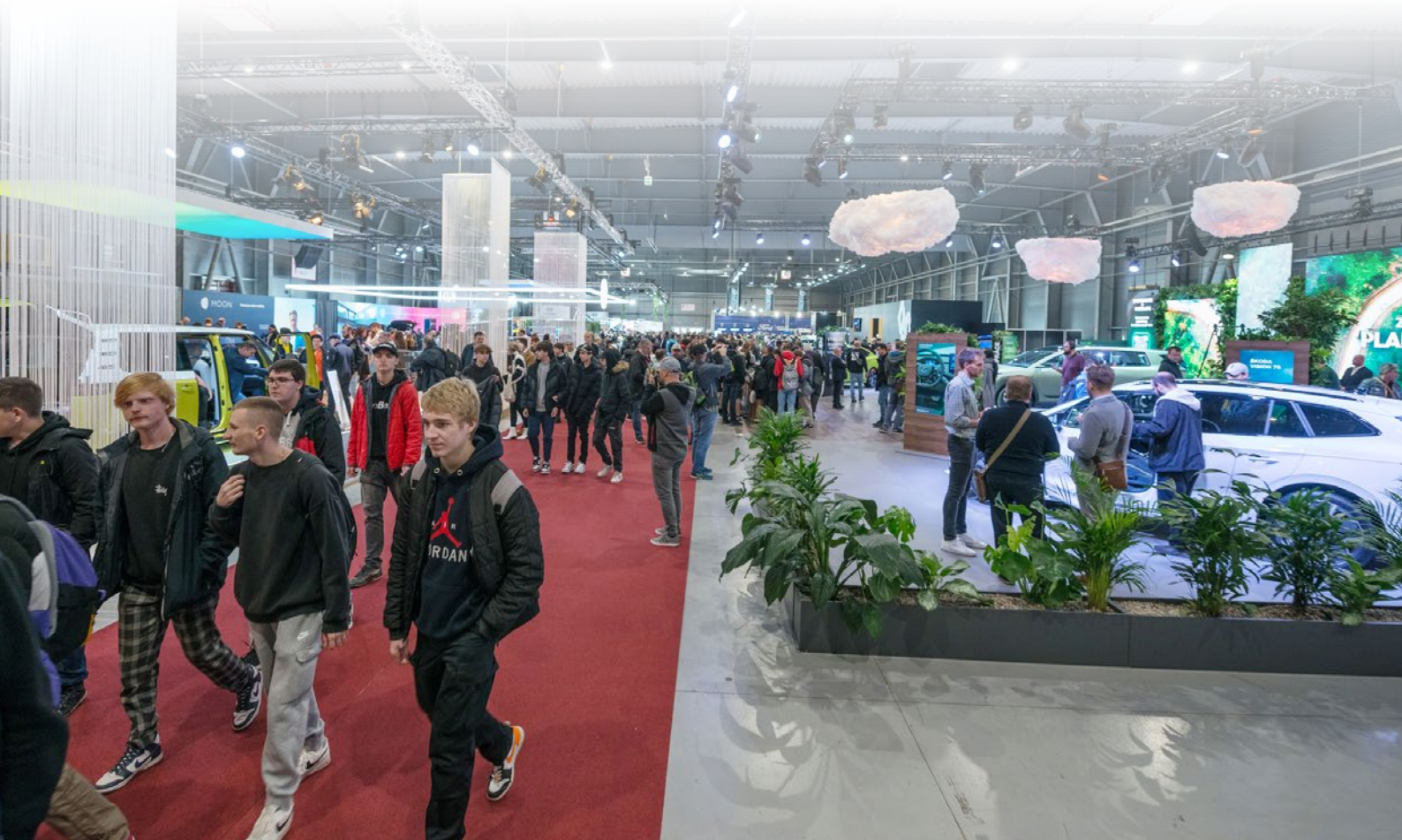
SKUPINA ČEZ

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 more than 10 years. The EV fast charging stations arise also thanks to the support from the grant 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 intended for individuals, firms, municipalities and regions.



BASIC STATISTICAL DATA OF THE e-SALON 2022 TRADE FAIR

Total number of exhibitors:	87	Number of countries:	3	Number of accredited journalists:	146
Number of foreign exhibitors:	6	Gross exhibition area:	16,200 m ²	Number of test drives:	1,538
Number of visitors:	20,573	Net exhibition area:	8,780 m ²	Number of persons transported:	2,927



CLEAN MOBILITY STARS GATHERED IN THE LETŇANY EXHIBITION CENTRE IN NOVEMBER

The Letňany Exhibition Centre was filled with hot new products from leading brands and offered the largest fleet of vehicles for testing as well. Visitors also saw the rising star of the Mladá Boleslav car manufacturing company, **Škoda Vision 7S**, which was brought to Letňany by Škoda Auto, the domestic carmaker presenting this seven-seater SUV Škoda Vision 7S with untraditional elements of the car equipment and technical highlights. In addition to this model, various configurations of the Enyaq model were presented as well.





WHAT MATTERS OF INTEREST DID e-SALON PRESENT?

Within the framework of the most comprehensive show of clean mobility, PVA EXPO PRAGUE presented models of world brands, many times in national premieres. This year's edition was the largest one in the event's history, filling 16,200 square metres of gross exhibition space. It was attended by 87 exhibitors from three countries, presenting more than two hundred electric vehicle models.

Hot innovations were presented also by Volkswagen in the form of electric vehicles of the MPV ID.Buzz and LUV ID.Buzz Cargo categories. In the Prague event, it was possible to see the ID. SPACE VIZZION from Volkswagen, together with the ID.3, ID.4 SUV and ID.5 coupe SUV models. Nevertheless, the company also introduced its ID.3, ID.4 GTX and ID.5 GTX line of passenger models. Cupra presented its small electric car called Born for the first time there.

Hyundai also attracted attention with its new IONIQ 6, while Kia was admired for the EV6 GT models, the stellar Kia Niro EV and the plug-in hybrid Sportage and Sorento.





Citroën made its first appearance at the trade fair, when it presented its five-door ë-C4 hatchback. Opel presented its compact electric cars Corsa-e and Mokka-e with a range of up to 353 kilometres, the luxury electric minibus “Zafira-e”, the self-confident plug-in hybrid “SUV Grandland PHEV”, combining petrol and electric power in the same way as the brand-new Astra PHEV model.

The next year’s news “Citroën ë-C4 X” had its pre-premiere at the Letňany Exhibition Centre, while the big national premiere was the unveiling of the Renault Austral SUV model with the new generation of the E-Tech hybrid drive and the openR system. Other stars included Cupra with its small electric car Born. And Opel unveiled the compact electric cars Corsa-e and Mokka-e, the luxury electric minibus “Zafira-e” and the plug-in hybrid “SUV Grandland PHEV”. There were also interesting innovations from Ford, Peugeot and DS, among others.

Tesla also presented its models and participated in the accompanying programme as well.

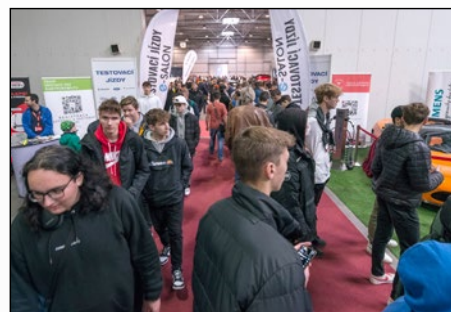




The electric motorbike and scooter sector was represented at this year's event such by companies as Schrack, X-Scooters, L Precision, ACK Brandenburg and Nevima Group. Electric bikes were represented by Shimano and AZUB as well.

There were also new products from a number of manufacturers of charging stations, energy suppliers and manufacturers of handling and municipal equipment, such as TPCI, Unicorn, Phoenix Contact, ELEXIM and others. The exhibition included also various accessories, services, applications and legislation related to alternative vehicle propulsions.







4TH EDITION OF THE SPECIALISED CLEAN MOBILITY CONFERENCE – PART 1 (10 NOVEMBER 2022)

SESSION I (9:30–10:30)

Moderator – Jan Říha, Autosalon TV PRIMA

CLEAN MOBILITY IN THE CZECH REPUBLIC – CURRENT SITUATION AND OUTLOOK TO 2030

Support for Clean Mobility under the Responsibility of the Ministry of the Environment –

Mgr. Jaroslav Kepka, Ministry of the Environment

Support for Public Charging Systems – Jan Bezděkovský, MMR

Development of Public Charging Infrastructure – Lukáš Kadula, Transport Research Centre

Coordinated Approach to the development of electromobility in the Czech Republic –

Lukáš Folbrecht, Electromobile Platform

SESSION II (10:30–12:00) | ELECTROMOBILITY IN TIMES OF ENERGY CRISIS

Moderator – Jan Blažek, Echo Weekly

DISCUSSION PANEL (DISCUSSION SALON) OF THE ECHO WEEKLY

Tomáš Dzurilla, Director of the ČEZ Electromobility Unit

Martin Saitz, Chief Executive Officer of Hyundai Motor Czech

Jiří Maláček, Head of the ŠKODA AUTO Czech Representative Office

SESSION III (12:45–14:00)

Moderator – Jan Říha, Autosalon, TV PRIMA

ELECTROMOBILITY IN TRANSPORT (MASS, FREIGHT AND OTHER)

Charging Solutions for Electric Buses – Martin Šilar, Head of eMobility, Siemens

Electromobility in Mass and Freight Transport – Mgr. Jan Vejbor, EVC Group, Vice Chairman of the Czech Electric Vehicle Industry Association (“ASEP”)

Volvo Trucks Electromobility – Petr Jirásek, Electromobility Key Account, Volvo Trucks

The Future of Urban Electromobility – Last Mile Delivery – Tomáš Blohmann, Elblesk

The elBlesk battery exchange box technology includes the use of photovoltaics, intelligent power consumption management, external battery use possibilities and other smart city technologies.

SESSION IV (14:00–15:30) | OPERATION OF ELECTRIC VEHICLES IN THE CURRENT ENERGY SITUATION

Moderator – Jan Říha, Autosalon, TV PRIMA

DISCUSSION PANEL

Martin Klima, Head of E.ON Drive, E.ON

Petr Beneš, Phoenix Contact

Lukáš Rosůlek, Head of Technologies Czech Republic – Vitesco Technologies Czech Republic

Aleš Damm, Chief Charging Buddy, Greenbuddies Charging s.r.o

SESSION V (15:30–16:40) | HYDROGEN TRANSPORT IN THE CZECH REPUBLIC

Moderator – Jan Říha, Autosalon, TV PRIMA

Hydrogen Logistics and Storage – Vladislav Smrž, Vítkovice Cylinders

Mobility – a Priority of the Hydrogen Strategy – Lukáš Janura, Ministry of Industry and Trade

Hydrogen Minibus and Mobile Hydrogen Storage – Mgr. Jan Vejbor, EVC Group, Vice Chairman of ASEP

Hydrogen Activities of Hyundai in the Czech Republic – Marek Trešl, Marketing Director, Hyundai Motor Czech

4TH EDITION OF THE SPECIALISED CLEAN MOBILITY CONFERENCE – PART 2 (11 NOVEMBER 2022)

11:00–11:20 | ENERGY SYNERGIES OF A FAMILY HOUSE INDEPENDENT OF ENERGY SUPPLIERS

Ing. Miroslav Matyáš

Experience and real data - photovoltaics 25 kWp, heat pump 9 kW, battery 25 kWh + charging of two electric cars + backup of the whole family house with the help of V2L from KIA EV6 + preparation for community energy system.

11:20–11:40 | COMBINATION OF A SOLAR CARPORT AND CHARGERS IN PRACTICE

Aleš Damm, Chief Charging Buddy, Greenbuddies Charging s.r.o

11:40–12:00 | CONVERGENCE OF ELECTROMOBILITY AND PHOTOVOLTAICS

Ing. Jaromír Marušinec, Ph.D. MBA, Chairman of ASE

12:00–12:20 | BARACZEK – MOBILE WOODEN BUILDING AS AN INVESTMENT TOOL?

Martin Toman, Synergis Consulting s.r.o.

Lecture focused on the introduction of a new concept of smart mobile wooden buildings. How to consider investing in this type of housing, where it is suitable, how it can be used. What is its value over time and how to work with it as a (junior) investor.

12:20–12:40 | MODULAR CHARGING INFRASTRUCTURE FOR PARKING GARAGES

Ing. Jiří Nykodým, VOLTRIDE s.r.o.

12:40–13:00 | ADVANTAGES OF PHOTOVOLTAICS AND E-MOBILITY SOLUTIONS

Ing. Radek Fuksa, CTO Photomate

13:00–13:40 | ELECTRIC VEHICLE ON LONG ROUTES / SOLAR POWER FLOW MANAGEMENT AND THE IMPORTANCE OF BATTERY STORAGE SYSTEMS

Petr Beneš, Phoenix Contact + **Antonín Škapa**, SOLEK Energy Power Solutions

What is the difference in consumption, charging duration, battery temperature in a hard winter and a hot summer? Is an electric car usable for routes of thousands of kilometres?

The role of battery storage in large PV installations. Management of EV charging and self-consumption of the building with respect to PV energy generation.



The project was implemented with the financial support of the Capital City of Prague.



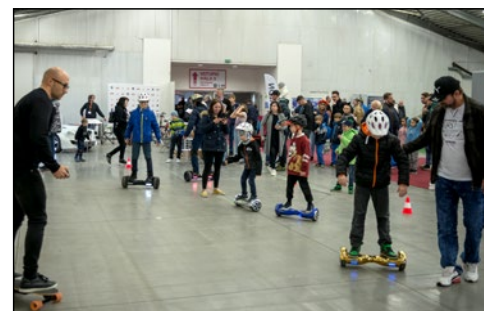
One of the main points of the rich accompanying programme of the trade fair was the two-day conference entitled “Clean Mobility”. Visitors’ interest was also attracted by a discussion panel of experts at the Porsche ČR stand or an autograph session by Přemek Forejt at the Renault ČR stand.

The accompanying programme was enriched also by BESIP, which focused on safe movement on scooters, while the Czech Electric Vehicle Industry Association offered test rides on hoverboards, segways and other electric vehicles. Those interested in testing electric vehicles could choose from nearly four dozen vehicles.

The weekend programme for the general public was provided by TV PRIMA, which is the co-organiser of the trade fair event. Those interested could try out the work of a moderator or obtain an autograph from the actors from the “Dobré zprávy” (God News) series.



Visitors to the e-SALON Trade Fair were able to test selected car models for themselves. Almost every car manufacturing company had test drives this year. As every year, a registration was prepared for those interested, where they could choose from the presented car brands and sign up for a test drive – more than 30 cars of various brands were available for rent – a total of 1,823 test drives took place and 2,927 people took a ride.



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EXPERT PARTNERS



EXPERT AUSPICES / ACCOMPANYING PROGRAMME PARTNERS



PARTNERS



TEST DRIVE PARTNERS



MEDIA PARTNERS

Czech Radio “Radiožurnál”, HYBRID.CZ, Driver’s Portal, GeekLife.cz, FLEET, T+T Technika a trh magazine, DPS Elektronika od A do Z specialised magazine, Echo TÝDENÍK weekly, EkoneWS, EKOLOGICKAAUTA.CZ, KAM po Česku publishing house, ENERGETIKA, Energie 21, Echo24.cz, Průmyslová ekologie.cz, elektrickévozy, Czech Industry, oneindustry, FLOTILA, autonaelektrinu. cz, Moderní obec, REPORTÁŽE z průmyslu, Komunální ekologie.cz, DOPRAVNÍ NOVINY, Volty.cz, Cysnews. cz, Elektro a trh, Business Car, informuji.cz, IOT-NETWORK NEWS, ICT-NETWORK NEWS, EW-NETWORK NEWS, Transport a Logistika, Tim - Tourist Information Magazine, hyperinzerce.cz, katalogautomobilů.cz, kudyznudy.cz, PRÁVO, Rádio DAB Praha, PRAHA TV, VOLTY

OUTDOOR PRESENTATIONS – BILLBOARDS:



OUTDOOR PRESENTATIONS – MASS URBAN TRANSPORTATION MEANS IN PRAGUE:



MEDIA

Outdoor: billboards on main roads in Prague, advertising on mass urban transportation vehicles in Prague

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

Dailies and professional press: AUTO PROFÍ, E15 Magazín, METRO MOTOR, Svět motorů, Sport daily and REFLEX, Dopravní noviny, Transport a Logistika, Moderní obec, Energie 21, ODPADY, FLOTILA, VOLTY, AUTOMAKERS, Energetika, Elektro, Business Car, Auto4Drive. Advertisements in daily newspapers, professional titles and on the websites of media partners.

Radio: Hitrádio Černá Hora, Blaník Praha, Blaník Střední Čechy, Hitrádio City, Fajn Radio, Rock Radio, Expres FM, Classic PRAHA

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

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

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

OUTDOOR PRESENTATION – BILLBOARDS (TRADE FAIR + EXHIBITOR)



ADVERTISEMENTS IN PRINTED MEDIA



The NATIONAL ENERGY CLUSTER, in cooperation with partners, implements also various projects leading to the dissemination of information on power engineering among both the professional and general public. One of these projects, which aims to organise interactive seminars, workshops and participation in exhibitions and trade fairs, is the project entitled "Development of the NATIONAL ENERGY CLUSTER II, registration number CZ.01.1.02/0.0/0.0/20_333/0023647. The project is implemented with the financial support of the Operational Programme Enterprise and Innovation for Competitiveness, support programme Cooperation – Clusters – Cluster Development (Call VII.).



**Chief Executive Officer
and Deputy Chairman
of the Board of Directors**

Martin František Privětivý
M: +420 728 866 220
privetiv@abf.cz



Trade Fair Director

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



Trade Fair Manager

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



Trade Fair Manager

Michal Sedláček
M: +420 739 003 166
sedlacek@abf.cz



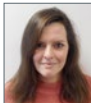
Foreign Trade Manager

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



Production Manager

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



WE INVITE YOU TO THE NEXT YEAR'S EDITION

e-SALON

5TH TRADE FAIR FOR CLEAN MOBILITY

9-12 November 2023

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