

Press release

19 November 2019

The mobility transition is coming – but how? Hypermotion launches discussion of tomorrow's sustainable mobility and logistics

Claudia Cermak
Tel. +49 69 75 75-5255
Claudia.Cermak@messefrankfurt.com
www.messefrankfurt.com
hypermotion-frankfurt.com

Air taxis, autonomous shuttles or hyperloops: how will we be getting around a few years from now? How will digitalisation change our cities? From 26 to 28 November, the providers and users who are setting the standards for tomorrow's mobility and logistics come together at Hypermotion to discuss these and other issues.

Digitalisation, climate change, ageing infrastructure, the threat of diesel bans, hyperconsumption and growing demand for mobility pose major challenges for mobility providers, public transport companies, urban planners, transport planners and logistics providers. If we are to achieve a forward-looking and sustainable mobility transition, we must change the way we think and overcome existing systems boundaries. Ultimately, the solution lies in a new, intelligently networked and multimodal transport system. "It simply cannot be ignored – we are facing change on an enormous scale. It means no more and no less than the first concrete step into a digital and networked future – a future in which all transport users find themselves in a dynamic environment and in a state of 'hypermotion'," says Detlef Braun, Member of the Executive Board of Messe Frankfurt.

The Hypermotion event brings together various players from the mobility, supply chain and infrastructure sectors – including established companies, mobility pioneers and start-ups. The goal is to create interdisciplinary networks across all systems and forms of transport. Hypermotion offers the ideal platform for this because it brings together various players from the mobility, supply chain and infrastructure sectors – including established companies, mobility pioneers and start-ups. The goal is to create interdisciplinary networks across all systems and forms of transport. In addition to the exhibition, there are also numerous interactive events, including workshops, panel discussions, speed networking, presentations and pitches that offer opportunities to share ideas and network. A wide range of subjects will be covered, including the digitalisation and networking of transport systems, future mobility concepts, micromobility, bicycle transport and the electrification of transport, as well as sustainable solutions for tomorrow's supply chains and logistics.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main
Germany

One of the highlights is a keynote speech entitled 'Cities for people' that is being given on 26 November by Jan Gehl, a municipal planner and architect from Copenhagen, while the philosopher Christian Uhle explores the question 'Tomorrow's mobility – which visions have staying power for the future?'. Participants will be able to take a look ahead with Martin Fröhlich, Head of New Horizons at Deutsche Bahn. At his panel discussion in the Hypermotion Lab, he and his guests will be discussing 'Rail meets hyperloops', 'Air taxis – tomorrow's transport' and 'Cyborg – the age of human-machine interfaces has begun'.

In all, there will be some 200 high-quality speakers from Germany and around the world discussing the mobility of the future. These include experts such as Iona Freise, General Manager of Wunder City at Wunder Mobility GmbH, Manfred Fuhg, Director of Siemens Mobility Deutschland, Jan Gehl, Municipal Planner and Architect from Copenhagen, Alexander Gurko, Managing Director of Glonass, Prof. Dr. Andreas Knie, Sociologist at the Innovation Centre for Societal Change at TU Berlin, Terry Lee-Williams, Strategic Transport Advisor for ARUP in Sydney (AUS), Alexandra Mause, Director of the 'Lotsenstelle' programme at the Federal Ministry of Transport and Digital Infrastructure, and Roland Werner, Director of Government Affairs & Policy DACH & CEE at Uber. All speakers and presentations are available online at events.hypermotion-frankfurt.com.

There is a strong practical focus in the exhibition, which features innovative solutions for tomorrow's mobility and logistics that include mobility services and apps, sustainable concepts for municipal transport offered by public transport companies, research projects presented by universities, drone manufacturers and the providers of telematics solutions, intelligent traffic management systems, smart solutions for the last mile and for intralogistics, and much else besides. The roster of companies includes AtoBCarry, Avy, BVG, Circ, Dynaroads, Flir, Hardt Hyperloop, Innoloft, Inrix, IVU Traffic Technologies, Kyyti, Linde Material Handling, Melon World, Ramboll, RMV, Siemens Mobility, SSI Schäfer, Teralytics, Uber, Zeitmeilen and many more. There will also be numerous start-ups facing off against one another in pitch competitions and presenting their new concepts and ideas to a jury.

Green City Marketplace

The Green City Marketplace features flagship projects from the 'Immediate Clean Air Programme for 2017-2020' wherein German cities and municipalities present solutions for improving air quality and their ideas for digitalising infrastructure and transport systems, as well as measures for urban logistics, pedestrian and bicycle transport. With its 'Immediate Clean Air Programme for 2017-2020', the German government is helping cities and municipalities to improve their air quality. The Federal Ministry of Transport and Digital Infrastructure (BMVI) provides funding for municipalities' Green City Plans as part of a strategic long-term approach to achieving 'sustainable urban mobility'. The presentations promote communication and the exchange of knowledge between municipalities, companies and planners.

Hypermotion

Frankfurt am Main,
26 - 28 November 2019

Micro-mobility

A big opportunity for small vehicles: micro-mobility is becoming increasingly important in metropolitan areas. For the first and last miles in particular, small (primarily electric) vehicles such as cargo bikes and scooters are seeing increasing use. Designed for short distances, mini vehicles offer a space-saving, low-emission and cost-effective alternative to conventional modes of transport. At the Micro Mobility Course in Hall 1.2, these little runabouts can be put through their paces – in addition to monowheels and Segways, there will also be e-bikes, cargo bikes and e-scooters available for test rides.

Professional development for commercial fleet mobility

The demands placed on vehicle fleet operators and managers continue to grow. Now there is a professional development programme available to keep expertise up to date: Petit-FUHR from bfp-Fuhrparkforum, which is offering this programme at Hypermotion and at bfp Fuhrpark-FORUM 2020. Visitors can use their smartphones to obtain small knowledge modules at various stations throughout Hypermotion. Taken together, the individual modules comprise a full e-learning programme on various topics in the field of commercial fleet mobility.

Climate-neutral event

Hypermotion is the first event in its industry to be climate neutral. As a result, it is doing more than simply setting the standards for tomorrow's mobility and logistics – it is also playing a pioneering role in protecting our climate. Auditors from the independent CLIMATE EXTENDER agency carried out an in-depth analysis of all relevant aspects of the event to determine its impact on the climate and calculate its CO2 footprint. To compensate for operational CO2 emissions, certificates will be obtained from Gold Standard-certified climate protection projects aimed at achieving a sustainable reduction in greenhouse gases.

Everyone is welcome to take part: participants can use the free 'Hypermotion Navigator' app and the integrated Sli.do tool to participate in live votes and Q&A sessions in the conferences and in the Hypermotion Lab.

Press information and photographic material:

<http://hypermotion-frankfurt.messefrankfurt.com/presse>

Social media channels #hym19:

www.twitter.com/hypermotionfair

hypermotion-frankfurt.com/youtube

www.linkedin.com/company/hypermotion-frankfurt

Background information on Hypermotion

The event is sponsored by the Federal Ministry of Transport and Digital Infrastructure (BMVI), the State of Hesse (represented by the Hessian Ministry of Economics, Energy, Transport and Regional Development – HMWEVL) and the City of Frankfurt am Main. The event partners are Siemens AG and the public transportation network Rhein-Main-Verkehrsverbund (RMV). The sponsors are KYYTI, Ramboll and Teralytics.

Hypermotion

Frankfurt am Main,
26 - 28 November 2019

The partners and supporters of Hypermotion are bb22, Benz + Walter, Deutsche Bahn, the German Transport Forum (DVF), the German Mobility Congress (DMK), the German Association of Transport Sciences (DVWG), e4Festival, Euroexpo, the Fraunhofer Transport Alliance, Gründerszene, Huss-Verlag, Melon, TLGG and the Association of German Transport Companies (VDV).

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

Hypermotion

Frankfurt am Main,
26 - 28 November 2019