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### **eCarExpo relaunches – returns to Stockholmsmässan in 2026**

**eCarExpo, the Nordic region’s leading meeting place for electrified mobility, will return to Stockholmsmässan on 9–11 October 2026. The popular exhibition concept now continues under new ownership, with a focus on sustained growth and long-term development.**

Behind the initiative is a team combining both experienced and new key players.

Anna Fägersten Dahlquist (Marketing Director) and Jan Rawensparr (Sales Director) return to their previous roles, joined by Peter Scott, who brings over 25 years of experience from the Nordic trade fair industry.

“We continue to see strong interest in eCarExpo – from the industry, consumers, and the media. Our task is to build on what already works while strengthening the overall experience for both exhibitors and visitors,”

says Anna Fägersten Dahlquist, Marketing Director.

Since its launch in 2016, eCarExpo has established itself as the Nordic region’s leading arena for electric mobility, innovation, and business.

In 2026, the fair returns to Stockholmsmässan, co-located with Hem & Villa – a strong combination that broadens the audience and increases visibility.

The simultaneous staging alongside Hem & Villa and Trädgårdsmässan Höst is a strategic move designed to create clear synergies.

Overlapping target groups mean more relevant visitors and greater business value for exhibitors across all fairs.

The event attracts a highly engaged audience with clear buying intentions.

More than 75 % of visitors report that the fair has influenced their upcoming car purchase.

Industry visitors also represent strong decision-making power, making the fair an effective forum for business.

At the latest event, a single exhibitor carried out more than 1 000 test drives.

Media interest has likewise been strong, with over 150 publications and several features in national television.

The digital stage program once again reached a wide audience, demonstrating eCarExpo’s growing digital impact with thousands of online views.

With a solid foundation, a well-defined target group, and strong interest from both the industry and the public, eCarExpo 2026 stands out as the must-attend Nordic event for everyone engaged in the future of mobility.

The sister event eComExpo – focusing on electrified commercial transport – is planned for 2027, with further details to be announced at a later stage.

#### **About EV Events AB**

EV Events AB organizes trade fairs for the electrified vehicle and transport sectors.

The company is behind the two leading Nordic brands eCarExpo and eComExpo – the region’s largest

meeting places for e-mobility and electrified transport.

Since 2016, EV Events has attracted hundreds of thousands of visitors and exhibitors in Stockholm, Gothenburg, Copenhagen, Tallinn, and Oslo, contributing significantly to the sustainable transition of the industry.

**For further information:**

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