

Press Release

Austrian Ministry of Transport to bring along futurist Gerd Leonhard to TRA 2018 in Vienna

With its overall theme of “digitalisation in mobility”, the Transport Research Arena 2018 will focus on the compatibility between technology and user-friendly mobility.

From April 16-19th 2018, the 7th edition of the Transport Research Arena (TRA 2018) in Vienna will address the biggest international challenges such as decarbonisation and digitalisation. Minister for Innovation and Transport, Norbert Hofer, emphasises the importance of Austrian transport technologies within the European context: *“Thanks to the TRA 2018, which is being jointly organised with the European Commission, Austria will be the European centre of future mobility for a whole week and increase the international visibility of the technological expertise of our domestic industry and research”.*

To underline the visionary nature of this edition of TRA, Gerd Leonhard, futurist, humanist, author and CEO of “The Futures Agency”, will speak at the opening session about the importance of new technologies and the role of humans in the digital world of mobility. This means thinking less about perfection and more about transparency and better coordination. *“In order to meet the future transportation needs of urban centres, we need to organise the transport of people and goods more smartly, efficiently and sustainably. Networking, robotisation and artificial intelligence can all contribute significantly.”*

Long-term planning for a shared vision of mobility

The conference aims to present the latest results of European research and technology development. In this way, answers can be found to the future challenges and Europe can be strongly positioned on the global stage. For the first time, a *“TRA - High Level Industrial Roundtable”* will take place to put this topic in the spotlight. A strong link between research activities and economic measures is essential, and the TRA 2018 offers a platform for this at the European level. With the increasing demand for freight and passenger mobility, the transport sector is challenged more than ever to identify new solutions and products quickly and competitively in the face of global competition.

“With TRA 2018, we want to show that Austrian research and industry is up among the European leaders,” emphasises Ingolf Schädler, Head of Innovation at the Federal Ministry for Transport, Innovation and Technology (bmvi) and at the same time Chairman of the conference.

The first programme highlights are already available online and the early bird tickets for TRA 2018 can be purchased until 29th January 2018. Further registration details can be found at <http://www.traconference.eu/registration/>.

About Transport Research Arena (TRA)

TRA 2018 is the most important European transport research and technology conference for scientists, researchers and engineers, as well as companies and stakeholders in the field of

transport and mobility. Every two years, representatives from policy, research and industry exchange ideas about the latest developments and innovations for the design of future mobility systems.

The host of TRA 2018 is the Austrian Federal Ministry for Transport, Innovation and Technology together with the Austrian Institute of Technology and AustriaTech in collaboration with the European Commission and the European Technology Platforms ERTRAC (European Road Transport Research Advisory Council), ERRAC (European Rail Research Advisory Council), WATERBORNE, as well as CEDR (Conference of European Directors of Roads), ALICE (Alliance for Logistics Innovation through Collaboration), ETRA (European Transport Research Alliance), ECTP (European Construction Technology Platform) and ACARE (Advisory Council for Aviation Research and Innovation in Europe).

TRA 2018 focuses on trends such as the digitalisation and decarbonisation of the transport system. The goal is to work together to develop forward-looking scenarios with ground-breaking digital and low-carbon technologies that have a positive impact on people's lives, the transport system and the environment.

For more information:

www.traconference.eu

<https://twitter.com/gleonhard>, <http://www.futuristgerd.com/>

VIENNA 2018 TRA
TRANSPORT RESEARCH ARENA
A digital era for transport

Hosted and organised by:

- bm vti Federal Ministry for Transport, Innovation and Technology
- AIT AUSTRIAN INSTITUTE OF TECHNOLOGY TOMORROW TODAY
- austriatech

Co-organised by:

- European Commission

Supported by:

- ACARE
- alice Alliance for Logistics Innovation through Collaboration in Europe
- WATERBORNE
- ETRA
- ERRAC The European Rail Research Advisory Council
- ERTRAC European Road Transport Research Advisory Council
- CEDR Conférence Européenne des Directeurs des Routes Conference of European Directors of Roads
- ECTP INNOVATIVE BUILT ENVIRONMENT

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