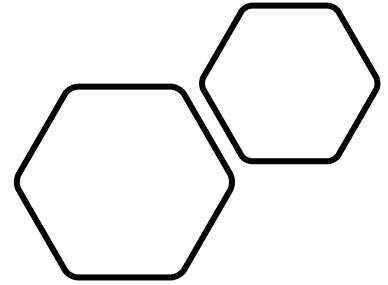


Experience  
Future Mobility  
Now







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

**Nordic+ Pavilion**

# Hamburg Messe 11<sup>th</sup> – 15<sup>th</sup> October 2021

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





ITS World Congress Singapore 2019

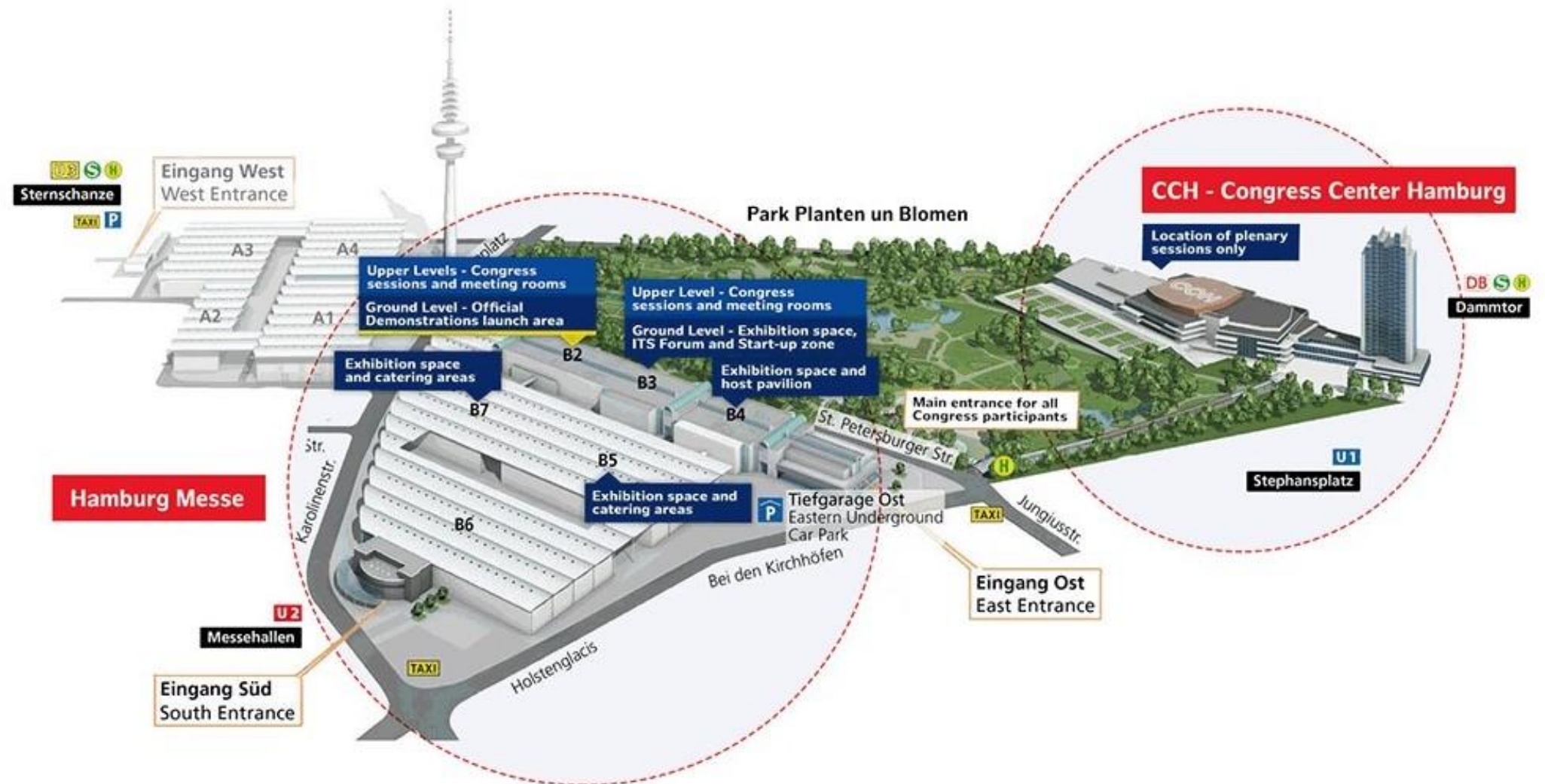
**A lot of program and a  
full house of people**

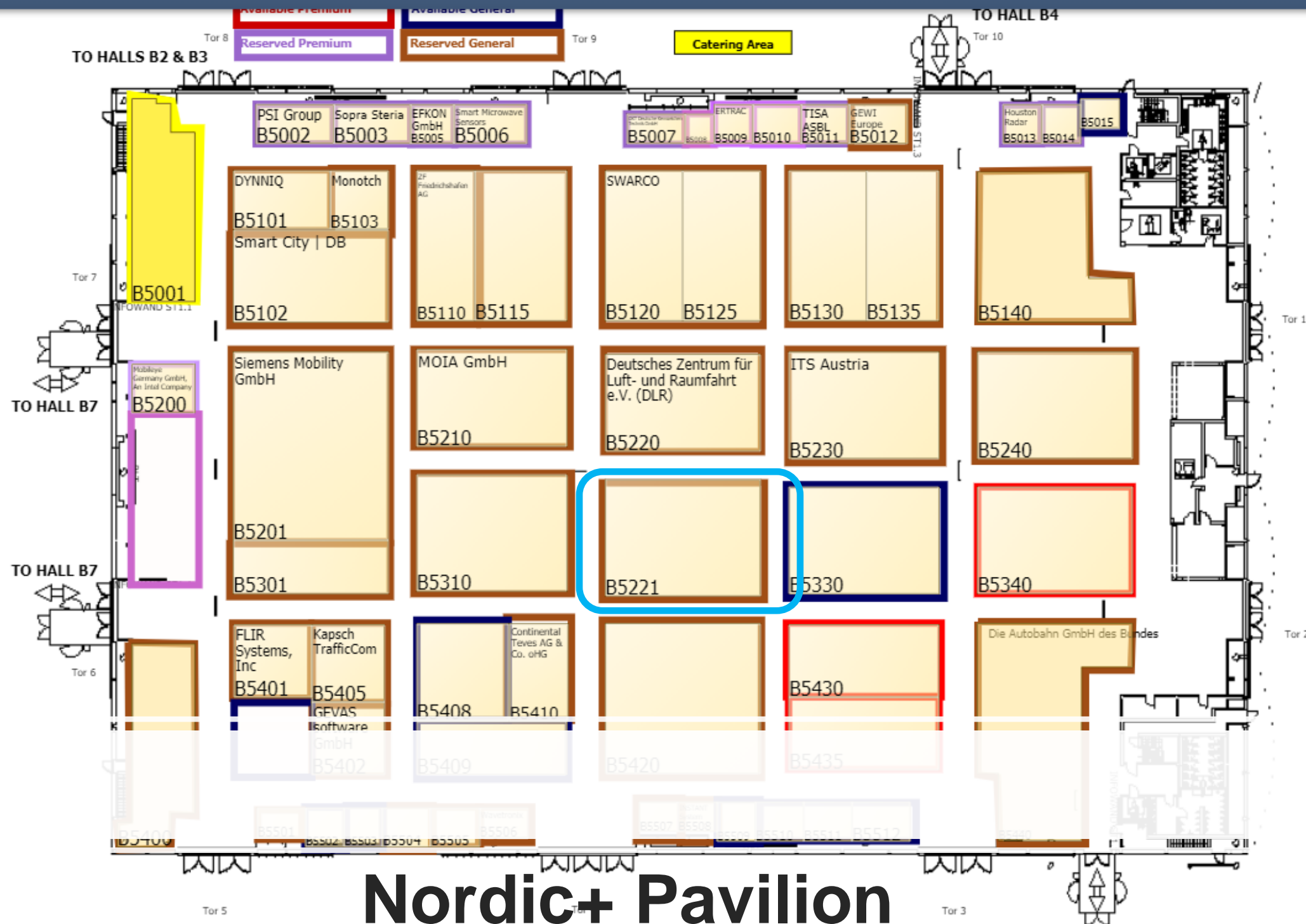
**Nordic+ Pavilion**



Stand B221 in hall  
B5  
Size 186m<sup>2</sup>

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 Järvisäili 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  
Sovet  
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

## The Nordics as an ITS Business Ecosystem – Challenges and Opportunities

- 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 Niskanen & al.  
Kyyti & NARP

## Nordic+ Solutions for Sustainable Mobility

- 15:30 Finnish Presidency in EU and ITS  
MinTC
- 16:00 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  
Traficon  
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
- 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



# Nordic+ Pavilion



Changes to design will occur (logos are random)

# Nordic+ Pavilion

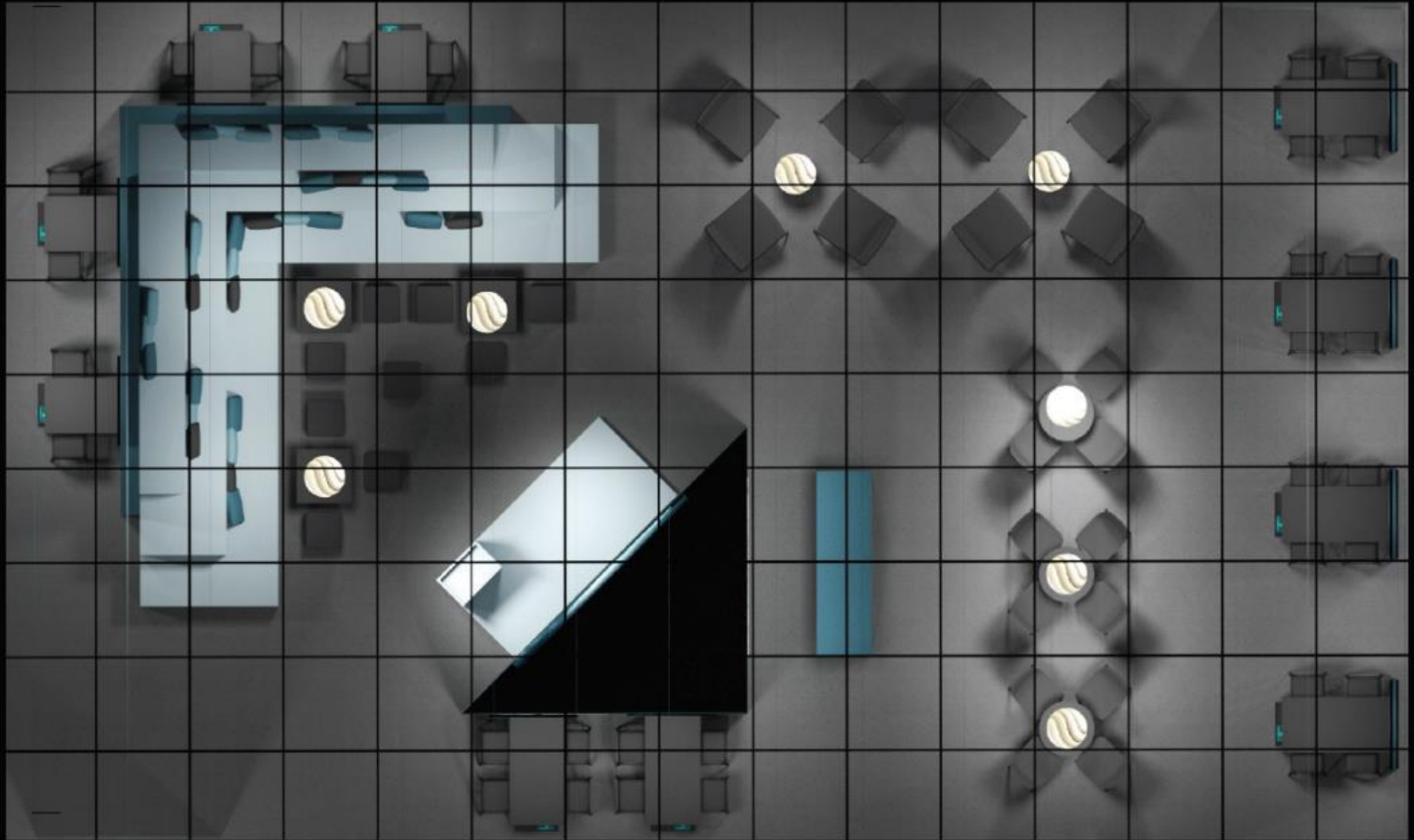




# Nordic+ Pavilion

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 company)**
- **Auditorium and use of screens for presentations**
- **Full logo wall and visibility**
- **Possibility to product showcase /service launches (Nordic + Full partner)**
- **Free expo invitations to customers and partners**



# Partner Participation: To be updated

## Nordic+ Pavilion

Full Nordic+ partner: Nordic Innovation, Ramboll

ITS Island – logo partner

### Finland

11 + companies

### Norway (to be updated)

- Kystverket
- Hydrolift
- Applied Autonomy
- Innovation Norway
- Multiconsult
- SAMS
- VIA
- Trafsys
- ITS Perception
- Aventi

### Estonia

10 + companies

### Denmark

6 + companies

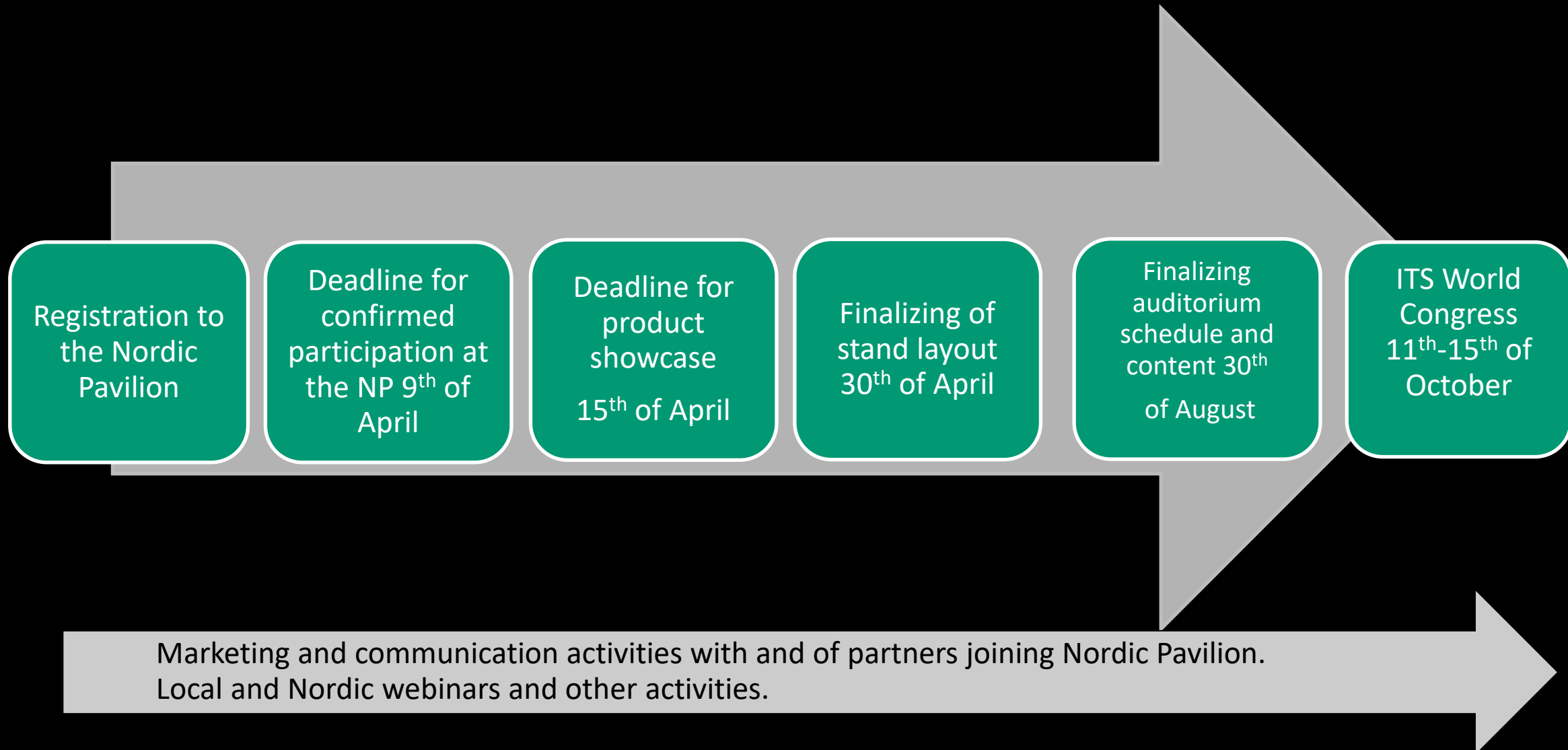
### Sweden

TripleSign

Sweco

# 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](mailto:jenny.simonsen@its-norway.no) for more information and Nordic+ partner or contact your local ITS organisation**

