**TRANSPOTEC LOGITEC AND NEXT MOBILITY EXHIBITION OPEN THEIR DOORS AT FIERA MILANO.**

**ENERGY AND DIGITAL TRANSITION: THE TWO GREAT CHALLENGES OF THE MOBILITY OF GOODS AND PEOPLE.**

*- Two events to talk about the innovation of goods transport and people mobility through the offer of 539 companies from 22 countries*

*- Technologies, products and processes for the decarbonisation and digitalisation of a sector responsible for 24% of emissions and CO2*

*- Conferences and workshops to discuss future opportunities and challenges and bring the sector's needs to the attention of the institutions*

*Milano, 8 May 2024* - **Transpotec Logitec**, the leading event in Italy for road transport and logistics, and **NME–Next Mobility Exhibition**, the event dedicated to vehicles, solutions, policies and technologies for a sustainable collective mobility system, open today at Fiera Milano (Rho). **NME** will run until May 10th, while **Transpotec Logitec** will last one day longer, until the 11th.

Goods transport and people mobility are different markets, but the great changes underway in which they are protagonists lead them to converge towards **common challenges**. Particularly, there are three points of contact: **energy transition**, necessary to achieve the zero emissions objectives required by European legislation, the **digital transition**, which is forcefully changing the context for professionals in the two sectors, requiring increasingly specialized profiles, and the **lack of staff**, a problem that requires rapid and shared responses.

Fiera Milano is thus preparing to play a key role on debating on the future of mobility and offers an opportunity for reflection on the state of the art and the evolution of the transport of goods and people, starting from the Italian context to re-imagine methods and processes for make them more ecological, safe, inclusive and efficient in an international economic perspective.

Common responses to two sectors, but also specific solutions for each sector will find space within the two events, which will occupy a total of **6 pavilions** **with 539 companies from 22 countries**, with the main foreign presences from **Germany**, **Holland**, **France**, **Spain** and **Poland**.

The two events will each maintain their own identity and project, but at the same time offering operators the opportunity for interesting points of contact.

**THE FUTURE OF TRANSPORT FOR GOODS AND PEOPLE IS BEING WRITTEN TODAY**

At present, the new **awareness of the environment** and the effects of climate change is central to the world of transport: just consider that the sector is responsible for 24% of direct CO2 emissions, or 8 billion tonnes of total emissions (Source: United Nations. Sustainable transport, sustainable development. Inter-Agency report for second Global Sustainable Transport Conference. 2021).

To achieve the objectives set by the European Community, i.e. Zero Net Emissions by 2050, transport emissions need to decrease by more than 3% per year by 2030. This is a truly challenging objective, which calls the operators of the two sectors to an unprecedented commitment, which leverages important drivers both linked to the market and to the evolution of society.

**The technology is there**: alternative engines - electric, hydrogen and, in particular for heavy transport, also biodiesel and biomethane - are already present on the market and experiments with connected and autonomous driving vehicles (from track platooning for freight vehicles to Robotaxis for passenger transport, to drones for goods) are making inroads. Also growing, with good prospects for use in Italy too, is Urban Air Mobility, which involves the use of electric vertical take-off aircraft for passenger transport.

**Big data analysis and digitalisation** also represent a high-profile innovation factor, useful for optimising transport and minimising its environmental impact: if in local public transport we are moving towards MaaS (Mobility as a Service, which allows the user to manage, with a single digital platform, or smartApp, the use of multiple means of transport to reach a destination, booking together different means such as buses and e-bikes), the reading of large masses of data - such as those derived from urban traffic - is also changing freight transport, now closely linked to an advanced logistics logic based on digital tracking systems of routes and vehicles, on the remote coordination of fleets and on the evaluation of the best routes.

But **external factors** also affect how the transport sector can evolve in a sustainable way. The increase and ageing of the population, its polarisation towards urban centres (in 2050, 68% of people will live in cities, compared to 55% today) will change the way of managing transport services and people (more accessibility and efficiency), and goods (greater investment in the “last mile”).

Finally, **behaviours** are also changing: the sharing economy is increasingly pervasive and it is expected that revenues from shared mobility could reach over US$1.5 trillion in 2024 globally, with growth of up to 3.5% in the medium term (2028).

We are also becoming “hypermobile” and increasingly optimising trips for shopping or leisure, expanding the typical “home-work-home” sequences towards more complex dynamics. New needs therefore arise, which must find new answers in the world of transport.

**THE RESPONSE FROM NME AND TRANSPOTEC LOGITEC:**

**NEW AWARENESS FOR OPERATORS**

Faced with such a complex scenario, **Transpotec Logitec** and **NME-Next Mobility Exhibition** will offer concrete answers to operators in both sectors, encouraging a fruitful dialogue around common development prospects.

At the centre of the fair proposal, vehicles, solutions, products and policies that represent concrete tools for implementing the **ASI** strategies, an acronym that summarises the three approaches with which to make mobility sustainable: **Avoid**, **Shift** and **Improve**. In fact, the aim is to *avoid* or at least reduce the need to travel, shortening the distances between residences and places of work and leisure, or between places of production and consumption of goods so as to reduce travel distances (especially by car, plane and ship). We then talk about the *modal shift*, which means making the movement of goods more intermodal and public transport for people more reliable and therefore more appealing. Finally, we are looking to *improve* engines, making them increasingly efficient and less polluting.

The objective of **Transpotec Logitec** and **NME** will be to create new awareness around the medium and long-term objectives of the two sectors, making tools and know-how available to achieve them. A change of perspective is also possible through the contribution of the innovation described by the exhibition offering.

To support the international development of the two events, a delegation of **hosted buyers**, selected - by geographical area and high spending capacity - by Fiera Milano in collaboration with the ITA-ICE Agency and coming from **Europe, South Africa and CIS countries**, will take part to the exhibitions.

Transpotec and NME will also offer an **extensive schedule of conferences and workshops** dedicated to the hottest topics for the two markets. The inaugural event ***The transport of goods and people between present and future*** will open the two events and turn the spotlight on issues of common interest, scheduled today from 10.15 am in the Future Hall in Pavilion 6.

The meeting will see a first part dedicated to sustainable mobility, with a debate around challenges such as the energy transition, the increase in costs and the shortage of drivers which affect a sector which transports 5.5 billion passengers every year and which generates over 12 billion euros. The second part will instead be focused on goods transport: the latest road transport numbers will be analyzed and the main critical issues that companies are facing and that they must overcome to make the sector grow in Italy in the year of the fiftieth anniversary of the establishment of the Register of Truckers, a body headed by the Ministry of Infrastructure and Transport and which has among its members all the main trade associations in the sector. The protagonists of the debate were the representatives of the major associations of the two sectors. The conclusions of the event will be entrusted to the institutions, whose support is strategic for the growth of the two sectors.