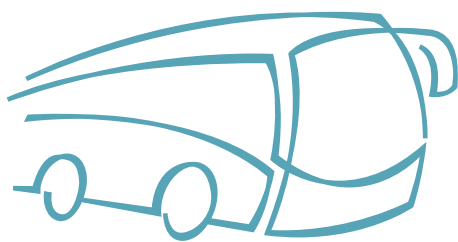


**fiaa**

INTERNATIONAL BUS AND  
COACH TRADE FAIR



**28-31**  
OCTOBER  
**2014**

ORGANISED BY



**IFEMA**  
Feria de  
Madrid

**fiaa**

**Technology in movement**

[www.fiaa.ifema.es](http://www.fiaa.ifema.es)

# WELCOME TO FIAA

AN EXHIBITION SERVING  
AN INDUSTRY KNOWN  
AROUND THE WORLD

The 12th edition of **FIAA**, the **International Bus and Coach Trade Fair**, will run from the **28th to 31st of October 2014** at **Feria de Madrid, Spain**, in partnership with all the sector associations and the industry.

With more than 20-years of history, **FIAA** has provided the best platform for the various brands and companies that comprise its offering, showcasing the very latest developments in safety, design, energy, efficiency and comfort in the road passenger transport sector.

Competitiveness, innovation, technology and internationalization are the defining features of **FIAA 2014**, which will bring together all the latest developments in a rapidly evolving sector with a bright future.

We look forward to seeing you.



**Alberto**

Alberto Díaz  
Director of Automotive  
Exhibitions



## THE SPANISH SECTOR IN FIGURES

### ROAD PASSENGER TRANSPORT

- **3,666** Public Road Passenger Transport Service Companies
- **44,000** buses
- **65,000** direct employed
- **340,000** km network of regular services connecting 8,000 population centres
- An annual turnover of **€4 billion** (70% regular and 30% discretionary services)

### URBAN TRANSPORT

- **189** companies
- **12,580** buses
- **176 million** passengers carried
- Total turnover: **€1.5 billion**

Source: FENEBUS January 2013



# FIAA 2014 GENERAL CHARACTERISTICS

## DATES

28-31 OCTOBER 2014

## OPENING HOURS

Tuesday 28 to Thursday 30  
from 10 a.m. to 7 p.m.  
Friday 31  
from 10 a.m. to 5 p.m.

## VENUE

Feria de Madrid  
Avda. del Partenón, 5  
28042 Madrid, Spain

## EDITION

Twelve

## FREQUENCY

Biennial

## PRESS DAY

Tuesday 28 October

## OPEN TO

Professionals

## SECTORS

Whole vehicles  
Chassis  
Bodybuilding  
Spare Parts, Accessories and  
Technology  
Maintenance  
Transport Infrastructures  
Associations, Bodies and Services

## ACTIVITIES

Test Circuits

## ORGANISED BY

IFEMA

## IN PARTNERSHIP WITH



ANETRA, the National  
Association of Coach  
Transport Owners



ASCABUS, the National  
Association of Coach  
Builders



ASINTRA, the Spanish  
Passenger Transport  
Business Federation



ATUC, the Association of  
Urban Public Transport  
Management Companies



FENEBUS, the National  
Bus Transport Business  
Federation



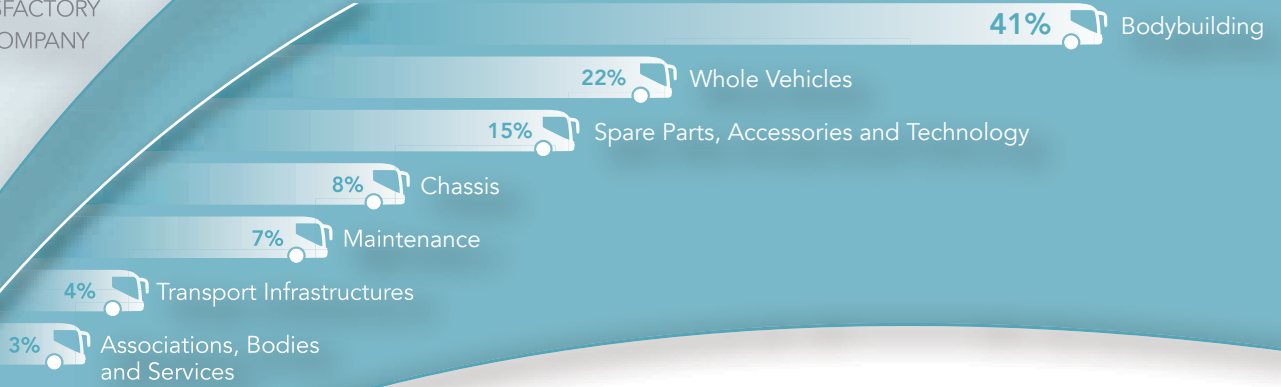
TU, the Spanish Surface  
Urban Public Transport  
Association

# FIGURES FROM THE LAST EDITION

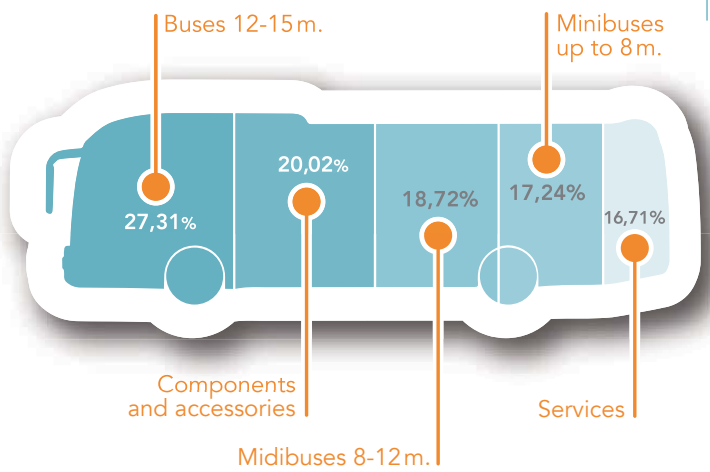
**88%** OF EXHIBITORS CONSIDER THEIR PARTICIPATION IN **FIAA 2012** HIGHLY SATISFACTORY FOR THEIR COMPANY

**181 PARTICIPATING COMPANIES**  
33% FOREIGN COMPANIES FROM 15 COUNTRIES

## Activity of the participating companies



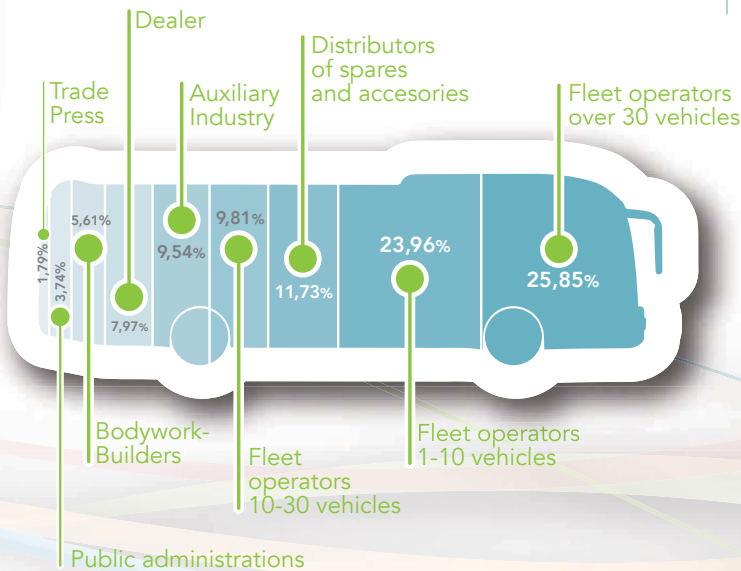
## Trade visitors by Sector of Interest:



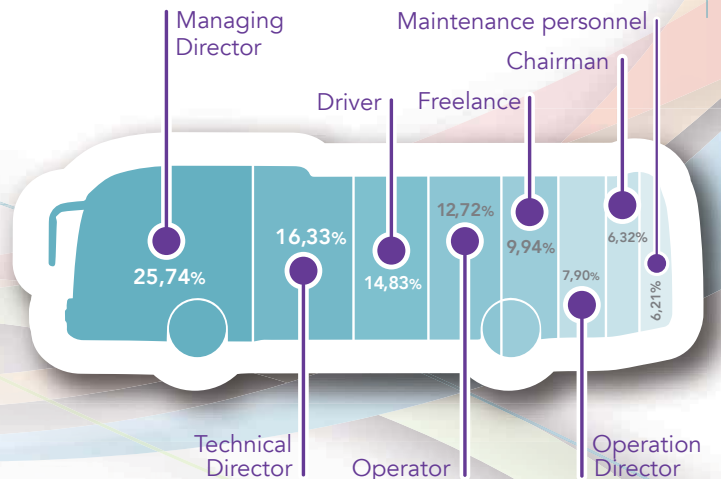
## 9,744 TRADE VISITORS

15% FOREIGN VISITORS FROM 51 COUNTRIES

## Trade visitors by Activity:



## Trade visitors by Occupation:



## 204 ACCREDITED JOURNALISTS

21% FOREIGN

## 124 ACCREDITED MEDIA

## 469 MENTIONS IN THE MEDIA







## FERIA DE MADRID SERVICING AND SUPPORTING PROFESSIONALS

Annually, more than 32,000 companies (20% from abroad) take part in IFEMA's fairs, whilst some 2.6 million visitors register to attend.

IFEMA's management model, together with its diverse range of activities, position IFEMA as the leading operator in Spain and one of the most important operators in Europe.



## MADRID STRATEGIC PLACE

Madrid features the headquarters of one third of all Spanish companies and of numerous multinational organisations, as well as the production centre of many nationwide operators. Madrid is one of the most prosperous regions in Europe. Thanks to its enviable location and its excellent transport connections, the city welcomes more than 8 million visitors each year, many of them participants at fairs and conventions. In order to cater for these visitors, Madrid offers a series of hotel and tourism infrastructures of the first order, as well as some marvellous cultural, leisure and shopping opportunities.



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Enjoy  
Madrid  
like never  
before

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