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| **Fiera Milano**  **Press Office**  Rosy Mazzanti  rosy.mazzanti@fieramilano.it  Mariagrazia Scoppio  +39 02 4997 6214  +39 388 9483798  mariagrazia.scoppio@fieramilano.it  **Fiera Milano S.p.A.**  T +39 02 4997 1  F +39 02 4997 7379  fieramilano@fieramilano.it  **fieramilano.it** |  | **Ufficio stampa / Press office**  **THE NME CONFERENCES: STUDY AND KNOWLEDGE TOOLS TO UNDERSTAND THE ONGOING TRANSITION**  *Milan, 8 May 2024* – The packed conference programme of the second edition of **NME- Next Mobility Exhibition,** the event dedicated to solutions, technologies, vehicles and policies for an integrated, innovative and sustainable people mobility system, set to run at Fiera Milano from today to Friday 10 May, will be a unique opportunity for operators to reflect on and discuss the current market scenarios and the changes taking place.  Created and designed with the supervision of a **Scientific Technical Committee** chaired by **Pierluigi Coppola** (Full Professor of Transport Planning at Politecnico di Milano)which includes authoritative personalities from the academic world, the Ministry of Transport and the major associations and entities working in the sustainable mobility sector, the schedule of events at NME is based on two lines of reference: *Sustainable and innovative urban mobility* and *Public transport, energy transition and digitalisation.* Over three days, the programme of events will focus on the major challenges of the sector: **energy transition, digitalisation** and **innovation**.  **FIRST DAY: FOCUS ON THE PROSPECTS OF LPT**  Kicking off the packed calendar of events on 8 Maywill be the **joint inaugural event** by Next Mobility Exhibition and Transpotec Logitec, which, thanks to the contribution of the main players in these two sectors, will offer a major opportunity to reflect on the present and future of goods and passenger transport, two parallel worlds that share many common challenges.  Two dedicated round tables will discuss in depth the specific topics of each of the two industries. The first topic will be ***Public transport***:**a *driver and a challenge for growth***, which, thanks to the participation of the three main Italian public transport associations – **Agens, Anav** and **Asstra** – will discuss the prospects of a sector that transports 5.5 billion passengers every year and generates more than 12 billion euros; a sector which is now being called upon to change, to come to terms with the challenging targets imposed by European regulations and the NRRP, and the concrete difficulties linked to rising costs and a shortage of drivers. The second round table, ***Road haulage from past to future***, thanks to the intervention of the **Central Committee of the National Register of Road Hauliers**, **Unatras** and **Anita**, will instead analyse the latest road haulage figures and the main critical issues that companies are facing and must overcome in order to grow the sector in Italy. Finally, for the closing remarks it will be over to the institutions, whose support is strategic for the growth of the two sectors.  The first day of the event will also be an opportunity to present an unprecedented **Study on Local Public Transport**, carried out by the **Politecnico di Milano**, which aims to analyse the economic-social benefits of **integrated, sustainable and widespread local public transport**. Today **85% of Italians still prefer private transport to public transport**, a choice which has a negative impact on city congestion and on the social cost of road accidents - which in Italy is around 18 billion euros per year, that is, 0.9% of GDP. Not to mention the social costs for pollution which amount to 1,400 euros for each citizen (5% of GDP). In light of the results, **AGENS, ANAV** and **ASSTRA** - the three sector associations and promoters of NME - will discuss how to reverse this trend, optimise public funding and increase, as planned, the modal share by 10% by 2030. Indeed, while the investments made in fleet renewal have been considerable (for the first time in Italy, **the average age of bus fleets is below 10 years**), the level of investment made in the service itself is still insufficient. Inflationary pressures, the high cost of energy, the structural decline in demand (down 15% in 2019), the rising cost of operating zero-emission vehicles and the shortage of drivers are all hampering the industry's development and impacting the financial stability of companies in the sector.  **SECOND DAY: THE POINT OF VIEW OF THE ASSOCIATIONS**  The second day of the event will be characterised by the main events of all the most important associations for the sector.  **AGENS** will propose the conference ***The innovations of the near future for sustainable Public Transport***, which will see the participation of representatives of the Politecnico di Torino, the University of Florence and Politecnico di Milano. The energy transition towards a zero-emission system is driving the “seventh revolution” in transport. This change operates along three lines: abandoning fossil fuels, developing autonomous and connected vehicles and researching new mobility options. Electrification, autonomous driving and new applications for collective transport managed by intelligent automation are just some examples of an ongoing change that will make public transport ever greener.  **ANAV** has also promoted a new study ***For a national strategy for bus transport and tourism*** by Professor Beria of Politecnico di Milano - Department of Architecture and Urban Studies, which will be presented at NME on 9 May. The study intends to analyse the market of state-controlled bus lines and - by examining the demand for services and the travel behaviour of tourists - the relative role within the tourism supply chain. The relationships and possible links with local public transport and the open bus and cruise segments will be analysed in order to establish the role and impact of car transport on tourism and to identify potential strategic lines of development.  On the other hand, ***the tariff lever to support investments in the sector*** will be the theme of the conference organised by **ASSTRA** which aims to offer the sector a summary document that addresses the tariff issue and the evolution of the demand. This topicwill be discussed in the current industrial and macroeconomic context, to stimulate a discussion between the institutional subjects involved, primarily Regions and local authorities, with responsibility for the area, and put forward solutions and proposals. The tariff lever plays a decisive role not only for issues related to the economic balance of LPT companies, but also because it is fundamental for regulating the demand for mobility and for achieving environmental, social equity and income redistribution objectives.  On the same day, **ANAV** will also propose the ***Seminar on European social regulations regarding the transport of passengers by bus*.** Four years after the legislative changes introduced through Mobility Package 1, adopted in July 2020, the Association is carrying out an in-depth study on the implementation of the detailed community and national regulations in the bus passenger transport sector.  Finally, NME will be the opportunity to present the **Stromboli Award,** a contest aimed at university students. This year's edition, in collaboration with Milan Polytechnic, launches a challenge on the **development of sustainable mobility projects for a complex island reality such as Stromboli.** Islands, with their unique characteristics and specific challenges, offer fertile ground for innovation in sustainable mobility.  **THIRD DAY: SPACE FOR THE GUIDELINES OF INNOVATION**  On 10 May, the third day of the exhibition, there will be an opportunity to reflect on innovation, including **electrification, big data and Artificial Intelligence**.  **Motus-E** will curate the event ***Electrification of cities, innovation as a driver of sustainability,*** which was created with the aim of presenting the most innovative projects for the electrification of public transport in Italy. The development of innovative energy solutions and services requires a multidisciplinary approach that integrates advanced technologies, smart management strategies and a focus on energy efficiency. Companies in the sector are investing in the design and implementation of state-of-the-art energy infrastructure, such as smart grids, energy storage systems and digital platforms for monitoring and control. These solutions enable optimised resource management, increased system reliability and reduced carbon emissions. Furthermore, innovation in the energy sector includes the adoption of sustainable practices and a transformation of the way we interact with energy.  **Electronic Ticketing Systems** are fundamental technologies and business organisations for ensuring more modern and sustainable mobility and these require the definition of rules, appropriate governance models and naturally the development and diffusion of the most advanced technologies. The main sector associations and institutional representatives will discuss this at the conference ***MAAS, artificial intelligence and electronic ticketing: where we are with the development of technologies*** *by* ***AVAV*** *and* ***Club Italia*.** New models such as MaaS, artificial intelligence applications, dematerialisation of processes and systems in collective transport, can bring greater benefit to users and at the same time allow greater efficiencies for passenger transport companies of all sizes. The conference will take stock of the current situation in the evolution of systems and technologies and is proposed as a necessary in-depth study, which involves bus passenger transport companies, technology suppliers, institutions and associations.  Big Data is now a branch of information science, enriched with processing techniques to select, organise, process data and make them available in usable formats for applications of general use. Mobility is taking advantage of this wide availability to create services and applications aimed at transport efficiency. For this reason, the topic becomes central and will be covered during the **AGENS *Big Data: from theory to practice*** conference, which will see the presence of numerous speakers who will discuss this topic from different points of view. |

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*NME - Next Mobility Exhibition**runs from 8 to 10 May 2024 at Fiera Milano. At the same time, Transpotec Logitec, Italy’s leading event for freight transport and logistics, will take place from 8 to 11 May. The two events will retain their own separate identity and design, but will address shared themes such as energy transition, new prospects for infrastructure renewal and urban mobility: key topics for the sustainable development of goods and passenger transport, especially in the light of the deadlines set at European level.*