

It's all about the Human Dimension

7. Transport Research Arena
16.-19. April 2018
Reed Exhibitions Messe Wien
Vienna / Austria

TRA 2018 illuminates current trends in human factors

Innovative transport systems and mobility services of the future can only be successful if they incorporate the expectations and behaviour of transport users into their concepts. Therefore, choices of means of transport, driver behaviour and information about mobility services, as well as decisions based on such information must be taken into account in the field of mobility research.

At the same time, the transport system has social and economic repercussions on society, for example mobility behaviour is changing through access to mobile traffic information apps or through the use of electrically powered or automated vehicles and the necessary infrastructure. At TRA 2018, these important topics will be discussed in several sessions under the guiding principle of more user-oriented mobility systems of the future.

Relevant Sessions

- **STR1.1:** User-Centric Mobility Systems
- **STR4.3:** Skills and Professions for Future Transport
- **ST5:** 12.1 Social Aspects of Innovative Mobility
- **ST14:** 12.4 Mobility Planning

- **ST24:** 11.1 Driving Behavior and Safety of Road Users
- **ST31:** 12.2 Impacts of Innovation on Citizens and Society
- **ST33:** 11.2 Mobility and Modal Choice
- **ST46:** 12.5 Socio-Economic Aspects of Electrification
- **ST51:** 11.3 Driver Needs and Expectations
- **ST52:** 12.3 Cost of Infrastructure
- **INV6:** Digital Mobility – Where Is The Human?
- **INV23:** Inclusion, You Said?
- **INV10:** Deep Impact of Transport Research and Funding?

Highlights

- **Opening:** first Session of the TRA2018 with EU-Commissioner Violeta Bulc and Federal Minister for Transport, Innovation and Technology Norbert Hofer, keynote speech by futurist Gerd Leonhard



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- **Industrial Round Table:** high-level industry representatives discuss challenges of the sector
- **Interactive Zone:** experience latest research trends and findings first hand and connect with other experts in the Networking Zone
- **Side Events:** Gala-Dinner in the ballroom of Vienna City Hall, TRA VISIONS 2018 award ceremonies, several Technical Tours alongside the venue

