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## Hamburg bids for the ITS World Congress 2021

**The Free and Hanseatic City of Hamburg is exhibiting at the ITS World Congress in Melbourne. The city has reaffirmed its application to host the world congress.**

Melbourne (Australia), 12 October 2016. Hamburg aims to become a model city for sustainable and forward-looking urban mobility. The highlight of Hamburg's exhibition stand in Australia is undoubtedly the joint application of Hamburg and the German Federal Ministry of Transport and Digital Infrastructure to host the ITS World Congress 2021. „We want to safeguard mobility for all citizens and our economy utilising intelligent transport systems (ITS)“, said Hamburg's Senator for Economy, Transport and Innovation Frank Horch, explaining the transport strategy for the coming years. Besides that, Hamburg and the Volkswagen Group have also agreed on strategic mobility partnership.

The software project „ROADS“ (Roadwork Administration and Decision System) and „Green4TransPORT“ are used to showcase Hamburg's competencies in intelligent transport systems. „ROADS“ aims to connect information of various construction sites. The software enables the coordination of construction projects at an earlier stage. This ensures the consistency of traffic flows and subsequently helps to reduce traffic congestion. Furthermore, the project „Green4TransPORT“ focusing on the improvement of traffic within the logistics environment of Hamburg's port is also presented during the exhibition. During the two-year project period, selected traffic lights, bridges, level crossings, trucks and ships will be equipped with Vehicle2X communication technology. The Vehicle2X (V2X, Car to Car/Infrastructure) communication technology refers to an intelligent transport system where vehicles and infrastructure systems are interconnected with each other. Green4TransPORT aims, among other things, to evaluate the degree to which V2X can be used to achieve traffic flow with greater efficiency, lower emissions, and better safety.

Hamburg has been making use of the pilot projects to increase its chance to bring the ITS World Congress 2021 to the city. Hosting the world congress is a crucial building block in Hamburg's promising ITS strategy. In Melbourne, the Volkswagen Group officially confirms its commitment to cooperate with Hamburg towards an international expert audience and announces to support the application. „The commitment of the Volkswagen Group to our application gives us additional momentum and international attention“, said Hamburg's Senator for Economy, Transport and Innovation Frank Horch.

As the ITS World Congress rotates between the regions (Europe, Asia Pacific and America), it takes place every three years in Europe. Around 15,000 guests are expected to take part in the world congress which includes a conference program, an exhibition as well as live

demonstrations. It also provides a platform for experts to exchange their ideas and opinions on latest development and deployment of ITS. Hamburg believes that the hosting of the ITS World Congress 2021 allows the city to enhance its transportation system through improved intelligence. This will then contribute to the sustainable development of urban mobility. By launching a test field of future mobility solutions, Hamburg hopes to make urban mobility more reliable and safer in partnership with experts from business and the scientific community.

**Queries:**

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