

Press

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Trade fair and congresses for intelligent systems and solutions for transport, mobility, logistics and digital infrastructure
Frankfurt am Main, 20 to 22 November 2017

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Hypermotion – new event format combining an exhibition, tech talks and conferences in Frankfurt is a hit

The first Hypermotion from 20 to 22 November 2017 brought new momentum to the discussion of digital, networked and emission-free mobility and logistics solutions. In addition to the Federal Ministry of Transport and Digital Infrastructure (BMVI) and partners Logistics Alliance Germany, the Federal Highway Research Institute (BASt) and NOW GmbH (National Organisation for Hydrogen and Fuel Cell Technology), more than 100 participating companies offered a look at the possibilities for the transport and traffic systems of tomorrow. Exhibitors included established firms such as Deutsche Bahn, Rhein-Main-Verkehrsverbund, ESWE Verkehr, Hamburger Hochbahn, BVG, SAP, SICK, PTV Group and Teradata, as well as more than 20 start-ups. Approx. 2,200 participants came to Frankfurt over the course of the three-day event.

Detlef Braun explained the interactive event concept: “Hypermotion is more than just a conventional trade fair in which new products are presented. As a knowledge-based platform with a series of high-calibre conferences on themes that are important to the future, the event is itself a driver of new innovations. Over the past three days, we have experienced competitions in which start-ups presented their ideas, and a hackathon where technicians and inventors developed new applications in response to challenges posed by Lufthansa Cargo, Schmitz Cargobull and Deutsche Bahn. It was an excellent demonstration of the power of digital swarm intelligence. Hypermotion brings newcomers and established players together, creating a framework for new collaborations.”

Rainer Bomba, State Secretary at the Federal Ministry of Transport and Digital Infrastructure, visited Hypermotion on two different days: “Mobility today is much different than it was ten years ago. If we are going to take advantage of the opportunities offered by new digital technologies while also satisfying the demand for the more efficient use of resources, it is absolutely essential that we view mobility and logistics as two sides of the same coin. It is impossible to address one without the other. With its events and programmes, Hypermotion exemplifies the networking and

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integration of manufacturers, associations and government, tech firms big and small, start-ups, researchers and visionaries that is so essential here.”



Frank Gäfgen, Member of the Executive Board of ESWE-Verkehrsgesellschaft, accepts the NUMBR1 Award for sustainable urban mobility in metropolitan areas presented by the “Nahverkehrs-praxis” magazine. Over the course of a year, he succeeded in ensuring that his vision of emission-free local public transport in Wiesbaden will soon be reality. Over 200 e-buses have already been ordered. The award was presented by State Secretary Rainer Bomba and State Secretary in the Hessian Ministry of Economics Matthias Samson.

The Head of the Hessian State Chancellery, Minister of State Axel Wintermeyer, took advantage of the opportunity to be on hand for the presentation of the awards for the 24-hour hackathon, and he was impressed by the ideas put forth by the young programmers and hardware experts: “Already, some 5.7 million people live and work in Frankfurt and the Rhine-Main region, and all of them have distinctive mobility needs. To create a forward-looking networked infrastructure, we need joint offensives, such as Frankfurt RheinMain Plus, a master plan developed by the federal, state and city governments, RMV and Deutsche Bahn, and on 20 November we jointly launched a “Greater mobility for the region” information campaign that is perfectly in keeping with the goals of Hypermotion. At the same time, many other aspects of modern mobility showcased at Hypermotion help maintain the attractiveness and competitiveness of the Frankfurt/Rhine-Main metropolitan region, such as the concepts for promoting intermodality and expanding electromobility.”

In the exhibition area of Hall 5.1, Deutsche Bahn not only offered information on the infrastructure development programme, but also insights into its Smart Cities programme and its new “ioki” division, which aims to bring DB’s on-demand mobility and autonomous driving to public transport. In October, the company put its first autonomous bus on public roads in Bad Birnbach, Bavaria, and in 2018, Deutsche Bahn is planning to launch its first autonomous bus line serving a train station in a major

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city as part of its Smart City partnership with the City of Hamburg. The company is also planning to offer an on-demand shuttle service with as many as 100 vehicles (with drivers) through ioki in 2018, in order to further increase the appeal of the existing public transport system in Hamburg while reducing the impact of cars on the city.

The “Mobility inside” platform was presented by Oliver Wolff, Managing Director of the Association of German Transport Companies (VDV). The goal is to achieve the national networking of the various prices, tickets and schedule information in local and long-distance public transport so that passengers can obtain electronic tickets via app that allow them to travel throughout Germany with a single registration. The technical requirements have already been put in place – a network-wide system with multi-client capability.

Erik Wirsing, Head of Innovation at Schenker AG, offered his thoughts regarding the logistics industry: “Digitisation, automation and autonomisation are driving everything today, and major IT groups are now making investments throughout the world of logistics, while start-ups are disrupting the industry with agile development methods, new technologies and a strong customer focus. In order to create an optimum supply chain, a great many parties have to come together. Everyone is ready and eager to pursue this theme, which is so important to the future – and this inspiring atmosphere is also tangible here at Hypermotion.”

The content and timing of the conferences during Hypermotion were coordinated and organised by Convent Gesellschaft für Kongresse und Veranstaltungsmanagement mbH, HUSS-VERLAG, ITS Deutschland e.V., Forum ElektroMobilität e.V., Fraunhofer-Allianz Verkehr, KCW GmbH, SmartCity.Institute and Travel Industrie Club e.V. RFID tickets allowed participants to move amongst the various presentations as desired, as well as to book additional modules on site.

At the ZEIT CONFERENCE on Logistics and Mobility, Dr. Frank Appel, Chief Executive Officer of Deutsche Post AG, talked about Germany’s advantages and disadvantages as a business centre, as well as about the role of Deutsche Post, while Andreas Schmitz, Chairman of the Management Board of Schmitz Cargobull, paid particular attention to the growing importance of digitisation in the field of logistics. He also announced that his company is launching a new start-up, Kubikx, which is specialising in the digitisation of fleet management, transport and logistics processes. Schmitz touched on the increasing integration of vehicles, freight and infrastructure, and explained that “Digital solutions for controlling and monitoring global supply chains are becoming both more important and more complex.” Representatives of four Berlin companies used the current situation in Germany's capital to outline possible scenarios for the future, while the founder of Volocopter, Alexander Zosel, shared the latest news on his manned drone, which may well shake up the local public transport market a few years from now. Germany’s position in the field of transport infrastructure was a frequent topic of discussion. Dr. Ulrich Nußbaum, Chairman of the Presiding Committee of the German Transport Forum (DVF), posited that freight airports should not be subjected to further restrictions on their

operating times, and that inland ports should not be subjected to further pressure from land conversion.



HypermotionXlab played host to numerous tech-talks and start-up pitches. This is also where the hackers presented their projects to the sponsors Lufthansa Cargo, Schmitz Cargobull and DB Netze.

The next Hypermotion will take place from 20 to 22 November 2018.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,300 employees at some 30 locations, the company generates annual sales of around €647 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 the website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de