

Urban Air Mobility Forum

October 12th & 13th, 2021

Congress Center Hamburg (CCH), Hall X2

Organized by: Hamburg Port Authority
In Cooperation with: Hamburg Aviation
Sponsored by: ITS Hamburg

1 Introduction

Urban Air Mobility (UAM) will have a major impact on our future urban mobility solutions as it opens up the third dimension of space (i.e. the airspace beyond land and water) for urban passenger and freight transport. These developments present new challenges and opportunities for the international ITS community, which will receive increasing attention at the upcoming ITS Congresses.

The European Aviation Safety Agency (EASA), estimates that Urban Air Mobility (UAM) will be a reality in Europe's cities within 3 to 5 years. The market size is expected to reach 9.1 billion USD by 2030.

In pitch sessions, panel discussions and live demonstrations, the world's leading experts from business, academia and government will provide an overview of the latest technological achievements, political and legal aspects as well as possible business models for UAM.

Attention – 2G Event: Only visitors with an official photo ID who provide proof on site that they have been fully vaccinated against Covid-19 or have recovered will be allowed to attend the ITS World Congress.

Registration: Please register via the ITS World Congress app, as places are limited.

More information at: <https://itsworldcongress.com/programme-at-a-glance/>

2 Programme

Tuesday October 12th 2021, Congress Center Hamburg (CCH), Hall X02

10:15 – 11:00	Welcome & Introduction to the World of UAM by Dr. Phanthian Zuesongdham, Head of Division Port Process Solution at Hamburg Port Authority (HPA)
11:00 – 11:30	Demonstration of UDVeO by Helmut Schmidt University
11:30 – 12:30	Panel One: <i>The Role of the Cities</i> UAM technologies and solutions are being developed on a large scale. These will impact the daily lives of urban and rural populations. In this session, the representatives of policy and future makers will discuss how cities will prepare for this transformation. Moderator: Dr. Phanthian Zuesongdham (HPA) Speakers: <ul style="list-style-type: none">• Jens Meier, CEO at Hamburg Port Authority• Andreas Richter, Head of Department Innovation & Cluster at Ministry for Economy & Innovation City of Hamburg• Marielies Becker, Senior Project Manager Innovation, Berlin Partner
12:30 – 14:00	Lunch Break: Joint Walk to the Exhibition Hall
14:00 – 15:30	Solutions for Cities & Citizens <i>Part1: A Panel on UAS for Medical Purposes</i> Hear from leading experts as they give an outlook on implementation and what the next steps are to enable regular operations of medical use drones. Moderated by: Daniela Richter, Project Lead Windrove & UAM at Hamburg Aviation Keynote Speaker: Dr. med. Mina Baumgarten, Project Lead MV LIFE DRONE at Universitätsmedizin Greifswald Speakers: <ul style="list-style-type: none">• Sabrina John, CEO at GLVI Gesellschaft für Luftverkehrsinformatik mbH• Petri Mononen, Coordinator of AiRMOUR Consortium at VTT <i>Part 2: A Panel on Safety and Security</i> This panel provides exiting examples of innovative UAV technologies that could assist in case of natural disasters and other safety application such as protecting critical infrastructure. Moderated by: Robert Friebe, Manager Digitalization, Cyber Security & UAS at German Aerospace Industries Association (BDLI) Speakers: <ul style="list-style-type: none">• Prof. Dr. Gerd Scholl, Project FALKE at Helmut-Schmidt-University• Günter Graf, Vice President New Business Development & Innovation at Frequentis
15:30 – 16:00	Coffee Break
16:00 – 16:30	Demonstration of FALKE by Helmut Schmidt University
16:30 – 18:00	Solutions for Cities & Citizens Moderation: Prof. Dr. Volker Gollnick, Head of Institute of Air Transportation Systems at Hamburg University of Technology <i>Part 1: Fleet Management / Monitoring Systems:</i> In this session, award-winning and world leading solutions in the segment of fleet management and monitoring systems will be presented. Highlights and insights of commercial UAM business can be experienced in a nutshell. Speakers: <ul style="list-style-type: none">• Matthias Gronstedt, Managing Director at HHLA Sky GmbH• Andreas Perotti, Chief Marketing Officer Europe at EHang

	<p>Part 2: Public Acceptance: UAM solutions present us as a society with the question of how such technology can be generally accepted in terms of safety and security. In this section, experts will discuss how this question can be addressed in practice.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Hinnerk Eißfeldt, Head ATC Division at DLR German Aerospace Center • Silvio Semanjski, Managing Director at SEAL Aeronautica S.L.
18:00 – 18:15	<p>Closing – Day One by Dr. Phanthian Zuesongdham (HPA)</p>

Wednesday October 13th 2021, Congress Center Hamburg (CCH), Hall X02

09:00 – 09:15	<p>Welcome & Introduction by Dr. Phanthian Zuesongdham (HPA)</p>
09:15 – 10:00	<p>Panel Two <u>Moderator:</u> Munish Khurana, Senior Manager ATM/UTM Business Development, EUROCONTROL</p> <p>Status Quo and Outlook: What might the Future hold for UAM? A panel on the status of the implementation of Commercial applications What is fiction and what is real? In this panel, the practitioners and experts will give us insights of the commercial UAM applications operated today and what we can expect in the near future.</p> <ul style="list-style-type: none"> • Erwin Verstraelen, Chief Digital & Innovation Officer at Port of Antwerp • Markus May, Founder & Managing Director at Airbus Urban Mobility GmbH • Gregor Grandl, Senior Partner at Porsche Consulting GmbH • Corvin Huber, Chief Executive Officer at D3 Technologies AG
10:00 – 10:30	<p>Coffee Break</p>
10:30 – 11:00	<p>Demonstration by HPA Port Wings Guided by on-site speakers (e.g. port captain, head of disaster management, managing director of HPA), we will show a live transmission from the control stations in operation and the connected infrastructure. Live sensor data as well as real-time position data will be demonstrated. In addition, we will talk about the fields of application, the importance of and engagement with the new technology & services and the change / role profile expansion. Of course, the added value of the services, such as safety enhancement and intelligent port infrastructure management, will be discussed extensively.</p>
11:00 - 11:30	<p>Wrap up – Day Two & Look into the Future by Dr. Phanthian Zuesongdham (HPA)</p>
11:30 – 12:30	<p>Matchmaking – World Café In this session, the participants will have the opportunity to discuss challenges and ideas in each of the four topics in a moderated World Café format to facilitate the networking and matchmaking for potential projects and future collaboration among them.</p> <p>Topics:</p> <ol style="list-style-type: none"> 1) Business Model Challenge <u>Moderator:</u> Christine Wang, Managing Director at Lufthansa Innovation Hub 2) Regulatory Challenge <u>Moderator:</u> Christian S. Struwe, Head of Public Policy at DJI 3) Bringing Drones to real Implementation via U-Space <u>Moderator:</u> Juliane Lang, Senior Manager Business Development & Sales at Droniq GmbH 4) Public Acceptance <u>Moderator:</u> Prof. Dr. Andreas Del Re, Head of Institute f. Unmanned Systems at NBS