

2027 Edition



2027

HOME APPLIANCES & CONSUMER ELECTRONICS



June 17 - 19



Hungexpo Budapest
Congress and Exhibition Centre

ORGANISER:

CEMS Global
USA

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Europe

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MEDIA | EVENT | SERVICE



EXHIBITION INTRODUCTION

Electronics Budapest 2027 is the emerging international trade fair for home appliances and consumer electronics in Central and Eastern Europe. It covers the full spectrum of the industry — major home appliances, consumer electronics, smart home, audio-visual entertainment and mobile devices — providing a one-stop platform for manufacturers, brands, distributors and buyers.

Located in the heart of Europe, Budapest is the gateway between East and West, reaching a consumer market of more than 400 million people across CEE and the EU. With efficient road, rail and air networks, Hungary serves as a key entry point and distribution hub for international electronics brands entering the European market. With 10,000 m² of exhibition space, the fair shares professional visitor and buyer resources bringing together producers, distributors, retailers and e-commerce platforms from around the world — the ideal gateway to the CEE home appliance and consumer electronics market.



FACTS AND FIGURES 2027

EXPECTED KEY FIGURES OF THE INAUGURAL EDITION



EXHIBITION SPACE : 10,000 M²



TRADE VISITORS : 8,000+ VISITORS



INTERNATIONAL SHARE OF EXHIBITORS : 50 %



COUNTRIES REPRESENTED : 20+



JOURNALISTS, : 100+



EXHIBITORS : 150+ COMPANIES FROM 20+ COUNTRIES

HUNGARY AT A GLANCE

EUROPE'S ELECTRONICS POWERHOUSE

The CEE electronics industry keeps expanding: in 2024, the 3C segment (computers, communications, consumer electronics) generated approx. USD 42.8 billion, close to 80% of the region's total electronics output. Driven by AI and data centre demand, computer-related output in the Czech Republic, Hungary and Poland grew by 28.2% in 2024, with a further 13.2% growth expected in 2025.

Hungary is the largest electronics producer in Central and Eastern Europe and a major global production base. In 2022, computer and electronics industry output reached approx. USD 16 billion, up 9% year on year, with the ICT sector contributing 7% of GDP and employing about 250,000 people. Global players such as Samsung, Siemens, Bosch and Foxconn operate production sites and R&D centres in Hungary, forming a complete value chain covering mobile phones, TVs, computers, home appliances and automotive electronics.

Consumer demand is recovering steadily: as inflation eases across Europe, China's home appliance exports to Europe reached approx. USD 25.8 billion in the first three quarters of 2024, up 13% year on year. The Hungarian smart home market is estimated at approx. USD 1.5 billion in 2025, with an expected annual growth of around 9%, potentially doubling by 2030.

China-Hungary economic and trade cooperation continues to deepen: bilateral trade reached approx. USD 20.8 billion in 2025, up 28% year on year, and China has been Hungary's largest source of foreign investment for three consecutive years. With the China-Europe rail corridor and Budapest Airport as hubs, electronics goods can reach CEE and EU markets efficiently, providing solid supply chain support for exhibitors.

● ELECTRONICS INDUSTRY OUTPUT

APPROX. USD 16 BN (2022), LARGEST IN CEE

● SHARE OF CEE ELECTRONICS OUTPUT

30%

● ICT SECTOR SHARE OF GDP

7%

● ELECTRONICS WORKFORCE

APPROX. 250,000

● SMART HOME MARKET

APPROX. USD 1.5 BN IN 2025, ~9 % ANNUAL GROWTH

● COMPUTER OUTPUT GROWTH (CEE TOP 3)

+28 % IN 2024

EXHIBITION AREAS

Electronics Budapest brings together the entire value chain of home appliances and consumer electronics in one place. Ten clearly structured exhibition areas present the full spectrum from finished products to components.

EXHIBITION AREAS:

MAJOR HOME APPLIANCES



refrigerators, washing machines, air conditioners, kitchen appliances

CONSUMER ELECTRONICS



mobile phones, computers, tablets, wearables

AUDIO-VISUAL AND ENTERTAINMENT



TVs, audio, projectors, gaming devices

SMART HOME



smart lighting, smart security, smart locks, whole-home solutions

KITCHEN, CLEANING AND PERSONAL CARE APPLIANCES



MOBILE COMMUNICATIONS AND ACCESSORIES



chargers, power banks

ELECTRONIC COMPONENTS AND PARTS



HEALTH AND BEAUTY APPLIANCES



ENERGY STORAGE AND CHARGING



portable power, home storage, EV chargers

ELECTRONICS MANUFACTURING AND SUPPLY CHAIN SERVICES



OEM/ODM, design, warehousing

HUNGEXPO BUDAPEST CONGRESS AND EXHIBITION CENTRE

Hungary's largest and the CEE region's leading congress and exhibition complex, fully renovated and expanded in 2021

75,000 M²

INDOOR EXHIBITION SPACE

24,000 M²

OUTDOOR EXHIBITION AREA



8

INTERCONNECTED HALLS

2,000

SEAT CONGRESS HALL

90+

MEETING ROOMS

15

MINUTES FROM THE CITY CENTRE

20

MINUTES FROM BUDAPEST AIRPORT



E!Electronics
Budapest

2027

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HUNGEXPO BUDAPEST
CONGRESS AND EXHIBITION CENTRE

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