



# Automotive ROAD SHOW

## Lower Saxony, GERMANY

September 23-27, 2024

Meet strategic German stakeholders and representatives of the local Automotive ecosystem.

### WHY ATTEND?

### DO I QUALIFY?

US-American executives and industry decision makers of the Automotive sector are welcome.

Our Road Show takes place September 23-27, 2024, after the [Trade Show IAA Transportation](#) in Hanover.

### WHEN?

### COSTS?

Accommodation and transfer costs in Germany are funded by the Federal Ministry for Economic Affairs and Climate Action (BMWK).

An intensive 5-day program visiting companies, industrial hubs, and research institutions across Niedersachsen (Lower Saxony), Germany's top automotive business location.

### OPPORTUNITY?

### ORGANIZER

Trade Horizons Ltd, on behalf of Germany Trade and Invest (GTAI) in cooperation with Invest in Niedersachsen.



- Visits to companies, industrial hubs, and research institutions across Niedersachsen.
- Networking events with industry players, authorities, and stakeholders.
- Briefings on market developments, initiatives, and market entry opportunities.

## PROGRAM

## Niedersachsen | FACTS

- No. 1 in car manufacturing and home to Europe's largest car manufacturer Volkswagen and around 700 component suppliers.
- Niedersachsen is the number 1 location for renewable energies in Germany; famous research institutions in the field of electric mobility like the Battery LabFactory in Braunschweig.
- The vanguard of electro mobility and autonomous driving.

[Find out more](#) about the **US-American Automotive Road Show** to Niedersachsen.

## MORE DETAILS

## HOW TO JOIN?

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