

PRESS INFORMATION

New Mobility World announces FORUM program with pioneers of all industries and partnership with Facebook

- Speakers include Brigitte Zypries, Steve Mollenkopf, Helmut Matschi
- Main topics like automated driving, e-mobility and urban mobility
- Connection of all stakeholders and key players of different industries

Berlin/Frankfurt am Main, July 2017. The New Mobility World (NMW) published the preliminary FORUM program. On September 14th and 15th, key players, visionaries and decision-makers from across the world will discuss the mobility of the future. Speakers include Helmut Matschi, Board Member of the Continental AG, Nir Erez, Managing Director of Moovit, Steve Mollenkopf, CEO of Qualcomm, and Brigitte Zypries, Federal Minister of Economics and Energy. Facebook is the official partner of the NMW.

In terms of content, the FORUM is at the heart of the New Mobility World. 110 decision-makers, pioneers and visionaries will discuss topics like connected cars, automated driving, e-mobility, urban mobility and mobile services in formats like keynotes and panels. Kicking off on September 14th at 10 AM, the conference will address trends and key technological areas influencing the future of mobility such as artificial intelligence, road safety, platform economy, augmented reality or real-time mapping. Those inspiring presentations and talks will take place on the FORUM stage as well as in the Speakers' Corner.

Following the conference program, within the scope of the new incubation hub NMW Lab17, ten international startups will compete in the finale of a pitch competition with more than 150 participants from 24 countries.

Automation, digitization and electrification open perspectives for new industries

“Climate change and rapid technological progress in connection with a new shaping power of metropolises and mega-cities facilitate the quickly advancing automation, digitization and electrification of the mobility world”, says Dirk O Evenson, director of the New Mobility World. Consequently, new key players are increasingly looking to access mobility markets. The NMW connects such disruptors and innovators with representatives from politics and economics to shape the future of mobility across industries and to promote the development of new solutions, technologies, visions and products for the mobility of tomorrow.

Facebook: Developing new technologies collectively

Especially companies from the IT industry are increasingly positioning themselves as top suppliers in the mobility world. The most recent example of the increasing diversification of stakeholders of all industries is the partnership of the New Mobility World with Facebook.

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Through its presence at the IAA and the New Mobility World, it strengthens the connection with pioneers and important players of future mobility solutions. “We do not just want to position ourselves as a social medium on-site. We want to help shape the future of mobility.”, says Martin Ott, Managing Director Central Europe at Facebook: “The IAA is the ideal place to join an international and interdisciplinary mobility network.”

A typical interface to the automotive industry would be the artificial intelligence sector. “We are one of the leading companies in this field, especially within the scope of image and video recognition. This technology is just as relevant for our two billion users as it will be for the automotive industry in ten years when autonomous driving will be customary in everyday life.”, Ott continues. He thinks a cooperation is particularly obvious in the field of real-time video recognition. Similar interfaces would also exist in the field of virtual and augmented reality.

Find the FORUM program here: <https://www.iaa.de/en/nmw/news/program/#/events>

Visit the New Mobility World website: <https://newmobility.world/en/>

Press/Accreditation: <https://newmobility.world/en/press/>

About the NMW

Being the biggest event on the mobility of tomorrow, the New Mobility World, an event of the IAA, is the ideal platform for new and innovative concepts. It is supported by the Federal Ministry of Economy and Energy and the Federal Ministry of Transport and Digital Infrastructure. The intersectoral, interdisciplinary B2B event aims at connecting makers and decision-makers across all industries. Companies like Kaspersky Lab, IBM, Siemens and the Daimler daughters moovel, MyTaxi and Car2Go will be present. The formats are HALL (exhibition), FORUM (conference) and PARCOURS (demonstration area). The most innovative international startups will compete at the startup competition NMW Lab17.