



DUBAI

ITS World Congress

16 -20 September 2024

Mobility Driven by ITS



Up to 20.000
ITS Experts



+800
International Speakers



+500
Innovations Showcased



+200
Expert Sessions

PRESS KIT

For more info: itsworldcongress.com

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Practical Information

Congress Venue

Date: 16 – 20 September 2024

Location: Dubai World Trade Centre [Access the Floorplan](#) | [How to get there](#)

Address: Sheikh Zayed Rd - Trade Centre - Trade Centre 2 - Dubai - United Arab Emirates

Important note: According to the venue’s security policies, there will be no cloakroom. We advise leaving your luggage at the hotel before arriving at the venue.

Official Language

The official language of the Congress is English, and all speeches will be delivered in English.

Media Registration

All press must be registered. Please register at the Congress' [website](#). You will have to upload documentation, such as a Press ID. When you arrive to the venue, please register at the registration desk in the lobby of the Dubai World Trade Centre to get your access card. Remember to bring your Press ID/documentation.



Registration Opening Hours

Sunday 15 September: 14:00 – 19:00
Monday 16 September: 07:30 – 20:00
Tuesday 17 September: 07:30 – 19:00
Wednesday 18 September: 07:30 – 19:00
Thursday 19 September: 07:30 – 19:00
Friday 20 September: 07:30 – 17:30

Opening Hours

Exhibition

Monday 16 September: 12:30 – 19:30
Tuesday 17 September: 08:30 – 18:30
Wednesday 18 September: 08:30 – 18:30
Thursday 19 September: 08:30 – 18:30
Friday 20 September: 08:30 – 16:00

Demonstration & Technical Visits

Tuesday 17 to Thursday 19 September: 09:00 – 18:30
Friday 20 September: 08:30 – 16:00

Press Working Lounge

The Al Wasl Press Room, located near the entrance of the Exhibition Hall 5 and opposite of the VIP room can be used as an office by registered media and press. The room has internet access and provides basic catering, including coffee, tea and water.

Press Conference

Taking place Monday, 16 September from 14:00-15:00 in Sheik Rashid Hall A, the official Press Conference, themed “**Smart Solutions for a Sustainable Future**” will be held in English. Access speaker’s profiles [here](#).

- **Mr Ahmad Hasan Mahboub**, CEO Corporate Administrative Support Services Sector, Roads & Transport Authority (RTA) Dubai
- **Dr. Angelos Amditis**, Supervisory Board Chairman, ERTICO
Hosting the ITS World Congress & Concluding Remarks from the Future of Mobility Summit
- **Mr Joost Vantomme**, CEO, ERTICO
The Strategic Road Ahead & Preview of ERTICO’s new Innovation Platform
- **Mr Tyler Trerotola**, Middle East GM, Joby Aviation
Joby’s Progress & Path to Commercialisation in Dubai
- **Mr Dan Lukasik**, Vice President, Intelligent Infrastructure, Parsons Corporation
Parsons’ New iNET® Platform: AI-Driven Traffic Management for Modern Mobility Challenges



Media Lounge

There is a dedicated Media Lounge located in exhibition Hall 8. We invite you to conduct interviews and take pictures in the Media Lounge.



Press Services

We are pleased to offer you the latest press releases, photos, and daily highlight videos each morning from the ITS World Congress. For interviews and meetings with delegates, speakers, and visitors, the Congress App will facilitate scheduling once it launches. If you have any questions, please feel free to contact us at any time.

Press Releases from Congress Partners & Exhibitors

Please visit our online [Press Room](#) for all the latest news and press releases from our Congress Partners and Exhibitors.

Congress App

The [Congress App](#) will keep you up to date on all Congress activities and events, as well as provide you with access to the interactive programme in the palm of your hand. Find your way around the Congress centre, the exhibition hall and demonstration areas with all the necessary information at your fingertips.

Search for "[ITS World Congress](#)" on the App Store or Google Play Store to download the Congress app.

Social Media: #ITSDubai2024

- [LinkedIn](#)
- [X](#)
- [Facebook](#)
- [YouTube](#)
- [Flickr](#)

Congress Branding and Visual Materials

Official Congress pictures will be uploaded to [the ITS Congresses Flickr account](#) every day of the event. Download the Communication Toolkit available in the [Press Room](#) and the [Media Assets Downloads](#).

More Information

For more information about sessions, exhibition opening hours and reservations, demonstrations, and social programme, please visit the Congress website [here](#).

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ITS World Congress 2024 Facts

About the ITS World Congress

Organised by ERTICO every third year in the EMEA region, the ITS World Congress lead the charge in global ITS collaboration and innovation. The ITS Congresses unite mobility, technology, and innovation, bringing together experts, policymakers, and stakeholders from industry and academia to advance intelligent transport systems (ITS). Addressing local, national, and global mobility challenges, these Congresses foster a worldwide dialogue on smart mobility solutions.

This year's event in Dubai marks a landmark occasion as the first ITS World Congress in the UAE, spotlighting the strong partnership between ERTICO and Roads and Transport Authority (RTA). This partnership underlines a mutual commitment to pushing the boundaries of smart mobility, with Dubai's innovative landscape and RTA's strategic vision creating an ideal setting to set a dynamic stage for the Congress.

About ITS (Intelligent Transport Systems & Services)

Intelligent Transport Systems and Services (ITS) integrates information and communications technology with transport infrastructure, vehicles and users. By sharing vital information, ITS allows people to get more from transport networks, in more excellent safety and less impact on the environment.

The number of expected attendees: Up to 20,000 global participants

Who will attend? Ministers, Policy Makers, Mayors, City Officials, Industry Leaders, Researchers, Engineers, Developers, Students etc.

Organiser: ERTICO

Host: Roads and Transport Authority (RTA)

Theme: Mobility Driven by ITS

Technical & high-level Sessions: 200+

Exhibitors: 500+

Demonstrations: 9

Technical Visits: 7

What will we see at the Congress in Dubai?

The Congress will provide over 200 sessions and workshops where attendees will be able to attend a variety of discussions by high-level officials, as well as hear industry and academic leaders speak, a multitude of opportunities to experience outstanding demonstrations with cutting-edge solutions, with close to 500 exhibiting companies showcasing the latest and most exceptional innovations in smart mobility, a start-up area with four very interesting and creative innovators, as well as a great networking and social programme. Visit our website to view the list of [High-Level Speakers](#).

The Congress Programme

Highlights at the Congress in Dubai

- Official Opening Ceremony
- Exhibition Welcome Reception
- Press Conference
- Future of Mobility Summit
- International Forums
- Regional Forums
- Exhibition
- Exhibition Stage
- The Start-ups
- Technical Visits
- Demonstrations
- Public Day
- Closing Ceremony

Congress Programme

- 170 sessions
- 3 Plenary sessions
- 8 International Fora
- 1 Regional Forum
- 1 Future of Mobility Summit
- 1 Global Forum on MaaS/MoD
- 95 Special Interest Sessions dedicated to specific themes
- 9 Strategic Future Sessions
- 8 Host Sessions
- 35 Technical Paper Sessions
- 11 Research Paper Sessions

Events during the Congress

- Opening Ceremony, Monday, 16 September, from 11:00 – 12:30, Sheik Rashid Hall DRUM
- Press Conference, Monday, 16 September, at 14:00 – 15:00, Sheik Rashid Hall A
- ITS Gala Dinner, Wednesday, 18 September, at 19:30, Madinat Jumeirah
- ITS Public Day, Thursday, 19 September, All Day, Exhibition Halls
- Closing Ceremony, Friday, 20 September, from 15:30 -16:30, Sheik Rashid Hall DRUM

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Opening Ceremony

Monday 16 September, 11:15 – 12:30

Join us for the grand Opening Ceremony of the ITS World Congress in Dubai, a momentous occasion set to launch this prestigious global event. We are honoured to welcome His Royal Highness Sheikh Mohammed bin Rashid Al Maktoum, who will grace the ceremony with his presence. The ceremony will also feature distinguished guests:

- Dr. Michio Kaku, a world-renowned futurist and physicist, will deliver a keynote speech, sharing visionary insights on the future of intelligent transportation systems.
- Brian Cronin, U.S. Department of Transportation
- Max Lemke, European Commission
- Joost Vantomme, ERTICO
- Laura Chace, ITS America
- Akio Yamamoto, ITS Asia-Pacific
- ERTICO Chairman Angelos Amditis and representatives from our host, the Roads and Transport Authority (RTA).

Ceremony Highlights

- Ribbon-Cutting Ceremony: Officially open the congress and exhibition.
- Lifetime Achievement Awards: Honouring outstanding contributions in the field of intelligent transport systems.
- Welcome Reception: A networking event in the exhibition hall, featuring surprises and an opportunity to connect with global leaders.

Closing Ceremony

Friday 20 September, 15:00-16:30

Join us for the Closing Ceremony as we honour achievements, reflect on the week's innovations, and look forward to the future of intelligent transportation. The Closing Ceremony is the opportunity to:

- Witness the recognition of outstanding contributions with the Best Session and Best Paper Awards.
- Gain insights from a comprehensive Congress summary delivered by the Chief Rapporteur, highlighting key takeaways and future trends.
- Be part of the symbolic Passing of the Globe, signifying the handover from Europe to America, and get an exclusive preview of upcoming ITS World Congresses.
- Insights from the Congress host RTA and organiser ERTICO on the achievements and future of the ITS community.
- Recognition of excellence in sessions and papers, celebrating the brightest minds in intelligent transportation.
- A detailed overview of the event's key moments and discussions, presented by the Chief Rapporteur.
- Passing of the Globe: A symbolic handover from Europe to America, marking the transition to the next ITS World Congress.
- Wrap up the event with a relaxed and celebratory reception, offering the final opportunity to network and discuss the future of intelligent transportation.

Plenary Sessions

All attendees are welcome to join the Opening and Closing Ceremonies and Plenary Sessions, where key personalities from the ITS world and beyond will address key ITS issues. The Plenary sessions stand out as vital components of the High-Level Programme, exploring strategic and substantive advancements in ITS and the mobility sector. These sessions feature influential panellists and keynote speakers, uniting experts across the ITS ecosystem to delve into key Congress themes. During the ITS World Congress in Dubai, three plenary topics will vividly embody the theme of 'Mobility Driven by ITS'. Read more about the Plenaries [here](#).

Plenary 1: Safe, Trustworthy and Resilient Mobility Ecosystems in Changing Times

Tuesday 17 September 2024, 09:00 - 10:30

This Plenary will consider the different links in the mobility chain, including the role of artificial intelligence, as a means to improve the safety and resilience of our transport systems. How can we harness and integrate necessary core elements to ensure a safe, trustworthy and resilient transport and mobility system? What are the tools, standards, and regulations that need to be developed or reinforced for ITS to serve our needs in a fast-changing world? Can AI help to solidify the mobility chain, or will it leave it more vulnerable? What are the diverse needs in different regions around the globe for transport safety and resilience? How is ITS fulfilling such needs?

- Mr. Jim Misener (Keynote Speaker), Senior Director, Qualcomm Technologies, Inc, USA.
- Mr. Young Tae Kim (Moderator), Secretary General, International Transport Forum (ITF), France.
- Ms. Susanna Zammataro, Director General, International Road Federation (IRF), Switzerland.
- Dr. Markus Oeser, President, Federal Highway Research Institute (BAST), Germany.
- Ms. Joanna M. Pinkerton, Senior Vice President, HNTB, USA.

Plenary 2: ITS Beyond the Road: Interconnecting All Transport Modes

Wednesday 18 September 2024, 09:00 -10:30

This Plenary will discuss some of the hallmarks of innovation in ITS as its scope expands beyond the road. The discussion will elaborate on balancing the development of new tools in a single transport mode with focusing on fully integrated cross-sectorial solutions across all modes. What are the hurdles in establishing this new ecosystem where new mobility modes are seamlessly integrated? How strong is the need to align regulatory environments among different modes to enable more integration, and deliver more social, environmental, and economic benefits? Is there a difference in the level of integration prioritised by various regions around the globe?

- Ms. Laura Chace (Moderator), President and CEO, ITS America, USA.
- Mr. Erwin Verstraelen, Chief Digital & Innovation Officer, Ports of Antwerp & Bruges, Belgium.
- Prof. Sarah Sharples, Chief Scientific Director, Department for Transport, UK.
- Dr. Tina Wagner, Director-General for Transport, Ministry of Transport and Mobility Transition, City of Hamburg, Germany.
- Dr. Firas Ibrahim, Director, Office of Research, Development and Technology, U.S. Department of Transportation, USA
- Mr. Meng-Fen Wun, Chair, Taiwan Telematics Industry Association; Chair, Taiwan Drone Alliance; Former Vice Minister, Ministry of Transportation and Communications, Chinese-Taipei.

Plenary 3: Accelerating Mobility Transition Towards Smarter and More Sustainable Cities

Thursday 19 September 2024, 09:00 -10:30

This Plenary will focus on sharing views on priorities, best practices, evidence of outcomes and lessons learned from different cities around the world, including the public as well as the private sector, from political decisions to concrete change and solutions. It will discuss experiences from pioneer cities and communities that can be widely applied to drive the shift towards smart and sustainable cities. Mobility transition towards smart cities comes with a price tag. But what is the price for society if we refrain from necessary investments? How can we accelerate the transition to smart cities and communities by involving citizens through co-creation and education about ITS? How can solutions for smart cities be transferred around the world? What are the minimal requirements for cities to move forward towards sustainable and intelligent mobility?

- Mr. Ahmed Bahrozyan (Keynote Speaker), CEO, Public Transport Agency, RTA, UAE.
- Ms. Zeina Nazer (Moderator), Co-founder, Cities Forum, UK.
- Mr. Faysal Ali, Vice President-Design & Planning Studio, Parsons Corporation, UAE.
- Mr. Ioannis Xifaras, Secretary General, Ministry of Infrastructure and Transport, Greece.
- Mr. Jon Newhard, CEO, Yunex Traffic, Germany.
- Mr. Ramin Massoumi, Global Solutions Director – Mobility, Arcadis, USA.
- Mr. Yandong Fan, Head of Strategy and Planning, Transurban, Australia

International Forums

The International Forums (IF) are one of the key sessions of the Congress, bringing together representatives across the three regions (Americas, Asia Pacific and EMEA) to address global challenges and foster collaboration. These sessions provide a platform for dialogue and exploration of innovative solutions for pressing global issues from these regions through discussions, presentations, and networking opportunities.

IF 1: Data and AI for Future Mobility: What's at Stake?

Tuesday 17 September 2024, 11:00 -12:30

This session will discuss how AI hold the potential to become a force for goods across the mobility industry without the human elements. Is the connectivity, digital infrastructure and computing power ready? Should there be a global governance system for data, or should it be specific to use cases, especially when related to AI?

- Mr. Christian Haas (Keynote Speaker), CEO, UMovity (Econolite & PTV Group), Germany
- Mr. Martin Russ (Moderator), Managing Director, AustriaTech – Federal Agency for technological Measures Ltd, Austria
- Dr. Max Lemke, Head of Unit, European Commission DG CONNECT, Belgium.
- Ms. Stephanie Leonard, Head of Government and Regulatory Affairs, TomTom, Belgium.
- Mr. Sanjeev Ghate, CEO, Mobilisights (Stellantis), USA.
- Mr. Erik Dietz, President and COO, Michelin Mobility Intelligence, North America, USA.
- Mr. Mike Rudge, Chair and President, ITS New Zealand, New Zealand.

IF 2: Harnessing Intelligent Transportation Systems for Safe and Sustainable Futures

Tuesday 17 September 2024, 14:00 -15:30

This session will showcase innovative approaches driving positive outcomes across urban and rural landscapes. Attendees will gain actionable strategies and best practices for designing safe, resilient, equitable, and environmentally conscious transportation systems. With a focus on tangible outcomes and real-world applications, this session aims to inspire and empower stakeholders to embrace ITS and emerging technologies as a catalyst for a safer, greener, smarter future.

- Mr. Brian Cronin, Director (Keynote Speaker), Director, Intelligent Transportation Systems Joint Program Office, U.S. Department of Transportation, USA.
- Ms. Selika Josiah Talbott (Moderator), Founder & CEO, Autonomous Vehicle Consulting, USA.
- Ms. Mina Sartipi, Director of CUIP, Univeristy of Tennessee, Chattanooga, USA.
- Ms. Tracy Larkin-Thomason, Director, Nevada Department of Transportation, USA.
- Mr. Abbas Mohaddes, Chairman of the Board, Umovity, USA.
- Dr. Ronald Wu, Special Assistant to President, HwaCom Systems Inc., Chinese-Taipei.
- Dr. Angelos Amditis, Chairman of the Board, ERTICO/ICCS, Greece.

IF 3: Innovations for integrated ITS

Tuesday 17 September 2024, 16:00 -17:30

This plenary will discuss how do these innovative integrated systems perform in terms of cost-effectiveness? What is the efficiency and resilience of these systems in terms of social benefits? What kind of innovations are favoured and enjoyed by both the public and management authorities? What are the foreseeable future directions for innovation?

- Mr. Steven Lui (Keynote Speaker), President of ITS Hong Kong and Technical Director of AECOM, Hong Kong.
- Mr. Xiaojing Wang (Moderator), Chairman, China ITS Industry Alliance, China.
- Mr. Fred Kalt, President, ITS Singapore, Singapore.
- Mr. Akhiles Srivastava, President, ITS India Forum, India.
- Mr. Alasdair Cain, Director of Research Development and Technology Coordination, U.S. Department of Transportation, USA.
- Mr. Kurtis McBride, CEO, Miovision, Canada

IF 4: Using AI in ITS: What is the Impact?

Wednesday 18 September 2024, 11:00 -12:30

Artificial Intelligence (AI) is regularly being hyped as the next technology to solve all problems. This session will show how AI has demonstrated to adapt at massaging large volumes of data, looking at how these systems processing data in an equitable manner. As with all evolving technologies, there are both benefits and challenges in applying new technology to enhance systems that are already providing functional systems. This forum will address the applications, successes/failures and considerations around using AI solutions in transportation.

- Mr. Gregory Winfree (Moderator), Chief Executive Officer, Texas A&M Transportation Institute, USA.
- Mr. Garrett Eucalitto, Commissioner, Connecticut Department of Transportation, USA.
- Mr. Craig Hutton, Associate Assistant Deputy Minister, Policy Group, Transport Canada, Canada.
- Mr. Scott Marler, Executive Director, Iowa Department of Transportation, USA.
- Mr. Tim Chen, President, TMS Technologies CO., LTD, Chinese-Taipei
- Dr. Doug Priest, Public Transportation Lead – Microsoft Worldwide Government, Microsoft, USA

IF 5: Cooperative ITS – Automated Vehicles and large-scale real world applications

Wednesday 18 September 2024, 14:00 -15:30

This session will discuss the experiences of deploying large scale CAV in urban environment, considering the practical issues, what is needed to be done prior, as well as the opportunities in saving cost for the broader network management and safety initiatives.

- Mr. Xiaojing Wang, Chairman, China ITS Industry Alliance; President, Intelligent Transport System Establishment Suzhou, China
- Mr. Dean Zabrieszch Chief Executive Officer, HMI Technologies Pty Ltd/Ohmio Automotion Ltd, Australia
- Prof. Sebastien Glaser, Professor, Intelligent Transport Systems, CARRS-Q, Australia
- Prof. Kimihiko Nakano, Professor, University of Tokyo, Japan
- Mr. Hubert Chen, Chairman, Turing Drive Inc., Chinese Taipei
- Mr. Russels McMurry, Commissioner, Georgia Department of Transportation, USA
- Mr. Joost Vantomme, CEO, ERTICO-ITS Europe, Belgium

IF 6: Urban Mobility Innovation: Will drones really change life in cities?

Wednesday 18 September 2024, 16:00 -17:30

This International Forum will highlight some cutting-edge solutions in Urban Air Mobility and discuss: How ready are we to integrate this newest mode into the urban mobility landscape? What are some of its main blockers? Is it really a green solution? What policies are needed to ensure that even as innovation is given an impetus, the urban air space does not become congested?

- Mr. Dónal Hodgins (Moderator), Head of Sustainable Transport & Traffic Management / ITS Nationals Vice Chair, Kildare County Council / ITS Ireland, Ireland.
- Ms. Laure Glatron, Chief Business Development Officer, Crisalion Mobility, Spain
- Mr. Khaled Al Awadhi Director – Public Transport Agency, Roads & Transport Authority of Dubai, UAE
- Ms. Beth Kigel, Vice President, HNTB, USA
- Lt.Col.Dr. Tongkarn Kaewchalermtong, President, ITS Thailand, Thailand.

IF 7: Fair Mobility as a Service (Fair MaaS) towards Digitalised Sustainable Transportation

Thursday 19 September 2024, 11:00 -12:30

As the world works together to address challenges of global climate change the speakers will focus on the technologies available within the ITS and Connected Automated Driving Systems (CADS) industries that can be used to implement the fair mobility as a service. This forum will discuss the question: How can MaaS be fair to the public by incorporating the real benefits of digitalized sustainable transportation technology as well as policies?

- Dr. Young-Jun Moon (Keynote Speaker), Professor, KAIST, South Korea.
- Dr. S.K. Jason Chang (Moderator), Professor, National Taiwan University, Chinese-Taipei.
- Mr. Mohammed Hikmet, Executive Chairman, HMI Technology Ltd., New Zealand.
- Prof. Sangho Choo, Professor, Hongik University, South Korea.
- Dr. Vimal Rau Aparow, Assistant Professor, University of Nottingham Malaysia, Malaysia.
- Mr. Kurtis McBride, CEO, Miovision, Canada.
- Mr. Roelof Hellemans, Secretary General, MaaS Alliance, The Netherlands.

IF 8: Electrification: A Green Revolution Against Climate Change?

Thursday 19 September 2024, 14:00 -15:30

This Forum will assess the role of charging infrastructure, financial incentives, and exploration of alternative fuels like hydrogen in the battle against climate change. What are some of the cutting-edge technological advancements that can help lay to rest some of the current concerns? Investment in electrification of the transportation sector appears to be a sure and significant step towards a cleaner, healthier planet, but how big is the cost?

- Ms. Muna Al Osaimi (Keynote Speaker) Acting CEO, Strategy and Corporate Governance, Roads & Transport Authority of Dubai, UAE
- Ms. Jenny Simonsen (Moderator), Chief Operations Officer, ITS Norway, Norway
- Mr. Connor Allen, Government & External Relations Manager, Mitsubishi Electric, Belgium
- Dr. Axel Volkery, Deputy Head of Unit Sustainable and Intelligent Transport, European Commission DG Move, Belgium
- Mr. Kome Ajise, Executive Director, Southern California Association of Governments, USA

Regional Forum

RF 1: Safety Potential of Connected Automated Vehicle Technologies for Passenger and Freight Operations

Thursday 19 September 2024, 16:00 -17:30

Safety on the transportation network remains a critical concern for Infrastructure Owners and Operators (IOOs). In this Forum, IOO leaders from states and localities will share insights on deployment use cases, how to align stakeholders to address legislative, privacy and equity challenges, and the role of information supporting automation.

- Mr. John Barton (Moderator), Senior Vice President HNTB Corporation, USA
- Mr. Roger Millar, Secretary of Transportation, Washington State Department of Transportation, USA
- Mr. Brock Aun, VP of Communications & Public Policy, Haas Alert, USA
- Mr. John Davis, City Traffic Engineer, City of Des Moines, USA
- Ms. Nicole Majeski, Cabinet Secretary, Delaware Department of Transportation, USA

Future of Mobility Summit

Monday 16 September

The Future of Mobility Summit is an exclusive forum with leading decision-makers from across the world reuniting to engage in important discussions to benchmark key contributors to sustainable mobility. Ministerial and Governmental Representatives, Mayors, Municipalities and Regional Authorities, along with selected industry leaders will join the forum on invitation-only basis to explore future actions for smart and sustainable mobility deployment. This year, the Summit aim to advance further, establishing global indicators to measure the impact of mobility transitions, and the progress towards sustainability goals. Stay tuned for the official Press Release, published on Tuesday 17th September.

MaaS/MoD Global Forum

Friday 20 September 2024, 11:30-13:00

Hosted by the MaaS Alliance, in collaboration with ERTICO, ITS America and ITS Asia-Pacific, this forum, open to all registered participants, will aim to bring discussions on mobility rights and inclusivity in three insightful sessions and will facilitate the following discussions; 1) Mobility for All: everyone has the right to travel and will delve into ensuring that all individuals have access to diverse mobility options. Key points include understanding user needs and rights, optimizing demand and supply, promoting mobility awareness, and influencing behaviour to meet public needs; 2) Mobility Service Management: will concentrate on practical strategies to enable seamless travel for all. The discussion will focus on the need for Mobility Service Management from a Public and Private point of view and alignment on the Governance Framework to set ownership and agree on the rules to continuously improve the social and economic outputs; 3) Community approach and Mobility4Users as a communication and alignment tool: will introduce a neutral and non-commercial platform for users to exchange knowledge, improve mobility solutions, and enhance collaboration between all stakeholders.

Special Interest Sessions

Organised at the request of groups of international experts developing and deploying ITS, these sessions delve deeper into the state of the art, the remaining challenges and key trends.

Strategic Future Sessions

These highly interactive discussion sessions look forward and review options, problems, technical barriers, etc. rather than reporting on work that has been completed.

Technical and Research Paper Sessions

These sessions contribute to the ITS body of knowledge with reports ranging from the operational use of systems and deployment of services to research and development of new applications.

Start-up Presentation Sessions

These are an opportunity for small companies in the initial stages of business to set out the technical, commercial or business novelty of their product or service.

Exhibition Stage

The exhibition stage, located in Hall 8, will host numerous presentations and workshops.

Date	Time	Session
Tuesday 17 September	10:30 – 11:00	SureFire Workshop
	11:30 – 12:30	Qualcomm Workshop
	14:00 – 14:20	xyzt.ai Session
	14:30 – 15:00	Crisalion Mobility Wokshop
Wednesday 18 September	08:00 – 09:00	Qualcomm Breakfast Session
	10:30 – 11:00	Streamax Middle East Technology Workshop
	12:30 – 13:00	Advanced Photonics Workshop
Thursday 19 September	16:00 – 17:30	IAS Platform launch
Friday 20 September	11:00 – 11:30	Conduent Workshop

Demonstrations

The ITS World Congress provides a large-scale, dynamic platform to experience cutting-edge technological innovations in smart mobility and ITS. This year's Congress invites all participants to experience and engage with [demonstrations](#) that highlight the latest advancements in urban and clean mobility, autonomous and self-driving vehicles, and innovative transport and logistics solutions.

Opening Hours

Tuesday 17 to Thursday 19 September: 09:00 – 18:30

Friday 20 September: 08:30 – 16:00

The Demonstration area, Hall 5, will be freely accessible to all ITS World Congress participants.

Technical Visits

The [Technical Visits](#) offer an exclusive look at cutting-edge ITS applications and infrastructures, providing invaluable insights into their practical implementation and impact. All scheduled visits are exclusively available to full Congress Delegates, Speakers, Moderators, and Exhibitors. These visits can be booked during the Congress registration process, and you have the flexibility to modify your registration at any time.

Please note that each visit is priced at 50 euros including transportation to the site, and there is a maximum of two visits allowed per person. Refunds are not available; however, participants may switch with other registered attendees. There will be no waitlists for technical visits, and participants must arrive 30 minutes before their scheduled visit.

[Mohammed Bin Rashid Al Maktoum Solar Park \(DEWA Innovation Center\)](#)

Dubai Electricity & Water Authorities (DEWA)

Wednesday 18 September, 14:00 - 16:00

The Mohammed bin Rashid Al Maktoum Solar Park is the largest single-site solar park in the world based on the Independent Power Producer (IPP) model. It has a planned- production capacity of 5,000 MW by 2030, with investments totalling AED 50 billion. When completed, it will save over 6.5 million tons of carbon emissions annually. The Mohammed bin Rashid Al Maktoum Solar Park contributed to DEWA winning the Best Sustainable Project of the Year in the UAE at the 2014 MEED Quality Awards. This is the first time this award was given to a renewable energy project in the Middle East and North Africa. What is included in the Technical Visit:

- Auditorium – Introduction video
- History Zone – Learn about the history of electricity with hands on experiments
- Light Zone – Learn the properties of light with interactive exhibits
- Solar Zone – Learn how energy is harnessed from the Sun and converted it to electrical energy using different methods
- Future Zone – Experience a future with clean energy
- Panoramic View of The Mohammed bin Rashid Al Maktoum Solar Park
- Café & Lounge
- Sun Gate (Souvenir shop)

Dubai Silicon Test Hubs

Dubai Silicon Oasis

Tuesday 17 September, 10:00 – 12:00

Dubai is a global test lab, open for the world to pilot advanced technology and fourth industrial revolution solutions, as well as innovative artificial intelligence and smart transport. Dubai Silicon Oasis, as a technology and knowledge hub that drives innovation among the five urban centres of the Dubai 2040 Urban Master Plan, serves as a proof of concept for smart and sustainable transport for the future of Dubai and the UAE. What is included in the Technical Visit:

- Arrival to DSO HQ 9th Floor
- Welcome by Dubai Silicon Oasis
- Project overview by DIEZ Smart City Team
- Roundtable discussion
- Guests board bus for tour of DSO project locations
 - RIT University (labs)
 - BVLOS centre
 - Cedre Community Centre (Talabots & SPS)
 - Fakeeh University Hospital (Drone and pharmacy)
 - AI pedestrian crossing
 - Dubai Technology Entrepreneur Campus (Dtec)

Museum of the Future - Where the Future Lives!

Tuesday 17 September, 15:00 – 17:00

One of Dubai's most famous landmarks, the Museum of the Future (MOTF) takes pride of place along the city's superhighway, Sheikh Zayed Road. Founded by the Dubai Future Foundation and launched on 22 February 2022, the museum explores how society could evolve in the coming decades using science and technology. It is the most beautiful building in the world, it focuses on space, transportation, health, environment, and smart cities. In this Technical Visit, you will have the opportunity to tour the Museum of the Future in Dubai. Termed a 'living museum', this museum incorporates elements of traditional exhibitions, immersive theatre and themed attractions, so visitors can look beyond the present and towards the future's limitless possibilities. Furthering a global intellectual movement, it's also the headquarters for the city's 'Great Arab Minds' initiative that aims to identify 1,000 exceptional Arab talents across key fields.

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Self-Driving GM Cruise

Roads and Transport Authority Dubai
Thursday 19 September, 15:00 – 17:00

Self-driven cars have always been the future goal of personal transport. The RTA (Road and Transport Authority) in association with GM Cruise autonomous car technology provider has launched the driverless car in Dubai in October 2023. RTA achieved a historic milestone with issuing the first permit to trial Autonomous Vehicles (AV) in Dubai. The trial permit was officially handed-over to Cruise, with whom RTA has a partnership agreement to operate autonomous vehicles to offer taxi and e-hailing services in the emirate of Dubai in future. RTA's strategic objectives to make the experience the MENA's first autonomous transportation a success along with elevating Dubai's autonomous pioneership in the region, enhancing its global leadership in autonomous mobility and fostering its aspirations of becoming the world's smartest city. Such an endeavour, necessitating investment in smart mobility and the application of sophisticated technologies, aligns with RTA's commitment to bolster the wellbeing and safety of Dubai's residents, tourists, and visitors.

Metro Depot in Rashidiya

Roads and Transport Authority Dubai
Wednesday 18 September, 10:00 – 12:00

Metro depot at Rashidiya has a parking area able to house 64 trains. The depot includes the rail operations control centre which enables full control of the daily operation of both the Red and Green Lines. It also provides control of rail traffic and systems through supervising the functionality of the running stock, communication systems, electrical transformers, and the electric supply system for trains and stations. It enables supervision of the safety systems such as the fire-fighting systems, ventilation systems in tunnels, and the safety of doors, brakes and engines of each train. The centre provides communication channels with rail commuters in the event of an emergency.

- 10:00 – Arrival at Depot (building 11).
- 10:05 – OCC viewing Gallery for Presentation and live demonstration.
- 10:45 – Depot Lobby Group Photo.
- 10:50 – Workshop area (building 3).
- 11:30 – Stabling and Preventative Maintenance (building 2).
- 12:00 – Return to Building 11 for bus pick up.

Dubai Airport (DXB) Control Centre

Airbus Public Safety and Security
Thursday 19 September, 09:00 – 12:00

Dubai Airport Control Centre is a facility of 75,000 sq ft, spread over three floors in a dedicated building off Al Ittihad Road, receives real-time data feeds from 50 systems across Dubai Airports, covering the airfield, aircraft stands, baggage carousals, terminals, touch points, queueing, flight information display systems and security. The 24/7 control room accommodates not just the airport staff, but also service partners from DA, Emirates, DNATA, Dubai Police, RTA, Dubai Corporation for Ambulance Services, Dubai Customs, General Directorate of Residency and Foreigners Affairs Dubai, among others.

[Dubai Intelligent Traffic Systems Centre](#)

Roads and Transport Authority

Tuesday 17 September, 11:00 – 12:00

Dubai Intelligent Traffic Management Centre was the first venue of its kind to manage traffic operations under a bright dome. This facility is one of the largest and most sophisticated traffic control centres worldwide in terms of using smart technology, managing traffic systems, and supporting both current and future transportation modes. This project is a vibrant technology hub for managing traffic movement in the emirate using the latest applications of artificial intelligence, big data, Internet of Things, and communication systems. It has a whole host of traffic-monitoring devices, information-capturing gadgets, and other smart services. Through ITS, the Centre manages current and future road networks all over Dubai. The centre's advanced (iTraffic) system, which is linked with field devices, works under an integrated technology platform to collect and analyse big data. It also supports instant decisions to manage traffic movement, incidents, and mega-events.

Marketing & Promotion

Webinar Series

The [Congress Webinars](#) series offers a glimpse into the diverse and intriguing topics showcased at the Congress, featuring panel discussions, technical presentations, exhibitions, and more. The ITS Community will also have the chance to interact with some of the influential innovators who will be bringing their ideas and solutions to the Congress in Dubai.

Webinar 1. [Decarbonising Urban Mobility](#)
[Summary Article](#)

Webinar 2. [Navigating the Challenges of Clean & Eco-Mobility](#)
[Summary Article](#)

Webinar 3. [CCAM: More than the Sum of its Part](#)
[Summary Article](#)

Articles and Newsletters

All articles produced by the organiser, ERTICO are available on the official Congress website under the 'Latest News' section [here](#).

We invite you to access the [Official Congress Preview](#) to read more about what to expect during the five full days of interactive discussions, presentations and much more.

For more promotional content, please access our [Branding Material](#).

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More information

For more information on sessions, exhibition opening hours, demonstration reservations, and social programme, please visit the official ITS World Congress [website](#).

About the Organiser

[ERTICO](#) connects public authorities, industry players, infrastructure operators, users, national ITS associations and other organisations in Europe, the United States of America, Japan, Russia, and China to innovate for tomorrow's journey. ERTICO, together with its 120 Partners, develops, promotes and deploys smart mobility solutions and services for the benefit of all. Since 1991, ERTICO has coordinated and worked on dozens of European projects, organised 38 ITS European and World Congresses, undertaken a central role in public consultations and policy agendas, and established long-term relations with key players worldwide. Since 1994, ERTICO has organised the World Congresses in Europe in cooperation with the European Commission, the local Host, ITS America and ITS Asia Pacific.

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About the Host

The Congress is hosted by [Dubai's Roads and Transport Authority](#). Dubai is one of the fastest growing cities in today's world, making the provision of high-quality infrastructure facilities imperative. With that in mind, as well as the high priority allocated by the government of Dubai to the provision of an advanced transport network for the people of Dubai, RTA endeavours to improve the public transport facilities and develop roads across the emirate to make travel safer and smoother. Known for its futuristic architecture and bustling markets, Dubai is a city that seamlessly blends tradition with innovation. Attendees can experience the rich cultural heritage, indulge in diverse culinary delights, and witness the cutting-edge advancements in smart city technologies. Dubai provides an ideal backdrop for the congress, reflecting the innovative spirit of the ITS industry.

Dubai Highlights:

- Visit iconic landmarks like Burj Khalifa and Palm Jumeirah.
- Explore smart city initiatives and sustainable urban development in Dubai.
- Enjoy world-class hospitality and entertainment options.

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We look forward to welcoming you to the 2024 ITS World Congress in Dubai!

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