

What to expect

February 2018

16-19 April 2018
Reed Exhibitions Messe Wien
Vienna / Austria

New Formats at TRA2018

What are the visions of the industry for European global leadership in transport, and deployment mobility? What is the role of policy action on EU and national level? To address these major questions and start an open discussion TRA2018 organises the first Industrial Round Table as part of the opening session on Day 1 of the conference.

New trends such as digitalisation, automation decarbonisation, and innovative technologies disrupt the transport sector, form new business models and create opportunities for new mobility services and logistic solutions.

How the European industry can set the tone towards 2030 and up to 2050 is the main topic of the 1st Industrial Round Table launched at TRA 2018 in Vienna. To lead Europe into shaping this change at a global level, the European Commission set up the document „Europe on the MOVE“ - Com(2017) 223. It identifies seven priority areas to tackle current and future challenges. With those actions, the European transport sector has the chance to lead the transition towards the user-centric, integrated and truly multimodal transport system of the future and to guide the industry to the top of embracing innovation and

deployment of new technologies. The following high level representatives will discuss at this Round Table:

- Carole Desnost (SNCF, Chief Innovation Officer), representative of the Rail Sector
- Axel Flaig (Airbus, SVP R&T), representative of the Aviation Sector
- Emmanuel Forest (Bouygues, Senior Vice-President of Institutional and European Affairs), representative of the Construction Sector
- Helmut List (AVL, CEO), representative of the Road Sector
- Hanna Maurer Sibley (Ericsson, Head of Presales NWS North Central Europe), representative of the ICT Sector
- Bernard Meyer (Meyer Shipyards, Managing Director), representative of the Waterborne Sector

Moderator: Alex Taylor

**16.04.18, 10:50am Plenary Room
Strauss 1-3**

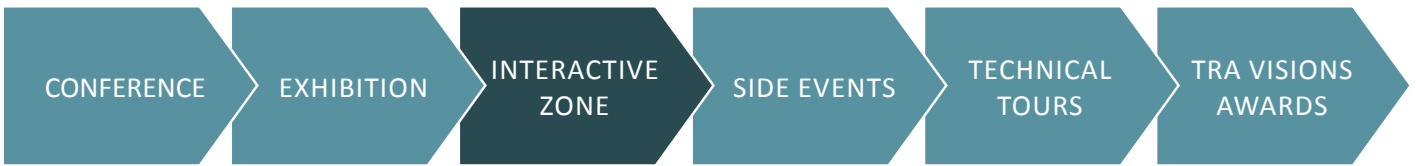
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Interactive Zone – Experiencing research and development at close quarters

A second new format at TRA2018 is the Interactive Zone. In addition to the classic exhibition and scientific conference, research results and initiatives will also be presented first-hand. Subdivided in three different zones, visitors and media will have broad opportunities for exchange and discourse.

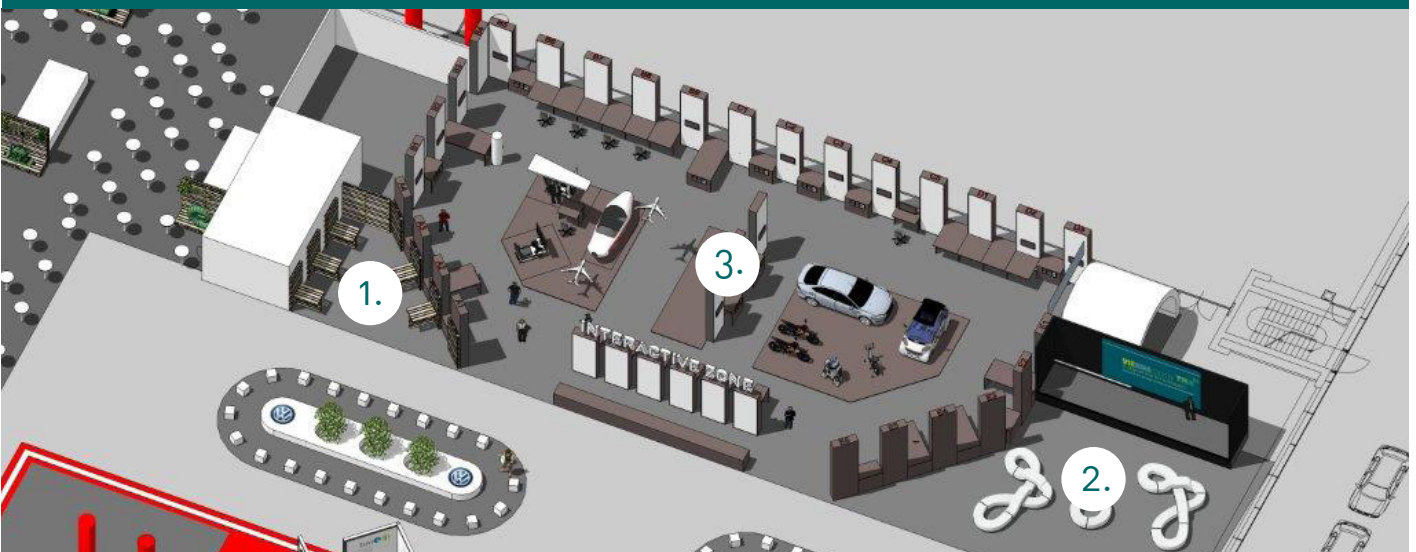
1. Start-Up Zone: Innovative and young entrepreneurs such as “Find Your Gap” will present their work as an example of how new technologies could develop into successful businesses.

2. Networking Zone: The stage and the networking area are supposed to be available for particularly exciting and interactive formats. This is going to function as a complementary contrast to the intense scientific lecture program of the conference.

3. Showcases & Demonstration Zone: More than 30 Indoor & Outdoor demonstrations will be shown, which have been selected and curated. The selection was curated by TRA2018. Companies, Researchers and Organizations were encouraged to hand in their presentations. They are categorized in six thematic fields:

- Automated & Connected Transport
- Aviation
- Infrastructure & Asset Management
- On Track
- Multimodal Mobility & Services
- Traffic Management & Digital Infrastructure

Furthermore, belonging to the showcases, there are two outside areas, which are used for vehicles and bigger objects. One outside area is used as arrival and departure area for demonstrations in real traffic environment.



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