

news +++ Hypermotion  
Dubai, 2 – 4 November 2021

## hypermotion

### Mobility and logistics transformation on agenda as Hypermotion heads to Dubai in November 2021

#### **Dubai, 7 December 2020. Global gathering for disruption and transformation of transport, logistics and mobility sectors to take place alongside Expo 2020**

Dubai, UAE: Hypermotion, the German-originated exhibition addressing the transformation and future of the transport, logistics and mobility sectors through disruption, decarbonisation and digitalisation, is heading to Dubai as a key event at the Expo 2020 grounds.

Hosted at the Dubai Exhibition Centre (DEC) from 2-4 November 2021, Hypermotion Dubai will coincide with Expo 2020 – the Arab region’s first World Fair running under the theme ‘Connecting Minds, Creating the Future’.

With mobility, sustainability, and opportunity key subthemes of the six month-long mega event, Expo 2020 is set to provide a much larger global audience for Hypermotion Dubai, which has the backing of private and government organisations at the forefront of next generation mobility and logistics.

Organised by Messe Frankfurt Middle East, Hypermotion Dubai 2021 will take place with global ports operator DP World as Global Partner. H.E. Sultan Ahmed Bin Sulayem, Group Chairman and CEO of DP World, said: “Hypermotion brings together innovative minds and ideas to transform the mobility and logistics industry. From integrated logistics concepts to disruptive ideas and digital networks, Hypermotion allows us to work with industry experts to build a world of smarter trade and more intelligent logistics.”



H.E. Sultan Ahmed Bin Sulayem, Group Chairman and CEO at DP World

“Dubai has always pushed the boundaries of innovation – a trait that is in DP World’s DNA. This spirit of innovation has enabled us to become a world leader in smart end-to-end logistics.”

Dubai South, an economic zone supporting logistics, aviation, commercial, exhibition, humanitarian, residential and other related industries, is also on-board of Hypermotion Dubai as Future City Partner.

Mohsen Ahmad, CEO of Logistics District at Dubai South, said: “As a logistics hub that converges the world through a spectrum of solutions and offerings, Dubai stands at the meeting point between innovation and the future, and we are honoured to help progress the emirate’s mission while consolidating its leading global position.”



Mohsen Ahmad, CEO of Logistics District at Dubai South

“We are exceptionally proud to have the emirate host Hypermotion during Expo 2020 for the first time, bringing innovators and industry shakers and movers under one roof to share knowledge and a wealth of experience among one another.”

Hypermotion Dubai has signed up a stellar list of partners gathering to support and drive the adoption of smarter, more connected, and more sustainable technologies. Confirmed partners so far include Dubai Tourism as Destination Partner; and leading Government Partners Dubai Chamber of Commerce and Industry, the UAE Ministry of Economy, the UAE National Program for Artificial Intelligence, the Dubai Supreme Council of Energy, and the UAE Telecommunications Regulatory Authority.

The annual three-day event will operate under four key themes: Connectivity, Hypermodality, Sustainability and Digital & Urban Logistics. The exhibition is designed to connect public and private investors as well as decision makers with technologies made specifically for the mobility industry with a lead focus on logistics and freight.

It will target a unique mix of Business-to-Government (B2G), Business-to-Business (B2B) and Business-to-People (B2P) audiences through strategic content, high-end networking opportunities, competitions and pitches covering all aspects of the future of intelligent transport systems.

“Dubai has had an eye on the future of transportation for a number of years and its autonomous transportation strategy, which aims to automate 25 percent of its total transportation by 2030, has established it as a regional and global leader in the field,” explained Simon Mellor, CEO of Messe Frankfurt Middle East.

“The emirate is aiding the revolution of global trade processes with the introduction by DP World of the world’s first logistics passport to facilitate smart trade.”

“These initiatives, alongside others being adopted in the region, including major transformation initiatives in Saudi Arabia, will impact the transport, freight and logistics industries over the coming decade and lead to the creation of thousands of localised hi-tech employment opportunities.



Simon Mellor, CEO of Messe Frankfurt Middle East

“This region’s commitment to Industry 4.0 transformation is solid and one which the global industry needs to partner to progress the Middle East’s transportation sector to a new era of super efficiency, productivity and prosperity. Hypermotion Dubai will be an essential platform in bringing these vital partnerships to life,” Mellor added.

Hypermotion Dubai is expected to attract high-level C-suite participation from ministries of transport, environment, technology, industrialisation and climate change; heads of research and technical studies; pioneers of artificial intelligence and machine learning applications; built-environment and infrastructure professionals; digital and data analysts; innovation leaders; architects; air, sea and land transport operators, local municipalities; airport and port authorities; emergency services; local municipalities; technology and telecoms providers; infrastructure engineers; procurement, logistics and supply chain management professionals among others.

More information is available at: [www.hypermotiondubai.com](http://www.hypermotiondubai.com)

The event Hypermotion Dubai will be held from 2 to 4 November 2021.

Next Hypermotion Frankfurt will take place from 14 to 16 September 2021.

**Press information and photographic material:**

<https://hypermotion-dubai.ae.messefrankfurt.com/dubai/en/press.html>

**Hypermotion Dubai in social media**

[www.facebook.com/hypermotionDxb](http://www.facebook.com/hypermotionDxb)

[www.linkedin.com/company/hypermotiondxb](http://www.linkedin.com/company/hypermotiondxb)

<https://twitter.com/hypermotiondxb>

[www.instagram.com/hypermotiondxb](http://www.instagram.com/hypermotiondxb)



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**Background information on Messe Frankfurt**

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For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)