



## Press invitation

# Major ITS European Congress Brainport 2019 opens with pilot 'priority facilitation for emergency services'

The Dutch Host Partners of the prestigious ITS European Congress warmly invite the press for a special **Press Day on 3 June 2019**. The Congress, organised by ERTICO – ITS Europe, is the largest event entirely dedicated to smart mobility and the digitalization of transport. This year's press programme takes place at three locations in the Brainport Eindhoven region: the Evoluon Congress Centre in Eindhoven, the Automotive Campus in Helmond and the Pullman hotel in Eindhoven. This way you will be able to experience various implemented ITS and smart mobility solutions and keep up to speed with new ones.

The ITS Congress provides an ideal opportunity for industry, authorities and knowledge institutes to show what Europe and the Netherlands can do in the sector and to highlight the significance of developments in this field for users. It is also a great occasion for The Netherlands to present its position as a frontrunner in the field of ITS and smart mobility. The congress provides a platform for innovations and projects, such as connected and self-driving cars, tailored mobility services, congestion prevention and logistics.

### Kick-off for the press

The Mayor of Eindhoven John Jorritsma invites the press to meet at the Evoluon at 8:00 and join him in the electric shuttle to the Automotive Campus. In the shuttle, we will give an explanation and an overview of electric driving in the Netherlands and demonstrate how new technology can be used to prioritize traffic flows, as is the case for conference visitors during the conference week. The shuttle leaves from the Evoluon at 8:15. You can park your car at the Evoluon; shuttle buses will run all day.

The CEO of ERTICO, Mayors of Eindhoven and Helmond, the chairman of Connekt and the representative of the Province of Noord-Brabant will open the Press Day at 9:00 by presenting you the highlights of the Congress. A pilot 'priority facilitation for emergency services' will also be presented by Congress' main sponsor Dynniq, host partner Province of Noord-Brabant, KPN, and the fire brigade of Helmond. In this pilot, part of the national Talking Traffic programme with various similar priority pilots taking place all over the country, a new method of prioritizing vehicles from the "Emergency Services" and "Logistics" target groups is tested over a period of about 3 months, using 4G / LTE cellular technology and Talking Traffic-architecture.

### Demonstrations and interview opportunities

After the kick-off, demos at the Automotive Campus in Helmond are open to the press prior to the official Opening Ceremony, taking place at 16:30 PM at the Evoluon in Eindhoven. Interviews with the host partners, companies and start-ups can be arranged during the morning in Helmond and after 14:00 at the start-up zone in the Evoluon or during the guided tour around the Dutch Street between 15.45 and 16.30.

### The World's First Smart Driving Challenge – special press edition

Test out your skills and experience with the FIA Smart Driving Challenge that rewards safe and

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eco-friendly driving with cars provided by Europcar and supported by ERTICO. From 13.00 to 14.00 cars will take you to the Evoluon Exhibition Centre in Eindhoven and test your skills in the process! The FIA Smart driving Driving Challenge will also be available at Evoluon for the remainder of the week.

### **Smart Mobility, Dutch Reality**

At the Pullman hotel at 10.45 the ministry of Infrastructure and Water Management organises an informative session on the Dutch Approach on Mobility with concrete examples and milestones in the area of Advanced Driver Assistance Systems (ADAS), Mobility as a Service and Connected Transport Corridors, in the company of the Dutch Minister, Mrs Cora van Nieuwenhuizen, high-level policy makers of national and regional authorities, big cities and metropolitan areas from the Netherlands, invited industry partners and various trade and interest groups. This session (in Dutch) will be followed by demo rides on Talking Traffic and ADAS (more information on the enclosure).

### **Official congress opening ceremony**

You are also invited to attend the Opening Ceremony of the 13th ITS European Congress. The Ceremony will commence at 16.30 with the welcoming by Minister Cora van Nieuwenhuizen and the Mayor of Eindhoven, John Jorritsma, followed by dynamic interviews involving international young Professionals. And this year we have the pleasure to have European Commissioner and First Vice-President, Frans Timmermans, addressing the audience. The Opening Day will conclude with the official Exhibition Ribbon Cutting Ceremony and a Welcome Reception in the Exhibition hall.

We warmly welcome you to join us for the Press Day on Monday 3 June, from 09:00 – 18:00. Please check the enclosure for the time schedule, locations and an overview of the press day programme.

### **Registration**

Please confirm if you are able to attend. Accreditation is required. You can register via this link: <https://2019.itsineurope.com/registration-information/>. Please choose 'individual registration', choose 'press' and upload your press card.

### **Further information**

We are very happy to answer your queries and arrange interviews for you. Please contact (on behalf of all Dutch host partners): Iris Casteren van Cattenburch, Connekt, [iris.casteren@connekt.nl](mailto:iris.casteren@connekt.nl), +31 6 245 738 26, +31 15 251 65 65.

On behalf of ERTICO: Cordelia Wilson [c.wilson@mail.ertico.com](mailto:c.wilson@mail.ertico.com).

For interview requests for Mrs Cora van Nieuwenhuizen, Dutch Minister of Infrastructure and Water Management, please contact Ivar Noordenbos, spokesperson, +31 6 317 534 05.

We look forward to seeing you on 3 June!

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