

Press release

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IAA TRANSPORTATION 2024 Expands Conference Offerings

Berlin/Hannover. Numerous prominent representatives from industry and politics will discuss key topics on three stages over four days from September 17 to 20 at IAA TRANSPORTATION. The conference program has been expanded to include an additional stage and is freely accessible to all IAA TRANSPORTATION visitors. The IAA Conference now features over 100 program items and approximately 300 speakers, enhancing international exchange on the most important issues in the industry.

On September 17, IAA TRANSPORTATION, the world's leading platform for the commercial vehicle and transportation sector, will open its doors in Hanover. This year, the IAA Conference will again be part of IAA TRANSPORTATION, and it is open to all visitors. The program will take place over four days, from September 17 to 20, across three stages — one more than in 2022.

“It is important to us to provide our exhibitors and all speakers with the opportunity to bring their own topics, visions, and discussions to the stages of IAA TRANSPORTATION. With the additional Speakers' Corner, we aim to create more space for open exchange on the innovations and challenges brought by the transformation within the industry,” said Jürgen Mindel, Managing Director of the VDA.

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#IAA24

In addition to the newly created Speakers' Corner in Hall 13, there will be a Main Stage for the IAA Conference in Hall 18 and an Industry Stage in Hall 19/20, each featuring high-quality programs and a wide range of topics. Central themes such as charging infrastructure, autonomous driving, artificial intelligence, and hydrogen technology, as well as new technologies from manufacturers, suppliers, trailer, and bodybuilders, will take center stage, along with political and economic discussions on competitiveness, transformation support, and global development.

Numerous industry and thought leaders are expected on the Main Stage, including Martin Daum (Chairman of the Board of Management, Daimler Truck Holding AG), Arnd Franz (CEO, Mahle), Dr. Stefan Hartung (Chairman of the Board, Robert Bosch GmbH), Dr. Holger Klein (Chairman of the Board, ZF Group), Kim Kohlmeyer (Manager E-Mobility, Transport & Environment), Olof Persson (CEO, Iveco Group), Dan Priestley (Senior Manager, Semi Truck Engineering Tesla), Karin Rådström (CEO, Mercedes-Benz Trucks), Peter Schäfer (EVP & CSO Automotive at Infineon Technologies), Harald Seidel (President, DAF Trucks N.V.), Sara Schiffer (General Manager, hylane), and Andreas Schmitz (CEO, Schmitz Cargobull). In addition, several politicians will join the discussions on the IAA TRANSPORTATION's main stage, such as Robert Habeck (Federal Minister for Economic Affairs and Climate Action), Dr. Volker Wissing (Federal Minister for Digital and Transport), and Daniela Kluckert (Parliamentary State Secretary to the Federal Minister for Digital and Transport).

The Main Stage is located in Hall 18, directly at the North Entrance, and includes a spacious Coffee Lounge where participants and visitors can discuss the various program points before and after the events.

“To meet the very diverse requirements of the transport sector, we need open approaches and a variety of technologies. With its broad spectrum of important topics, the IAA Conference offers an excellent opportunity for intensive exchange with all stakeholders in the field of transportation — from OEMs to suppliers and technology specialists to associations and within the transport industry. It is important not only to share corporate viewpoints with other exhibitors and visitors but also to remain engaged in conversation. Ultimately, dialogue makes it possible to bring challenges to the table and develop sustainable solutions,” said Arnd Franz, CEO of the MAHLE Group.

This exchange will also play a major role on the Industry Stage and in the Speakers' Corner, featuring numerous companies such as Air Liquide, Boston Consulting Group, Diconium, Forvia, JOST-Werke Deutschland, Linde Engineering, McKinsey, Milence, Neste, Nexer, Robert Bosch AG, SAE Industry, Siemens AG, Sonatus, ZF Group, and many others. The Industry Stage is located in Exhibition Hall 19/20, while the Speakers' Corner can be found in Hall 13.

“We have achieved a lot over the past two years and are looking forward to presenting our vision for the future of road transport at IAA TRANSPORTATION in Hanover. The IAA Conference is the stage for this important industry event. It can play a key role in overcoming current challenges in the commercial vehicle industry and driving innovation by facilitating the exchange of best practices and innovative solutions. We anticipate exciting discussions with experts and industry leaders in workshops and interactive sessions, which we will further explore at the Milence booth,” said Roel Vissers, CCO of Milence.

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This spirit of innovation is also reflected in the contributions from major companies. The IAA Conference also offers numerous startups the opportunity to present themselves and connect with companies in various formats. Before each Industry Stage discussion, there will be a 3-minute portrait of a startup from September 17 to 20. On Thursday, September 19, the Main Stage will host a startup afternoon, and on September 20, the Industry Stage will feature a full day dedicated to startups.

In total, over 300 speakers will share their vision for the future of transportation in more than 80 program items and over 20 startup contributions across three stages from September 17 to 20. The program will be updated daily for visitors and interested parties on the IAA TRANSPORTATION website and can be accessed through the event app with many other options.