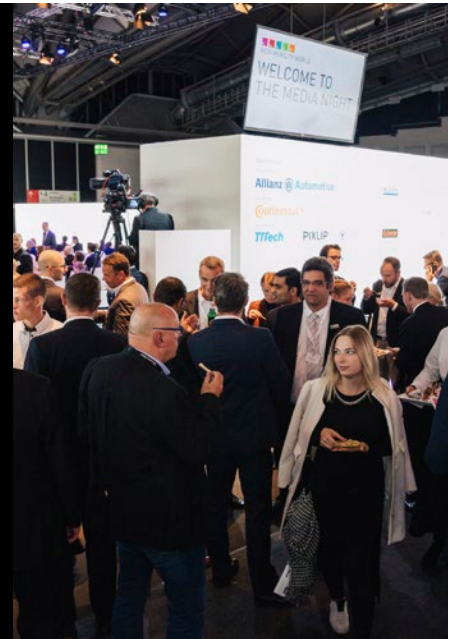


Turning disruption into opportunity

New Mobility World project



Moving from automotive to mobility

Digitalization, regulation and shifting consumer behavior impact the automotive industry on a global scale. Since 2015, the International Motor Show IAA spearheads the answer to this radical change.

Trade shows are for sectors

What's the impact on the business model of trade shows? The challenge isn't digitization; virtual shows never took off. But like any trade fair, a motor show is sector-specific, representing an established value chain. New players – tech multinationals, startups, cities – are not joining, but disrupting, the automotive value chain. How can the IAA transition from an automotive trade fair to a new mobility platform – thus becoming an instrument of change, not an object of disruption?

Go beyond automotive, beyond exhibition

Three principles guided the creation of the New Mobility World (NMW) in 2015:

1. Focus on what persists when everything changes: The need for mobility, transportation and logistics. Redefine the very sector the IAA represents. Move beyond automotive.
2. In an emerging ecosystem – the battle of ideas and power – dialogue and the interaction of players are more important than the display of products. Progress needs a platform for pioneers. Move beyond exhibition.
3. For incumbents, today's profits and consumers are the foundation of future innovation. For new players, speed and disruption are key. Provide two brands, yet one place to be.

Spearheading change

The NMW brand incorporates the entire range of topics of smart, clean mobility and transport. It stands for cross-sectoral innovation, and an impatience for progress. The conference program FORUM spurs dialogue and is at the heart of the NMW, EXPO creates branded spaces and LIVE/PARCOURS allows for interactive experience of future technology. The NMW Lab fosters the startup community. With dedicated topics, spaces and formats, the NMW is uniquely tailored to new players – and to the automotive industry. The NMW capitalizes on the IAA, providing access to automotive top brass and policy makers and unrivalled media and audience reach for new players. For the automotive industry, the NMW is the platform

to welcome new players to their home base. The NMW is the petri dish for collaboration and innovation. It also spearheads the transition to a future IAA business model.

From idea to fulfillment

On behalf of the VDA, evenson has been the project office in charge of the concept and business planning, as well as programming, sales and marketing and the execution of the New Mobility World since NMW 17. Prior to that, our managing partner advised both on the inaugural NMW 15 as well as NMWL 16 and initiated the NMW Lab program.



Results

NMW 17 again set the standard as the largest platform for the future mobility ecosystem globally. It grew to 250+ organizations, with 91% being new mobility players. NMW 17 attracted 250,000+ visitors, with four out of five already looking forward to the next NMW event. VIPs included the German chancellor, federal and prime ministers as well as other European and international representatives. The total media reach was 430 million contacts.



Disclaimer

New Mobility World NMW and International Motor Show IAA are brands and events of the German Association of the Automotive Industry VDA. All results are based on reports by client, media data or surveys conducted by VDA and evenson.

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