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COMPANIES AND STAKEHOLDERS RENEW THEIR CONFIDENCE IN NME: EXHIBITION'S SECOND EDITION BECOMES THE FOCAL POINT IN ITALY FOR DISCUSSIONS ON GREEN PUBLIC TRANSPORT

Over 33,000 operators attended NME and the concurrently held Transpotec Logitec. Three days dedicated to open discussions about innovation and the challenges facing an industry that, through the introduction of new zero-emission vehicles and cutting-edge digital solutions, can aid in achieving decarbonisation targets, rendering mobility ever more sustainable and inclusive.

*Milan, 23 May 2024 – As Europe aims for major sustainability targets, with Italy required to shift 10% of private travel onto public transport by 2030, Fiera Milano hosted a meeting of global brand leaders in manufacturing, software and infrastructure, as well as important industry figures, at the **NME-Next Mobility Exhibition**. The event shone a light on solutions, technologies, vehicles and policies to build an innovative, integrated and sustainable transport system for people.*

The second edition of the exhibition was well-received by companies and professionals, offering a great chance to explore the latest industry innovations and a space for exchanging ideas and sharing success stories. Attendees could learn about the newest technologies and strategies to make public transport more efficient and sustainable through showcased methods, solutions, and many educational sessions.

The concurrent scheduling with **Transpotec Logitec**, Italy's premier event for freight transport, proved to be effective. Despite representing two distinct sectors, both events are united by significant challenges such as the **energy transition, digitalisation, and staff shortages**, which were at the forefront of the discussions.

Thanks to **539 participating companies** and a comprehensive programme of conferences, Transpotec and NME transformed Fiera Milano into a **hub of ideas and innovation for mobility issues and challenges**. The event attracted over **33,000 professionals from 62 countries**.

FOCUS AREAS OF THE EXHIBITION

The key theme of the events was on the **energy and digital transition** within the mobility sector.

Among the key players, the spotlight was on the **latest vehicles**. Global brand leaders seized the opportunity to showcase their comprehensive range of **sustainable buses, featuring various alternative powertrains** – electric, hybrid, and hydrogen. They also looked to the near future with propositions for autonomous driving (already in use in Northern Europe), underscoring the critical role of technology in addressing the environmental challenges faced by the transport sector.



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Charging infrastructure firms and global powerhouses were also in attendance, showcasing their digital innovations to facilitate the shift towards electric mobility. The offerings ranged from recharging stations to fleet monitoring management software, and even sophisticated systems for managing on-demand mobility services – a sector that is both expanding and evolving rapidly. NME unveiled a **user-centric approach to mobility**, providing eco-friendly, connected and customised solutions.

The programme of meetings, developed and promoted by the Technical and Scientific Committee led by Politecnico di Milano, was the focal point of the event, providing a crucial opportunity to highlight both the opportunities and the pressing challenges within the sector.

The involvement of AGENS, ANAV, and ASSTRA, the three Italian associations behind the event, was significant, as together they account for over 95% of the public transport market in Italy.

On the opening day, attention centred on the Study on **Prospects for Local Public Transport** in Italy conducted by the **Politecnico di Milano**. The findings were examined by the three associations, revealing a concerning financial outlook for the sector: **a shortfall of £1.7 billion, which poses a risk to the goal of boosting public transport use by 10% compared to private vehicle travel.**

A second brand-new study, led by ANAV and again carried out by the Politecnico di Milano, provided a detailed look at the **Italian tourist bus transport sector**, which employs 120,000 people, uses 70,000 buses, and generates yearly revenues of 11 billion euros. The conference stressed how important buses are for tourist travel, helping people get to places of interest and to move around once there. It showed that buses are flexible, affordable, and integrate well with other transport types, making them ideal for meeting the different needs of many travellers.

Conversely, AGENS concentrated its efforts on **examining and forecasting developments in public transport**, tackling key matters such as the significance of innovation within the industry, the progression of essential professional competencies via the enhancement of educational institutions, and the possibilities offered by the implementation of big data techniques.

ASSTRA also commissioned a study that was unveiled at the exhibition, concentrating on the subject of **fares**. Indeed, achieving a balanced fare system is crucial for managing demand and for meeting environmental goals, promoting social equity, and ensuring equal income distribution. Moreover, for operators, it exerts a significant influence on their financial stability. Before the pandemic, fares made up 35% of the companies' revenues. However, despite a substantial return to public service, the adoption of remote working in major cities has meant that pre-pandemic levels have never been completely regained. In this context, it is



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crucial to give particular attention to the issue of fares and to establish mechanisms for automatic updates – a key practice for maintaining the economic stability of the sector.

One of the most popular events was the conference organised by **Motus-e**, titled ***Electrification of Cities: Innovation as a Driver of Sustainability***, which launched the conference programme on the final day of NME. The emphasis was on the development of innovative energy solutions and services, for a multidisciplinary approach that integrates advanced technologies, smart management strategies and a focus on energy efficiency. Indeed, companies in the sector have invested significantly 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 majorly reduced carbon emissions.

Mobility as a Service (MaaS) and **electronic ticketing** were also focal points, as they are crucial components in the advancement of the industry and its services. The conference, organised by **Club Italia** and **ANAV**, offered a detailed look at the industry, bringing together local public transport firms, technology providers, government agencies, and associations. The future of travel depends in part on improving electronic ticketing systems, which requires not just new technology but also clear rules and standards which – as artificial intelligence becomes more common – could make travel a genuinely user-centric service.

The next edition of NME is in two years' time, **from 13 to 16 May 2026, again in conjunction with Transpotec Logitec.**