

EXHIBITOR
INVITATION

Northern Europe's most important meeting place for the public transport of tomorrow

5-7 November 2024, Svenska Mässan, Gothenburg, Sweden



PERSON
TRAFIK

GOTHENBURG
5-7 November
2024

www.persontrafik.se

One of Europe's most important events for the public transport industry!

The journey continues

Persontrafik is back on track. After a few years' absence, the trade fair enjoyed a successful return in autumn 2022. The event in Stockholm once again brought the industry together to meet in person. Now the journey continues to new destinations. Next stop – Gothenburg. November 2024 offers the ideal chance to meet a new market and secure new contacts in Nordic public transport. Opportunities await. Welcome to Gothenburg!

A recipe for success

Over the years Persontrafik, which alternates between Stockholm and Gothenburg, has firmly established itself as one of Europe's most important meeting places for the industry. Bringing the different modes of transport – bus, train and taxi – together in one arena has proven a great success. Collaboration, cooperation and service are the key to future developments in public transport.



Visitors who matter

As an exhibitor at Persontrafik 2024 in Gothenburg, you'll meet public transport's leading decision-makers from Sweden and the wider Nordic region – including responsible politicians, relevant public agencies, traffic planners, administrators, buyers, operators and other key decision-makers. And they're all on the hunt for new products and alternative solutions, new contacts and new knowledge. This will then often form the basis for their future purchases and procurements.

The route to sustainable development

The Nordic countries have a strong focus on accessibility, service and eco-friendly solutions, in their drive to encourage more people onto public transport. As such, the market's core interest lies in new technology, services, safety and combined mobility. Travel should be attractive, comfortable and eco-friendly, always with the passenger front and centre.



Persontrafik 2024 will, as ever, have a major emphasis on social development, as demonstrated in the exhibition hall and, not least, in the extensive programme of seminars – a programme that examines future issues and solutions for our public transport systems.



Knowledge, launches, networking and a glitzy party!

Running alongside the trade fair is an extensive seminar programme with a focus on future developments, organised by the industry's leading organisations. This always attracts a good crowd, with almost 1,000 people taking part last time. Persontrafik is also the venue for a wide range of exciting product launches, hot-topic debates, networking events and, last but not least, the industry party of the year. A chance to meet customers and colleagues in a rather more relaxed setting.



On show at Persontrafik 2024:

- Buses & other vehicles
- Taxis
- Rail-based vehicles
- IT
- Traffic information
- Traffic control
- Charging infrastructure
- Combined mobility
- Ticketing systems
- Safety
- Environmental technology
- Stop environments
- Vehicle equipment & interiors
- Dial-a-ride & school transport
- Spare parts, service & maintenance
- Workshop equipment
- Other services



Facts & Figures from 2022

5,231 visitors from 24 countries
152 exhibitors from 17 countries
956 seminar participants

About the visitors:

70% have great influence over purchasing
32% secured new supplier contacts
83% gained new ideas and knowledge



One of Europe's most attractive meeting places

Svenska Mässan is an ultra-modern venue with a unique city centre location and superb communications. In partnership with Gothia Towers, the site offers one of the largest fully integrated hotel, exhibition and conference facilities in Europe.

Contact us for stand bookings or further information:



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The whole industry in one place

Persontrafik 2024 is jointly organised with Sweden's key industry organisations, a whole host of leading suppliers and the industry media. This established partnership creates the perfect conditions for a successful event.

Co-organisers:



SVENSKA
TAXIFÖRBUNDET



SVENSKKOLLEKTIVTRAFIK



Sveriges
Kommuner
och Regioner



Sveriges Bussföretag
Ett förbund inom TRANSPORTFÖRETAGEN



Tågföretagen

Media partners:



Organisers:

SVENSKA MÄSSAN
THE SWEDISH EXHIBITION & CONGRESS CENTRE

GOTHIA TOWERS



Stockholmsmässan