

Consumer Electronics Show 2021 Will Proceed as Planned

GENIVI received word last week that the [CES 2021](#) show scheduled to be held early next January in Las Vegas is proceeding as planned as an in-person event. By the organizers own admission, the show may be smaller and according to a recent email, "many of the world's leading tech brands are confirmed to showcase the latest technologies, and we will be announcing soon the tech luminaries who will speak on our CES stages." The organizers are also introducing new program elements around "Tech Battling Pandemics" and "Digital Health". Las Vegas recently began reopening for business and hotels are implementing comprehensive plans for health and safety. The organizers are working closely with the Las Vegas community and event industry associations to ensure event plans follow the recommendations of public health experts and standards set by the federal, state and local governments.

As many already know, the GENIVI Showcase and Reception event has historically been one of the highlights of the CES week for the automotive industry. Last year, nearly 1400 people attended our event and feedback was exceptionally positive. While much has changed since last year, we believe many in the industry want and need an in-person gathering, though with essential prioritization of the health and safety of all participating. GENIVI will carefully weigh the health and welfare of all involved prior to committing to the event. In addition to the showcase, the Connect2Car panel series jointly presented by GENIVI and SAE is a second highlight for the automotive industry. CEA has not yet confirmed the final program, but this very popular panel series is sure to be a continued offering of the CES program.

GENIVI has started internal discussions about its presence and activities during this next CES event. Initial steps include reaching out to member organizations about their interest in participating in the annual showcase event held in past years at the Bellagio hotel. GENIVI already has some commitments to sponsor and / or take a table in the showcase and we will gather all the necessary information during the next few weeks in order to make an informed decision in July. If your organization is interested in showcasing or sponsoring the GENIVI event, please contact [Mike Nunnery](#) directly. And stay tuned in late July for more information about the GENIVI activities during the CES 2021 week.