

NME

NEXT
MOBILITY
EXHIBITION

VEHICLES, SOLUTIONS, POLICIES AND TECHNOLOGIES
FOR A SUSTAINABLE MOBILITY SYSTEM

8 - 10 MAY 2024
FIERAMILANO - RHO

Co-located with



MAY 8 - 11, 2024 | fieramilano

With the patronage of



NEXTMOBILITYEXHIBITION.COM



FIERA MILANO



NME – NEXT MOBILITY EXHIBITION IS THE INTERNATIONAL BIENNIAL TRADE SHOW DEDICATED TO SOLUTIONS, TECHNOLOGIES, VEHICLES AND POLICIES FOR AN INTEGRATED, INNOVATIVE AND SUSTAINABLE MOBILITY SYSTEM FOR PEOPLE.



The exhibition which gathers leading companies and both national and international stakeholders, will take place in **Milano**: the sixth city in the world for green mobility and one of the earliest Italian cities to have an Urban Plan for Sustainable Mobility.



BROWSE THE PHOTOGALLERY OF THE LAST EDITION

BETWEEN SUSTAINABLE DEVELOPMENT AND INNOVATION

One of the goals of the **Agenda ONU 2030** for Sustainable Development talks about sustainable cities and communities: it is expected that by 2030 quality, efficiency and sustainability of transportation is improved and in particular, that administrations are able to ensure reliable and environmentally sustainable transport systems.

In addition, the **European Green Deal** which has set the ambitious target of zero-emissions by 2050 and reduction of the 90% of greenhouse gas transports' emission.

A challenge and, at the same time, a chance for Italy and for Europe.

The tools to promote a more sustainable and smart mobility are already available and are to be found precisely in technological innovation and in a sustainable vision of the transport system: pillars on which NME – Next Mobility Exhibition is built.





THE SCIENTIFIC TECHNICAL COMMITTEE



Created with the aim of building a tailor-made project for the market, the Scientific Technical Committee is the real driving force of the exhibition.

Fiera Milano, leading organizer of exhibitions, congresses and events, together with **AGENS**, **ANAV** and **ASSTRA** – partner associations of the project which represent the 95% of the Italian bus transportation market – are promoters and organizers of the exhibition. They are also members of the Scientific Technical Committee which includes the **associational, academic and institutional realities** of the entire integrated collective transportation industry.

A system choice that will allow to built, even in 2024, a project in line with a shared vision and able to answer proactively to the need of change that the great challenge of the energy transition requires.

THE EXHIBITION LAYOUT

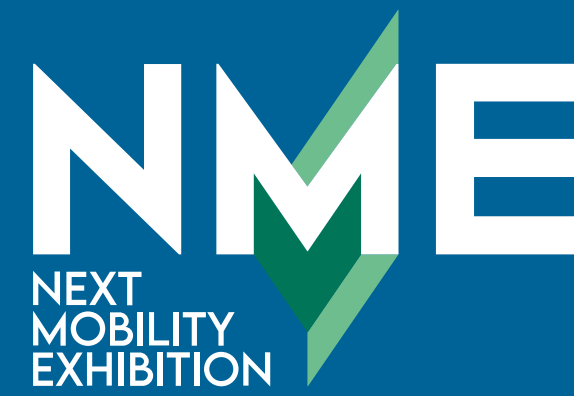
FIERA MILANO is the biggest Italian exhibition center and one of the largest exhibition districts in the world.

NME – Next Mobility Exhibition is held in partial conjunction with Transpotec Logitec (Transport and Logistics Exhibition).

CO-LOCATED WITH

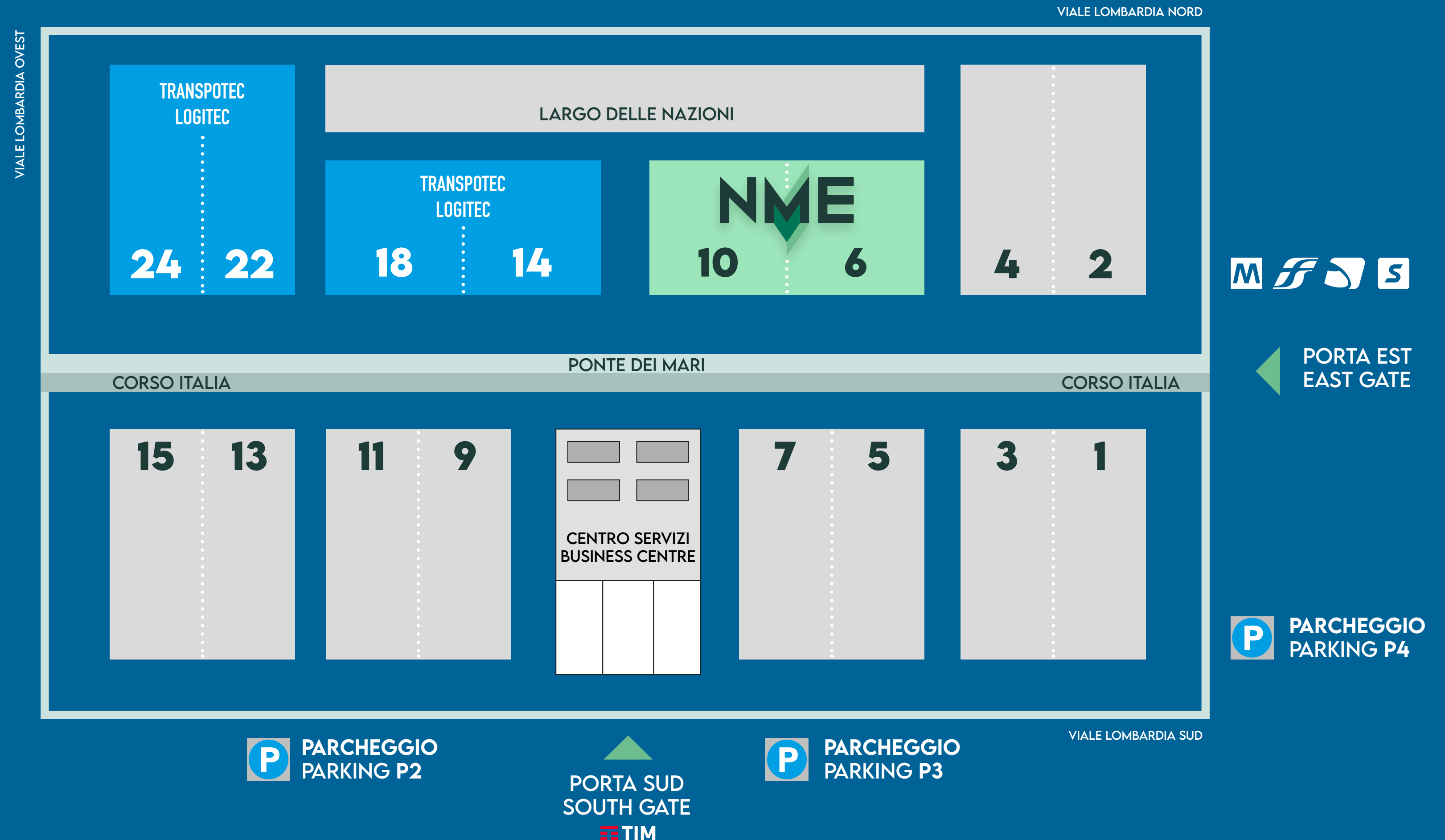


MAY 8 - 11, 2024 | fieramilano



MAY 08-10
2024

HALLS 6-10



THE EXHIBITION OFFERING

THE EXHIBITOR PROFILE

- BUSES AND COACHES
- SPECIAL VEHICLES
- E-MOBILITY TECHNOLOGIES
- SYSTEMS AND CHARGING INFRASTRUCTURES
- ENERGY COMPANY AND UTILITY
- ALTERNATIVE POWER SUPPLY SYSTEMS
- INTELLIGENT TRANSPORT SYSTEM
- MOBILITY SERVICES
- URBAN AIR MOBILITY
- PUBLIC TRANSPORT SERVICES BY RAIL
- ON-BOARD ELECTRONICS
- COMPONENTS / ACCESSORIES AND SPARE
- START UP
- SERVICES (insurances, fuel card, certifications and consulting)
- ASSOCIATIONS AND MEDIA (employers' associations, trade associations, research bodies, institutions and universities, publishing)

119 EXHIBITORS

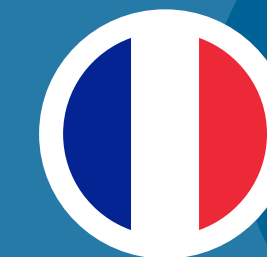


27%
ABROAD



73%
ITALIANS

TOP 5 FOREIGN COUNTRIES



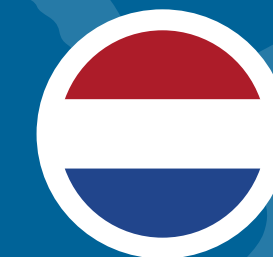
France



Spain



Turkey



The Netherlands



Germany

VISITOR'S PROFILE

MAIN ACTIVITIES OF VISITORS

- LOCAL PUBLIC TRANSPORT
- LINE TRANSPORT
- BUS OPERATOR
- NCC (RENT WITH DRIVER)
- MOBILITY AGENCIES
- MOBILITY SERVICES
- CORPORATE FLEET AND MOBILITY MANAGER
- SHARING MOBILITY
- RETAILERS / DISTRIBUTORS
- TRADERS / INNOVATION CENTER
- AGENCIES AND INSTITUTIONS
- MEDIA

4,262 VISITORS



7%
ABROAD



93%
ITALIANS

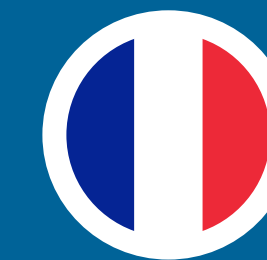
TOP 10 FOREIGN COUNTRIES



Switzerland



China



France



Belgium



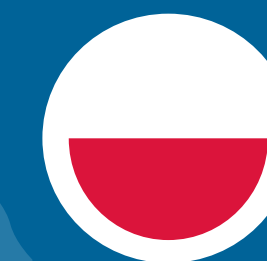
Germany



Spain



Greece



Poland



Slovenia



Turkey

EVENTS

ENERGY TRANSITION,
DIGITALIZATION & INNOVATION,
MODAL INTEGRATION

**Those are the pillars on which
NME – Next Mobility Exhibition 2024 stands**

3 days on which key players in the passenger transportation industry will meet. A rich schedule of talks and conferences given by expert in the field and major figures, that looks at Mobility in all its declinations, current and future, strongly linked to national and European recovery and development goals and investments.



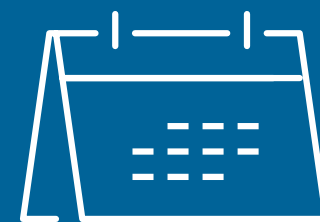
50

TRAINING
HOURS



200

SPEAKERS



31

CALENDAR
EVENTS



3 CONFERENCE HALLS

MARKET TREND

The area where to learn more about the most current market trends.

FUTURE HALL

The place where to discover the direction, innovations and possible lines of development in the industry.

ARENA TALK

A stage dedicated to presentations of new projects and proposals by exhibiting companies.



PROMOTION



11 NEWSLETTERS

on a monthly bases planned with a corporate calendar, that provide exhibition and sector news to a database of visitors and companies.



1 SPECIALISED PRESS OFFICE



1 WEBSITE

that leads to exhibiting companies profile in a product catalogue, social content, live and stream events.



1 APP

which hosts visitors inside the halls and allows to plan appointments and meetings.



MEDIA CAMPAIGN

on general and trade publications



PARTNERSHIP

with specialised media



STRATEGIC AGREEMENTS ON VISIBILITY

with industry associations



COMUNICATION

105,000
SITE ACCESS

280
TOTAL SOCIAL POST

>250,000
REACHED SOCIAL PROFILES

>600
HASHTAG'S TAG

>25,000
SOCIAL'S INTERACTIONS



VISIBILITY AT THE EXHIBITION

➤ **NME – Next Mobility Exhibition** provides your company with a range of possibilities and solutions to get more visibility at the fair and to reach new potential customers:

➤ **SPECIAL EVENTS** ◀

Do you want to hold your event at the fair or in the city?
You will have at your disposal our experience.

➤ **SPONSORSHIP** ◀

Bags for visitors, pens, lanyards or graphics for setting up special areas in the fair: placing your logo on these media will allow your brand to have maximum visibility.

➤ **PROMOTIONAL ACTIVITIES** ◀

Inserts in the bags distributed to visitors, front desk promotion or banners: whatever your goal is, we have the solution that will allow you to reach your target audience.



YOUR TRAVEL AGREEMENTS

From travel to stay in Milano, up to the organization of your events during the exhibition or in the city, MiCodmc is available to organize your stay in every detail: travel, hotel booking, transfer or any other service.

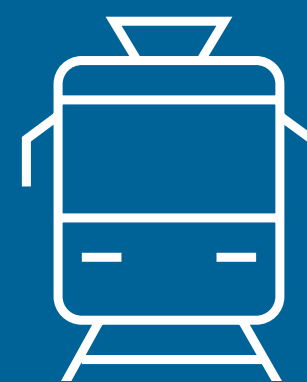
For more informations, send an e-mail at nme@micodmc.it



Agreements with hotel facilities in Milano and in close proximity to the fairgrounds



Partnership with the major airlines to ensure the best conditions



Rail transportation facilities



Support in organizing events for exhibitors during fair days: MiCodmc is available to organize a private event or for a dinner for clients, with proposals for any budget and number of guests



Total support in organizing exclusive tours and excursions to experience the city and its surroundings in a special and unique way through the choice of classical cultural visits, unusual routes and shopping tour.

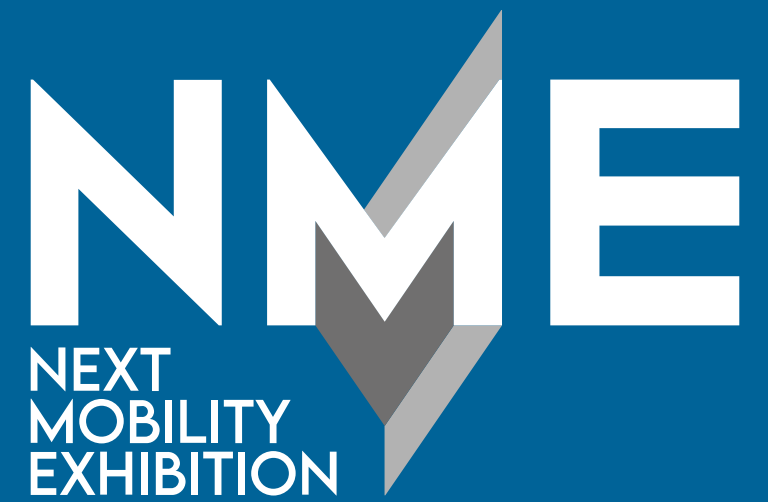
SUSTAINABLE MOBILITY OF PEOPLE AND GOODS

→ ←

NME – Next Mobility Exhibition, the event dedicated to vehicles, solutions, policies and technologies for a sustainable mobility system and **Transpotec Logitec**, Italy's leading event for trucking and logistics, will be held simultaneously from the next edition at **Fiera Milano**. The two exhibitions will each maintain their own identity, but will offer added value to operators interested in both markets.

The physical proximity will allow important opportunities for reflection on aspects common to the two sectors. Firstly, the **energy transition** and new **prospects for infrastructure renewal**, key issues for the sustainable development of transport and logistics for goods and people, especially in view of the deadlines set at European level. The contact point between the two markets will be the new increasingly sustainable motorizations, the common need for recharging infrastructure, and R&D efforts to develop innovative and increasingly widespread technologies to reduce or zero emissions and improve travel times.





CONTACTS

sales.nme@fieramilano.it

+39.335.7620890

+39.327.5243229

www.nextmobilityexhibition.com



partnership with



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