

Press release

28 November 2019

## Intelligently networked mobility: Hypermotion strengthens key partnerships

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**Frankfurt has established itself as a meeting place for the pioneers of future mobility and logistics. From 26 to 28 November 2019, technology drivers and experts met to find new solutions in the fields of traffic, transport, infrastructure and logistics. This year marked the first time that the German Mobility Congress (DMK) and the STUVA Conference, an event devoted to the tunnel industry, were also able to welcome their guests to the Frankfurt exhibition grounds. Around 3,000 participants<sup>1</sup> networked with the goal of advancing the mobility transition.**

Detlef Braun, Member of the Executive Board of Messe Frankfurt, is very satisfied: "The mobility transition is here. Now we have to develop market-ready solutions for the future – and Hypermotion is the ideal platform for these efforts with its central location in the Frankfurt mobility hub. For the past three days, countless users and providers have gathered here with a shared goal: to find new business models for tomorrow's traffic, transport, infrastructure, mobility and logistics." Visitors in Hall 1.2 were able to experience numerous innovative technologies and services live – for multiple modes of transport. Ride-sharing, mobility-on-demand, new vehicle concepts, alternative drive systems, cargo bikes, drones, hyperloops, digital solutions, supply chains and the last mile were all represented here. Participants from 27 countries came to the mobility fair, including a high-ranking delegation from Dubai. That is where Messe Frankfurt will be launching the next Hypermotion event alongside the World Expo 2020. The next Hypermotion will take place from 10 to 12 November 2020.

At this year's German Mobility Congress, the focus was on mobility in cities and conurbations. Participants took advantage of the opportunities offered by the exhibition and presentations at Hypermotion to engage in dialogue with pioneers in the fields of logistics and mobility. Prof. Knut Ringat, CEO and Spokesperson of the Board of Management of the Rhein-Main-Verkehrsverbund: "We made the right move when we decided to hold the German Mobility Congress at Hypermotion. It is only by bringing the industry together at a single event that we can create the valuable synergies that benefit everyone involved. As one of Germany's most important transport hubs, Frankfurt is an outstanding location for these efforts."

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<sup>1</sup> 2018: 2,545 participants

New perspectives were also offered by the STUVA Conference and Expo, the tunnel industry event held alongside Hypermotion in Hall 5.1 which drew some 3,300 visitors.

### **BMVI launches new digital networking platform for clean air**

With its new 'National Competence Network for Sustainable Urban Mobility' online platform, also known as 'NaKoMo', launched in mid-2019, the BMVI (Federal Ministry of Transport and Digital Infrastructure) is promoting the networking between cities and municipalities that is of such importance to the 'Immediate Clean Air Programme for 2017-2020'. The German government took advantage of the platform offered by Hypermotion to create numerous opportunities for personal interaction at the 'Green City Marketplace'. Everyone involved has a common goal: to align the realm of public traffic and transport to the changing mix of individual and public transport, including logistics transport. Making sure that environmentally-friendly means of transport are given the necessary space is another shared aim.

In his 'Cities for People' presentation, Jan Gehl, a municipal planner and architect from Copenhagen, was very clear about the fact that cities will have to focus more on people in their future urban development. The Urban Mobility Lab is centred on cities of the future – on what makes them liveable, and on the roles that new technologies such as connectivity and digitalisation should play here.

### **Safely and reliably measuring and controlling traffic flows**

New technologies make it possible to analyse environmental and traffic data in real time, something that aids the recording, monitoring and optimisation of traffic flows. The most important issue here: safety. Companies including Siemens Mobility, FLIR, INRIX and PSI Logistics presented innovative ideas and concepts at Hypermotion that can help create an intelligent and comprehensive transport system for the future.

### **Best practice solutions for supply chains**

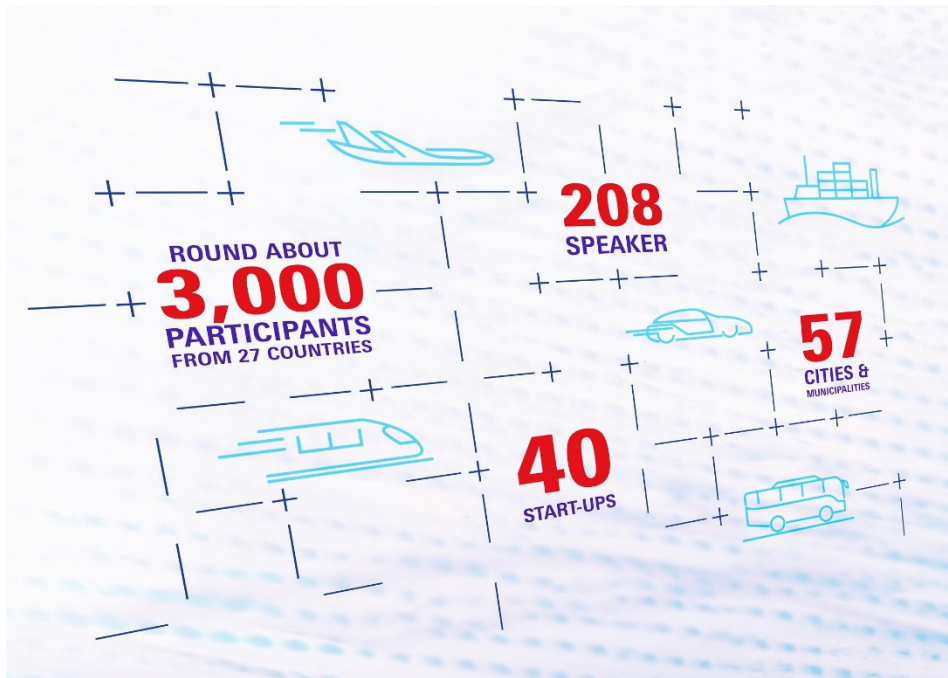
At the two-day international EXCHAiNGE supply chain summit involving seven sessions and two live pitches, a panel of experts selected two winners: the Supply Chain Management Award went to Continental, while the Smart Solution Award was given to parcellab. The finalists included Lufthansa Technik Logistik Services, Magazino, Metrilus, Nokia, Robert Bosch and shipcloud. Prizes were presented during EXCHAiNGE Award Night on 27 November. Event participants were also able to cast their votes live on 26 November for inclusion in the panel's selection process.

Hypermotion

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## A big opportunity for small vehicles

Micro-mobility is becoming increasingly important in metropolitan areas. For the first and last miles in particular, small (primarily electric) vehicles such as cargo bikes and scooters are seeing increasing use. Cargo bikes can already be used for 50 percent of all commercial transports. Traffic capacities, especially in cities and urban areas, need to be redistributed to account for these new realities. There were no restrictions on mobility for visitors at the Micro Mobility Course, however, where e-scooters and cargo bikes were subjected to extensive testing.



### Press information and photographic material:

<http://hypermotion-frankfurt.messefrankfurt.com/presse>

### Social media channels #hym19:

[www.twitter.com/hypermotionfair](http://www.twitter.com/hypermotionfair)

[hypermotion-frankfurt.com/youtube](http://hypermotion-frankfurt.com/youtube)

[www.linkedin.com/company/hypermotion-frankfurt](http://www.linkedin.com/company/hypermotion-frankfurt)

### Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

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