

→ → → → → MOVING AHEAD
MOBILITY IN ITALY

PROMOTED BY



CONFERENCE &
EXHIBITION 2016

www.mobility-in-italy.com



MILAN, ITALY // APRIL 28 + 29 2016

→→→→→ MOVING AHEAD

Citytech/Bustech Milan and Rome 2013, 2014, 2015



„New Mobility World“ Sept. 2015 during the International Motor Show (IAA) in Frankfurt, Germany



For the last 3 years Citytech-BUStech showed a success story of bringing the Italian leaders of Mobility together. Now it's time of "moving ahead"!

MOBILITY in ITALY starts from the successful experience of two important events: Citytech-BUStech, organized by Clickutility on Earth since 2013, event of reference in Italy in the field of new mobility and transportation and the House of New Mobility, the new platform for the developing market of connected and smart mobility solutions. It also organized the New Mobility World in conjunction with the VDA (German car manufacturers association) held in September 2015 at the Frankfurt Motor Show (IAA).

The union of two excellence partners creates MOBILITY in ITALY: an event strongly aware of the Italian context, but at the same time with a broad international vision. The event, with its specialized conferences and the exhibition area, is the ideal meeting place for: companies, start-ups, representatives of public administration, operators and industry of the mobility sector, responsables for the design of the urban areas and university researchers.

BENVENUTI IN ITALIA

POWERED BY



PROMOTED BY



→ → → → → TWO STRONG PARTNERS ESTABLISH A NEW PLATFORM IN ITALY



LEADING EVENT ON URBAN MOBILITY IN
ITALY, WITH HIGH LEVEL POLITICAL AND
INDUSTRIAL PARTICIPANTS

- Milan, Sept. 2013: 1.200 visitors, 120 speakers,
80 registered journalists
- Rome, June 2014 and Milan, October 2014
(double edition): 1.500 visitors, 150 speakers,
100 registered journalists
- Rome, Sept. 2015: 1.500 visitors, 150 speakers,
100 registered journalists



PATRONAGES



* to be confirmed



LEADING, INTERNATIONAL AND
CROSS-INDUSTRY PLATFORM ON ALL
NEW MOBILITY TOPICS

“New Mobility World” at International Motor Show
(IAA), Frankfurt, 17-27 Sept. 2015

- 180 exhibitors
- Over 300 presentations and panels
- 30,000 sqm exhibition, conference and outdoor
test parcours
- Meeting of Transportation & Infrastructure
Minister of G7 countries



URBAN MOBILITY



MOBILITY SERVICES



E-MOBILITY



AUTOMATED DRIVING



CONNECTED CAR



STARTUP-ZONE
ACROSS ALL THEMES

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elettrici**

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THE MAGAZINE ONLINE
PEOPLE FOR A SUSTAINABLE FUTURE



DIFFERENT PARTICIPATION OPTIONS

MOBILITY in ITALY offers three possibilities to engage with
your business partners and customers

LEAD GENERATION

Meet with potential customers and
cooperation partners

MATCH MAKING

High-level managers in key mobility
positions from Italy and abroad to ex-
tend or built up your network in Italy

LAUNCH

Expand to Italy or go abroad

MEDIA

High media attention and broad media
coverage. Over 100 journalists
attending last event

GET READY FOR START-UP

Info & incentives to start your
own business

INFORMATION

Urban challenges.
And best practice solutions.

NETWORKING

Get in touch with your
target group

→ SPONSORSHIP

including „all inclusive“ stand
from € 4.900 net*

→ CONFERENCE AND ENTRANCE FEE TO EXHIBITION

€ 120 (VAT incl.) for 2 days
€ 70 (VAT incl.) for 1 day

→ STARTUPS ONLY

Special from € 500 net*



PRELIMINARY CONFERENCE PROGRAM ON TWO STAGES

28 APRIL 2016 (DAY ONE)

THURSDAY	CONFERENCE STAGE
10.00 – 12.30	INSTITUTIONAL SESSION Moving Ahead: towards the mobility of the future
10.00 – 10.40	Welcome and opening Graziano Delrio, Italian Minister for Infrastructure and Transports * Gian Luca Galletti, Italian Minister for Environment * Giuliano Pisapia, Mayor of Milan
10.40 – 12.00	Keynote Speakers Pierfrancesco Maran, Mobility Deputy Mayor, City of Milan Peter Fuss, Head of Automotive, Ernst & Young, Germany Alain Flausch, Secretary General UITP, Belgium * Paolo Martino, Senior Consultant Automotive & Transportation Frost & Sullivan, Italy Debate Moderated by Giampaolo Roidi, Direttore of freepress magazine Metro
12.00 – 12.20	Conclusions and questions by the audience
12.20 – 12.30	Short welcome by the organizers Carolina Vastola, Partner, Clickutility on Earth Uwe Ansorge, CEO, House of New Mobility
12.30 – 14.00	Start Networking & lunch
14.00 – 17.00	THE PARKING REVOLUTION: WORLDWIDE BEST PRACTICES ORGANISED BY THE MUNICIPALITY OF MILAN AND AMAT
14.00 – 14.15	Introduction Pierfrancesco Maran, Mobility Deputy Mayor, City of Milan
14.15 – 14.30	Keynote Speaker Follows
14.30 – 15.30	Panel I: Innovative parking services Companies and speakers to be confirmed
15.30 – 16.30	Panel II: Parking solutions of Metropolitan Areas Companies and speakers to be confirmed
16.30 – 17.00	Conclusions Valentino Sevino, Mobility Planning Area Director at AMAT - Environment, Mobility and Territory Agency, Milan

URBAN MOBILITY

MOBILITY SERVICES

E-MOBILITY

TECH STAGE

STARTUP &
LAUNCH ZONE

28 APRIL 2016 (DAY ONE)

THURSDAY	PLENARY STAGE
14.00 – 16.00	CARSHARING: BIG GROWTH HISTORY, WHAT'S NEXT?
14.00 – 14.20	Carsharing – a key trend Allistair Kirkbride, Executive Director Carplus, UK *
14.20 – 14.30	The multi-provider carsharing user Michel Stumpe, CEO Carjump, Germany
14.30 – 14.40	Carsharing from a global view – players and backgrounds Andreas Nelskamp, Partner Mobility Services & Urban Mobility, House of New Mobility, Germany
14.40 – 16.00	Panel: role of Carsharing in Urban Mobility: now and in the future Gianni Martino, Country Manager Italy & Spain, car2go Michel Stumpe, CEO, Carjump, Germany Patrick Foster, CFO drivy, France Johannes Grünenberg, Sales Manager, Invers, Germany Marcel Amstutz, CEO of Mobility Systems and Services, Switzerland Kenan Aksular, Founder of Clearwater Innovations B.V., The Netherlands *
16.00 – 16.30	Break
16.30 – 18.00	PUBLIC TRANSPORTATION: EVOLUTION, REVOLUTION OR DISRUPTANCY? ORGANISED IN COLLABORATION WITH AUTOBUS MAGAZINE
16.30 – 18.00	Keynote Speakers and Discussion Panel Follows

For the complete and update
programme please visit
www.mobility-in-italy.com



PRELIMINARY CONFERENCE PROGRAM ON TWO STAGES

29 APRIL 2016 (DAY TWO)

FRIDAY	CONFERENCE STAGE
09.30 – 12.30	INTEGRATED DATA MANAGEMENT FOR A SMART CITY ORGANIZED IN COLLABORATION WITH PARKEON
09.30 – 09.45	Keynote Speaker Vezio Maggioni, CEO Parkeon, Italy
09.45 – 10.00	Keynote Speaker – Follows
10.00 – 12.30	<p>Panel: The relevance of big data integration for a smart city from different perspectives - a truly debate among the main players</p> <p>OPERATORS: Federico Ciccone, Chief Marketing & Customer Experience Officer, Fastweb Italia *, Virginie Lachat, Principal Marketing Manager, Vodafone Automotive*, Olga Landolfi, General Secretary TTS Italy*, Marcello Messori, President Gruppo Ferrovie dello Stato Italiane *, Roberto Andreoli, Director of Information Technology, ATM Milano *</p> <p>PUBLIC ADMINISTRATION: Fabrizio Sala, Vice Presidente, Region Lombardia *, Cristina Tajani, Deputy Mayor for Economic Development and Research, City of Milan *, Luca Tosi, Information Systems Officer, AMAT, Milan *</p> <p>THE EXPO 2015 BIG DATA PROJECT „E015”: Alberto Ribolla, President Confindustria Lombardia *, Carlo Giuseppe Maria Sangalli, President Chamber of Commerce of Milan and Confcommercio Milan *, Alfonso Fuggetta, CEO CEFRIEL - Politecnico di Milano *, Gianfelice Rocca, President of Assolombarda *, Gianpaolo Foresi, Director of the Union for Trade, Tourism and Services Milan *</p> <p>Moderator: Vezio Maggioni, CEO Parkeon, Italy</p>
12.30 – 14.00	Start Networking & lunch
14.00 – 16.30	INNOVATIVE MOBILITY SERVICES: A COLOURFUL LANDSCAPE
14.00 – 14.10	Introduction: How we move into the city, today and in the future Anna Donati, Mobility Group, Kyoto Club, Italy *
14.10 – 14.25	Keynote Speaker Carlo Maria Medaglia, President, Agenzia Roma Servizi per la Mobilità, Italy *
14.25 – 14.40	Keynote Speaker Lukas Neckermann, author of the bestseller book „The Mobility Revolution“, UK *
14.40 – 14.50	Mobility seen from a Third World Perspective Kristina Jasiunaite, Managing Director World Bicycle Relief Germany
14.50 – 16.30	<p>Panel I: Sharing rides – the solution for crowded roads?</p> <p>Panel II: How to overcome the first & last mile to public transport or to your next ride? Easy and fun solutions</p> <p>Panel III: App and web technologies opening new business models and benefits for private and business consumers</p> <p>For speakers and programme see www.mobility-in-italy.com</p>
16.30 – 17.45	TECH STAGE - AUTOMATED DRIVING AND CONNECTED CARS
17.00 – 17.45	For speakers and programme see www.mobility-in-italy.com
17.45 – 18.00	CLOSING REMARKS BY THE CHAIRMAN
	Pierfrancesco Maran, Mobility Deputy Mayor, City of Milan

URBAN MOBILITY

MOBILITY SERVICES

E-MOBILITY

TECH STAGE

STARTUP &
LAUNCH ZONE

29 APRIL 2016 (DAY TWO)

FRIDAY	PLENARY STAGE
10.00 – 12.30	E-MOBILITY
10.00 – 10.15	Keynote Speaker Pietro Menga, President CEI-CIVES, Italy *
10.15 – 10.30	Keynote Speaker Karin Fischer, CEO, SPIN8, Italy
10.30 – 12.30	Panel: How to build an E-ecosystem with E-vehicles, Infrastructures and Services For speakers and programme see www.mobility-in-italy.com
12.30 – 14.00	Start Networking & lunch
14.00 – 16.00	STARTUP: LAUNCH A NEW COMPANY AND EXPAND A BUSINESS IN ITALY AND ABROAD
14.00 – 14.15	Keynote Speaker IBAN - Italian Business Angels Network Association
14.15 – 14.45	Keynote Speaker Follows
14.45 – 16.00	Pitch presentations: launch and growth opportunities across Europe
16.00 – 17.00	MOBILITY BUS REVOLUTION ORGANISED BY AUTOBUS AND LIFE GATE
16.00 – 17.00	Interactive workshop Mobility Revolution Bus - the evaluation and rating of sustainability of buses Agenda and participants follows

For the complete and update
programme please visit
www.mobility-in-italy.com



DISCOVER MOBILITY IN ITALY

CHOOSE FROM ONE OF THE FOLLOWING EXHIBITION OPTIONS

→ MARKET PLACE

The Market Place is the visual and thematic framework for the visitors within which you can optimally present your brand. Being part of the Market Hall you benefit from a full service booth design and construction as well as extensive communication services that generate impact before, at and after the event.

→ STARTUP ZONE

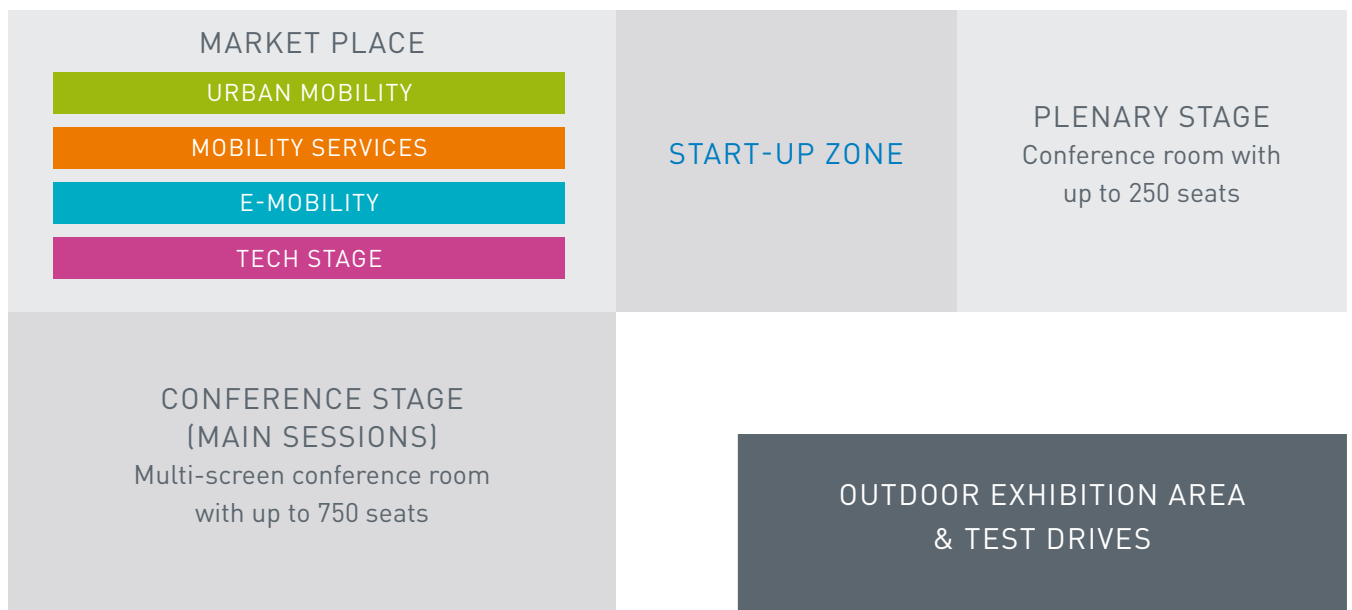
The Startup Zone is open to representatives of the Startup Ecosystem, including startups, incubators / accelerators, investors, corporate venturing and innovation teams who want to showcase their work with startups.

→ OUTDOOR EXHIBITION AREA & TEST DRIVES

You have the possibility to showcase your vehicles, from small E-Scooters and E-Bicycles over E-vehicles to large buses in our outdoor area. Test drives within the BASE area are possible for small vehicles.

EXPERIENCE & NETWORKING ON THE CONFERENCE

The latest trends and innovations will be discussed and presented at this B2B conference. This is where the emerging mobility ecosystem meets to find answers to the challenges of today and tomorrow.



ALL THEMES TRANSFORMED INTO DEDICATED AREAS
ON ALMOST 3.000 SQM



→→→→→ PARTICIPATION OPTIONS

THE CONFERENCE

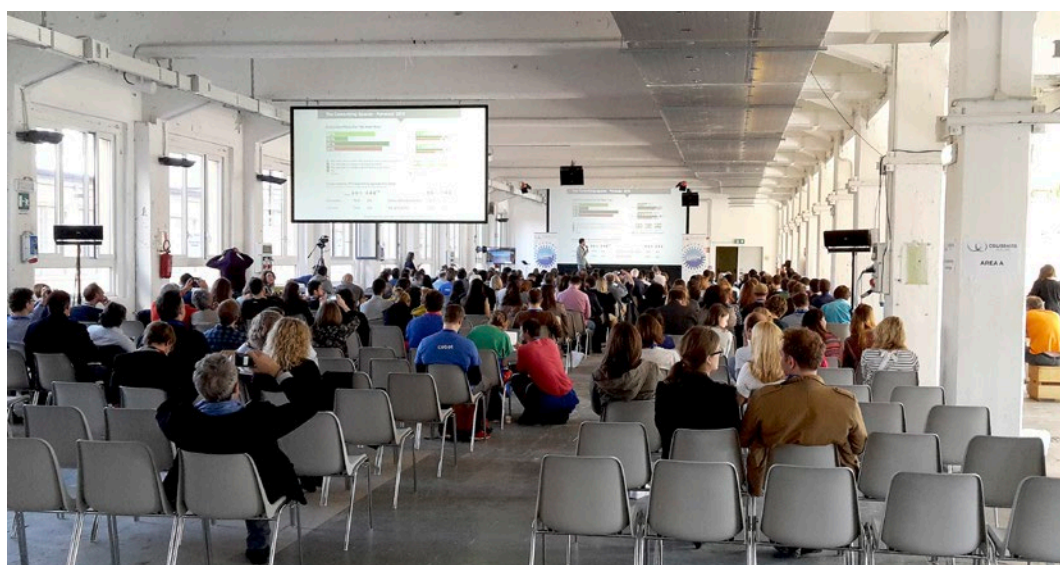
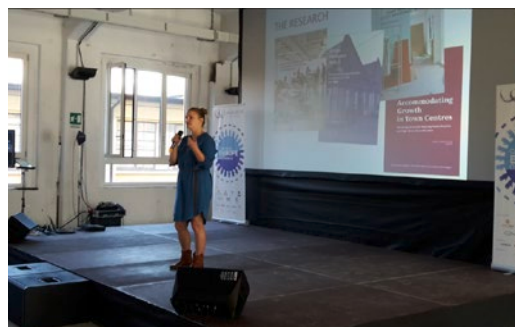
MARKET PLACE	BAR	START-UP AND LAUNCH ZONE	BAR	PLENARY STAGE
CONFERENCE STAGE				

CONFERENCE + EXHIBITION

€ 120 for two days (incl. VAT)

€ 70 for one day (incl. VAT)

Example from
previous events



MARKET PLACE WITH „MARKET STANDS“

MARKET PLACE	BAR	START-UP AND LAUNCH ZONE	BAR	PLENARY STAGE
CONFERENCE STAGE				

SPONSORSHIP PACKAGES XS TO XL

Including Marketing & PR package and „all inclusive“ stand.

Prices starting at € 4.900 net

(Italian 22% VAT not applicable for companies outside Italy)

For services included see page 15.

Example
package „S“



„Market stands“ for
exhibitors
Pictures from
New Mobility World,
Frankfurt



Market Hall area



→→→→→ PARTICIPATION OPTIONS

START-UP ZONE

MARKET PLACE	BAR	START-UP AND LAUNCH ZONE	BAR	PLENARY STAGE
CONFERENCE STAGE				

START-UP ONLY SPECIALS

Prices dependent on company age

NEWBORN (less than 6 months): € 750

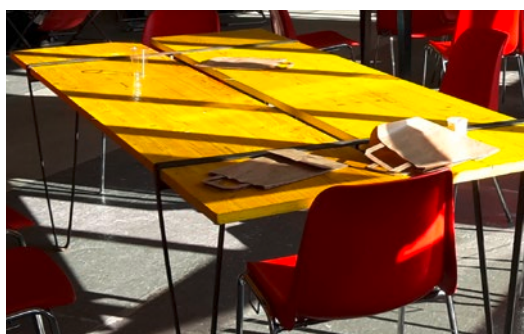
TEENAGE (less than 12 months): € 1.500

JUNIOR (max. 2 years): € 2.500

- Net prices (Italian 22% VAT not applicable for companies outside Italy)
- Proof of company age through foundation documents required. Age on date of registering for event counts
- Only individual startups. No corporations with subsidiaries!
- Services included see page 15. Detailed layout and branding possibilities for Junior upon request



Startup „Junior“
Examples from
New Mobility World,
Frankfurt



Startup „NewBorn“ and „TeenAge“ – Examples from event location

CHOOSE YOUR SPONSORSHIP OPTION TO PARTICIPATE

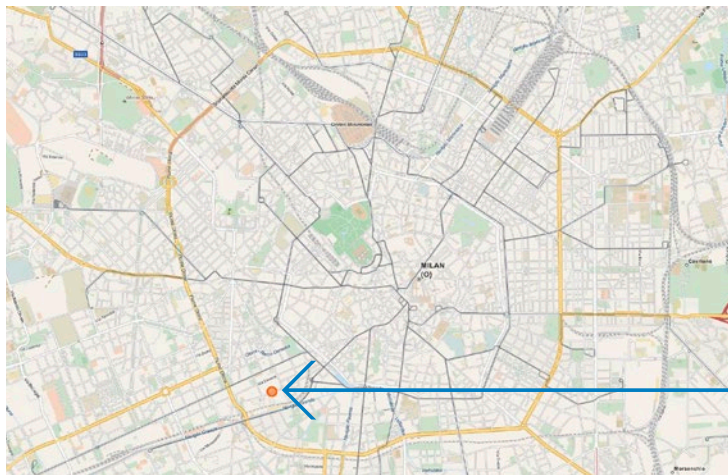
		TECHNICAL XS	SUPPORTER S	SILVER M	GOLD L	PLATINUM XL	JOINT STAND	STARTUP SPECIALS
PRICE	"All Inclusive" price net (Italian 22% VAT not applicable for companies outside Italy)	4,900	9,900	15,000	25,000	35,000	9,900	750 / 1,500 / 2,500
AREA	Approx. square metres	4	10	15	25	40	10	n.a.
STAND CONSTRUCTION AND SET-UP	Individual graphic design with logo within the layout of the Market Place or Startup Zone	✓	✓	✓	✓	✓	✓	Junior
	Counter table (size depending on package)	1	1	1	1	2	1	Table
	Bar stools	2	4	6	6	8	5	4 chairs
	Graphic panel (size depending on package)	1	1	1	2	2	1 each	Junior
BASIC SERVICES	Meeting table with 4 chairs				1	1		
	TV screen					1		
	Lockable sideboard			1	1	1		
	Waste paper bin		1	1	2	2	1	
MARKETING	Electrical installation: Electric distribution box with 230V	✓	✓	✓	✓	✓	✓	✓
	Wifi connection (standard bandwidth)	✓	✓	✓	✓	✓	✓	✓
	Power Supply: Electrical power supply connection incl. connection charges and consumption	✓	✓	✓	✓	✓	✓	✓
	Cleaning and waste disposal: Cleaning and waste disposal on both days	✓	✓	✓	✓	✓	✓	✓
PR	Company logo on all advertising and publicity material of event	✓	✓	✓	✓	✓	✓	
	Dedicated press releases in the context of the event sent to daily newspapers and the leading trade publications;			✓	✓	✓	✓	
	Presence on website of the event within the area dedicated to the sponsor with logo, short image text and a direct link to the company's website	✓	✓	✓	✓	✓	✓	✓
	Company information in newsletter of event			✓	✓	✓	✓	
INFORMATION PACKAGE	Company information in event brochure within the Sponsor category reserved space	✓	✓	✓	✓	✓	✓	✓
	Logo on advertising pages of the event in selected media partners magazines			✓	✓	✓	✓	
	General PR communication activities	✓	✓	✓	✓	✓	✓	✓
	Internet press inbox: Max. 2 press releases and 5 images can be uploaded on the website of the event.	✓	✓	✓	✓	✓	✓	
OUTDOOR AREA	Prestigious position in the exhibition area outside the event, where the company will promote and exhibit its products.		1 vehicle	Up to 2 vehicles	Up to 3 vehicles	Up to 5 vehicles		
EXHIBITORS TICKETS	Included tickets to conference and exhibition	4	6	8	10	15	2 per company	2

FOR FURTHER DETAILS AND LAYOUTS OF BRANDING POSSIBILITIES PLEASE CONTACT US:

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Andreas Nelskamp: nelskamp@houseofnewmobility.com

→ → → → → MOVING AHEAD MOBILITY IN ITALY



The Ex-Ansaldo is the new startup and innovation hub in Milan hosting co-working spaces, events and the design school for the famous Scala Theatre. Centrally located its providing easy access by Metro, Tram, bus, taxi or bikesharing.

EXPERIENCE GREAT PRESENTATIONS,
DISCUSSIONS AND COMPANIES

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