

## Hamburg gets moving

### One year until the world's largest intelligent mobility convention begins

**Hamburg, 29/10/2020** – What will the future of mobility and logistics look like? What digital solutions will make transportation easier? We'll find out in one year's time at the ITS World Congress.

From 11 to 15 October 2021, Hamburg will host the world's largest convention on intelligent transport systems and services. The sector's top minds will present their ideas for the future of mobility in the conference halls of the freshly renovated CCH and selected public spaces. "If the coronavirus pandemic allows, our city can look forward to a world-class programme of events with a range of live presentations, workshops and interactive exhibits," says Harry Evers, Managing Director of ITS Hamburg 2021 GmbH. "The ITS Congress is aimed not only at industry specialists, but also the residents of the Hamburg metropolitan area."

### Hamburg to present more than 40 selected projects

The Hanseatic City will take a leading role in the area of digitalisation of mobility and logistics, presenting more than 40 of its some 150 ITS projects. "The ITS World Congress comes at just the right time. Hamburg is undergoing the mobility transition and using intelligent concepts to create a sustainable and connected transport system," says Anjes Tjarks, Hamburg's Senator for Transport and Mobility Transition. "Our aim is to design a city with cleaner air, fewer traffic jams and higher quality of life. To do this, we need the creative solutions that established companies and start-ups are developing all over the city. Aside from hosting the Congress itself, the people of Hamburg will benefit greatly from the 150 ITS projects being implemented in our city, such as the HEAT autonomous shuttle bus in the HafenCity area."

### The motto: Experience Future Mobility Now

The ITS World Congress focuses on the following key areas:

- Automated, cooperative and connected mobility: the transition from human drivers to autonomous cars, buses and trains
- Mobility services (mobility as a service and mobility on demand): combining a number of mobility services (such as taxis, bicycle hire, e-scooters, public transport) into a single service, and the development of new mobility applications

- Digital port and logistics solutions: based on the example of Hamburg as Germany's largest and Europe's third-largest container port
- Intelligent infrastructure: optimisation of infrastructure using artificial intelligence to improve traffic flow and make it more sustainable
- New services based on new technologies: such as the use of unmanned drones
- Sustainable solutions for cities and citizens: developing an ecologically sustainable and energy-efficient mobility system.

### **Alliance of Hamburg-based companies and institutions**

Strategic partners have teamed up with the city to form an alliance that aims to make the future of mobility tangible and understandable for citizens. Their objective is to create a platform that will enable Hamburg companies to share and implement their ideas and schemes. Partner companies within the alliance will host a number of informational events for citizens before and during the Congress.

### **New talent**

The Young Mobility Community is giving the next generation of young citizens the opportunity to help shape the future of mobility. At the heart of the project lies the [@itsyoungmobility](#) Instagram account and #itsyoungmobility hashtag.

### **Video interviews and podcasts**

Video interviews on the topics to be covered by the Congress are currently in production and available on the ITS website and the [ITS YouTube channel](#). These will feature specialists from the worlds of science, politics and business and new talents from Hamburg's schools and universities have a say as well. In the first episode, host and ITS Managing Director Harry Evers and a Hamburg high school graduate speak with Hamburg's Senator for Transport and Mobility Transition, Anjes Tjarks. The interviews will also be released as podcasts on a variety of platforms.

Further information and images can be found in our press area <https://itsworldcongress.com/downloads/>

Press contact

Ministry of Transport and Mobility Transition  
Dennis Heinert  
Tel: +49 (0)40 42841 3211  
Email: [pressestelle@bvm.hamburg.de](mailto:pressestelle@bvm.hamburg.de)

ITS Hamburg 2021 GmbH  
Kay Hellwig  
Project Lead Public Communication and Cooperation  
Tel: +49 (0)40 8821 570 53  
Email: [kah@its2021.hamburg](mailto:kah@its2021.hamburg)

Dirk Herzog  
Mann beißt Hund – Agentur für  
Kommunikation  
Tel: +49 (0)40 890 696 28  
Email: [dh@mann-beisst-hund.de](mailto:dh@mann-beisst-hund.de)

Lennart Augustin  
Mann beißt Hund – Agentur für  
Kommunikation  
Tel: +49 (0)40 890 696 23  
Email: [la@mann-beisst-hund.de](mailto:la@mann-beisst-hund.de)