

NME
NEXT
MOBILITY
EXHIBITION

12-14
OCTOBER
2022

**VEHICLES, SOLUTIONS, POLICIES &
TECHNOLOGIES FOR A SUSTAINABLE
MOBILITY SYSTEM**

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nextmobilityexhibition.com



FIERA MILANO

NEXT MOBILITY EXHIBITION

FIERAMILANO - RHO

FROM 12TH TO 14TH OCTOBER 2022

The international biennial trade show dedicated to the people mobility by bus, thus becoming the meeting point of the industry operators, vehicles manufacturers and suppliers of technologies, solutions and innovative and sustainable mobility policies

THE KEY ROLE OF THE SUSTAINABLE MOBILITY IN THE ENERGY TRANSITION PROCESS

The UE Green Deal set an ambitious target of net zero greenhouse gas emission by 2050 and of reducing the 90% of the greenhouse gas transports' emission. A challenge, and in the mean time, an opportunity for Italy and for Europe. Innovation, Digitalization and Tecnology are the key factors that enable the development and the promotion of a new model of smart, integrated and sustainable mobility.

The people mobility by bus will become relevant and it aim at requirements of sustainability, efficiency and intelligence. The importance of Italy in terms of sustainable mobility is becoming more and more international: Milan in particular, in the first place in Italy, thanks also to succesful initiatives such as the establishment of federated innovation MIND - *Milano District Innovation*.



THE MAIN TOPICS OF THE EVENT THAT LOOKS TO THE FUTURE

IMPROVEMENTS IN THE SUPPLY AND DISTRIBUTION CHAIN

MORE THAN 10.000 VISITORS EXPECTED

KEY BUSINESS ORIENTATION

A TRAINING OFFER FOR INDIVIDUAL TARGETS

A MARKET THAT IN ITALY HAS A TOTAL TURNOVER OF 12,4 BILLION EUROS PER YEAR

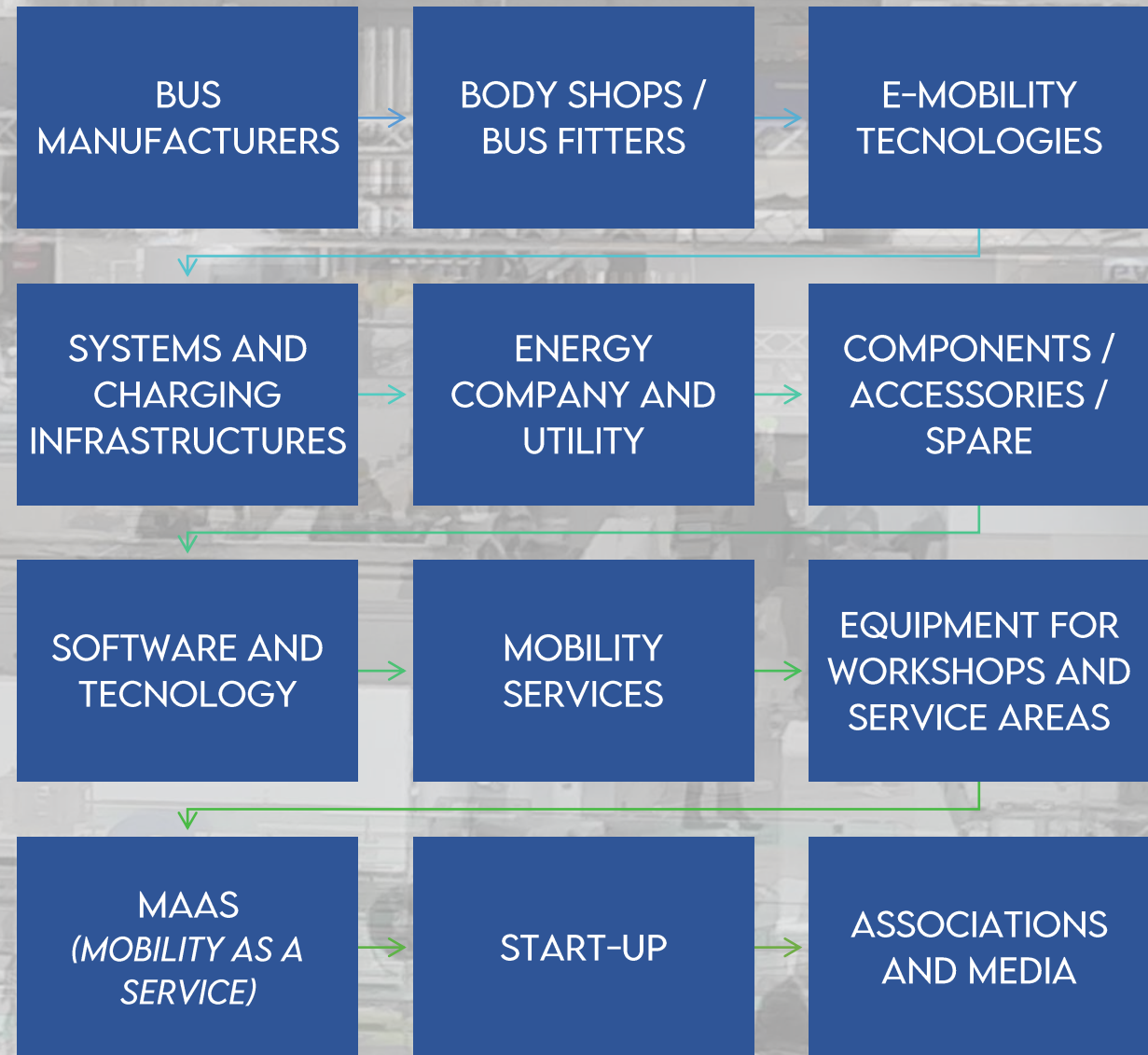
STRONG CONSISTENCY WITH THE OBJECTIVES

OVER 100 COMPANIES EXPECTED

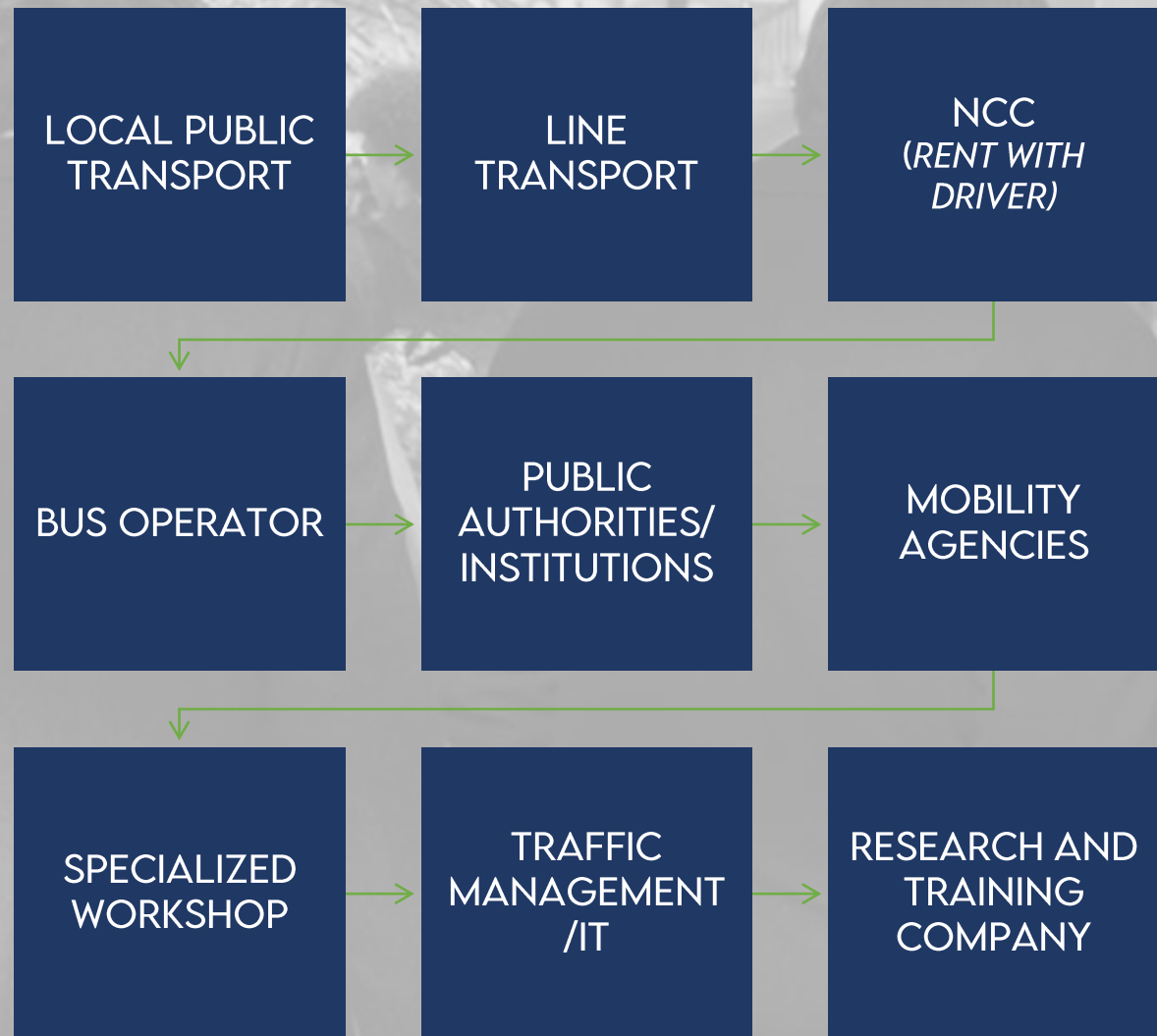
FOCUS ON TECHNOLOGICAL INNOVATION

MORE THAN 100 FOREIGN & ITALIAN BUYERS

THE EXHIBITOR PROFILE



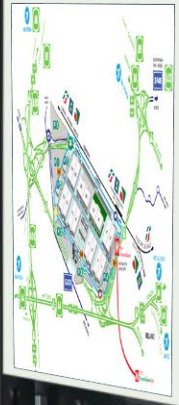
THE VISITOR PROFILE



THE CONCEPT

- EXHIBITION OF VEHICLES AND SYSTEMS OF THE PUBLIC TRANSPORT
- COMMERCIAL LINES: NCC AND LONG-DISTANCE
- EXPERIENCE AREA & TEST DRIVE
- SCIENTIFIC TECHNICAL COMMITTEE & NETWORKING
- CONFERENCES, SEMINARS & WORKSHOPS
- BUSINESS MATCHING

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PARTNERS

THE NETWORK OF MOBILITY
ALONGSIDE WITH
NEXT MOBILITY EXHIBITION



COMMUNICATION

- THE TRADE FAIR'S OFFICIAL WEBSITE
- THE DEVELOPMENT OF THE EDITORIAL PLAN ON THE SOCIAL MEDIA CHANNELS
- TARGETED DIGITAL ADVERTISING CAMPAIGNS
- DEDICATED PRESS OFFICE
- MEDIA CAMPAIGN ON TRADE AND GENERAL MEDIA
- PARTNERSHIP WITH SPECIALIZED MEDIA
- VISITORS INVOLVEMENT BY REGULAR NEWSLETTERS
- STRATEGIC AND VISIBILITY AGREEMENTS WITH TRADE ASSOCIATIONS

NETWORKING

- THE PHYSICAL EXPERIENCE OF THE FAIR IS AMPLIFIED BY THE DIGITAL TOOLS THAT FIERA MILANO PLATFORM USES BEFORE, DURING AND AFTER THE EVENT
- THE EXPOPLAZA PORTAL THAT HOSTS THE EXHIBITING COMPANIES IN A CATALOGUE OF PRODUCTS, SOCIAL CONTENTS, LIVE EVENTS AND STREAMING EVENTS
- THE TRADE FAIR'S APP, THAT SUPPORT THE VISITORS INSIDE THE PAVILLONS AND ALLOWS THEM TO SCHEDULE APPOINTMENTS AND GENERATE CONTACTS.
- A MATCHING PLATFORM THAT CONNECTS COMPANIES AND BUYERS THROUGH B2B AGENDAS

MILAN

The Italian benchmark of Sustainable Mobility
and the 6th city in the world among metropolies
in terms of Green Mobility

FIERAMILANO

The biggest italian exhibition center and one of
the largest exhibition district in the world



Partnership with major airlines



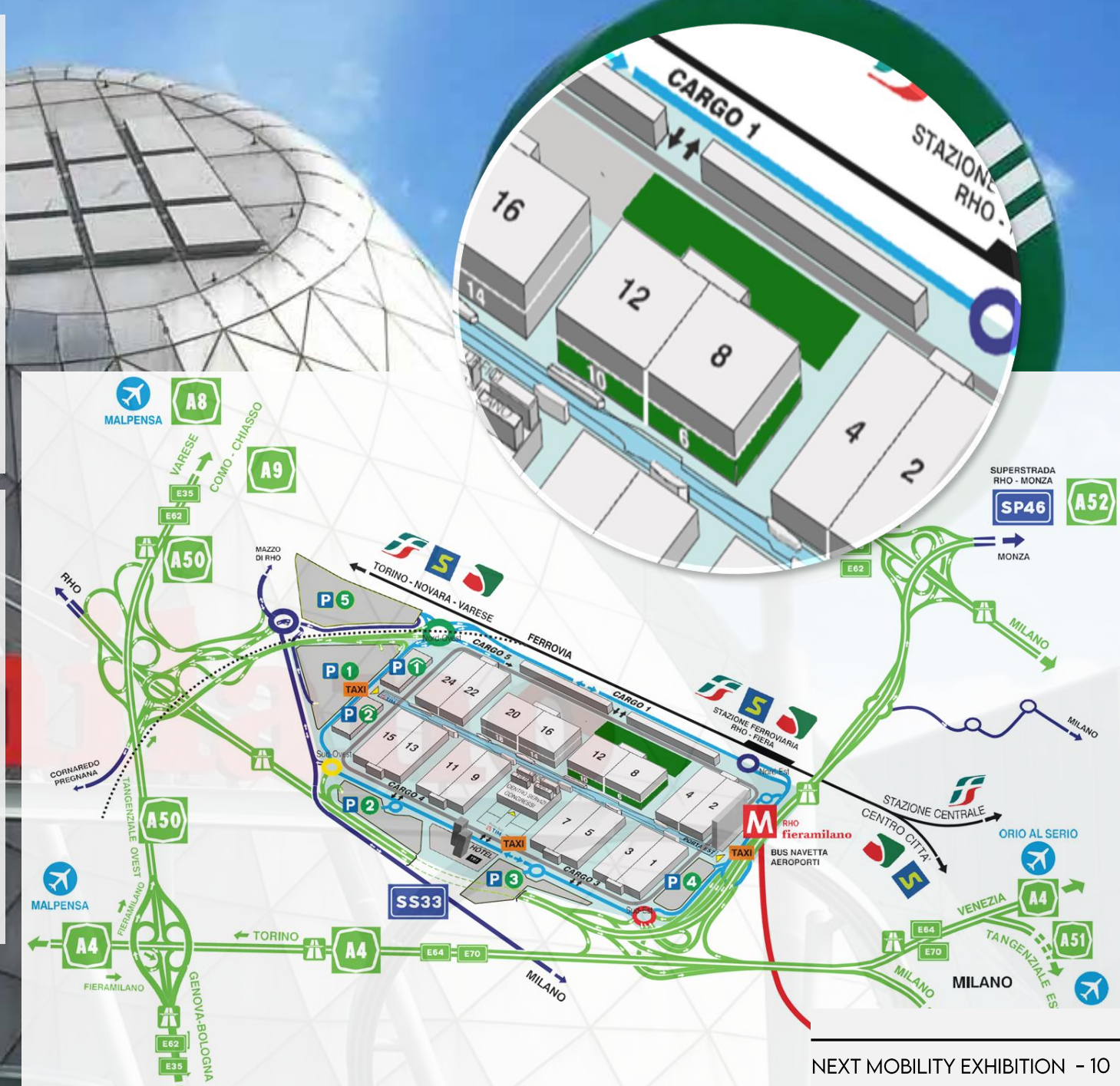
Concessions for rail transport



Conventions with hotels



Support for the organization of customized evets





Fiera Milano. Safe. Together.



FIERA MILANO

TO MAKE SURE THAT VISITORS, EXHIBITORS AND ORGANIZERS WILL BE ABLE TO SAFELY PARTICIPATE IN THE TRADE FAIRS AND EVENTS TAKING PLACE WITHIN ITS EXHIBITION AND CONGRESS CENTERS, THE FIERA MILANO GROUP HAS DEVELOPED A PROTOCOL FOR THE CONTAINMENT OF THE SPREAD OF THE NEW CORONAVIRUS. IT ILLUSTRATES THE METHODS FOR THE SAFE CONDUCT OF TRADE FAIRS, IN FULL COMPLIANCE WITH THE HEALTH RULES AND PROTOCOLS ISSUED AT NATIONAL LEVEL:

- HOW TO ACCESS THE FAIRGROUNDS
- ACCESS AND TICKET OFFICES IMPLEMENTED WITH NEW DIGITAL TECHNOLOGIES
- INFORMATION CAMPAIGN
- IMPLEMENTATION OF THE CLEANING AND HYGIENE OF THE PAVILIONS AND COMMON AREAS
- MANAGEMENT OF THE EXHIBITION AREAS
- REORGANIZATION OF THE RESTAURANT SERVICE AND CATERING

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