

Leading fleet trade fair “Flotte! Der Branchentreff” brings experts together in Düsseldorf

First fleet event of the year will be held in Düsseldorf on 29 and 30 March.
“Flotte! Der Branchentreff” is the leading German trade fair for fleet managers.
Over 290 exhibitors to showcase their products and services.

On 29 and 30 March 2023 Messe Düsseldorf will host Germany’s biggest vehicle fleet trade fair at its exhibition centre. “Flotte! Der Branchentreff” is the leading trade fair for decision makers in the fleet management and mobility industry. Over 290 exhibitors will showcase products and services on 18,000 square metres. At “Flotte!” intense networking is centre stage. The longstanding guest event has developed into a fixture in the Düsseldorf trade fair portfolio.

Düsseldorf, 20 March 2023. It is the event of the year for Germany’s vehicle fleet and mobility decision makers: as part of the “Flotte! Der Branchentreff” trade fair, manufacturers and importers, leasing companies as well as service providers related to commercial vehicle fleets will meet with vehicle fleet managers on 29 and 30 March. “Flotte!” is the biggest fleet trade fair in Germany and the key networking event for the sector. 2023 will see more than 290 exhibitors present their products and services at the premises of Messe Düsseldorf. Technical lectures, workshops, expert panels and one-on-one conversations will combine to form a broad and attractive supporting programme. Just how relevant this leading trade fair is for the sector is reflected by its attendance figures: since its first edition in 2016 the number of exhibitors has risen by almost 50% and exhibition space by around 30% to 18,000 square metres today.

Fleet industry as innovation driver for the automotive industry

“Flotte! Der Branchentreff”, which was conceived by the trade magazine *Flottenmanagement*, has already been held as a guest event at Messe Düsseldorf Exhibition Centre since 2017. Digitalisation and telematics, e-mobility and charging infrastructure, hydrogen drives and e-fuels: the trade fair revolves around the current trends and future topics for the sector. This is also reflected by the expert talks delivered by high-calibre speakers on both days. “‘Flotte!’ is the most relevant meeting of sectoral experts and perfectly fits the trade fair company and the city of Düsseldorf,” says Wolfram N. Diener, President & CEO of Messe Düsseldorf, and goes on to say: “On the one hand, mobility is of growing importance in our trade fair portfolio, on the other, most of Germany’s vehicles fleets are based in NRW. The state capital with its easy accessibility and our exhibition centre with state-of-the-art technical equipment is the obvious location for ‘Flotte!’.”

Most important networking event for the industry

Be it at business breakfasts, lectures, roundtables, workshops or during the buffet lunch: expert exchange and personal encounters are centre-stage at “Flotte!”. There are wide and varied possibilities to make contacts and return with new impulses. Everywhere knowledge is shared, and business opportunities and challenges are discussed. The first evening of the trade fair is also about networking: exhibitors and visitors will be able to deepen such current topics such as the electrification of vehicle fleets at the major evening networking event with catering. Ralph Wuttke, editor-in-chief for fleet management and Project Director of “Flotte!”, delights at the consistently positive response: “We realise how pressing the current issues are and how important it is for people to meet in person. The early date in the industry calendar also benefits us; it makes us the first major fleet event of the year.”

Appointment tool for planning your days at the trade fair

An online platform ensures that the two trade fair days will prove successful. Via the “Flotte!” appointment tool exhibiting companies and visitors can already make appointments in the run-up to the trade fair or book seats for a workshop. Suitable discussion partners can be found using a targeted search by topic.

For more information on the “Flotte! Der Branchentreff” trade fair visit the website: derbranchentreff.de

Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 global No. 1 trade fairs at its 613,000 m² exhibition centre on the Rhine. In the 18 halls the international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange and network. The sectors of expertise of Messe Düsseldorf include: “Machinery, Plants and Equipment” (inter alia drupa, K, interpack, glasstec, wire and Tube); “Retail, Trades and Services” (EuroShop, EuroCIS, ProWein); “Health and Medical Technology” (MEDICA, COMPAMED, REHACARE); “Lifestyle and Beauty” (BEAUTY, TOP HAIR) as well as “Leisure” (boot, CARAVAN SALON). Add to this, numerous conventions, corporate events, conferences and meetings by its subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organises 65 events and participations. The global network of the group of companies encompasses 76 foreign representatives for 139 countries – including 6 international subsidiaries.

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