

## **GIIAS The Series, Another Positive Achievement**

**Jakarta, January 2020** – Comexposium announced another addition to GAIKINDO Indonesia International Auto Show (GIIAS), the most-awaited automotive exhibition in Indonesia. GIIAS The Series will further expand GIIAS's positive achievements as it is featured in several potential cities in Indonesia.

Seven Event, Indonesia's renowned professional exhibition organizer (PEO), a joint venture platform between Comexposium with Amara Pameran International (API), will also be responsible managing the show's series in Surabaya, Jakarta, Makassar, and Medan.

The world-class auto show series, GIIAS is endorsed by OICA (Organisation Internationale des Constructeurs d'Automobiles), an international trade association overseeing world auto shows. GIIAS The Series is where various world-renowned automotive brands launch their latest products as well as introduce future technologies through the presence of concept vehicles. Last year's GIIAS The Series presented a total of 42 new vehicles and concept vehicles, which were showcased at The 27<sup>th</sup> GIIAS and GIIAS Surabaya 2019. More than a hundred thousand visitors attended GIIAS The Series in Surabaya, Makassar and Medan, while in last year, GIIAS 2019 was attended by more than 470 thousand visitors.

GIIAS The Series has also generated tens of thousands of sales throughout the series and has been one of the important factors to boost the Indonesian automotive industry's yearly achievement. Indonesia records more than 1 million vehicle units in domestic sales, and more than 250 thousand units have been exported to more than 80 countries.

GAIKINDO Chairman Yohannes Nangoi expressed his optimism about this year's GIIAS The Series and expected GIIAS 2020 The Series to be a strong momentum for the Indonesian automotive industry to prosper this year. "GIIAS is the backbone of GAIKINDO's activities, which has become an extraordinary auto show. We will welcome 2020 with great optimism, and we will move forward together for the Indonesian automotive industry".

For Seven Event, the acquisition of GIIAS regional auto shows and merging them to the main GIIAS auto show is an important decision to further expand GIIAS as a brand.

President Director Seven Event Romi explained that the acquisition is the final step to develop the internationally acclaimed auto show, "GIIAS needs to further grow as a brand and become a solid event. The acquisition was the right step to complete the show."

Held since 2015, GIIAS The Series is the biggest automotive exhibition under the management of Seven Event. Its expansion to several Indonesia's region will allow Seven Event to also expand their portfolio in the automotive based exhibition.

In 2020, Seven Event will hold a total of six exhibitions, covering all sectors of the automotive industry, which include passenger car, commercial vehicle, motorcycle, and the automotive supporting industries. "GIIAS The Series will officially strengthen Seven Event's footprint as a leading automotive exhibition organizer in Indonesia," said Romi.

GIIAS 2020 The Series schedule:

GIIAS Surabaya 2020	: 20-29 March, 2020, Grand City Convex, Surabaya
The 28 <sup>th</sup> GIIAS in Jakarta	: 7-17 August 2020, ICE - BSD City
GIIAS Makassar 2020	: 21-25 October 2020, Celebes Convention Center, Makassar
GIIAS Medan 2020	: 25-29 November 2020, Santika Premiere Hotel & Convention

**For more information:**

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