

SHOW REPORT



busworld®

SOUTHEAST ASIA JAKARTA



A STRONG SHOWCASE FOR THE FUTURE OF BUS & COACH MOBILITY

busworld.
SOUTHEAST ASIA JAKARTA

5000+ Attendees at Busworld Southeast Asia 2026 - Thank You!

Thank you for making **Busworld Southeast Asia 2026** a successful meeting point for the bus, coach, public transport, and mobility industry.

Held from **20–22 May 2026** at **JIExpo Kemayoran, Jakarta**, **Busworld Southeast Asia** brought together manufacturers, bodybuilders, fleet operators, transport companies, government representatives, component suppliers, technology providers, and mobility professionals from Indonesia and across the region.

This year's edition highlighted the growing momentum of Southeast Asia's bus and public transport sector, with strong interest in vehicle innovation, electric buses, passenger comfort, safety, fleet efficiency, and smart mobility solutions.

Across three dynamic days, the exhibition floor became a platform for product showcases, business discussions, industry networking, live vehicle displays, and meaningful collaboration between local and international players.

With the support of exhibitors, sponsors, associations, operators, media partners, and visitors, Busworld Southeast Asia 2026 reaffirmed its position as one of the key industry platforms for the bus and coach sector in Southeast Asia.

Thank you to everyone who participated, supported, and contributed to the success of this edition. We look forward to welcoming the industry again at the next edition of Busworld Southeast Asia 2028!



BUSWORLD SEA 2026 IN NUMBER



Visitors

5,133



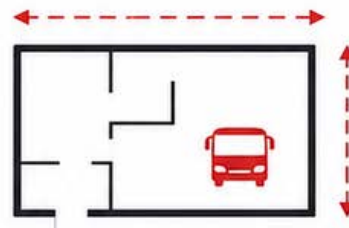
Countries

41



Exhibitors

75



Exhibition Area

8,000



Vehicles on Display

25



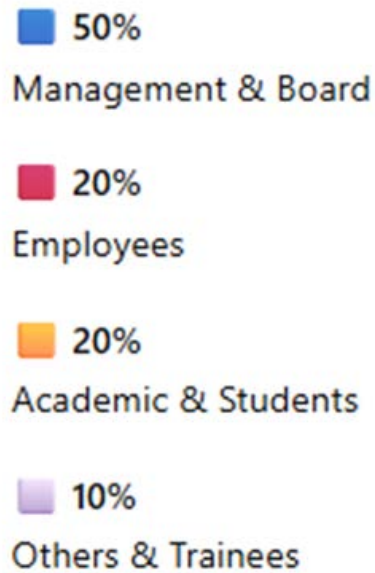
Expert Speakers

40



VISITOR DETAIL

WHO ATTENDED?



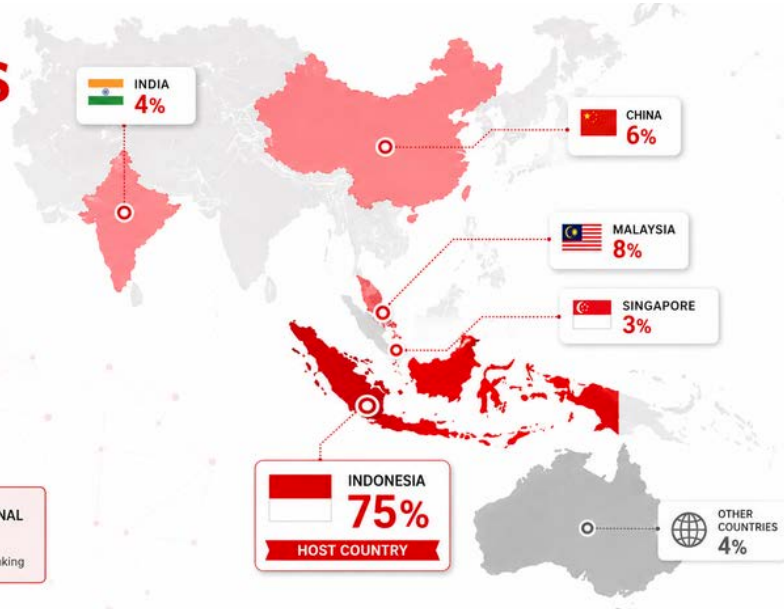
TOP VISITOR COUNTRIES

Where our attendees came from

1	INDONESIA	75%
2	MALAYSIA	8%
3	CHINA	6%
4	INDIA	4%
5	SINGAPORE	3%
-	OTHER COUNTRIES	4%



25% INTERNATIONAL VISITORS
Representing 5 countries in our top ranking



ATTENDEE PROFILE BY INDUSTRY SECTOR

5.133
VISITORS



THE EXHIBITION



GEM Indonesia and **Busworld International** would like to extend our sincere appreciation to all parties who supported and participated in **Busworld Southeast Asia 2026**, held from **20 - 22 May 2026** in Jakarta.

The exhibition concluded successfully after three dynamic days of innovation, networking, and knowledge sharing, bringing together key players from the bus, coach, public transport, and mobility industries. The event received highly positive feedback from exhibitors, particularly regarding the quality and quantity of visitors, and successfully attracted business visitors from Indonesia and overseas.

Busworld Southeast Asia 2026 also featured the **Busworld Southeast Asia Conference 2026**, a strategic platform bringing together industry leaders, policymakers, public transport authorities, manufacturers, operators, technology providers, and researchers to discuss the future of mobility in ASEAN.

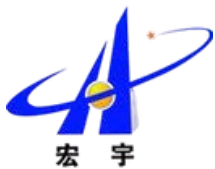
Through this successful edition, Busworld Southeast Asia further strengthened its position as the No. 1 trade show for the bus and coach industry in ASEAN.



2026 EXHIBITORS



PIALA MAS



TELMA



easybook.com



FROST & SULLIVAN



More Exhibitors Detail Here



GOVERNMENT & ASSOCIATION SUPPORT

Government Support



Ministry of Transportation,
Republic of Indonesia



Directorate General of Transport
and Multimodal Integration,
Ministry of Transportation,
Republic of Indonesia

Association Support



Association of Indonesian
Carrosseries Industries
(ASKARINDO)



Indonesian Young Autobus
Entrepreneurs Association
(IPOMI)



Indonesia Tourist Bus Association
(PTWI)



Strategic Initiative for
Transportation (INSTRAN)



Institute for Transportation and
Development Policy (ITDP)



Bismania Community

Strategic Partner



MEDIA COVERAGE



Malaysia - Asian Buses



Egypt - Auto-Drive.com



Bus-News

International - Bus-News

BUSDOTID

Indonesia - Busdotid



Norway - Bussmagasinet



Sweden -
Bussmagasinet.se

busworld. BUSiness

International - Busworld
BUSiness



China - China Bus &
Coach Yearbook



China - Chinabuses.com



China - Chinabuses.org



India - CV Magazine



Chile - Espacio T



Egypt - Green Mobility



Indonesia - Haltebus.com



Indonesia - Inilah.com



Portugal - Jornal Strada



Indonesia - Kabar
Penumpang



Colombia - Latinobus



Türkiye - Magazin Ulasim

MOTORINDIA

India - Motorindia



Egypt - Spark Consultancy



International -
Sustainable Bus



Romania - Tranzit



International - Truck & Bus
Builder



India - WagenClub



Indonesia - Wara Wiri
Podcast



BUSWORLD SEA CONFERENCE 2026

DRIVING THE FUTURE OF ASEAN MOBILITY

Busworld Southeast Asia Conference 2026

brings together industry leaders, policymakers, public transport authorities, manufacturers, operators, technology providers, and researchers to discuss the future of mobility in ASEAN.



Day one focuses on **Strategic and Global Perspective, Bus Electrification & Charging Infrastructure, and Global Bus Safety Standards** — highlighting how ASEAN is responding to market shifts, electrification, safety, and smarter urban mobility.



The following sessions continue with **Bus Body Builders' Global Competitiveness, Intercity & Interprovincial Bus Growth, Digital Transformation & Multimodal Integration, Electrification & Decarbonization, and Building a Public Transport Culture** — showcasing a more connected, clean, smart, and sustainable bus future for ASEAN.



THE SPEAKERS

SESSION 1



SESSION 2



SESSION 3



SESSION 4



SESSION 5



SESSION 6



SESSION 7



SESSION 8



BUSWORLD SEA 2026 AWARD



The Busworld Southeast Asia 2026 Awards celebrated excellence, design, innovation, comfort, and performance in the bus and coach industry.

Award categories and Winner

- **Bus of the Year** - SDD JETBUS 5 by PT. ADIPUTRO WIRASEJATI
- **The Most Favorite Bus** - ALL NEW REXUS 8D by PT. PIALA MAS INDUSTRI
- **The Most Favorite e-Bus** - MAX by XIAMEN GOLDEN DRAGON BUS CO., LTD.
- **Best Coach Design** - MHD SINGLE GLASS JETBUS 5 by PT. ADIPUTRO WIRASEJATI
- **Best e-Bus Design** - E-VELOCITY W1 by PT. TENTREM SEJAHTERA
- **Most Eye-Catching Bus** - ALL NEW REXUS 8D by PT. PIALA MAS INDUSTRI
- **Most Interior Comfort Bus** - SEMERU by PT. LAKSANA BUS MANUFAKTUR
- **Most Futuristic Bus** - MTRANS DD 4M by PT. LAKSANA BUS MANUFAKTUR
- **Most Luxury Coach** - SURYA BALI - SKYLANDER R25 VISION SLEEPER (SINGLE GLASS) by PT. MEKAR ARMADA JAYA
- **Busworld Member Achievement** - PT. SEJUK SEJAHTERA SANTOSA (SONGZ)



EXHIBITOR TESTIMONIALS



A good thing about Busworld, because there is no other exhibition that have a target market like this in Indonesia. It's a really good exhibition. It's really, really a targeted experience for us, the body bus manufacturer and as well for the bus operator. Busworld has a lot of opportunity for us.

Jesse Jetherokusumo
Director
Adiputro Wirasejati

”



For us, attending this exhibition is really about raising our profile within the local market. Not only in Indonesia, but in wider Southeast Asia and Asia we found it particularly fruitful.

We've met a lot, we've met a number of different bus companies, including OEMs, where we've shared some great interest in our product and capitalized on some existing business that we already have achieved in the region. We've found that the exhibition has generated a number of new leads by both at the transportation level and at end user level as well.

This exhibition is a great way to reach a wide target audience in terms of the bus transportation industry across Southeast Asia, value for money and definitely worthwhile to get the key stakeholders in the room

Mike Egan
Sales Director - Middle East & APAC
Reaction Fire

”



Busworld provides an extraordinary experience. As for my impression, we have only been at Busworld for two days, but the enthusiasm has been quite strong, especially from the visitors. People have been coming nonstop, and we have also met many colleagues, not only from the local market but also from overseas.

This has allowed us to exchange many ideas and build connections with one another. So, my impression is that Busworld is truly a meeting point for us as industry players in Indonesia, as well as for customers, other stakeholders, vendors, and fellow exhibitors.

Siska Amalia Bustomi
Corporate & Brand Marketing
INVI

”



TESTIMONIALS



Busworld is very important for us. This exhibition is held once every two years, and we can see that it consistently brings together key stakeholders, not only from Indonesia but also from overseas. It introduces us to new potential business partners, both customers and vendors, whom we often meet at Busworld.

This year, we have also seen quite a significant improvement, especially in terms of visitor numbers, which are much higher compared to previous years.

I think Busworld is truly the best exhibition for the bus industry. I hope it can continue to be held and maintained in Southeast Asia, especially here in Indonesia.

Alvin Arman
Direktur
PT Laksana Bus Manufaktur



Busworld is one of the most potential exhibitions because the visitors who come are truly potential buyers for our products. They are not just visitors who come to look around, but people who are genuinely interested in purchasing the products. My impression is that this exhibition is short, yet compact and very beneficial for the development of land transportation technology, both in Indonesia and internationally. It also helps introduce domestic products, or Indonesian-made products, to the international market in the field of land transportation.

Rachmat Tapsir
Branch Manager
NEW ARMADA



The visitors in Busworld SEA 2026 here have been very crowded. To be honest, we did not expect it to be this busy from the first day, especially because we initially saw this event as being targeted more toward B2B.

We attended from the government side, and we did not expect the turnout to be this high, with such strong enthusiasm as well. Many visitors also asked about our policies, especially regarding development in the area of transportation integration. So, this event has been very good for us. We have met many visitors who are genuinely enthusiastic about what we offer and the programs we have.

Directorate General of Transport and Multimodal Integration,
Ministry of Transportation,
Republic of Indonesia

TESTIMONIALS



We see Busworld as the right platform for us to introduce our company profile and bus products more widely. We certainly hope this moment will become another source of motivation and encouragement for us to continue growing and creating better work.

Of course, we are also open to participating in future Busworld events. In our opinion, Busworld Southeast Asia is a relevant platform for us to build connections, meet stakeholders, and realize our vision and mission as one of Indonesia's leading bus body and special vehicle manufacturing companies. Thank you, Busworld Southeast Asia.

Rain Januardo
Assistant Manager Sales
Trijaya Union



We've actually had a better than expected turnout and traffic through the booth.

So it's been a fantastic exercise for us to be part of Busworld and I guess over the next few weeks will be the best way to discover if we've really found some gems, which I think we have. It's been a very good exhibition.

Lee Whincup
Business Development Manager
TRANSPORTME



This exhibition is very unique because it focuses on the bus industry and has an intensive B2B concept, which has greatly helped us promote our products.

We also met several potential buyers and even successfully closed several agreements during the expo.

Moving forward, we hope Busworld can invite more speakers and create greater opportunities for us to deliver our message to the government as well as potential buyers from overseas.

This expo is very important for us because it focuses on B2B and provides an excellent opportunity for business development.

Yohan Wahyudi
Direktur
TENTREM

JOIN US in 2028!

JIExpo Kemayoran, Jakarta Indonesia

Busworld Southeast Asia will continue to serve as a strategic platform for companies looking to grow their business in the bus, coach, public transport, and mobility sectors.

For Sponsorship & Exhibition Opportunities:

Paramitha Rahayu

Project Manager

paramitha@gemisen-group.com

Indah Luthfikasari

Project Executive

indah@gemisen-group.com

Video & Photo

Photo - Busworld @ Flickr

Video - Busworld TV @ YouTube

Organized by



INTERNATIONAL OFFICE

Busworld International	Tel : +32 51 22 6060
Kasteel van Rumbke	Fax : +32 51 22 9273
Moorseelsesteenweg 2	E-mail : contact@busworld.org
BE-8800 Roeselare, Belgium	



GEM OFFICE - INDONESIA

Citypark Business District (CBD) Blok A No. 05 - 07, Mutiara Taman Palem	
Jl. Kamal Raya Outer Ring Road, Jakarta Barat 11730 - Indonesia	
Tel : +62-21-54358118	Fax : +62-21-54358119
E-mail : info@gem-indonesia.net	Website : www.gem-indonesia.net

