

# Chinese Brands Choose European Roadshows for Market Entry, Says The Clear Idea

*Midea chose The Clear Idea after a global search, running 120 activations across Germany and Austria as Chinese brands tour Europe to reach distributors*

LONDON, UNITED KINGDOM, August 25, 2026 /EINPresswire.com/ -- The Clear Idea has delivered a 120-event European distributor roadshow for Midea, running for 12 months across Germany and Austria on a purpose-built Pulse Tranzformer [ground level expandable trailer](#). The programme reflects sustained demand from Chinese manufacturers using purpose-built touring units to introduce products across Europe.



Chinese brands entering Europe face a structural problem. The products are competitive and the manufacturing scale is established, but brand recognition is low and there is often no dealer network, retail footprint or showroom estate in which to demonstrate anything. European market entry increasingly begins not with advertising spend, but with a touring unit that takes the product directly to distributors, dealers, retail partners and consumers in the cities where buying decisions are actually made.

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*Jochen Schaefer, Head of Marketing, Midea*

For Midea, The Clear Idea engineered and operated the unit as a step-free, flat-floor demonstration space large enough to present a full appliance range in a single visit.

The programme covered 120 events over 12 months across Germany and Austria, giving Midea's distributor network hands-on access to the product line in a controlled, brand-consistent environment at every stop. The Clear Idea provided multilingual event teams and dedicated

drivers across both territories, handling design, logistics and on-site management as a single contract.

The same pattern now appears across sectors. Chinese automotive brands are using mobile activation platforms at UK industry events, and consumer electronics and appliance manufacturers are deploying expandable units on European tours. The underlying requirement is identical in each case: a repeatable, high-specification physical environment that can be relocated between markets without being rebuilt, and without the brand ceding control of how its product is presented.

The Clear Idea engineers its structures in-house rather than converting existing vehicles, which is what allows a single unit to hold a consistent standard across dozens of markets. The company's range includes [exhibition trailers](#), transparent showcase units, expandable ground-level platforms and double-deck hospitality structures, engineered in the UK and operated in more than 42 countries. For a manufacturer entering a new territory, a European [marketing roadshow](#) compresses years of brand-building into a touring schedule that can be measured event by event.

Demand is expected to continue through 2026 and 2027 as Chinese automotive, appliance and consumer technology brands expand their European distribution. The Clear Idea is currently engineering further multi-market touring programmes for manufacturers entering the UK, Germany and Northern



Europe.

"After a global search, we unanimously chose The Clear Idea," said Jochen Schaefer, Head of Marketing at Midea. "From design to management, everything was seamless — supported by multilingual teams and proactive drivers."

"Chinese brands entering Europe rarely have a product problem. They have a presence problem," said Jonathan Bramley, Founder of The Clear Idea. "A touring programme gives them 120 opportunities to put the product in front of the right people, in a space they control completely. That is far harder to buy with media spend."



#### About The Clear Idea

The Clear Idea is the UK's leading marketing roadshow company, delivering purpose-built experiential marketing vehicles, exhibition trailers, and mobile brand activations for global brands worldwide. Products include the Pulse Tranzformer ground level expandable trailer, Transparent Showcase Truck, Transparent Showcase Trailer, LED ShowTruck, Hospitality ShowTruck, Hospitality Car Showcase ShowTruck, LED HyperBus, and Nomad Luxe mobile pop up shop range. Clients include Midea, BYD, Polestar, Omoda, Porsche, Harley-Davidson, Aston Martin Aramco F1, Tesla, BMW, Ford, Dell, and Google.

[www.theclearidea.com](http://www.theclearidea.com) | [enquiries@theclearidea.com](mailto:enquiries@theclearidea.com)

Jonathan Bramley

The Clear Idea

+44 20 3191 6200

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