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Hamburg exhibits at the ITS European Congress in the Netherlands

Presentation of around 60 ongoing projects and advertisement for the ITS World Congress in Hamburg in October 2021

Hamburg will be exhibiting at a trade fair booth at the 13th ITS European Congress for intelligent traffic and transportation systems (ITS) in Eindhoven (NL) from 3 to 6 June 2019. The congress with the motto “Fulfilling ITS promises” is expected to attract more than 3,500 international experts from over 50 countries. More than 150 companies will be exhibiting at the trade fair accompanying the congress. While Hamburg’s ITS Project Management Office is showcasing approximately 60 ongoing projects on an interactive touch table, ITS Hamburg 2021 GmbH is seeking to attract cooperation partners and participants for the 2021 ITS World Congress.

Visitors to the trade fair will find information on the city’s ITS strategy, action areas and projects at the 48 square-metre Hamburg booth. The booth will also give them a taste of Hamburg’s upcoming ITS trade fair appearances in 2019 and 2020, focusing on three focal areas (“We move people”, “We move the city” and “We move goods”). Visitors to the trade fair can get involved by taking part in an interactive survey at the booth and are invited to daily events at the booth’s “*Heiße Ecke* (Hot Corner)” bar, which serves up typical Hamburg-style food and drinks.

Harry Evers, Managing Director of ITS Hamburg 2021 GmbH: “We want to show the European expert community that we are warming up to host the World Congress in our own city – with a whole range of urban projects, but also with the conceptual preparatory work that is under way in cooperation with the organiser ERTICO – ITS Europe and the German Federal Ministry of Transport.”

Hamburg, a metropolitan region with a population of 5.3 million and Germany’s most important logistics hub, is hosting the 28th ITS World Congress, the most important international industry meet-up in the field of smart transportation systems, from 11 to 15 October 2021 together with ERTICO-ITS Europe and the German Federal Ministry of Transport. Autonomous driving, intelligent traffic management and integrated public mobility opportunities – these are just a few of the topics and trends relating to networked traffic in modern cities. Today’s cities are faced with major challenges: an influx of people from rural areas and population growth, traffic jams and a lack of parking spaces, emissions, overwhelmed delivery systems and globalised logistics. These questions call for workable answers that are compatible with what are often ambitious goals in terms of climate protection, economic growth and attractive urban development.

The main topics covered by the ITS World Congress in Hamburg will be:

- Automated and connected driving
- Mobility as a Service (MaaS)
- Digital port and logistics solutions
- Intelligent infrastructure
- Urban air mobility
- Sustainable mobility

The ITS World Congress is the international platform for global ideas and local solutions that will change the world of tomorrow. The congress will focus on the question as to how new scientific, technical and social developments will impact tomorrow's transport. The World Congress is held in Europe every three years, with the event hosted in the Americas and Asia in between. More than 10,000 participants enjoy the conference programme and accompanying exhibition each year, taking part in project demonstrations and entering into dialogue on the latest developments in smart transportation systems and services. This year's ITS World Congress will take place in Singapore from 21 to 25 October.

For further information: www.itsworldcongress.com

Media enquiries:

Ministry for Economics, Transport and Innovation

Press Office | Christian Földner

Tel.: +49 (0)40 428 41 1326 | pressestelle@bwvi.hamburg.de

www.hamburg.de/bwvi | Twitter: @HH_BWVI | Instagram: hh_bwvi