

news +++ Hypermotion
Frankfurt am Main, 10 - 11 November 2020

hypermotion

Hypermotion 2020 becomes a purely digital event

Frankfurt am Main, 28 October 2020. Hypermotion, which would have been Messe Frankfurt's first hybrid event at the Frankfurt exhibition grounds from 10 to 12 November, will be purely digital due to the rapidly increasing number of infections.

The community can look forward to numerous online sessions and talks in multiple conferences, and they will be able to follow it all from their laptop, tablet or smartphone at home or at work. In addition, some 50 companies, sponsors, start-ups and universities from the fields of smart logistics, supply chains and future mobility will be presenting their products and solutions – including live in the form of pitches and presentations.

Live streams, video chats, speed networking and AI-supported matchmaking will stimulate dialogue amongst participants. Furthermore, participating companies will be presenting additional content in their company profiles.

Detlef Braun, Member of the Executive Board of Messe Frankfurt: “We did everything possible to ensure that a hybrid event featuring a conference programme and exhibition could take place, developing an extensive protection and hygiene concept.” The trade fair remained in talks with the Frankfurt health authority until today about the possibility of conducting rapid tests for all participants.

“In the end, the authorities and Messe Frankfurt came up against organisational limits. Coupled with rising infection rates exceeding 11,000 cases a day and new measures announced by Germany’s federal and state governments, there was simply no way to avoid cancelling the event – or at least the onsite part of the event,” said Braun.

Messe Frankfurt is inviting people to visit the digital event free of charge. All the presentations, sessions and start-up pitches will be available as videos on demand until 10 December, as will the opportunity to use the intelligent matchmaking tool to make new business contacts.

One highlight on the first day: An interview by journalist and author Mirko Drotschmann with Edward Snowden on the topic of ‘Data protection in mobility and logistics after the coronavirus – what comes next for infrastructure in terms of data protection?’

Drotschmann has taken a close look at the content of the upcoming Hypermotion. Using animations and examples from everyday life, he explains in his own way the core themes of digitisation, decarbonisation and disruption. [Click here for the videos.](#)



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The next Hypermotion will take place digitally from 10 to 11 November 2020. The virtual networking platform will remain open until 10 December.

More information on the new digital features is available at hypermotion.com/digitalexperience

Press information and photographic material:

<http://hypermotion-frankfurt.messefrankfurt.com/presse>

Social media channels: #SayHyToHypermotion #hym20

www.twitter.com/hypermotionfair | hypermotion-frankfurt.com/youtube

www.instagram.com/hypermotion_official

www.facebook.com/hypermotionfair

www.linkedin.com/company/hypermotion-frankfurt

www.xing.com/events/hypermotion-frankfurt-2020-2718341

Hypermotion Podcast

www.anchor.fm/hypermotion



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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com