

Press Release

Bold Moves – Europe’s Largest Conference Stage Presents Mobility Of The Future

Hamburg, 27 October 2021 – Hamburg Messe und Congress and OMR will introduce a new event format focused on future mobility in 2022. During the OMR Festival, the ‘Bold Moves – New Mobility Summit’ will debut on the Hamburg Messe und Congress campus as Europe’s biggest stage for visionaries and key players of the international mobility scene.

Hamburg is Germany’s innovation hub for mobility, an official EU model region for urban airborne mobility, and the “Reallab For Digital Mobility”. As the host city of the Bold Moves – New Mobility Summit, Hamburg asserts its international pioneer role, once again positioning itself as a centre of future-looking mobility concepts following the successful ITS World Congress in October 2021.

Designed as a festival and congress, the event will cover the full range of mobility-related topics. Its debut is directed at experts, decision-makers in research, business and politics, as well as influencers, start-ups and others involved in New Mobility. The Summit is intended to take place annually, with yearly updates integrating additional formats. Plans are to make the event accessible to the general public eventually.

Bold Moves – the name speaks for itself

Hamburg Messe und Congress (HMC) and OMR had previously collaborated on Hamburg’s bid for the IAA 2021 automobile exhibition and subsequently developed the new event format based on their original IAA concept. Both partners intentionally abandoned conventional approaches to the design of industry events. "The question of what future mobility will look like affects us all. We would like to give this topic a new, large and uniquely-designed stage," said Bernd Aufderheide, President and CEO, Hamburg Messe und Congress. "The content will focus on future-looking concepts, solutions and ideas which are being discussed and promoted internationally. To us this means specifically that we will include anybody who has the potential to contribute to the mobility transition. This expressly includes partners whose names may not be the first that come to mind when thinking about mobility. It is our goal to establish a leading international event for zero-carbon mobility right here in Hamburg."

The current concept includes the annual summit, a community platform moderated by an editorial team year-round, as well as podcasts and other dialogue and communication channels. "Bold Moves will provide a platform for the mobility scene to interact and network, share information and get inspired. Well-established industry players, the most fascinating start-ups, and visionaries will meet up with the international technology community on Bold Moves – all year long in the digital space, and live for the first time at the OMR Festival 2022. As we see it, future mobility will be exactly that: connected, sustainable and digital," said Philipp Westermeyer, Founder of OMR.

New platform will complement City of Hamburg's mobility strategy

Since establishing its strategy for smart traffic and transport systems in 2016, Hamburg has positioned itself as a mobility hub in Germany, and an international model city for innovative mobility concepts. „Online Marketing Rockstars and Hamburg Messe are highly professional and experienced partners who are able to develop innovative formats, bring together smart people, and drive new ideas for future mobility," said Hamburg's First Mayor Peter Tschentscher. "Modernising Hamburg's transport systems is one of the most important projects of this decade. By 2030 we want to implement the 'Hamburg-Takt' concept, build new underground and above-ground commuter train lines, invest massively in the expansion of e-mobility, and digitalise the management and coordination of our transport systems. Following the ITS World Congress, the New Mobility Summit "Bold Moves" can drive and inspire the efforts of Hamburg and other major cities to make mobility more comfortable, efficient and climate-friendly."

One of the goals of the event organisers, HMC and OMR, is to involve as many national and international stakeholders from politics, business and society in the Bold Moves – New Mobility Summit as possible right from the beginning.

Contact

Karsten Broockmann
Corporate Press Officer / Director of Corporate Communications
Hamburg Messe und Congress GmbH
ph.: +49 (0)40-3569-2090
E-mail: karsten.broockmann@hamburg-messe.de
www.hamburg-messe.de
www.das-neue-cch.de

Marcella Wilke
PR & Communications Manager
OMR by Ramp 106 GmbH
ph.: +49 1579-2358-314
E-mail: marcella.wilke@OMR.com
www.OMR.com

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