Experience Future Mobility Now
The City of Hamburg, ERTICO - ITS Europe and the German Federal Ministry of Transport and Digital Infrastructure invite you to the 28th ITS World Congress – the leading international industry platform for intelligent mobility and connected transport.

From 11 to 15 October 2021, thought leaders, developers, entrepreneurs and decision-makers from the transport, logistics and IT industries will meet at the city’s Congress Center and Hamburg Messe fair ground.

The future of mobility is right around the corner, with new developments to experience, apply and understand. In Hamburg, a vibrant international trade hub and model region for intelligent transport and logistics, numerous innovative projects already demonstrate what the future holds. Across test tracks and demonstration areas, autonomous and connected vehicles, sustainable sharing and pooling platforms and smart logistics solutions are moving from concept to reality.

Some key areas of the ITS World Congress in Hamburg are:

- automated and connected driving
- MaaS – Mobility as a Service
- ports and logistics
- intelligent infrastructure
- unmanned aerial vehicles (UAVs)
- artificial intelligence (AI) and distributed ledger technology in mobility
Bring your project or product to a global audience

Approximately 15,000 visitors and 400 exhibitors from 130 countries are expected to descend on Hamburg in 2021. Help us to shape the Congress and show where you think the future of the ITS sector is heading. Take the opportunity to present your product or project to the international community in the unique surroundings of the ITS World Congress, and allow partners from across the sector to test its applicability.

Hamburg’s ITS strategy
Hamburg aims to become a real trailblazer in the field of intelligent transport systems. As the city continues to grow, more and more people are on the move – and want mobility to be efficient, smart and eco-friendly. The city’s ITS strategy aims to promote the digitalisation of mobility. All of the key innovation drivers – companies, research institutions and authorities – are pulling together to implement their visions of sustainable mobility. More than 35 projects are currently running in Hamburg and many of them are expected to be implemented by the time the Congress takes place in 2021. The ITS World Congress is the most important milestone in the city’s ITS strategy.
**Hamburg Electric Autonomous Transportation (HEAT)**

In 2019, the HafenCity area of Hamburg will become the testing ground for a unique research project when HEAT begins the first road tests of its autonomous minibuses.

The project shows what can be achieved when the worlds of business and research join forces. The project consortium, which comprises Hamburg’s Ministry of Economy, Transport and Innovation, Hamburger Hochbahn AG, IAV GmbH, Siemens Mobility GmbH, hySOLUTIONS GmbH, the German Aerospace Center (DLR), and the Institute for Climate Protection, Energy and Mobility (IKEM) has been awarded several millions of euros in funding from the Federal Ministry for the Environment to test the minibuses in Hamburg. The partners are making additional investments.

**Independent test course for automated and connected driving**

Hamburg is one of the first German cities to test autonomous and connected vehicles right in the heart of the city.

This will take place on a course with an approximate length of nine kilometres covering the public street space from the exhibition halls through the city centre all the way to the Elbphilharmonie, the St. Pauli Piers and back. The traffic lights along the route will be fitted with the latest “infrastructure-to-vehicle” communications technology (ITS-G5) by the end of 2020. The vehicles will receive important information regarding traffic through the control units at the traffic lights. The main goal is to offer both industry and science the opportunity to test highly-automated vehicles in an urban environment under the real-world conditions of mixed traffic, aided by the communication between vehicle and infrastructure (V2I).

**switchh multimodal mobility platform**

*switchh* combines public transport with a range of other mobility services, such as car and bike sharing, to form one comprehensive system – using a digital mobility platform (app) as well as real mobility stations.

The platform will provide information, ticketing and booking services as well as direct access to a variety of mobility options within the city, including car2go, DriveNow, StadtRAD, CleverShuttle and cambio. Unlike with other apps, the customer does not have to register with the various providers individually in advance. The existing system is set to be further expanded with *switchh* points at central public transport hubs and across the various quarters of Hamburg where local residents need them most.
Hamburg facts

- 5.3 million people live in the Hamburg metropolitan region
- 3.42 million people commute into the city each day
- 2nd largest city of Germany with 1.8 million inhabitants
- 6.8 million tourists in 2017
- 3rd largest port in Europe
- 3rd largest civil aviation hub of the world
- 1.9 million people use the local public transport networks daily
Become a partner

The Congress gives you access to all of the sector’s key target groups, making it the ideal platform for establishing a productive dialogue.

Want to attract even more attention to your project?
We offer you numerous options, ranging from sponsorship and exhibition opportunities to project demonstrations. Get the most out of the ITS World Congress 2021 with our cooperation and sponsorship models.

Want to showcase your innovations at the event?
Hamburg’s exhibition halls and congress centre offer various attractive locations. We will find the best one for you.

Find out how you can get involved:

→ sponsorship
→ project demonstrations (on site or in public city spaces)
→ technical tours to external sites
→ exhibitor
→ conference speaker
→ delegate
Why should you get involved?

- 15,000 visitors
- More than 150 sessions
- More than 400 exhibitors from the ITS sector
- Project demonstrations
- Meet the decision-makers
- Business networking
See you in Hamburg in 2021

Stay in touch! You can keep up to date on all of the latest news about the ITS World Congress Hamburg on our website and via Twitter. For specific information regarding participation options, sign up to our mailing list at www.its2021.hamburg

Or contact us directly:
contact@its2021.hamburg

Meet us

You can find us at the following events:

17–21 September 2018 ITS World Congress Copenhagen
3–6 June 2019 ITS European Congress Eindhoven
21–25 October 2019 ITS World Congress Singapore
18–21 May 2020 ITS European Congress Lisbon
4–8 October 2020 ITS World Congress Los Angeles

For more information please visit www.its2021.hamburg
or follow us on Twitter @ITSHamburg2021