New Mobility World & IAA Conference 2019

- Client: VDA
- Location: Frankfurt/Main
- Date: September 2019
“Most interesting tech in all of IAA”
NMW and IAA Conference

Exhibition Floor Plan

Ground Floor

First Floor

IAA Conference / Program 2019

Wednesday, September 11

Great Auditorium
Ideas Stage
Debate Forum
Expert Forum

10:00 – 10:30
IAA Conference opening (Great Auditorium)

10:00 – 10:10
Welcome by IAA President

10:00 – 10:00
Welcome by IAA President

10:00 – 10:30
Revealing the future of mobility and technology (Great Auditorium)

10:00 – 11:30
Innovation Design Perspectives: Change – Challenge

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Innovation Design Perspectives: Change – Challenge

11:00 – 12:00
Autonomous vehicles in a connected world

11:00 – 12:00
Autonomous vehicles in a connected world

12:00 – 14:00
Lunch break

Thursday, September 12

Great Auditorium
Ideas Stage
Debate Forum
Expert Forum

10:00 – 10:30
Sustainable mobility and urban planning

10:00 – 10:30
Sustainable mobility and urban planning

11:00 – 12:00
Innovations in the automotive industry

11:00 – 12:00
Innovations in the automotive industry

12:00 – 14:00
Lunch break

Friday, September 13

Great Auditorium
Ideas Stage
Debate Forum
Expert Forum

10:00 – 10:30
The impact of technology on the automotive industry

10:00 – 10:30
The impact of technology on the automotive industry

11:00 – 12:00
The future of personal mobility

11:00 – 12:00
The future of personal mobility

12:00 – 14:00
Lunch break

400+ organizations
240+ speakers
500,000+ visitors
145 + exhibitors from Microsoft to Michelin

5 theme parks Automation, Connectivity, Electrification, Urban Mobility, Mobility Services

4 country pavilions Turkey, United Kingdom, Finland, Europe

"NMW was full of inspiring people and content."
"Thank you for the exciting discussions at our booth!"
IAA Conference

250+ international speakers from founders to Formula 1 Champion

12 keynotes CEOs of IBM, Waymo, Daimler; Heads of governments of Germany, Luxemburg ...

50+ hours programming Keynotes, panels, fireside chats, Oxford Debates

“Thanks for the opportunity and the great discussion. Loved it!”
“Really enjoyed the great networking opportunity.”

participants
47% international 53% domestic
40 startups
curated by 25 partners
2 industry challenges
Networkin

“The matchmaking dinner was one of the best I have been to with an exceptional quality of people to speak to.”

4 workshops
2 side events
1 matchmaking dinner
“This year’s New Mobility World was a great success. We had very insightful days, fruitful exchanges with our partners, industry experts and innovators.”

Gold Partner Allianz Automotive
Communication and Reach*

567m
digital media reach

7,800+
journalists from 95 countries

75
VIP tours with 100 politicians

“New Mobility World has become the meeting point for the world's leading companies in automotive technology and mobility” Daily Sabah, Turkey, September 10, 2019

*entire IAA
Driven by ideas. Focused on results.

Consultants for the human side of progress