

news +++ Hypermotion  
Frankfurt am Main, 14 - 16 September 2021

# hypermotion

FRANKFURT

## Strong community – strong event programme

**Frankfurt am Main, 8 September 2021. Decarbonisation, digitisation and globalisation – these are pressing challenges that demand bold and innovative solutions in the fields of mobility and logistics. From 14 to 16 September 2021 Hypermotion Frankfurt will be promoting networking as it brings all key players together in the same place. The agenda also features a top-notch supporting programme.**

“Hypermotion Frankfurt combines a conventional trade fair with a strong event programme. As a result, participants can not only experience pioneering products for tomorrow’s mobility and logistics, but also share ideas on the latest industry developments. Everything revolves around the community concept,” said Danilo Kirschner, Show Director of Hypermotion Frankfurt, in describing the idea behind the event.

With DP World, one of the world’s biggest port operators and a leading provider of smart end-to-end logistics, enabling the seamless operation of supply chains around the globe, Hypermotion also boasts a strong global partner. The company aims to revolutionise the logistics of global trade with innovations and technology. Ongoing projects include efficient solutions for container storage, digital applications for networking global goods flows, and the utilisation of hyperloop technology for goods transport.

Exchanging, discussing and developing concepts and ideas with other experts – that is the focus of the conference programme on all three days of the event.



The event programme gives participants a forum where they can share their thoughts and develop ideas.

## Hypermotion Lab

On 14 September Hypermotion Frankfurt will be opening with a panel discussion on the topic of 'Future Mobility 2036 – a new mindset for climate protection and digitalisation'. The event features the following participants: Steffen Bilger, Parliamentary State Secretary at the Federal Ministry of Transport and Digital Infrastructure, Tarek Al-Wazir, Minister for Economics, Energy, Transport and Housing, Tarek Al-Wazir: Minister of Economics, Energy, Transport and Housing, State of Hessen and Prof. Knut Ringat, CEO and Spokesperson of the Board of Management of the Rhein-Main-Verkehrsverbund. The Hypermotion Lab programme also features panel discussions with innovators and pioneers from the fields of mobility and logistics. Topics covered include the future of the city, digital mobility, decarbonising modes of transport and data management.

## Hyperloop Conference makes its debut

The hyperloop transport system is a hot topic in the mobility and logistics industry: this efficient and low-emission technology has the potential to revolutionise the high-speed transport of people and goods. On 16 September 2021, the Hyperloop Conference is bringing all key players together for the first time to promote the widespread use of these systems. Transport companies, hyperloop start-ups, tube manufacturers, vacuum technology suppliers, port operators, steel producers and infrastructure firms will all be taking part. With the participation of Keir Fitch, Head of Unit Rail Safety & Interoperability – DG MOVE European Commission, and Andreas Scheuer, Federal Minister of Transport and Digital Infrastructure, there will also be German and European government figures present.



HyperloopTT and Hamburger Hafen und Logistik AG (HHLA) present their HyperPort solution. (Image: HyperloopTT)

## scalex – Supply Chain + Logistics Excellence Conference

Resilience, innovations and performance in the supply chain: these topics are the centre of attention at scalex, and in light of COVID-19, ongoing globalisation and decentralisation, they are particularly important today. In addition to digital solutions such as artificial intelligence, the conference will be discussing various logistics disciplines including intralogistics, service logistics, transport logistics and contract logistics. Among the conference speakers are Ori Marom, Head of Autonomous Transport at the Port of Rotterdam, Pia Meling, Vice President of Massterly, Dr. Michael Lemke, Senior Technology Principal (ICT) of Huawei Technologies Deutschland GmbH und Dr. Klaus Dohrmann, Vice President Innovation Europe & Trend Research at DHL.

## **smc – Smart Mobility + Green Cities Conference**

The smc serves as a future forum for the presentation of multimodal concepts, solutions and products for sustainable mobility in networked cities and regions. The focus is on future traffic and transport systems, and over the course of the three day event the conference will address innovations for shaping mobility, urban logistics, the best approaches for digital networking, and the development of infrastructure on land, at sea and in the air. Discussion participants include Nils Schmidt, Managing Director at Yunex Traffic, Michael Ruffer, Technical Managing Director of VGF, Roland Werner, Head of Government Affairs & Policy, DACH & CEE at Uber, and Jens Bergmann, Member of the Management Board of DB Netz AG responsible for infrastructure planning and projects.

Hypermotion Frankfurt is taking place from 14 to 16 September 2021.

More information is available at [hypermotion-frankfurt.com](http://hypermotion-frankfurt.com)

### **Press information and photographic material:**

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

### **Social media channels: #SayHyToHypermotion #hym21**

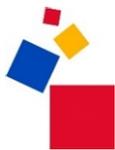
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### **Hypermotion podcast**

[www.anchor.fm/hypermotion-frankfurt](http://www.anchor.fm/hypermotion-frankfurt)



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### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approx. 2,450 employees at its base in Frankfurt am Main and 29 subsidiaries worldwide. The company generated annual sales of approximately €257 million in 2020, following sales of €736 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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](http://www.messefrankfurt.com)