International Trade Fair
for Electrical Engineering,
Electronics and Energy

AMPER®

16–18 March 2027
Brno
Czech Republic

Power of Innovation

B | R | N | O

BVV
Veletrhy
Brno

Amper in 2026



468 exhibiting companies from **33** countries

27,000+ visitors

66% visitors are decision makers

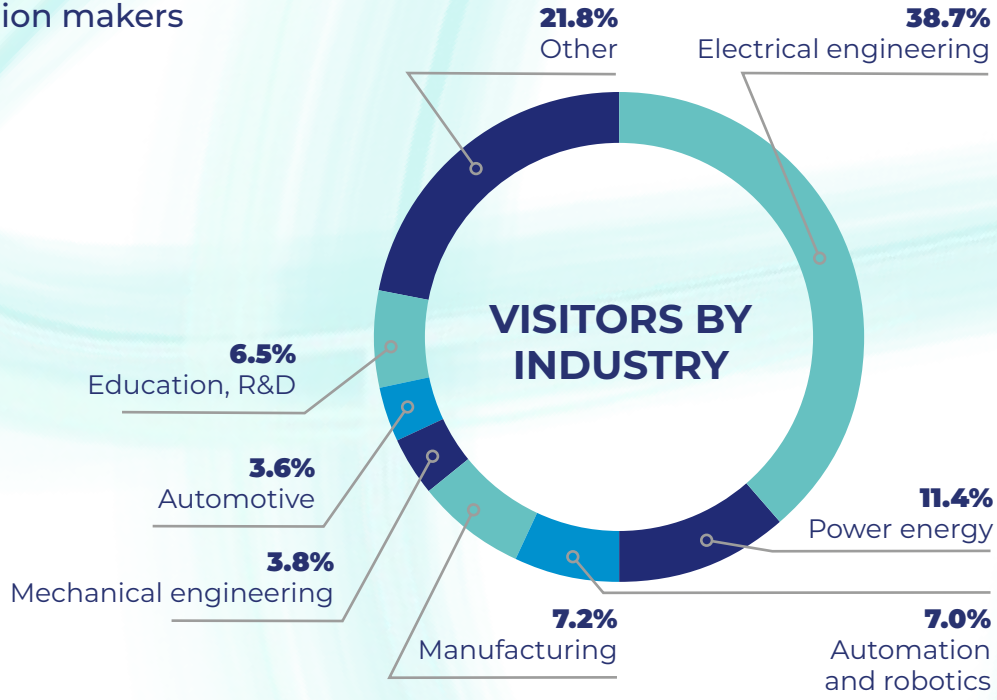
STRUCTURE OF VISITORS:

35% technician, developer, or programmer

25% business owner or representative of top management

23% specialist in marketing, procurement and other

17% students









35%
Up to 10 employees

25%
More than 250 emplyees



VISITORS BY COMPANY SIZE

40%
Up to 250 employees



COUNTRIES WITH HIGHEST NUMBER OF PARTICIPANTS

AMPER®

Main themes

ELECTRICAL ENGINEERING AND ELECTRONICS

The main pillar of the trade fair. Presentation of the latest products and solutions in the fields of low and high voltage, switchgear, measuring technology, components, and materials.

POWER ENGINEERING AND RENEWABLE RESOURCES

A theme that resonates across industries. The trade fair reflects current developments in energy generation, photovoltaics, and smart grids. It also showcases innovations in electromobility and charging infrastructure.

AUTOMATION AND DIGITALIZATION

From industrial automation and control systems to Industry 4.0 elements. AMPER offers a cross-section of current technologies for production digitalization, robotics, and the optimization of industrial processes.

ICT AND SMART SOLUTIONS

Digitalization is not limited to industry – AMPER also features data networks, cybersecurity, cloud services, and IoT solutions for cities, households, and businesses.

LIGHTING TECHNOLOGY

Modern lighting today is not only a matter of design, but also of energy efficiency, automation, and smart building management. AMPER presents the latest trends in LED technologies, intelligent lighting systems, public and industrial lighting, as well as solutions for smart cities and modern interiors.

Branch Focus

Electrical power engineering

Conductors and cables

Electric installation, building management and security systems

Lighting technology

Electro thermal technology

Electric motors, drives, power supply and electromobility

Electronic components and modules

Information and communication technology

Measuring and testing devices

Automation, control and regulation

Production facilities, components for electrical engineering and electronics

Optic and photonic technology

Tools, accessories and equipment in electrical engineering

E-Mobility



AMPER E-mobility

Direct contact with professionals, the E-STAGE featuring discussions and interviews. Test drives directly at the exhibition centre, strong links to the energy sector, charging infrastructure, and smart technologies. Advisory centre.



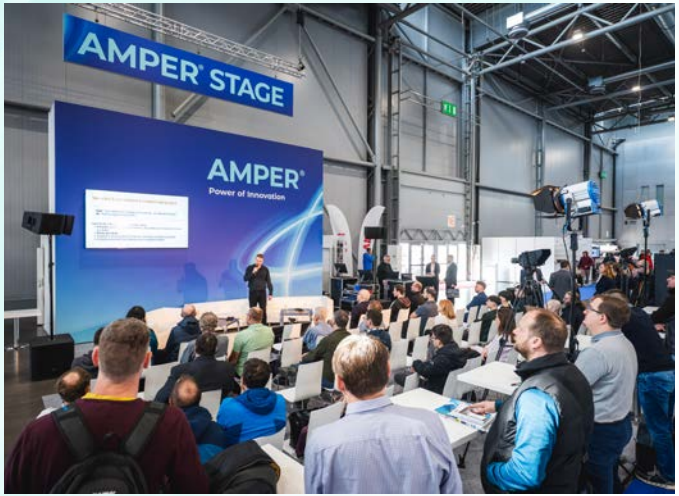






AMPER STAGE

A new live platform of the AMPER trade fair featuring interviews, case studies, and panel discussions. Topics include cybersecurity, energy, digital transformation, as well as practical workshops on smart installations.



AMPER®

AMPER Jobs

NEW

- A space connecting exhibitors, professionals, universities, and young talent
- Direct contact between companies and visitors interested in a career in the field
- Presentation of career opportunities directly at the trade fair
- Support for exhibitors' employer branding
- Opportunity for active involvement through presentations, workshops, or meetings at the CAREER STAGE

AMPER 2025 – Students of vocational schools – 10% **AMPER 2026 – Students of vocational schools – 17%**



Matchmaking: Kontakt-Kontrakt

The Kontakt-Kontrakt project enables both exhibitors and visitors to organize their time at the trade fair more effectively. It offers a unique opportunity to plan business agendas in advance and arrange B2B meetings.

AMPER Innovation Hub

Expositions of leading universities and colleges, top science and technology centers, and innovative startups and spin-offs. Examples of student involvement in practical work and the connection between academia and industry.











AMPER 2026 TESTIMONIALS

Anna Vondráčková, Communications Manager (Electrification), ABB s. r. o.
We returned to AMPER after several years, convinced by vision of BVV Trade Fairs Brno to give the trade fair a new vibe – and this year's trade fair confirmed it. AMPER once again proved to be a vibrant hub for the industry. In addition to an eye-catching exhibition, we focused on creating a comprehensive experience, combining the exhibition with a programme of expert events, involving an influencer for the first time, and supporting it all with both online and offline communication. The feedback confirmed that today's trade fair is not just about the exhibition, current topics, and trends, but also about the quality of the interactions and the overall experience. High attendance over all three days and meetings with partners from the Czech Republic, Slovakia, and Hungary are all proof that AMPER is heading in the right direction.

Jan Pína, Marketing & Product Manager, Rittal s. r. o.
We were satisfied with our participation in the trade show; we had a steady stream of customers at our stand all three days, and as the largest exhibitor, we attracted a great deal of attention. We were also convinced to participate by the supporting programme, in which we actively took part, and we greatly appreciate the Golden Amper award for our RiLineX exhibit. We haven't done a full evaluation yet, but our first impressions are definitely positive.

Kateřina Ptáčková, Head of Communications, Innomotics s. r. o.
This year was the first time we exhibited at the trade fair under the Innomotics brand. From the initial design of the stand to its actual implementation, collaboration on media coverage, the excellent organisation of the Golden Amper competition, and the accompanying Amper Stage programme – the professional teams at the Brno Exhibition Centre, with the support of the Electrical and Electronic Association, did a truly outstanding job, as is reflected in the high attendance at this year's event. Thank you for having us there!

Štěpánka Fišerová, Marketing Manager, Turck s. r. o.
We've returned to AMPER after a one-year break, and we're excited to see our stand practically full all the time – we're meeting existing customers as well as lots of new faces. We're also pleased to see competitors and the general public in attendance, including college students who are interested in our technologies. We also appreciate the promotion and the space we've been given, because it's important to us that the trade show reaches as many people as possible. AMPER is one of the most important events in our industry, and we'd be happy to see it develop and grow further.

Lucie Řeřichová, Country Marketing Lead, HITACHI Energy Czech Republic s. r. o.
We rate AMPER very positively; we were pleased with the high turnout and the large number of students, as talent acquisition and the search for new technically skilled colleagues was one of our main goals. At the same time, we met with a number of customers and key partners here, which is essential for us. We also appreciate the strong support from government institutions, ministries, and industry associations, which enabled our management to engage with those involved in shaping energy policy and legislation. Such connections are very valuable for our energy sector.

David Hlavička, Product and Marketing Manager, OBO BETTERMANN Holding GmbH & Co. KG
We're satisfied with this year's AMPER; we were pleased with the relatively high turnout and the entire atmosphere. Compared to previous years, we believe the promotion of the trade show has improved significantly, and the location of our stand was also very good – it served as a natural meeting point. We view it in a positive light that large companies are returning to the trade show, giving it greater prominence and prestige. We believe that others will join them and that AMPER will continue to grow; in any case, we definitely want to be a part of it.

Thomas Grund, Director, Hager Electro, s. r. o.
AMPER exceeded our expectations; we had a lot of customers and were practically non-stop. It confirmed that our decision to exhibit was the right one, and we're already looking forward to next year. We're even hearing from competitors that not participating was a mistake and that they want to come back. Our accompanying event with cimbalom music was also a huge success – we wanted to revitalize the electrical engineering community and bring brands together, and based on the reactions, we definitely succeeded.

Ivana Jakoubková, Marketing Manager, Hager Electro, s. r. o.
We had a really high number of visitors at our stand, and our goal is to give them our full attention so they can feel at home here. This meant higher staff requirements, and at first we were concerned that nearly three-quarters of our company was here, but it turned out to be necessary. Based on the feedback, people really appreciate the pleasant atmosphere and personal touch. We believe that's what contributes to the overall success of our participation.

Vladimír Schnurpfeil, Managing Director, Murrelektronik CZ s. r. o.
I view this year's event very positively, especially in terms of promotion and the effort to take the trade fair to the next level – that's definitely the right direction. It's clear that the organiser is working on developing the entire event. If I were to offer a suggestion for the future, I believe there should be a stronger emphasis on the concept of automation, which plays a key role in industry today. Perhaps it would be worth considering to highlight it more, not only in terms of content but also in the fair's communication itself.

Stanislav Mecner, Marketing, HARTING s. r. o.
I like Brno ande I attend AMPER regularly, so it is always a great opportunity for me. I consider the trade fair the perfect place to meet customers and strengthen business relationships. As far as I'm concerned, everything is fine and the atmosphere is very pleasant. What's more, attendance is comparable to or even better than in previous years, which makes us very happy. I'm already looking forward to next year's event.

Pavel Kubík, Managing Director, PBT Rožnov p. R.
The trade fair was a pleasant surprise; attendance was strong, and we also appreciated the large space. We view the parking closer to the venue positively as well – that's especially important for us when transporting machines. In the future, we might consider adjusting the opening hours, particularly on the last day, since attendance tends to be lower in the afternoon. Our international partners were pleasantly surprised by the number of people, which is certainly good news from a PR perspective, and we will evaluate the overall benefits after the trade show.

Josef Kočí, Proprietor, KOČÍ VN s. r. o.
We've been regular exhibitors at the AMPER trade fair since 1995, and it has always been a place where we meet with our business partners and suppliers. It also brings us new opportunities – sometimes we come across someone we didn't know before, or new projects with new partners open up. I'm satisfied with this year's event. We had several very productive meetings; some orders were settled and some negotiations moved forward, so it worked out well for me.

Jiří Štoch, Sales Manager, TEDOM a. s.
Last year was our first time as exhibitors at AMPER; it's an opportunity for us to meet potential customers outside our usual market. This year, it's been really busy from day one, and people are interested in CHP, so we view it very positively.

Zdeněk Přibyl, Company Control Systems and Metrology Specialist, OHLA ŽS, a. s., Technology Division
We exhibit here regularly and meet with project designers, network administrators, and other customers. For us, AMPER isn't about acquiring new customers – that rarely happens, because the market is small and we all know each other more or less. But the trade show is the most effective opportunity to meet our Czech and Slovak customers all in one place. There are really a lot of visitors this year, and we're glad about that, even though we sometimes think we should "pump up" the stand a little more. And yet we make it bigger and bigger every year.

Jan Šabata, Managing Director, SVK Elektronik s. r. o.
It's the best trade show for us, focusing on the electrical industry. Our regular customers visit us, but we also encounter new ones sometimes.

Martin Mikšík, Marketing Specialist, AGROTEC a. s.
There's a lot of attention, especially in the morning. Elroq is drawing the most attention, followed closely by the Kia PV5 electric van, which people find appealing because of its price. We're also in talks with companies about vehicle deliveries and conversions, so we're making a lot of business contacts here.

Jan Molnar, General Sales Manager, AVNET Abacus
There is definitely an increase in interest. Compared to last year, I can see more visitors. For us, it's a great opportunity to meet manufacturers and their partners all in one place. Every year we meet familiar faces here, but new companies are also appearing – some of which didn't even attend last year. New ideas are constantly emerging, and we want to be part of that from the very beginning so we can help their projects succeed. That's why we're happy to see them stopping by our stand.

Trade fair team

Application for participation:

MICHALIS BUSIOS
project director
+420 724 274 430
mbusios@bvv.cz

MICHAL SVOBODA
head of marketing
+420 601 252 327
msvoboda@bvv.cz

JINDŘICH KURDIOVSKÝ
external expert consultant
+420 724 612 082
jkurdiovsky@bvv.cz

LENKA BEDNÁŘOVÁ
project manager
+420 724 006 196
lbednarova@bvv.cz

ROMANA ŠERÁKOVÁ
project manager
+420 724 612 054
rserakova@bvv.cz

ALEXANDRA KOUTNÁ
advertising and PR manager
+420 601 252 620
akoutna@bvv.cz

Power of Innovation

AMPER®

BVV Veletrhy Brno