

# PGUB | Management Consultants



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# WELCOME

*by Peter Gresch*

Dear Customers and Business Partners,

Looking back at 2024 I have to say that it has been the toughest year I have faced so far in my 35 years in the transportation industry. Various political, business and transportation/mobility industry specific circumstances have challenged all of us big times. Business transformations, lay-offs, site closures and insolvencies seem to dominate the unpleasant news. Particularly, but not only, in Europe.

While it looks like e-mobility has lost some of its momentum, on a global scale new vehicle registrations of electrified vehicles reached another record year. This was driven by their biggest market, China, but also in other countries. Although it is likely that the next year will remain tough, at least in the first quarter, we expect that new developments and programs cannot pause too long. Otherwise, our still strong and innovative German and European industry cannot stay competitive.

Whereas some consulting projects moved slowly and our business development activities have been challenging, PGUB continued to grow our trainings, congress and exhibition business and portfolio. We had great, highly recognized partner booths at IZB in October and electronica in November – see next pages. Accordingly, we plan again for IAA Mobility and other activities in 2025. I also merged my Munich company Cordition GmbH into PGUB and so could strengthen our efforts and presence in exhibitions and congresses.

Finally, my third company JPW Asia Consulting, which I started with two colleagues last year in Singapore, has won first projects and customers. And: the SVV battery & charging congresses moved successfully into Singapore and Bangkok. So, overall, a great addition to our portfolio and services.

Thanks to our long-time and some new partners and customers we have been able to maintain our core business and team. With some new projects coming in Q1 2025 we remain optimistic for the future as solving challenges is our business.

The PGUB team and I look forward to seeing and working with you in 2025.

Yours sincerely,

*Peter Gresch*



# PGUB PREMIERED ITS NEW BOOTH CONCEPT AT IZB 2024

by Julian Weymann

While the news continue to tell us of the gloomy mood in the European automotive industry, we are pleased to report that our Future Mobility Pavilion at this year's International Suppliers Fair (IZB) was a great success. The event, held from October 22nd to 24th, 2024, in Wolfsburg, was a double premiere for us: it was the first time that we went there as an exhibitor and it was also the first occasion to apply our new and effective booth concept.

It was an excellent opportunity to connect with industry leaders and discuss the latest challenges in the automotive sector. And, as usual, PGUB had brought a number of partner companies along: HDT Automotive Solutions, Sigma Software, HAAS Alert, Analog Devices, Mevis, CTM-do and MTG Montagetechnik.

To mark the success of our opening day, we held a booth party featuring the renowned Pink Panta band. The atmosphere was vibrant as we enjoyed excellent music, delicious food and engaging conversations with our partners and guests. It was an ideal opportunity to relax after a busy day, and we would like to thank all those who attended and contributed to the evening's positive atmosphere.

Thanks also to everyone who stopped by, participated in our discussions and made this year's IZB a memorable experience. We look forward to continuing these conversations and to exploring new opportunities together.





## electronica 2024

Only three weeks later, the PGUB Future Mobility Pavilion was up and running at the Messe München fair grounds. This time it boasted 336 square meters instead of 50. From November 12th to 15th our partner booth was a focal point of meetings and interactions in hall B6.

In collaboration with our esteemed partners, namely Dukosi, GlobalFoundries, Indie Semiconductor, Innowave Tech, JX Advanced Metals, LION Smart, Mevis, MTG Montagetechnik, Sigma Software, Süddeutscher Verlag Veranstaltungen, Telamon, 3PEAK, Albelissa Engineering, CTM-do, JPW Asia Consulting, RUTRONIK and Vishay / Küster we created an inspiring space for showcasing cutting-edge technologies and solutions.



## COMING UP IN 2025: IAA MOBILITY IN MUNICH

Looking ahead, we are excited to announce that we will continue this successful all-inclusive concept at the IAA MOBILITY 2025 (September 9th to 14th). In Munich, we will once again bring together partners and ideas under one "PGUB roof". If you want your company to be a part of this – CONTACT US ASAP!

We are in the process of reserving floor space at the fair grounds, and the preparations for the show will start early next year. So, get in touch with us and book one of the coveted co-exhibitor spaces.

For questions or bookings, please contact Julian Weymann at +49 (0)176 42034588 or [fmp-iaa2025@pgub-consult.de](mailto:fmp-iaa2025@pgub-consult.de).



# OUR SEMINARS GET INCREASED ATTENTION

by Detlef Decker

Entering a new technological area is already a major task for every individual in a professional life. The challenge is even greater when a company must cover a new technological field with its expertise in development and production. The indispensable base for this is always a solid expertise, which also has to be adapted to the precise fields of application.

With its senior consultants, all of whom have several decades of professional experience, PGUB has been offering training courses in electronics and lighting technology for several years. Our experts have an extensive network of component manufacturers in the Tier 1 and 2 sectors, OEMs and universities. This also enables us to organize our seminars in a very illustrative way with many examples.

We are very flexible when organizing the seminars. We take into account the participants' level of knowledge as well as the exact technical focus and customization to the desired scope of training. A practical example is automotive lighting technology, where the content and the samples presented can be adapted to suit whether the subject is interior or exterior lighting.

In Q3, we had the opportunity to organize a two-day training course on interior lighting for Mercedes-Benz – to be continued in Q1 of next year. We also held training courses for the VDI at various locations in Germany and organized a lighting technology seminar for a premium interior manufacturer. The feedback from participants was always very positive.

As for 2025, the first dates are currently being planned. For example, lighting technology seminars via the VDI will be held in Düsseldorf on May 5-6th and in Stuttgart on October 15-16th. If you were to prefer a customized format, please, do contact us!

## Trainings via SV-Veranstaltungen:

### Lichttechnik:

1. Date: Q2
  2. Date: Q4
- SZ Tower, Munich

### Software:

1. Date: Q2
  2. Date: Q4
- SZ Tower, Munich

## Trainings via VDI Wissensforum:

### Kompaktwissen

#### Elektrik/Elektronik (E/E):

1. Date: Jan 14./15., 2025, Nuremberg
2. Date: Apr 07./08., 2025, Hanover
3. Date: Jul 15./16., 2025, Karlsruhe
4. Date: Oct 22./23., 2025, Munich

#### Optische Technologien im Fahrzeug:

1. Date: May 05./06., 2025, Düsseldorf
2. Date: Oct 15./16., 2025, Stuttgart



# WHERE TO MEET US (1st HY 2025)

by Petra Kranz

From electrifying discussions on charging technologies to future trends and insights in mobility solutions: the next months will be full of events and congresses to meet and talk together. Feel free to visit the VDI-Trainings with PGUB experts in Berlin, Düsseldorf and Stuttgart (13.-14.01.2025 | 05.-06.05.2025 | 15.-16.10.2025)

Join the conversation and connect with us at the following highlights:

Mar  
11.-13.

Embedded World, NUREMBERG

Mar-Apr  
31.-09.

Hannover Messe, HANNOVER

Power2Drive, MUNICH

May  
06.-07.

Automotive Wire Harness, LUDWIGSBURG

Meet us at our booth

May  
27.-28.

5th International Chargetec, MUNICH

Chairman Peter Gresch

Jun  
03.-05.

The Battery Show Europe, STUTTGART

Jun  
17.-18.

2nd ASEAN Battery & Charging, BANGKOK

Chairman Peter Gresch

Jun  
24.-27.

29th Electronic Congress, LUDWIGSBURG



New at PGUB: 2nd Managing Director  
Dr. Tobias Sünner

Electronics · E-Mobility · Efficiency



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Hagenauer Straße 47 ▪ 65203 Wiesbaden ▪ [www.pgub-consult.de](http://www.pgub-consult.de)



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