



PRESS RELEASE

Brussels Auto Show Announces Appointment of Eric-Mark Huitema as Chairman of the Advisory Board

Brussels Auto Show, one of Europe's most prestigious automotive events, is thrilled to announce the appointment of Mr. Eric-Mark Huitema as the Chairman of its Advisory Board. Mr. Huitema brings a wealth of experience and expertise to the role, having served as the former Director-General of ACEA (European Automobile Manufacturers Association) and the Director-General Vehicles at AVERE (European Association for Electromobility). Mr. Huitema's impressive background in the automotive industry makes him an ideal choice to lead the Advisory Board. As Chairman, he will be responsible for providing strategic guidance, network and valuable insights to further elevate Brussels Auto Show's to a new level and significance within the European automotive sector.

Commenting on his appointment, Mr. Huitema expressed his enthusiasm for the opportunity, stating, "I am honored to be appointed as Chairman of the Advisory Board for Brussels Auto Show. Auto shows in Brussels, organised every January have long been a cornerstone in the European automotive landscape. The Auto Show is an event where families gather, and buy their new cars with attractive Auto Show discounts, a unique concept in the auto show world". Mr. Huitema also made a statement about the future of auto shows in the new social media landscape, stating, "I have been involved in the traditional Brussel salons for cars in the past, as speaker and visitor, but the new approach with more social media integration, a car Catwalk, YouTube stars, and TikTok sensations, will offer a new attractive dimension for the whole family and the automotive community. I am excited to contribute my knowledge and expertise to also help shape the Auto Show towards a Sustainable future."

The yearly Auto Show in Brussels has been a tradition for automotive manufacturers, industry professionals, and car enthusiasts for decades. The event now continues to evolve from the past, to the future of automotive at the palaces of Brussels Expo. Mr. Huitema's vision and leadership in Electromobility will be invaluable in ensuring the show remains at the forefront of showcasing cutting-edge innovations, sustainable mobility solutions, and the latest automotive trends.

"We are delighted to welcome Eric-Mark Huitema as Chairman of the Advisory Board," said Ronald van den Broek, owner of 402 Automotive, and the Brussels Auto Show organiser.

"His extensive experience and passion for advancing the automotive industry in a sustainable way align perfectly with our mission to create an exceptional auto show experience that inspires and engages our visitors."



For more information about the Brussels Auto Show, visit <https://www.brusselsautoshow.com>. To learn more about the show

About the Brussels Auto Show:

The Brussels Auto Show is a new event and one of Europe's leading automotive events, following up the timeslot in January of long tradition of national autoshows in the past, now with the new fresh and sustainable concept the show serves as a platform for manufacturers, industry professionals, and car enthusiasts to come together and experience the latest innovations in the automotive world. For more information, please visit

<https://www.brusselsautoshow.com>.

This event is not linked to FEBIAC

About Eric-Mark Huitema:

Mr. Eric-Mark Huitema is a seasoned automotive professional with an illustrious career spanning various roles within the industry. He has served as the former Director-General of ACEA (European Automobile Manufacturers Association) and Director-General Vehicles at AVERE (European Association for Electromobility). As the newly appointed Chairman of the Advisory Board for the Brussels Auto Show, Mr. Huitema brings invaluable expertise and strategic vision to the event.

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