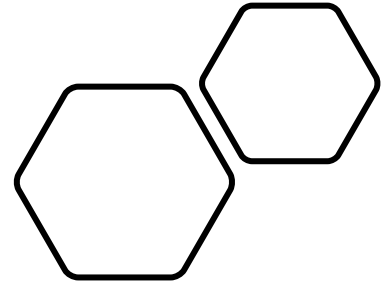


Experience
Future Mobility
Now





HAMBURG
ITS World Congress
11 - 15 Oct 2021
Experience Future Mobility Now

Nordic+ Pavilion

Hamburg Messe 11th – 15th October 2021

- The Nordic+ association network :
- ITS Norway, ITS Finland, ITS Estonia, ITS Sweden, ITS Denmark, ITS Iceland



ITS World Congress Singapore 2019

**A lot of program and a
full house of people**

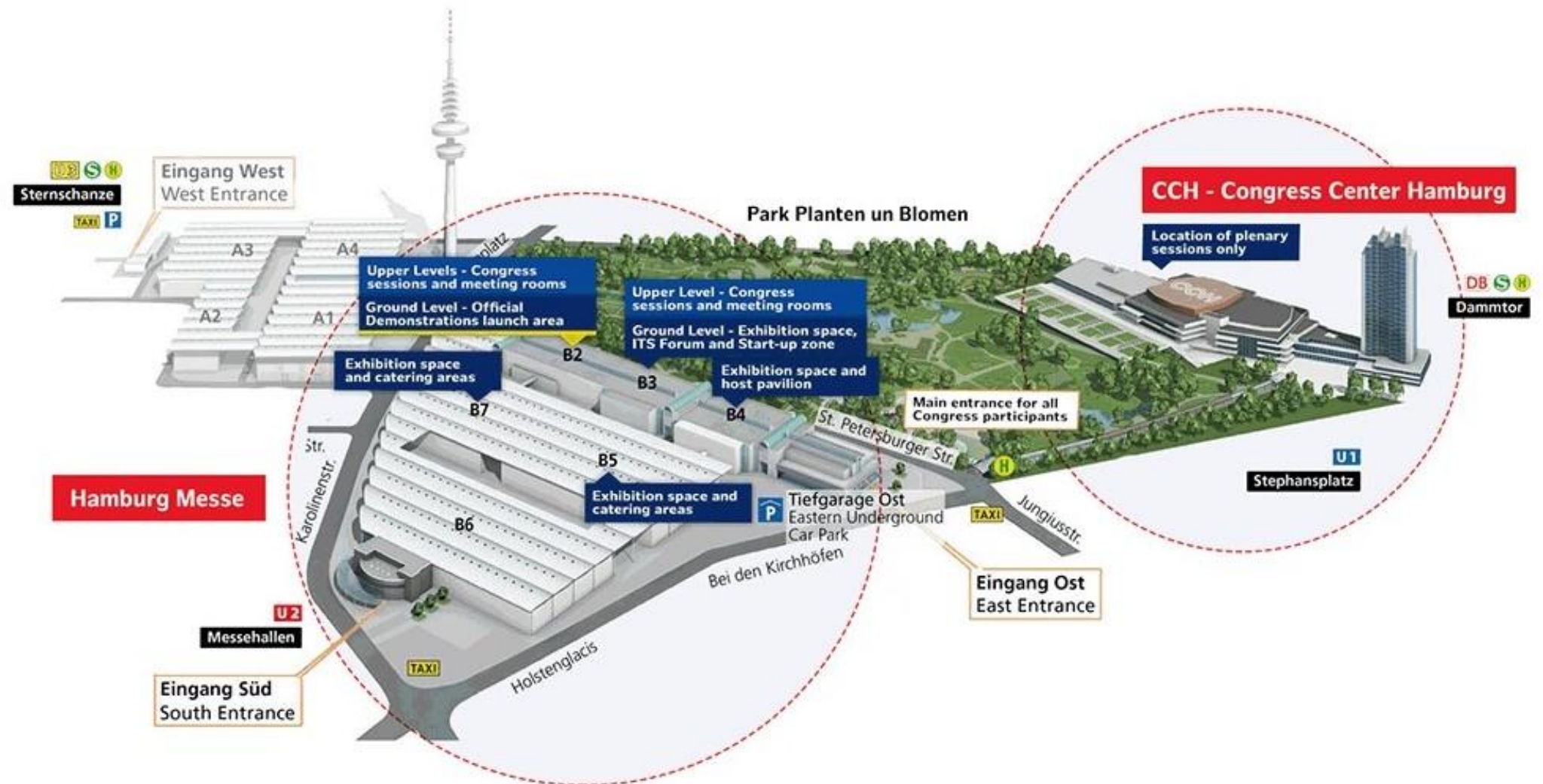
Nordic+ Pavilion

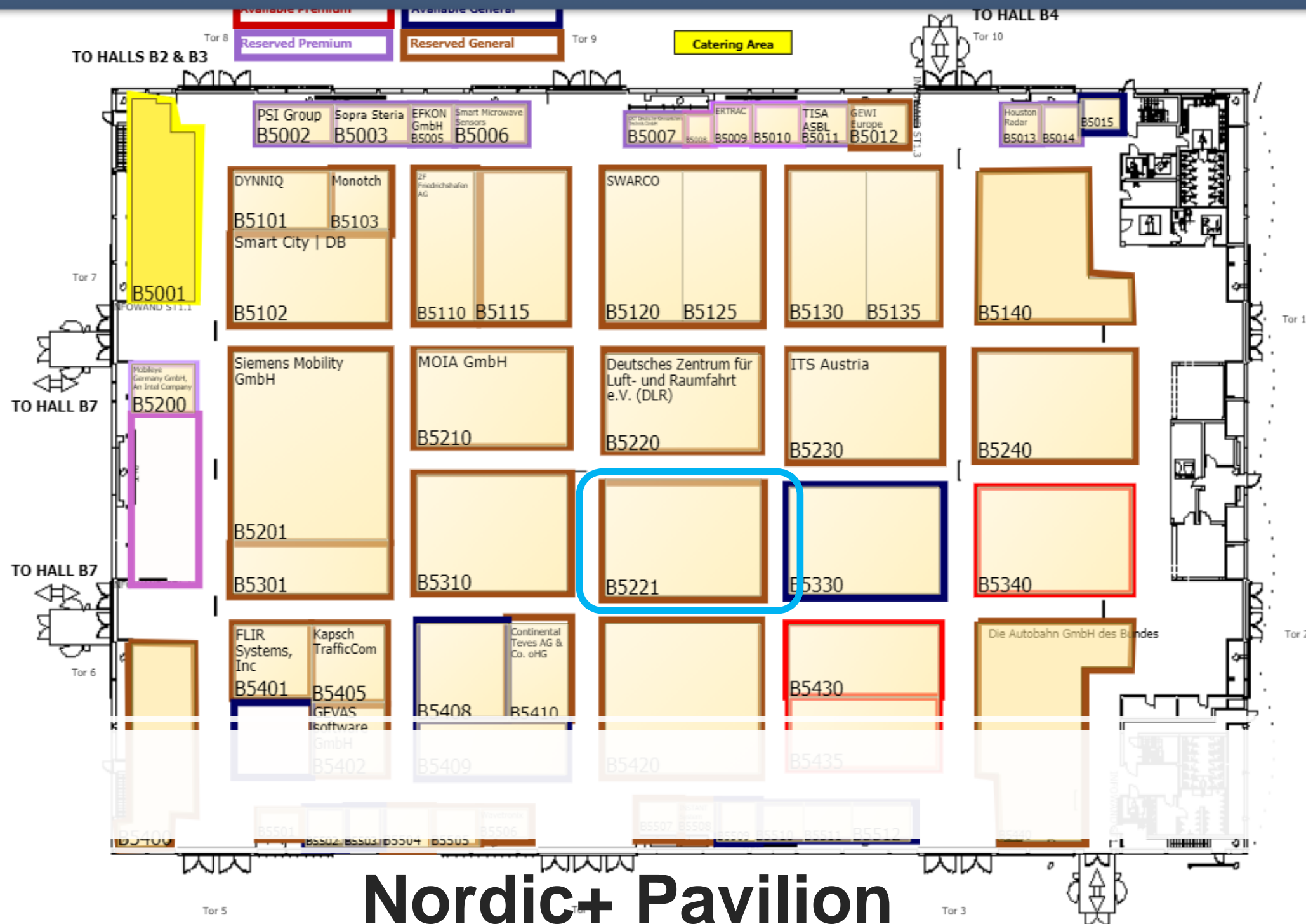
Changes to the reservation of the stand.

Stand B221 in hall B5

Size 186m²

Please hover over, and click-on, halls B4, B5 & B7 to view stand availability





Nordic+ Pavilion

A lot of program and a full house of people

Nordic+ Pavilion

Tuesday 22.10

Exhibition: 08:30 – 18:00

- 10:30 Traffic Management 2.0
- 11:00 Smart Infrastructure – Improving the Flow
ITS Perception
Applied AI to Traffic Management 2.0
AAS Communications
VMS Applications
Triple Sign System
TM 2.0 and ITM Finland's Roadmap
TMFG
Regulator and Enabler for the
Norwegian Transport System
NPRA
- 13:00 Multimodal Transport
in a Smart City
- 14:00 MaaS Ecosystem in Helsinki Region
Helsinki Business Hub
Manage Multi-modal Transport
with Applied AI
AAS Communications
Crowd Management
Ramboll Smart Mobility
Interoperable Ticketing in
Multimodal Public Transport
Sidos Transport
Fueling Smart Mobility with
Mobility Behaviour Data
Mogim
Smart Mobility in Tallinn
Tallinn City Transport Department
Multimodal Transport in a Smart City:
SmartFeeder
SINTEF
Future Transportation – A Millionaire's View
CGI
MaaS Made Easy
Kyyti Group

- 14:00 Nordic Innovation
Nordic Urban Mobility
2050 Futures Game
- 15:30 Maritime ITS/Rail ITS
- 16:00 Smart Maritime Ecosystem in
Helsinki Region
Helsinki Business Hub
Maritime ITS – The IMO approach
Norwegian Coastal Administration
Providing Safety, Security and Efficiency
at Sea in Norway and Singapore
Kongsberg
Longterm Strategic Planning in the
Norwegian Railway Sector
Norwegian Rail Directorate
Smooth Sailing With Analytics
CGI
- 17:00 Nordic Pavilion
Reception
- 18:00

Wednesday 23.10

Exhibition: 08:30 – 18:00

- 10:30 Innovative Solutions for
Transport and Mobility
- 11:00 Micro Mobility
Ramboll Smart Mobility
E-scooters – Observations and Challenges
TDI
Space Based Early Warning System
Datal
Vehicle Appointment System
GoSwift
PPP for Better Mobility
ITS Factory
Regulator and Enabler for the
Norwegian Transport System
NPRA
- 11:00 Nordic Innovation
Nordic Urban Mobility
2050 Futures Game
- 12:30

- 13:00 Multimodal Transport
in a Smart City
- 14:00 Smart Solar Road
TalTech
Smart Infrastructure –
Data Driven Decision Making
ITS Perception
HD – Mapping for AV and
Smart Infrastructure
Reach-U
Smart Pedestrian Crosswalk
Beckman Technologies
Environmentally Friendly VMS
Triple Sign System
Robot Drive Experience
VTT
ITS Infrastructure for Autonomous Vehicles
Ramboll Smart Mobility

- 14:30 A Smarter Road with Applied AI
AAS Communications/ Cilog
- 15:00 VMS in the Future
Triple Sign System
- 15:30 Private/Public and
Shared Transport (MaaS)
- 16:00 FABULOS
Forum Vares Helsinki
Data-Based Transport in Turku
Turku City
Public Mobility Ecosystem
Finnish Transport
Intelligent on Demand Mobility
Sivert
Digital Platforms Enabling Electrification
and User Services

TRA 2020 Reception

- 16:00
- 17:00

Thursday 24.10

Exhibition: 08:30 – 18:00

- 10:30 Better Data, Better
Services in ITS
- 11:00 Järvisäntä Mobility Lab – Helsinki's
Testbed for Smart Mobility
City of Helsinki
BaronWatch – a User and Data Driven,
Open Information Service for the North
Atlantic and Barents Region
Seuvel
Connected Vehicle Data for Different SAE
Levels of Autonomous Driving
RoadCloud
MaaS and Data
Ramboll Smart Mobility
Applied AI Generates Better Video Data
AAS Communications
Regulator and Enabler for the
Norwegian Transport System
NPRA

- 13:00 The Nordics as an ITS
Business Ecosystem
– Challenges and
Opportunities
- 14:00 Panel Discussion
hosted by TDI, Björn Klimmek
Hans Peter Flugstad
ITS Perception
Olivier Bonfilis
Helsinki Business Hub
Aki Aapaoja
VTT
Gasper Anton
Reach-U
Pekka Niikanen & al.
Kyyti & NARP

- 15:30 Nordic+ Solutions
for Sustainable Mobility
- 16:00 Finnish Presidency in EU and ITS
MinTC
SINTEF Mobility Strategy
SINTEF
Nordic Smart Mobility and Connectivity –
Changing the Way People and Goods Move
Through Nordic Co-operation
Nordic Innovation
Multimodal Sustainable Autonomous
Transport Solutions
SAMS
Rethinking Transport – TRA2020 Takes
on the Challenge
Traffic on
The Car Industry's New Role in the
Power Sector
Varta
Finnish Presidency in EU and ITS
MinTC
NMIP – Nordic Mobility
Innovation Platform
Kyyti Group

- 16:00 A Smarter Road with Applied AI
AAS Communications/ Cilog
- 16:30

Timeline

Preliminary auditorium schedule

Nordic+ Pavilion

ITS World Congress Los Angeles– Preliminary auditorium schedule				
Time	Monday	Tuesday	Wednesday	Thursday
0930				
1030-1130	Multimodal ITS	Arctic ITS	Multimodal ITS	New business opportunities
1130				
1230				
1330-1430	Nordic Smart & Sustainable Cities	Nordic Smart & Sustainable Cities	Nordic Smart & Sustainable Cities	Nordic Smart & Sustainable Cities
1430		Can cities use 1:1 communication to motivate for sustainable and safe transport? Applied Autonomy		
1530	Multimodal ITS	New business opportunities	New business opportunities	
1630	Minister talk	Innovation Norway/Business Finland		
1730	Reception	Business		

Value for your money

- The very best location in the exhibition hall
- The most active stand in the ITS World Congress
- A modern and popular auditorium for presentations
- Several opportunities for pitching, presentations and networking
- Visibility at walls, screens, brochures, social media, internet
- cafeteria, cocktail party and embassy reception
- Genuine showcase of Nordic Public-Private-Partnership
- Great network of Nordic partners with mingling and meeting opportunities
- Flexible and high-quality framework to invite your own customers and implement your own activities

Amsell Pavilion

Nordic+ Pavilion



Possible design of the stand (logos are random)

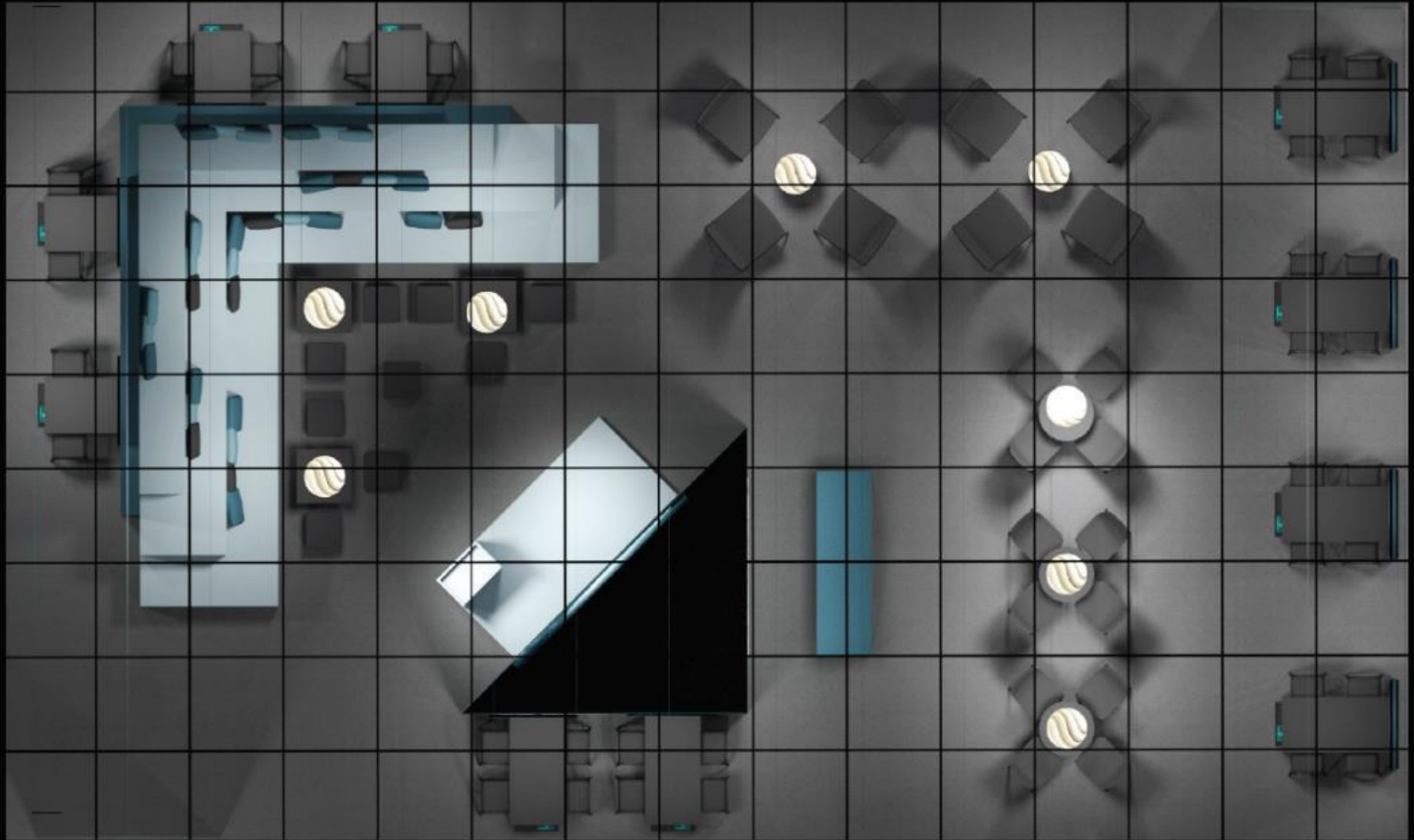
Nordic+ Pavilion



Nordic+ Pavilion

15 m

9 m



Preliminary cost for joining the Nordic+ Pavilion:

Nordic+ Pavilion

- Nordic + Full partner at the pavilion 8500€
- Partner at your own ITS organisation
 - Nordic Smart City - total cost 4000-5000€
 - Industry /public/academia/trade organisation – 4000-5000€
 - Start-up or SME– 2500€-4000/5000€
- In Copenhagen/Singapore we had 40-50 organisations from all sectors
- Includes entrance to the exhibition stand personnel passes including lunches (1 / each)
- Auditorium and use of all screens for presentations
- Logo wall and visibility
- Possibility to product showcase /service launches (extra fee)
- Free expo invitations to customers and partners (limited)

Partner Participation: To be updated

Nordic+ Pavilion

Finland

Norway

- Hydrolift
- Applied Autonomy
- Innovation Norway
- Multiconsult
- SAMS
- VIA
- Nordic Innovation

Estonia

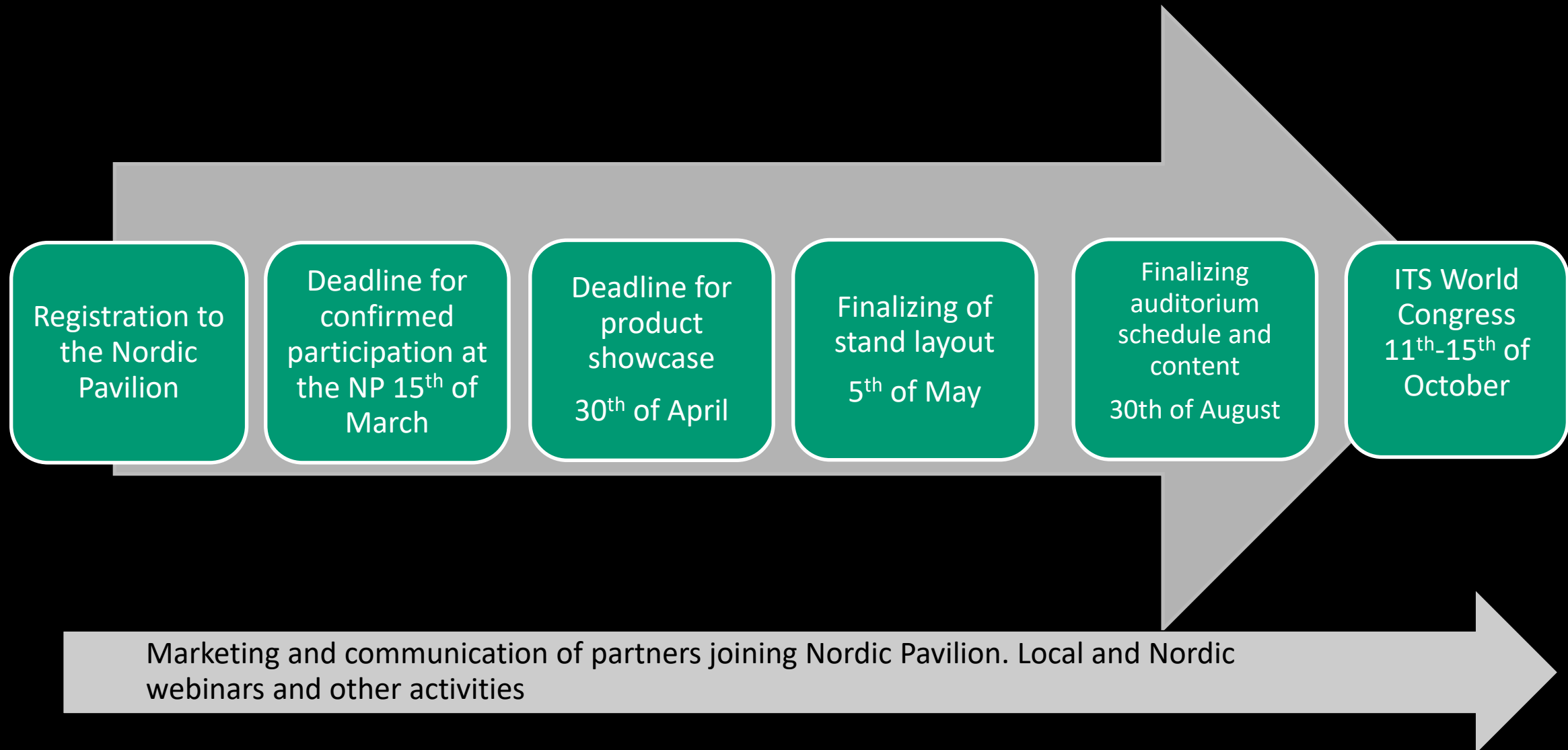
Denmark

Sweden

Iceland

Timeline:

Nordic+ Pavilion



Contact

Together we will be shaping sustainable mobility solutions for the future – The Nordic Way

Contact ITS Norway jenny.simonsen@its-norway.no for more information and Nordic+ partner or contact your local ITS organisation

