IT-TRANS – The digital and analogue hub for innovation

Karlsruhe/Brussels, 18.08.2020 – The constant advance of digitalisation has revolutionised our everyday lives, redefining the way we live and move around. IT-TRANS focuses on this development and showcases digital solutions for connected urban mobility. Now in its seventh year, the conference and exhibition will once again welcome international thought leaders and recognised experts in IT and mobility to the Karlsruhe Trade Fair Centre from 1 to 3 December 2020.

Shaping urban mobility safely and effectively during the pandemic with digital tools

The coronavirus pandemic is posing new challenges to many parts of the economy, with public transport particularly affected. This has highlighted the importance of digitalisation in the sector. As a result, the IT-TRANS conference will look to answer specific questions about digital innovations for improving public transport during the pandemic. Other major topics will include shared and on-demand mobility, autonomous driving, artificial intelligence and mobile ticketing systems. A total of 150 speakers will share their expertise in 30 conference sessions. Organisers are also planning to integrate hybrid elements that will allow international participants who cannot attend in person to get involved.

E-Market Updates – Free online seminars for international knowledge transfer

The public transport sector is fighting to recover from the effects of Covid-19 on services and passenger numbers. Transport operators want to ensure safe journeys while also helping passenger numbers to recover. The organisers of IT-TRANS, UITP and Messe Karlsruhe, want to bring the industry together to share ideas and experiences in these difficult times. To do this, a series of regular virtual seminars has been set up, in which leading players from the IT and mobility sectors present their latest developments and share their experiences. The topics of the next E-Market Updates are:

- Mobility-as-a-service: Building a holistic mobility experience (8 September)
- Digitalisation of Taxi transport to manage the impact of COVID-19 (15 September)
- Building integrated planning & scheduling tools for authorities and operators (6 October)
- Autonomous mobility - Shifting towards better mobility (10 November)

Participation is free. Those interested must register in advance. The recordings and presentations of previous E-Market Updates are also available to download. Register here: https://www.it-trans.org/en/it-trans/the-exhibition/e-market-updates/

The return of in-person networking for sharing ideas

Alongside the conference, visitors can look forward to a wide-ranging exhibition that will see major industry players, highly specialised IT companies and start-ups showcase their digital solutions for the future of public transport. Christian Scheiter, responsible for sales in Germany, Austria and Switzerland at iris-GmbH in Berlin, is looking forward to meeting customers in person again at IT-TRANS: “Despite all of the options that technology gives us, personal contact is still vitally important. That is why we are very pleased that IT-TRANS will be one of the first events in the region where we will be able to focus on meeting our partners and potential customers again after such a long time. Over the last few years, IT-TRANS has become a major meeting point for customers and providers in the public transport sector. I have been attending the event from the very beginning and am pleased to see how it has developed so positively.”

Ensuring a safe visit with visitor flow management, contact tracing and reduced visitor density

This year’s IT-TRANS will be held in line with the regulations laid out by the state government of Baden-Württemberg for conducting trade fairs, exhibitions and conferences during the pandemic. “IT-TRANS is an important platform for our exhibitors to showcase their products and network with colleagues”, says Britta Wirtz, managing director of Messe Karlsruhe. “Karlsruhe is a major technology hub and we are delighted that this event will be able to reassume its role as a stage for innovation in the region. The hygiene and safety plan will allow our community to finally come together again to share knowledge, find inspiration and compare products. When developing the hygiene and safety plan, our priority has been to protect the health of our visitors, exhibitors and employees”, emphasises Wirtz.

According to the plan, the number of visitors attending at any one time will be adjusted to the amount of space available. Pathways and rest areas will also be
considerably expanded to allow for social distancing. In addition, all participants will be asked to register online in advance to enable contact tracing. The plan also sees changes to catering, visitor admission and the conference area. There will also be plenty of disinfectant stations around the venue to ensure that the event can proceed safely.

Alongside IT-TRANS, the Karlsruhe Trade Fair Centre will also host the Taxi & Ride-hailing Conference. Both events were originally due to take place from 3 to 5 March, but were postponed to December as a result of the coronavirus pandemic.

More information: [www.it-trans.org](http://www.it-trans.org), as well as [Twitter](https://twitter.com) and [LinkedIn](https://www.linkedin.com)

Dealing with the coronavirus