



evenson

New Mobility World & IAA Conference 2019

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Client

VDA

Location

Frankfurt/Main

Date

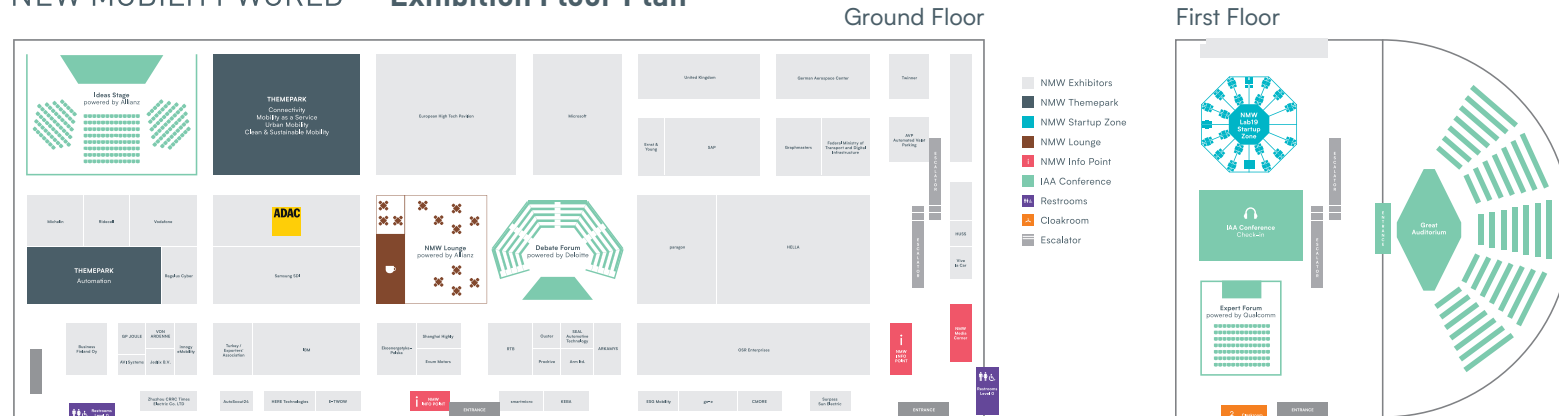
September 2019

“Most interesting tech in all of IAA”

NMW and IAA Conference



NEW MOBILITY WORLD Exhibition Floor Plan



400+
organizations

240+
speakers

500,000+
visitors

» IAA Conference / Program 2019

Wednesday, September 11				Friday, September 13			
Great Auditorium	Ideas Stage	Debate Forum	Expert Forum	Great Auditorium	Ideas Stage	Debate Forum	Expert Forum
13:00 – 14:00 IAA Conference opening (Great Auditorium)				10:00 – 10:30 Luxembourg – Revolutionizing mobility via digitalization, multimodality and decarbonisation (Great Auditorium)			
14:20 – 15:20 Dead end street – Why we need a U-turn in Urban Mobility now	14:20 – 15:20 Is it all too much? – Balancing state of the art user-experience with safe driving	14:20 – 15:20 International Design Perspectives: Change – Chance – Challenge	14:20 – 15:20 Peeking under the hood of vehicle connectivity	10:45 – 11:45 Facebook Auto Summit	10:45 – 11:45 Automation – Data frontiers in an increasingly connected world	10:45 – 11:45 Autonomous vehicles in a cashless world	10:45 – 11:15 Why mobility providers need traffic control for vehicles
15:40 – 16:40 New transformers vs. reinvented establishment – Who leads the race?	15:40 – 16:40 Manufacturing on speed – New materials, processes and products in running systems	15:40 – 16:40 Is your city ready for Mobility as a Service?	15:40 – 16:40 The road to perfection – Safety and testing as the corner piece of driver acceptance	12:00 – 13:00 Facebook Auto Summit	12:00 – 13:00 Navigating the urban jungle – Mobility as your guiding star	12:00 – 13:00 2030 – The year the personal car ownership died	11:15 – 11:45 How location intelligence is shaping the future of mobility
17:00 – 18:00 A safe and seamless connected experience in every car (Great Auditorium)				13:30 – 14:00 Fridays for future addresses the automobile industry (Great Auditorium)			
14:15 – 15:15 Playing the next big role – New and traditional actors fighting for new markets				14:15 – 15:15 Mobility as a Service – Personalised mass transportation?			
14:15 – 15:00 HUSS – Vision Mobility THINK TANK Saving money with new forms of mobility				14:15 – 15:15 Regulatory Policy – Accelerator or handbrake for innovation?			



NEW MOBILITY WORLD

145 + exhibitors

from Microsoft to Michelin

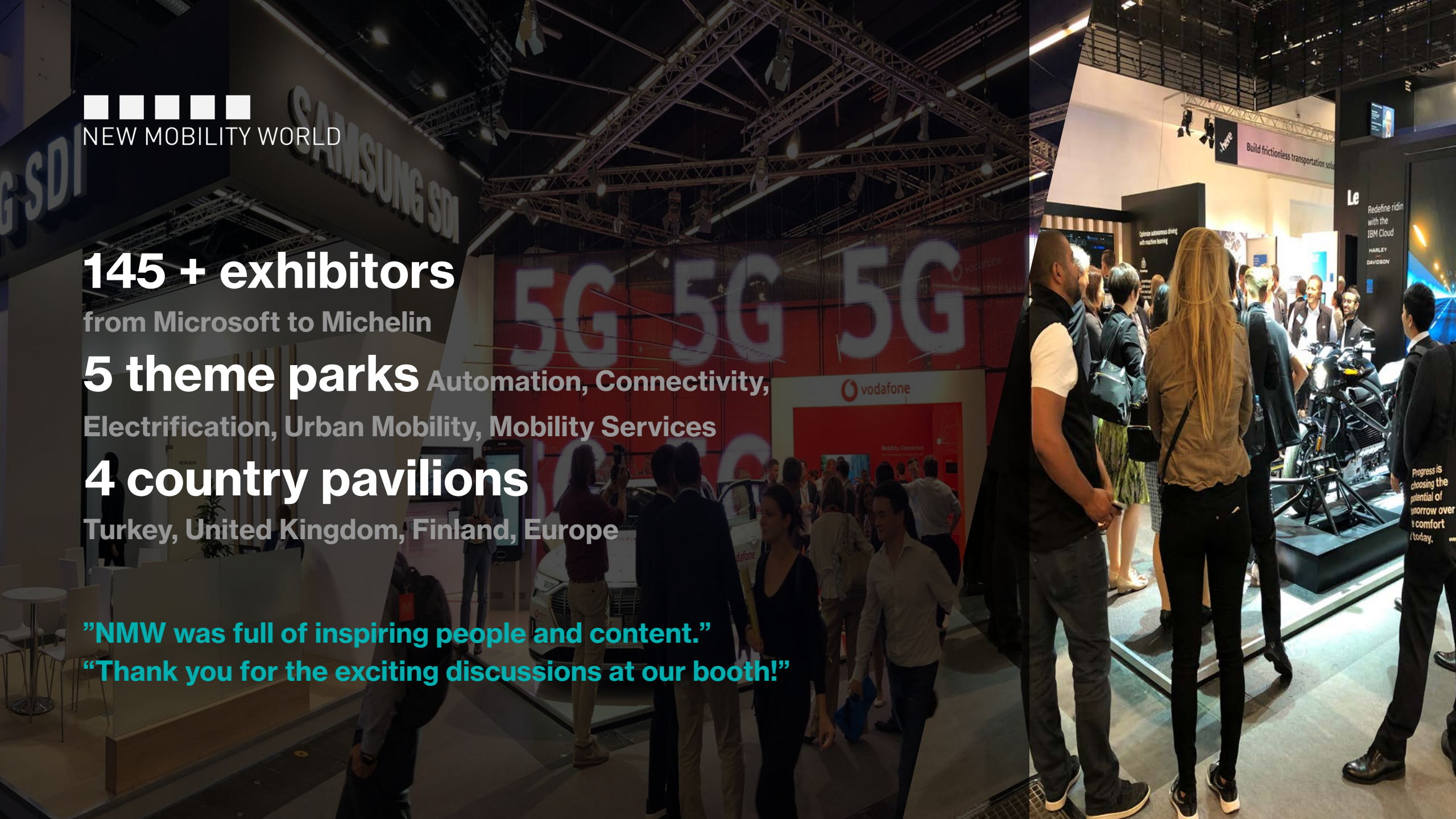
5 theme parks Automation, Connectivity,
Electrification, Urban Mobility, Mobility Services

4 country pavilions

Turkey, United Kingdom, Finland, Europe

“NMW was full of inspiring people and content.”

“Thank you for the exciting discussions at our booth!”



» IAA Conference

250+ international speakers

from founders to Formula 1 Champion

12 keynotes CEOs of IBM, Waymo, Daimler;

Heads of governments of Germany, Luxemburg ...

50+ hours programming

Keynotes, panels, fireside chats, Oxford Debates

“Thanks for the opportunity and the great discussion. Loved it!”

“Really enjoyed the great networking opportunity.”

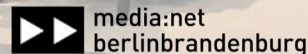
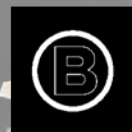
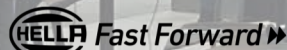
participants





NMW Lab19

STARTUPS MEET INDUSTRY



40
startups

curated by
25 partners

2 industry
challenges

Networking

A large group of people are seated at long tables in a restaurant or event space. The room is dimly lit with warm, glowing string lights hanging from the ceiling. The tables are set with plates of food, glasses, and water bottles. People are engaged in conversation and eating. The background shows a stone wall and a doorway.

**4
workshops**

**2
side events**

**1 matchmaking
dinner**

“The matchmaking dinner was one of the best I have been to with an exceptional quality of people to speak to.”



Partnerships

Patronage

German Federal Ministry of Transport and Digital Infrastructure

60+ partnerships

From Women in Mobility to World Economic Forum,
from Google to Qualcomm

**“This year’s New Mobility World was a great success.
We had very insightful days, fruitful exchanges with our
partners, industry experts and innovators.”**

Gold Partner Allianz Automotive

Communication and Reach*

567m

digital media reach

7.800+

journalists from 95 countries

75

VIP tours with 100 politicians

“New Mobility World has become the meeting point for the world's leading companies in automotive technology and mobility” Daily Sabah, Turkey, September 10, 2019 *entire IAA

evenson

**Driven by ideas.
Focused on results.**

Consultants for the human side of progress