

Press release

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Date 06.06.2024

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IAA TRANSPORTATION 2024: International Opinion Leaders at IAA Conference

IAA Conference brings together key opinion leaders in the logistics and transport industry on multiple stages — German Federal Minister Volker Wissing inaugurates IAA TRANSPORTATION 2024 — Focus on central topics such as charging infrastructure, autonomous driving, and hydrogen technology — Networking and interview areas, as well as startup and AI specials, make IAA TRANSPORTATION unique

From September 17 to 22, 2024, this year's IAA TRANSPORTATION will take place in Hannover. Alongside showcasing groundbreaking innovative products from leading global companies in the transport sector, international opinion leaders will gather at IAA Conference to present their solutions and visions for the future of global and regional transportation. Central to the event will be direct interactions with attendees, networking, and discussions on the transformation of the industry.

"IAA Conference is the global platform for in-depth discussions and the exchange of ideas and strategies regarding the transformation in the transport and logistics sector. In addition to the innovations presented by manufacturers and suppliers from all industries, the exchange and discourse about the transformation of the transport and logistics industry make IAA TRANSPORTATION the international event for the industry," says Jürgen Mindel, Managing Director at VDA responsible for the IAA.

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#IAA24

German Federal Minister of Transport Volker Wissing inaugurates the event, leading international visionaries speak at the IAA Conference

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IAA TRANSPORTATION 2024 will be inaugurated by the German Federal Minister for Digital and Transport, Volker Wissing, Lower Saxony's Minister President Stephan Weil, Hannover's Mayor Belit Onay, and President of the VDA, Hildegard Müller.

Moreover, IAA Conference will bring together key opinion leaders, decision-makers, visionaries, and experts from the logistics and transport industry across multiple stages, offering a unique opportunity to shape the future of transport. Featuring speakers from various sectors such as Dr. Stefan Hartung (Chairman of the Board, Robert Bosch GmbH), Carsten Intra (CEO, Volkswagen Commercial Vehicles), Kim Kohlmeyer (Manager of E-Mobility, Transport & Environment), Olof Persson (CEO, IVECO), Dan Priestley (Senior Manager, Semi Truck Engineering Tesla), Karin Rådström (CEO, Mercedes-Benz Trucks), Peter Schäfer (EVP & CSO Automotive at Infineon Technologies), Sara Schiffer (General Manager, hylane), and Andreas Schmitz (CEO, Schmitz Cargobull), IAA Conference will address the challenges and opportunities of this transformation.

In Hall 18, on the Main Stage near the North entrance, participants of the IAA Conference can engage with experts on central topics such as charging infrastructure, autonomous driving, hydrogen technology, and new technologies from manufacturers, suppliers, and equipment manufacturers. A special focus will be on the needs of shippers and logisticians to ensure a successful transformation.

Startup and AI Specials

In addition to IAA Conference, there are other highlights. From Tuesday to Thursday, startups will get the opportunity to showcase their ideas and products. Each startup will get a 2-3 minute pitch slot before each Conference session on the Industry Stage (Hall 24, near East Entrance 3 of the exhibition grounds). On Thursday afternoon, there will be a startup afternoon on Main Stage, featuring a discussion and subsequent get-together. On Friday, all startups that have been active in the market for six years will get the chance to use a slot on the Industry Stage for panels or presentations. Next to Main Stage, there will be a spacious networking area with a coffee bar and interview lounge, offering ideal opportunities for informal exchanges and in-depth conversations.

"We also want to highlight the current challenges of the industry at IAA TRANSPORTATION and showcase solutions, especially on how emerging companies can succeed in the market. We will discuss topics such as transportation, artificial intelligence, cost reduction, and

digitalization with emerging companies and show ways to make their products even more efficient," says Jürgen Mindel.

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Artificial Intelligence (AI) will also be a key focus at IAA TRANSPORTATION. There will be an AI special each on Tuesday afternoon and Wednesday afternoon. The VDA will offer its own expert event, and the Boston Consulting Group (BCG) will invite participants to a discussion on Wednesday. All attendees will have the opportunity to be part of a diverse conference program and actively participate in discussions on the most important industry topics.

All information and participation options can be found in our brochure and on our [website](#).

Get your tickets for IAA TRANSPORTATION [here](#).

Note for Journalists: The press day will take place on September 16.

For more information on accreditation and press services, click [here](#).