

Press release

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## What can be done to make the mobility transition a success? Networking event Hypermotion showcases concepts from first movers

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**Travelling to the office in an autonomously driven car, taking an air taxi to the nearest airport and having a package delivered by drone? When Hypermotion takes place for the third time from 26 to 28 November 2019 in Frankfurt am Main, it will be showcasing the pioneering concepts and smart solutions that already exist for tomorrow's mobility and logistics, with a particular focus on interdisciplinary approaches. This year marks the first time that the German Mobility Congress (DMK) is being held as part of Hypermotion. The congress is organised by the German Association of Transport Sciences (DVWG), the Rhein-Main Verkehrsverbund (Rhine/Main Regional Transport Association – RMV) and the House of Logistics & Mobility (HOLM).**

The rapid pace of digitalisation in so many areas of life is a real challenge for all of us. Hyperconsumption, growing mobility requirements, ongoing climate change and increasing urbanisation all demand new mobility concepts. If we are to achieve a forward-looking and sustainable mobility transition, we must change the way we think and overcome existing systems boundaries. Ultimately, the solution lies in new, intelligently networked and multimodal systems.

When developing these systems, players and participants from the mobility, supply chain and infrastructure industries find themselves confronted with a wide range of unanswered questions, a dynamic and complex market environment, opposition and regulations that do more to restrict innovation than promote it.

It is here that Hypermotion aims to lead the way forward, by promoting interdisciplinary dialogue between established mobility and logistics companies and first movers across all modes of transport, opening up new perspectives, fostering discussion of pioneering concepts and networking everyone involved.

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
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“With Hypermotion we have created the first platform for digital transformation that unites every mode of transport. It is our goal to drive networking within the industry, in order to pave the way for new and integrated solutions for tomorrow’s mobility,” explains Danilo Kirschner, Director of Hypermotion.

Participants include established corporations and SMEs from the fields of mobility and logistics, mobility pioneers and innovative start-ups, policy-makers and representatives from the fields of science, academia and associations.



Tomorrow's mobility concepts at Hypermotion 2018

### **Conferences – inspiration and talks with experts**

Hypermotion participants can look forward to a stimulating and extensive conference programme on all three days of the event. This year also marks the first time that the German Mobility Congress (DMK) will be taking place as part of Hypermotion. The theme of this congress is 'Mobility in conurbations – opportunities and challenges'. Other conferences on the programme include 'EXCHAIiNGE', a prestigious international event focusing on supply chain management, and the 'Logistics Digital Conference' (LDC), an event that covers topics such as the future of freight transport. At the 'smart mobility conference' (smc), on the other hand, it is sustainable urban mobility concepts and digital networking that are in the spotlight.

### **Ideas to the forefront – Hypermotion Lab**

Make way for the future: In the Hypermotion Lab, start-ups and established companies alike present their innovative business ideas and projects. In an array of interactive formats that includes elevator pitches and speed networking, newcomers show off their expertise, while finalists from established companies fight to win the coveted Supply Chain Management Award. Everyone is welcome to take part. In addition, all participants are encouraged to actively contribute to workshops and think tanks in order to discuss pressing problems and collaborate on the development of possible solutions.

Hypermotion

Frankfurt am Main, 26 to 28 November 2019

## **Micro-mobility**

Electric scooters and hoverboards will soon be legal on German roads as well. That is because these mini electric vehicles offer an environmentally-friendly and cost-effective alternative to cars for short journeys. Hypermotion has responded to this development by introducing the Micro Mobility Course at this November's event – here, providers of lightweight vehicles for transporting people and goods will be able present their vehicles, giving people the opportunity to try out not only monowheels and Segways, but also e-bikes, cargo bikes and e-scooters.

## **Hypermotion meets the STUVA Conference**

The STUVA Conference – an event devoted to the tunnel industry – is taking place alongside Hypermotion on the Frankfurt exhibition grounds. Visitors can look forward to an extensive programme featuring more than 60 simultaneously translated presentations, as well as the accompanying STUVA Expo at which some 200 companies will be exhibiting.

Hypermotion will take place from 26 to 28 November 2019.  
More information is available at [www.hypermotion-frankfurt.com](http://www.hypermotion-frankfurt.com).

## **Press information and photographic material:**

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

## **Hypermotion in social media:**

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

## **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 €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. With its headquarters 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)

\* Preliminary figures for 2018