

Fulfilling ITS Promises

2–6 June 2019, Evoluon, Eindhoven, and Automotive Campus, Helmond



13th ITS EUROPEAN CONGRESS
FULFILLING ITS PROMISES

Brainport Eindhoven, the Netherlands | 3-6 June 2019

Highest attendance ever at a European ITS Congress



Stimulus to the local economy & Temporary employment created

€95k
Equivalent advertising value

3,8
million

42
person years

Spin-off for companies working in traffic, transport and logistics and on government projects

Partnerships:

- ADAS covenant (Advanced Driver Assistance Systems)
- Agreement to exchange data on three freight corridors
- Agreements with the Benelux countries and North Rhine-Westphalia for Mobility as a Service (MaaS), which bundles user demand and transport supply from all associated mobility and transport service providers
- Agreements on urban accessibility in the South Netherlands region
- Stepped up partnership with organizing and participating regional partners
- Knowledge transfer and market position enhancement for Dutch companies in the ITS/ Smart Mobility sector

Action items from the Mayors and Industry Leaders Summit

- Make cities liveable by reducing congestion and improving air quality
- Finance deployment of new technologies and new mobility service (NMS) in cities
- Manage use of the urban space for public transport, active modes of transportation and private vehicles
- Promote automated transport of both people and freight in cities

Publicity highpoints for the region and the Netherlands' position in Smart Mobility

- ERTICO's location choice: Brainport Eindhoven is one of the most innovative and competitive high-tech regions in the world
- Municipality of Helmond wins Local Authorities Award at 2019 ITS World Congress
- Strong representation of companies on Dutch Street
- Good attendance at Mobifestival: 2,000 visitors
- Wide range of demonstrations at the Automotive Campus, though lower turnout than expected (250 congress participants)
- Policymakers in attendance: European Commissioner and First Vice-President; Dutch Minister of Infrastructure and Water Management

Economic pull and positioning

- + Enhanced awareness of the region and the Netherlands in the area of smart mobility
- + Publicity for the Eindhoven Brainport region for national/international conferences
- + Enhanced awareness of the Helmond Automotive Campus as a possible business location
- + Publicity for the Eindhoven Brainport region for tourism and business



7 SPECIAL FEATURES

- Mobifestival: Smart mobility public outreach day on the Automotive Campus
- Dutch Street and start-up area on the exhibition floor
- Your Future Festival (festival for young talent) in partnership with TU Eindhoven
- VIP dinner at Helmond Castle
- ITS Dinner Time at the DAF museum
- High-level round table in Pullman Hotel

7 CONGRESS TOPICS

- Deploying new mobility services
- A breath of fresh air
- Connected, cooperative and automated mobility
- Enhancing the efficiency of freight transport
- Enablers of digital infrastructure
- Transport network operations
- Disruption, start-ups and future workforce

3 CONGRESS PILLARS

- Programme
- Exhibition
- Demonstrations



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