



**AUTOMOTIVE
ENGINEERING
EXPO 2019**

**PROZESSKETTE
KAROSSERIE**
VOM KONZEPT ZUR ENDMONTAGE

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AUTOMOTIVE ENGINEERING EXPO and AUTOMOTIVE ENGINEERING CONGRESS offer new formats in 2019

- **The learning and knowledge platform for professional engineers**
- **The entire car body process chain: focus on digital development and flexible production**
- **Reserve your exhibition space today**
- **Call for Speakers: submit your presentations online now**

The preparations for the fourth round of the **AUTOMOTIVE ENGINEERING EXPO (AEE)** and **AUTOMOTIVE ENGINEERING CONGRESS (AEC)** are in full swing. The industry meeting place for the car body process chain, which launches at Exhibition Centre Nuremberg on 4 and 5 June 2019, features new and revamped interactive formats like tech tutorials and masterclasses. The thematic focus in 2019 is “New lightweight body structures thanks to digital engineering and flexible production”. The Call for Speakers for the congress is accepting submissions until 31 October 2018. Interested companies can also register as exhibitors and sign up for various learning opportunities:

www.automotive-engineering-expo.com/application

From concept to final assembly, the AEE and AEC present technological solutions for car body construction, painting and assembly, and are directed at participants from the R&D, design and production arenas. For 2019, the event’s creators have come up with a few ideas for supporting events, some new and some extended, as a fitting complement to expo and congress. “Thanks to their various programme formats, the AEE and AEC are more than just the sum of exhibition and congress.

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As a training and professional development platform it is their goal to facilitate intensive knowledge-sharing between exhibitors and visitors,” explains Alexander Mattausch, Executive Director, NürnbergMesse. “Apart from their exhibition stand or congress presentation, companies have a lot of other opportunities to convince visitors of their innovative strength.” For example, the programme now includes half-day tech tutorials that teach technological fundamentals based on practical experience. In a “deep dive” format, newcomers and professionals from other fields discuss the latest innovations in small groups, based on current typical application scenarios and allowing plenty of scope for individual questions.

Premiere: masterclasses make the key topic accessible

Another new feature are the “masterclasses” that bring the car body construction of the future to life in virtual learning environments and in doing so address the event’s main topic “New lightweight body structures thanks to digital engineering and flexible production”. The simulation of processes and products provides insights into what will be feasible in future and includes the opportunity to test and try out various features. Maice Middelkamp, Director Event Management at Vincentz Network, explains: “This is where you can gain the crucial knowledge edge to remain competitive in a fast-changing market environment.”

AEC covers the entire process chain

The AUTOMOTIVE ENGINEERING CONGRESS presents technical progress reports at a high professional standard. Keynote addresses by OEMs explore specific development aspects and provide a comprehensive overview of all the important facets of car body construction. Prospective speakers can submit their proposals for the AEC until 31 October 2018 at: www.automotive-circle.com/aec

Proven networking formats bring experts together

The guided tours of the expo for trade visitors and congress delegates are always a drawcard at the AEE Product highlights from the exhibiting suppliers are explained by representatives of renowned OEMs, while the innovations from the congress presentations are put into a practical context. In 2019 the Presentation Arena will once again offer exhibitors

added value. In 15-minute product presentations, companies provide information about their latest developments, which can then be inspected and tried out immediately afterwards at the exhibition stands.

Innovation Park: preview of the car body construction of the future

The new Innovation Park at the AUTOMOTIVE ENGINEERING EXPO showcases outstanding car body concepts and components, including parts jointly developed by suppliers and automobile manufacturers that will only be used in the future. It is an extension of the Showcase, which displays the most innovative car bodies of the year from the EuroCarBody Benchmarking Conference hosted by Automotive Circle.

2017 review: AEE underpins leading role

In 2017, the AUTOMOTIVE ENGINEERING EXPO increased all its trade fair-related KPIs. With 97 exhibitors (2015: 69), a growth in display area of 20 percent, and 1,202 visitors (2015: 1.022), the third round of the exhibition showed that it has established a permanent place within the sector. Eight out of ten exhibitors were satisfied with their trade fair success, and around three-quarters stated that they had forged new business connections. In this context, exhibitors praised the high professional calibre of visitors and the intensity of discussions at the stands. The feedback from trade visitors, most of them decision-makers or influential in the procurement process at their companies, was much the same: 94 percent were satisfied with the range of products and solutions on display.

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