

## PRESS RELEASE

### The International Suppliers Fair (IZB) 2024 is underway

- *A celebratory evening event officially opened the three-day specialist trade fair*
- *843 companies from 33 different countries are exhibiting at the event*
- *The IZB 2024 is focusing on innovation topics and dialogue*

Wolfsburg, 21st October 2024. In accordance with the key topic of the 12th International Suppliers Fair (IZB), “Empowering Partnerships”, a multitude of top-class guests from the worlds of politics, business and science gathered to attend today’s celebratory opening of the trade fair. Over the next three days, 843 exhibitors from 33 different nations will showcase their latest technologies and innovations in the fully booked exhibition grounds of the specialist event for the automotive supplier industry in the Allerpark in Wolfsburg. This year’s event is focusing on strengthening cooperation and dialogue on joint strategies for facing the challenges of the industry.

“Successful products for the future of mobility come from targeted cooperations. It is therefore essential that we come together here at the IZB to work together to develop innovations that will shape the automotive future. Only by focusing on continuous communication and cooperative partnerships can we successfully master the challenges of the industry,” stated Dirk Große-Loheide, Member of the Extended Executive Committee of Volkswagen AG and Member of the Board of Management of the Volkswagen Brand responsible for Procurement, underlining the event’s key topic of “Empowering Partnerships” during the opening ceremony held at the Forum AutoVision in Wolfsburg.

In a talk with Dirk Große-Loheide, Kai Grünitz, Brand Board Member for Technical Development at Volkswagen Passenger Cars, emphasised the importance of international cooperations for the innovative strength of the industry: “Supplier companies are the driving force behind many technological innovations. That said, new technologies are also entering the world of the ‘vehicle’ product via other interfaces, too. This is why the integration of new partners and the expertise and flexibility of all parties involved are essential when it comes to successfully implementing the transformation to more sustainable and digitally networked mobility.”

## **Dialogue between manufacturers and suppliers**

This year, the Volkswagen Group is one of the more than 843 exhibitors from all over the world at the IZB, where the Group is presenting four stands focusing on different themes. The trade fair is also welcoming ten of the world's fifteen highest-volume automotive supplier companies, including Robert Bosch GmbH, Denso, AISIN and Continental AG. Visitors can look forward to exhibitors from the entire automotive value chain at the IZB. "More than 40 percent of the exhibitors now come from locations outside of Germany. A multitude of international corporations have also again registered for the event via their German locations. This is further evidence of the global networking within the industry. 'We are stronger together' is the message that I want to share with you today," declared Thomas Krause, Spokesman of the Board of Wolfsburg AG, as he welcomed participants and gave a speech emphasising the importance of the IZB as an international platform for communication, marketing and innovations.

On the three days of the trade fair, which is taking place from 22nd to 24th October 2024, the IZB Live Stage in the Connecting Area in Hall 4 will provide a stage for discussions on the latest topics and trends in the industry. Around 30 talks, keynotes and panel discussions with representatives from the Volkswagen Group and supplier companies will focus on the main topics of the event, namely Interior & Exterior, Electronics & Connectivity, Powertrain & Battery and Metal, Car Body & Chassis. The Connecting Area will also provide an insight into several world premieres that exhibitors are presenting for the first time at this year's IZB.

## **Innovations secure competitiveness**

"The IZB sends out a clear signal that we are bringing the innovative strength and transformative ability of the German and Lower Saxon automotive industry to the forefront in these challenging times. By working together and sharing knowledge on all levels, we will successfully shape the transition," emphasised Stephan Weil, Minister President of the German Federal State of Lower Saxony. Lower Saxony is being represented at the specialist trade fair in Wolfsburg by a total of around 60 exhibitors, nearly 20 of which come directly from Wolfsburg.

Against this background, Dennis Weilmann, Mayor of the City of Wolfsburg, made the most of the opportunity to address the developments currently underway in Wolfsburg as an automotive region. “The latest developments at Volkswagen and their possible impacts on the supplier industry have underlined the urgent need to improve efficiency and establish a clear market position. The IZB offers us the opportunity to discuss central issues and work together to come up with solutions that will enable us to further strengthen Wolfsburg as an important business location,” emphasised Weilmann. According to Weilmann, many of the companies attending the IZB are long-standing partners of both Volkswagen and the city of Wolfsburg.

After the opening speeches, the patrons of the trade fair, Dirk Große-Loheide, Kai Grünitz, Stephan Weil and Dennis Weilmann, came together with Thomas Krause to declare the International Suppliers Fair 2024 officially open. The event organisers are looking forward to welcoming a multitude of trade visitors from Germany and abroad over the three days of the trade fair from 22nd to 24th October 2024.

The first International Suppliers Fair (IZB) was held back in 2001 as a specialist trade fair for the automotive supplier industry, welcoming 128 exhibitors from six nations and 13,500 visitors. Nowadays, the IZB exhibition grounds in the Allerpark in Wolfsburg cover an area of around 38,000 square metres, offering space for six exhibition halls organised according to themes, along with an open-air space. This year, 843 exhibitors from 33 different nations are using the platform to present their products, discuss trends and develop business relations. The company Messe Wolfsburg is the technical partner of the IZB. More information can be found online at [www.izb-online.com](http://www.izb-online.com).

Texts and images are available at [www.wolfsburg-ag.com/presse](http://www.wolfsburg-ag.com/presse)

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