



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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Supported by:



Federal Ministry
for Economic Affairs
and Climate Action

Initiator

GTAI GERMANY
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Host

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Trade Horizons
GLOBAL BUSINESS GROWTH

on the basis of a decision
by the German Bundestag