

Press release

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IAA TRANSPORTATION 2024: Innovative Solutions and Exclusive Insights – International Press Workshop Sets Exciting Highlights

International Press Workshop in Frankfurt/Main Presents Key Topics and Highlights of IAA TRANSPORTATION – Contributions on the Future of the Transport and Logistics Sector from Numerous CEOs and Top Management – Exclusive Insights for Media Representatives

The International Press Workshop of IAA TRANSPORTATION 2024, held on June 10 and 11 in Frankfurt am Main, provided media representatives with exclusive insights into the key topics and highlights of the upcoming show, roughly three months ahead of the IAA TRANSPORTATION event. The workshop showcased innovative solutions and exciting developments in the transport and logistics industry, which will be featured at the leading platform for the commercial vehicle, transport, and logistics sectors in Hannover from September 17 to 22.

Opening Speech by Hildegard Müller, President of the VDA

In her opening speech, VDA President Hildegard Müller emphasized the industry's commitment to contributing to the decarbonization of transport by 2050. She stated: "The industry is ready for transformation and is investing significant amounts with great dedication in climate-neutral mobility for the future. We are confident that we can achieve this goal, provided that the appropriate political framework conditions are created."

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Müller highlighted that besides the activities of the industry itself, particularly for the commercial vehicle sector, there needs to be accelerated development of comprehensive electric charging and hydrogen refueling infrastructure, robust electricity and hydrogen networks, sufficient climate-neutral energy, better locational conditions, free and fair trade, international partnerships, and a stronger focus on the potentials of digitalization. She added, "The IAA TRANSPORTATION is the best place to discuss key topics such as sustainability, digitalization, and innovative drive technologies with representatives from all sectors."

Presentations and Speeches by Industry Leaders

Industry leaders, including among others Daimler Truck, Ford, Kia, MAN Truck & Bus, Michelin, Quantron, and Schmitz Cargobull, shared their visions and ambitions for the sustainable future of the transport and logistics sector. The companies reaffirmed their commitment to being pioneers and trendsetters in the transformation and emphasized the importance of multi-track strategies that include the use of various technologies such as battery- and hydrogen-powered drives. This also involves the use of digital solutions and intelligent technologies, as well as the use of sustainable, recyclable materials. To succeed in achieving an emissions-free future for the transport and logistics sector, accelerated infrastructure development and more deregulated measures across the entire value chain are needed to avoid passing on additional cost burdens for CO₂ reduction to customers amid rising raw material and production prices.

Among the speakers were prominent guests such as Friedrich Baumann (Board Member Sales & Customer Solutions, MAN Truck & Bus SE), Pierre-Martin Bos (Director PBV, Kia Europe), Andreas Haller (CEO and Founder of Quantron AG), Philipp Ostbomk (VP Sales B2B, Michelin Northern Europe), Karin Rådström (CEO of Mercedes-Benz Trucks), Andreas Schmitz (CEO at Schmitz Cargobull), and Claudia Vogt (Director Ford Pro, Ford-Werke GmbH).

Experience and Networking Tour in Klassikstadt Frankfurt

During a tour of Klassikstadt Frankfurt, press representatives also experienced the latest innovations from Ford, Daimler Truck, and Quantron. This was an excellent opportunity for intensive exchanges and network building in an impressive setting. To demonstrate the practical feasibility of e-mobility, Rådström also gave the starting signal for the European Testing Tour on-site, sending a battery-electric long-haul truck eActros 600 over 13,000 kilometers through more than 20 European countries.

Jürgen Mindel, Managing Director of the VDA, stated: “The International Press Workshop was an excellent opportunity to give a first impression of IAA TRANSPORTATION. The exchange of ideas and networking promote the goals of a sustainable and advanced transport and logistics industry. The contributions from speakers and exhibitors during the press event in Frankfurt showcased the innovative power we can expect at IAA TRANSPORTATION in Hannover this September.”

Images and information materials from the international press workshop are available for download [here](#).