

„The future is not something  
that simply happens  
- it is something we create  
together.”

(GreenTech Team)

**7TH. GREEN ENERGY  
SUSTAINABILITY**

EXHIBITION, CONFERENCE

28-29 MAY 2026

**ZALAEGERSZEG**

ZALAZONE TEST TRACK

**GREENTECH ZALAEGERSZEG 2026  
THE ERA OF RESPONSIBILITY**

The future of our planet is becoming increasingly constrained. The accelerating pace of global warming, water scarcity, the energy crisis, the depletion of natural resources, the growing number of environmental refugees, the threats of wars and pandemics, as well as the explosive expansion of artificial intelligence and the digital sphere, all place humanity before new and complex challenges. Sustainability is no longer a slogan – it has become the only path to survival.

The speed of change is dizzying, and its consequences may be irreversible. If we fail to make responsible decisions now, the future will not only be uncertain but potentially uninhabitable. Action is imperative at every level – for individuals, businesses, institutions, municipalities, and governments alike. This challenge is both a responsibility and an opportunity – with no less at stake than the lives of our children and grandchildren.

At the heart of GreenTech Zalaegerszeg 2026 are the opportunities and risks of artificial intelligence, energy, water management, the circular economy, sustainable urban and community transport, mobility,

and the sustainability impacts of innovation and digitalization. We also devote special attention to how the necessary transition can be financed and made socially acceptable.

Our mission is for GreenTech to continue generating questions, seeking answers, stimulating reflection, and inspiring action. GreenTech is not only a professional forum but also an experience and a source of inspiration: visitors can expect impressive demonstrations, innovative technological solutions, interactive programs, and community initiatives. The aim of the event is not only to provide knowledge but also to motivate everyone to become an active part of change.

In 2026, Zalaegerszeg will once again become the capital of green ideas – a place where science, industry, and society work together to ensure that the future is not a threat, but an opportunity.

Among our invited speakers this year are leading representatives of the corporate, institutional, and governmental sectors, as well as national and international experts who will share their insights and experiences to foster collective thinking. The event offers a unique opportunity for professional dialogue, networking, and inspiration – for all who believe that shaping the future is our shared responsibility.



**WHY SHOULD YOU BE THERE?**

- ONE OF HUNGARY'S BIGGEST GREEN BUSINESS EVENTS
- MEETING AND ADJUSTMENT POINT
- UNIQUE NETWORKING OPPORTUNITIES
- THE OPPORTUNITY TO MEET DECISION-MAKERS AND EXPERTS FROM COMPANIES, INSTITUTIONS, GOVERNMENTS AND LOCAL AUTHORITIES IN RELATED INDUSTRIES
- PANEL DISCUSSIONS
- INNOVATIVE, HIGH QUALITY VENUE
- A CONSTANTLY EVOLVING AND RENEWING EVENT

**THE EVENT IN FIGURES**

|            |                                      |
|------------|--------------------------------------|
| <b>2</b>   | PROFESSIONAL DAY                     |
| <b>80</b>  | EXHIBITORS                           |
| <b>20</b>  | PROFESSIONAL PROGRAMS, PRESENTATIONS |
| <b>800</b> | PROFESSIONAL VISITORS                |
| <b>500</b> | STUDENTS                             |





## PROGRAMS

- EXHIBITION • PROFESSIONAL CONFERENCE
- PANEL DISCUSSIONS • INDUSTRY DEMONSTRATIONS
- DEMONSTRATIONS OF ELECTRIC AND HYBRID VEHICLES
- TEST DRIVES • VISIT TO ZALAZONE TEST TRACK
- CAREER GUIDANCE PROGRAMS
- HUNGARIAN CAR OF THE YEAR AWARD CEREMONY

## TOPICS

ARTIFICIAL INTELLIGENCE • GREEN ENERGY • HYDROGEN • WATER  
CIRCULAR ECONOMY • SUSTAINABILITY • ESG • FUTURE  
ELECTROMOBILITY • VEHICLE INDUSTRY • INNOVATION  
TRANSPORT • DELIVERY • HEALTH

## ORGANIZER

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