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#polisMOBILITY2022

polisMOBILITY: Koelnmesse and the City of Cologne present event consistently geared towards urban mobility of the future

Focus on solutions for the cities of the future +++ New format unites expo, conference and experience +++ Hybrid event at the fair grounds, in the city and on the web +++ New survey by German Aerospace Centre shows clear need +++ Strong partners such as federal state North Rhine-Westphalia, polis Convention and ZVEI +++ Debut event from 18 to 21 May 2022

Koelnmesse and the City of Cologne have presented a new, hybrid event called polisMOBILITY, that shows how mobility in cities can and must be designed in the future. The event highlights cross-industry urban mobility in all its diversity, focuses on solutions rather than purely on products and places the emphasis on the challenges for the cities. An innovative triad comprising of expo, conference and experience anchors the theme urban mobility both at the fair grounds as well as directly in the city. At the same time, the global mobility community will find its home all year round on a digital content and event platform.

Henriette Reker, Mayor of the City of Cologne, on the new event: "polisMOBILITY will make an important contribution towards bringing the solutions we need for sustainable mobility in our cities to the streets in a dialog between cities, companies, associations and universities. Cologne is even going a step further here: We want to multiply the force of the mobility transformation by involving the entire city and through the enthusiasm of the people of Cologne. Because we know: Such a rapid social, spatial and technological transformation can only work if we carry the people along with us and visualize the added value for their daily lives in Cologne. I am delighted that we are kicking off this movement with polisMOBILITY."

Gerald Böse, President and Chief Executive Officer of Koelnmesse, added: "With polisMOBILITY, we are casting the complex correlations surrounding the mobility-friendly city into a format that presents innovative solutions not only in the exhibition halls, but also in the urban environment and thus makes them tangible for a broad audience. Urban space will be the focus of a comprehensive exchange between companies, municipalities, urban planners and interested citizens. I am delighted that together with the state of North Rhine-Westphalia, the city of Cologne and Prof. Dr. Busmann with his polis Convention, we are making this Koelnmesse project a reality."

The name polisMOBILITY is derived from the Greek word 'polis' for 'city' and the English word 'mobility'. Together with the claim, 'Moving cities', the word mark makes the focus of the new event clear: How do we want to live and move around in

The polis MOBILITY logo features the word 'polis' in a dark blue, lowercase, sans-serif font, with 'MOBILITY' in a green, uppercase, sans-serif font below it.

polisMOBILITY 2022
18.05. - 21.05.2022
www.polis-mobility.com

Your contact:
Franz Peter Mann
Tel.
+49 221 821-2528
Fax
+49 221 821-3544
e-mail
F.Mann@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese
Herbert Marnier

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

cities in the future?

Page

2/4

Hybrid approach to reach the goal: Innovative formats and digital extension

The polisMOBILITY interweaves expo, conference and experience elements to do justice to the diversity of urban mobility and offer visitors a comprehensive experience of networked locomotion concepts.

Vividly presented, forward-looking solutions await the visitors under the section 'Exhibition' instead of a pure product exhibition. In addition to brand presences, cross-brand theme stands - for instance on "Smart Charging", "Smart Parking" or "Environmentally-friendly Traffic Control" - allow all of the players involved in the respective project to present the jointly developed solution.

Pioneers of the industry present their ideas and visions in the section 'Exchange'. Interaction, networking and discussion about the challenges of the mobility transition are the focus. An open content programme in the Koelnmesse halls is freely accessible to the visitors and is enhanced by established conferences and modern dialogue formats. This combination between exciting content and modern networking options offers totally new possibilities of interaction..

Under the heading 'Experience', polisMOBILITY includes all the opportunities to experience the future of urban mobility live on the trade fair grounds and in the city. Here, visitors can test all future-oriented, sustainable and accordingly emission-free means of transport on specially set up courses between the trade fair and the city, find out about solutions at topic-centred mobility hubs in the city and visit concrete best practices, in the sense of a real life laboratory, in the city. The mobility applications presented at the Expo and discussed in the context of "Exchange" can thus be experienced directly in the city by experts and citizens alike.

Since cities and municipalities are faced with similar challenges worldwide and are already pursuing diversified solutions, the global mobility community is to be given a new home in the scope of polisMOBILITY - a digital home. An event and content platform that will be continually updated with relevant contents, virtual events and numerous opportunities for networking from the debut event in 2022 onwards will enable this. The magazine on the polisMOBILITY website is already regularly offering news and exciting articles on the urban mobility cosmos:

www.polis-mobility.com/magazine

Heading for the future with strong partners

Urban mobility is diversified and complex. Accordingly, Koelnmesse and the City of Cologne have engaged the support of strong partners for polisMOBILITY. The project partner Prof. Dr. Johannes Busmann, who with his polis Convention and polis magazine brings with him high esteem and great expertise in the urban development section, is taking on a key role in the development of the event. By implementing the brand name 'polis' and the utilizing the extensive network of Prof. Dr. Busmann, polisMOBILITY will reach exactly the urban focus groups that the new event addresses.

The state of North Rhine-Westphalia also supports polisMOBILITY. Minister Prof. Dr. Andreas Pinkwart announced via video message during the press conference on polisMOBILITY that the event "hits a nerve" with the topic of mobility and opens up "an outstanding opportunity for the state to become a leader in the field of low-emission mobility".

Furthermore, with the ZVEI - the German Electrical and Electronic Manufacturers' Association, a strong association has decided to cooperate with polisMOBILITY. The ZVEI, which has been instrumental in shaping concepts for the future of mobility for many years, launched the "Platform Mobility" at the beginning of 2021 and has set itself the goal of strengthening the exchange among the mobility-relevant ZVEI trade associations and providing decisive impetus for the transport transformation. Digitalization and thus the electrical industry are strong drivers of the mobility transformation, which is why the ZVEI is an ideal fit for the future-oriented 360-degree view of polisMOBILITY. The concrete concept of the cooperation is currently being developed in close exchange between the two partners.

New survey of the DLR shows diversified solutions for diversified challenges

The German Aerospace Center (DLR) also acts as a scientific advisor to polisMOBILITY. For example, the DLR's Institute of Transport Research was commissioned by the City of Cologne and Koelnmesse to conduct a comprehensive study on the mobility of the future of international cities.

The core finding of the new survey "The city of tomorrow. Challenges and solutions for a sustainable, urban mobility": Clean, digital, individualised, flexible, connected - that is the urban mobility of tomorrow.

The researchers of the DLR Institute for Transport Research come to this and further conclusions as well as visions by uniting two methodical approaches: the observation of existing studies and the standardised interviewing of the mayors of 15 cities, including several partner cities of Cologne. Based on this, the researchers describe key questions and solution models for sustainable mobility and urban life in the city of the future.

"To a large extent, the future of mobility will be decided in urban areas. That's why you can't look at mobility in isolation from the surrounding space," explained Prof. Dr. Meike Jipp, director of DLR's Institute of Transport Research. "Mobility is influenced by many aspects: social trends and individual requirements, means and offers of transport, digitalization, automation and interconnectedness, infrastructure and urban development, environment and culture of innovation, diversity and participation of social interest groups."

An abstract of the survey is already available for download under the following link: www.polis-mobility.com/trade-fair/study-urban-mobility/

The complete survey will be made available on the same website within the next two weeks.

The survey is sponsored by the Stadtwerke Köln. "Mobility is one of the key future fields of all cities. As the public utility company of Cologne, we are responsible for the urban mobility infrastructure and service offers for the people in one of the largest German metropolises. All the while, mobility, logistics, digitality, energy provision and the recycling economy are increasingly merging closer together. We are thus looking forward to polisMOBILITY as a platform for sustainable and urban mobility, in which we will gladly participate with our themes and solutions," stated Stefanie Haaks, member of the Management Board of Stadtwerke Köln.

Note for editorial offices:

polisMOBILITY photos are available in our image database on the Internet at

www.polis-mobility.com/imagedatabase

Press information is available at: www.polis-mobility.com/pressinformation

If you reprint this document, please send us a sample copy.

Your contact:

Franz Peter Mann
Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany

Tel +49 221 821-2528
f.mann@extern.koelnmesse.de
www.koelnmesse.com