

Press release

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New layout of IAA TRANSPORTATION draws more international exhibitors

Increase in international exhibitors – Greater international representation and more networking opportunities – IAA Career as a talent pool for companies

Berlin, Hanover, 16 May 2022

New formats, new content, new exhibitors: The brand-new concept for this year's IAA TRANSPORTATION from 20 to 25 September – a pioneering and leading international platform for commercial vehicles, transportation, logistics, and buses – has been very well received. Compared to past years, the number of international exhibitors and partners has increased. Newcomers like Hyzon Motors, Quantron AG, Nikola Corporation, HyMove, AirProducts & Chemicals, Linde, and Tevva will be joining big names like Shell, Swedish e-car pioneer Volta Trucks, and Chinese truck and engine manufacturer Weichai.

“We are very pleased to be able to make IAA TRANSPORTATION more attractive for international exhibitors with the entirely revamped concept and a broad range of information, from last mile and logistics to hydrogen and electric engines,” says VDA CEO Jürgen Mindel. “Now one thing is for sure: All the exhibitors

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present will benefit greatly from the greater international representation and networking.”

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In addition to the international newcomers, IAA TRANSPORTATION is also welcoming numerous established exhibitors such as BYD, DAF, Daimler Truck, Ford, Ford Trucks, Iveco, MAN, Renault, SAIC, Scania, Siemens, Volkswagen Commercial Vehicles, Volvo, and numerous manufacturers of trailers, enlargements and additions, as well as established vendors.

IAA Career for more communication and networking

“Future” is the key word at IAA Career. From professionals to newcomers, this year’s IAA TRANSPORTATION will be the doorway to a career or a career booster thanks to informative, communication-based formats like the Career Guided Tours and Employee Branding State. Participating companies also benefit from the high density of well educated and ambitious professionals and junior personnel who are at IAA Career to learn about potential new employers.

“Acquiring well educated, dedicated, and creative professionals and junior personnel is the top priority in every company in this industry these days,” says Mindel. “Their perspectives and creative ideas are paramount for overcoming the immense challenges of the coming years with regard to climate neutrality, digitisation, and networking. With IAA Career and its innovative concepts we want to help companies and potential employees make initial, direct contact with each other as pragmatically and as simply as possible.”

The latest information and the 2022 logo design can be found at iaa-transportation.com.