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| **Press Office**  **Fiera Milano**  Rosy Mazzanti  rosy.mazzantii@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** |  | **Press office**  **NEXT MOBILITY EXHIBITION:**  **INTERNATIONAL PLATFORM FOR DISCUSSION ON SUSTAINABLE PEOPLE MOBILITY**  *NRRP, new power supplies, infrastructure, Smart City: alongside the exhibition proposal, the event, at Fiera Milano starting today, offers a rich conference programme organised with leading companies in the sector, to seize the opportunities of a challenge that will completely renew urban environments and our quality of life*  *Milan, 12 October 2022*. Encouraging a paradigm shift, opening up discussion among key stakeholders and contributing with concrete proposals to the realisation of sustainable people mobility solutions.  It is with this objective in mind that **NME - Next Mobility Exhibition**, the new event **organised by Fiera Milano and held at the Rho exhibition centre from today to 14 October**, is bidding to become the international platform for discussion on the major themes of collective mobility. Alongside the exhibition, a **rich programme of events and conferences - more than 20 appointments in three days** **-** will shine a spotlight on the most current opportunities and challenges, but also on futuristic scenarios that will see the faces of our cities change and create employment opportunities for new professional figures, necessary for the concrete expression of the ambitious goals.  In order to develop sustainably, **people** **mobility requires a major rethinking that involves vehicles, the transport network and the fabric of cities**. Therefore, there are two main threads that characterise the content of the intended programme, which will be the focus of the three days of the exhibition: **local public transport, energy transition** **and** **digitisation** and **sustainability and innovative urban mobility**.  **LOCAL PUBLIC TRANSPORT: DRIVERS OF CHANGE**  Opening and closing the rich programme are two plenary sessions whose aim is offering a privileged viewpoint on the change taking place and seek to highlight the most important factors. The objective is to give direction to the sector’s evolution, proposing NME as a key moment for understanding its development and potential.  Thus, opening the event is the conference “***Drivers for innovative and sustainable mobility***”, which has at its heart the presentation of a study carried out by the Politecnico di Milano. An opportunity to **analyse the scenario**, identify tools to **reactivate the demand for public transport** and set the sights for a **mobility model that is less dependent on the use of cars**, looking towards the ambitious target described by the Position Paper of the Ministry of Sustainable Infrastructure and Mobility: **to have a 10% increase in the modal share by 2026**.During the morning, institutions and companies will discuss the urgency of strong actions in favour of public transport, active mobility and shared mobility, oriented towards intermodality, with the development of adequate infrastructure and interchanges. The focus is on the deployment of integrated digital systems (MaaS), which can improve the organisation of individual travel and optimise the management of services.  In order to ideally realise the objectives and solutions that will be identified during the three-day event, the concluding plenary session will be dedicated to the **presentation of the new National Centre for Sustainable Mobility**, consisting of 25 universities, as many research centres and 24 large companies. The objective of this new entity is to establish itself as the largest Italian player in the sector by implementing the measures indicated by NRRP, Mission 4.2, “From Research to Business”. A public-private mix that immediately puts on the table an investment of EUR 394 million for the first three years (2023-2025), providing space for 696 dedicated researchers and 574 new recruits. All this with a head office in Milan and 14 nodes distributed in a capillary manner from North to South, to guarantee the territorial rebalancing indicated by the NRRP, around which the modernisation of the entire country is being played out.  The topic of developing public urban mobility will also be the focus of other encounters.  **Assolombarda**, with the aim of contributing to the debate for the creation of an efficient, innovative and sustainable public transport system in our country, will present its position paper “***Conditions and Proposals for the Recovery of Local Public Transport***”, in which it sets out its proposals for the ecological transition, technological innovation, sustainable mobility and the development of the system.  On the other hand, **Asstra** will turn the spotlight on public investments (PNRR *in primis*), but also on the delays in the arrival of recovery funds, with the aim of presenting an overview of the various critical aspects and challenges that LPT companies are called upon to face in the coming months.  **THE CHANGING CITY AND THE CONTRIBUTION OF MOBILITY**  The challenge of sustainability lies above all in the development of urban areas, agglomerations that represent less than 2% of the world’s land area where 55% of the population lives, producing 80% of the GDP, but which are responsible for more than 70% of carbon emissions. NME will host ***World cities and their pivotal roles in sustainability transition***,a major international conference organised by **Globe Italia** in which the Milan model will be analysed as a benchmark for sustainable and innovative mobility, and institutional representatives from major cities will discuss best practices, prospects and projects aimed at rethinking collective transport with a view to environmental sustainability and the creation of value in the territories. Indeed, local governments are currently in the best position to face and solve environmental challenges while guaranteeing a good quality of life for their citizens, as institutional representatives of major foreign cities - Osaka, Cape Town, Barcelona, Santiago de Chile - and the mayor of Bergamo, representing an extended Italian urban area, will recount, drawing on their successful experiences.  The city in 15 minutes is a sustainable and integrated model that has started to gain ground in all major European metropolises. The model envisages reorganising urban spaces in such a way that citizens can find everything they need by travelling short distances, within a quarter of an hour, on foot or using soft and alternative means of mobility. In this context, which seeks to give new importance to local dimensions, electric urban micro-mobility and sharing play a key role in creating a more democratic and citizen-friendly urban space. Outlining this new model will be **Assosharing** and **Clickutility on Earth**.  **Federmotorisation** and **Confcommercio Mobility** will also focus on changing urban areas: cities are becoming smarter and greener thanks to micro-mobility and interchange hubs. During the meeting, the issues of the ecological and technological transition will be addressed through the eyes of dealers and private citizens called upon to face this change.  **NEW PROFESSIONS FOR A GROWING SECTOR**  The development of green mobility in Italy will give rise to 135 new professions, which will soon make their way into the world of work. These new profiles include public and private mobility managers, sustainable urban mobility planners, change managers for the transition to new systems, experts in critical digital transformations, sensor specialists, MaaS (Mobility as a Service) managers, telediagnostics experts and developers of digital automotive simulators.  The creation of these new figures requires a path of training that the largest universities have long since undertaken. Mobility thus becomes a great employment opportunity for innovation: this will be the theme of the meeting ***New Professions for a Changing Mobility***.  **THE MARKET AND NEW OPPORTUNITIES**  Numerous encounters will be held with the aim of taking a snapshot of the state of the art and development opportunities for the sector in Italy.  **ANFIA** proposes a moment of discussion aimed at identifying the drivers as well as the answers for **reactivating the supply chain and strengthening the bus production sector in Italy**. The aim is to demonstrate what Italian industry is doing and what the country system still needs for a realistic energy transition of public mobility.  **Anav** will devote a session to the **commercial bus services sector**, offering ananalysis of commercial bus transport in order to understand whether and how the recovery has begun for the various market players: bus rental with driver, state-run and authorised services, school services, airport services, etc.  There will also be an outlook on **long-distance** lines by **Traspol**, the transport policy laboratory of the **Politecnico di Milano**,which will present a specific report on the monitoring of market trends between the years 2017 and 2021, with a particular focus on prices.  NME will host the **EY Mobility Summit**, which will focus on two key questions: is the market ready for green mobility? How central is the role of the customer experience? Is the new mobility really that close and what new career opportunities will it bring? The summit will be an opportunity to start a discussion on these issues between representatives of companies and professionals in the sector on the rapid transformation that the world of mobility is going through, thus defining new scenarios and opportunities.  NME will also welcome “***E-buses, the best practices*. *Charging strategies, planning, operations***”, a major international conference wherein the largest European transport companies that have planned and commissioned large electric fleets will exchange ideas with each other. The round table will be animated by representatives of Europe’s largest transport companies: Transport For London, Keolis, Arriva Group (Deutsche Bahn), and, for Italy, Atm and Atac Roma. Underscoring the international stamp is the presence of UITP, the global public transport organisation. The conference starts from a European scenario where electric bus registrations are expected to increase by 48% in 2021 compared to 2020. 3,282 e-buses were delivered last year, bringing the number of registered vehicles in the continent to over 8,500 since 2012. The rapidly growing market is leading to new service planning and the construction of recharging infrastructures. Challenges that the conference will address with the protagonists of the sector.  **TECHNOLOGIES THAT INNOVATE THE SECTOR**  The focal point of the evolution of public transport are the new digital engines and new management systems.  The conference organised by **Federmetano**, **Asstra**, **Agens** and **Anav** will provide a snapshot of the gas-powered transport system. Public transport companies, trade associations and system builders are the protagonists to help us understand what the role of gas (CNG and LNG) will be in tomorrow’s public transport and what the state of the art is in the use of alternative drives on the Italian scene.  Today, over 92% of the demand for mobility in Italy is met by petroleum products. This system is rightly called upon to evolve in order to contribute to the progressive decarbonisation of the entire economy. From this point of view, Low Carbon Fuels (LCF), both liquid and gaseous, biogenic or synthetic fuels capable of reducing CO2 emissions over the life cycle by up to 90%, are particularly important. The workshop, promoted by **Unem** in cooperation with **Innovhub-SSI** and **Politecnico di Milano**, will discuss the potential of the most innovative LCFs that, in synergy with the electrification of vehicles, can effectively and efficiently contribute to achieving European CO2 emission reduction targets.  But a real transition from fossil fuel to electric is only possible with a comprehensive rethinking of the refuelling/charging infrastructure. This was the focus of the conference organised by **Domus Air**.A technological renovation (recharging stations instead of distributors), which aims at transforming recharging points into service delivery centres, innovating the traveller’s travel experience, valorising currently unused assets and generating new business.  However, innovation is found not only in the power supplies. At the centre of the conference organised by **Club Italia** and **Anav** in collaboration with **Asstra** and **Agens** will be MaaS (Mobility as a Service) and Electronic Ticketing, a fundamental combination for the mobility of the future, which passes through the definition of rules, the design of appropriate governance models and, naturally, the development and diffusion of technologies. A development that is now essential in a post-pandemic world increasingly characterised by digital services.  **Jacobacci & Partners** is also organising a full day of discussion at NME, alternating round table discussions, interviews, presentations and awards, starting from the present - that is, the urgency of solving the financial issues related to the PNRR - and arriving at the future, talking about inclusiveness in public transport, competitions with electric vehicles and urban air mobility. At the event, the **Mobility Innovation** **Award** will recognise the most innovative and sustainable Italian public transport company of 2022, considering inclusiveness as one of the pillars of contemporary public transport services.  Vado e Torno magazine will present the **Sustainable Bus of** **the** **Year**, the European award dedicated to the “greenest” bus, voted by a jury of international journalists  **NME: A NETWORK OF VALUES TO PROMOTE PROGRESS**  Next Mobility Exhibition, at its first edition, is already at the heart of the sector’s evolution, acting as a collector of realities that represent the entire mobility chain and that can concretely support its development in a sustainable key.  In fact, the rich programme of conferences was devised by the **Technical Scientific Committee chaired by** Professor Pierluigi Coppola (**Politecnico di Milano**, Department of Mechanics), whose members include **international associations** (UITP - International Association of Public Transport and IRU - World Road Transport Organisation), **Italian** **ministries** (Ministry of Infrastructure and Sustainable Mobility, Ministry of Economic Development, Ministry of the Ecological Transition, Ministry of Tourism), **academic realities** such as Bocconi University and the University of Campania, as well as the **Conference of Regions and Autonomous Provinces**, **Trenord**, **Lifegate**, **Domus Air**, **Ernst & Young**, **Studio Malena**, **Innovup**, **Club Italia**, **transport associations** (Agens, Anav, Asstra) and diverse **associations** representing the various nuances of the energy transition: Anfia, Anie e-Mobility, Assosharing, Enea, Federmetano, Federmotorizzazione, H2IT (Italian Association for Hydrogen and Fuel Cells), Globe Italia, Motus-E and Unem (Unione Energie per la Mobilità).  A valuable network, created to share know-how and objectives and make the three days a unique opportunity for sharing updates, content and strategies.  The complete conference programme is available online: <https://www.nextmobilityexhibition.com/en/eventi/events-program.html>  *Next Mobility Exhibition, to be held from 12 to 14 October 2022 at the Rho exhibition centre, is the new Fiera Milano event dedicated to the collective mobility chain. Organised by Fiera Milano, the event is realised in partnership with Agens (Agenzie Confederale dei Trasporti e dei Servizi), Anav (Associazione Nazionale Autotrasporto Viaggiatori) and Asstra (Associazione Trasporti). NME 2022 enjoys the patronage of: European Commission, Italian Ministry of Tourism, Italian Ministry of Infrastructure and Sustainable Mobility, the Lombardy Region and the Municipality of Milan.* |