



## Main activities at FIAA 2026.



### European MINIBUS OF THE YEAR AWARD

**IFEMA MADRID** and **Autobuses & Autocares magazine**, the official representative in Spain for the **International Bus & Coach of the Year Awards**, are again jointly organising the **Minibus Euro Test**, which will select the Minibus of the Year in Europe.

The jury for this award is made up of leading road passenger transport magazines from 21 European countries.

### European Awards SUSTAINABLE BUS AWARDS

**FIAA 2024** was the venue chosen for the presentation ceremony of the eighth edition of the **SUSTAINABLE BUS AWARDS**, which recognise advances in innovation and sustainability in public transport.

The awards recognise the best models in the **Urban**, **Intercity** and **Coach** categories.

### Powerful PRESS DAY PRESS PRESENTATION DAY

On the first day of the fair, **a powerful agenda of presentations to the trade press** is organised, where the leading manufacturers, coachbuilders and builders of buses and coaches present their latest products, innovations and advances. These conferences are attended by more than **200 journalists** from around the world and generate tremendous media coverage.



## Welcome to Madrid.



Take advantage of your attendance at **FIAA** to discover **Madrid**, one of the most interesting cities in Europe and a prime location for hosting major international events and for business development and creation.

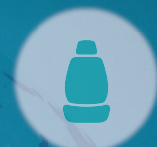
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Feel the inspiration.

# Fiaa

International Bus and Coach Trade Fair



Leading the new mobility.

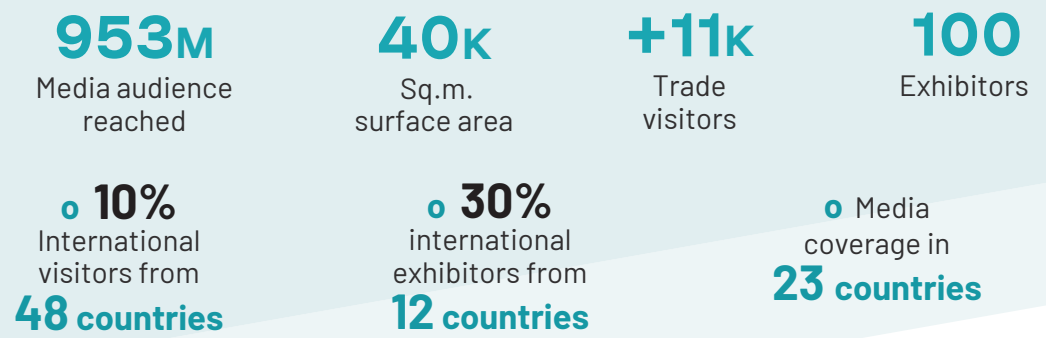
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ifema.es





# FIAA 2024 in figures:



## What is FIAA?

FIAA is the most important biennial event showcasing all kinds of **innovations in buses and coaches.**

The **leading trade fair** in southern Europe for the sale of **products, services, technology** and **components** for bus fleets.

The largest showcase for **technological innovation** in coaches, buses, bodywork, services and components.

A powerful tool that covers three key market functions: **marketing, innovation** and **knowledge.**

Host of the prestigious European awards **MINIBUS OF THE YEAR** and **SUSTAINABLE BUS AWARDS**

## As in the previous edition.

FIAA 2024 exceeded all expectations, being an edition of recovery and growth:

- The exhibition offer:

+ 33%
- The exhibition area:

+ 49%
- The number of visitors:

+ 57% (from 7,023 to 11,045)
- Internationally:

| Visitors | Exhibitors | Countries |
|----------|------------|-----------|
| + 78 %   | + 13%      | + 32 %    |
- It reached an audience of more than 953 million in the media.
- A high-level institutional presence.



## Why participate in FIAA 2026?



- FIAA is the **commercial meeting point** for the entire value chain of the passenger road transport industry.
- 40.000 Sq.m.** of exhibition space for bus and coach products and services, making **FIAA** the **leading commercial** and **business platform** for the sector in **Southern Europe.**
- Provides you with all the **communication** and **promotion tools** you need to get the most out of your presence at the fair.
- The presence of specialised media** at the fair guarantees the **rapid** diffusion of all **the latest news.**
- Powerful Institutional Agenda** with the presence of high-level administrations, organisations and public institutions.

## Exhibitor profile.



- Bus and coach manufacturers.
- Bus and coach bodywork companies.
- Component and accessory suppliers.
- Suppliers of safety technologies and equipment.
- Alternative energies and sustainability.
- Transport service providers.
- Infrastructure manufacturers.
- Maintenance and repair services.
- Consultancies and industry associations.



## BOOST YOUR BUSINESS AT FIAA! CONNECT WITH INNOVATION AND LEAD THE FUTURE.



## Visitor profile.

At the 2024 edition, **more than 52%** of visitors confirmed that they had made a **commercial agreement during their visit to FIAA.** In addition, 96% of visitors indicated that they would visit the next edition, and more than 50% of visitors hold senior management positions.

- Visitor profile:
- Fleet owners and operators.
- Manufacturers and suppliers.
- Auxiliary industry companies.
- Public administrations and organisations.
- Spare parts and accessories distributors.
- Dealerships.
- Importers and exporters.
- Installers.
- Tour operators.
- Specialised press.