

PRESS HIGHLIGHTS ITS EUROPEAN CONGRESS 2019 BRAINPORT EINDHOVEN

The ITS European Congress press programme takes place at three locations; shuttle service will be provided between the different locations.

Automotive Campus
Automotive Campus 30
5708 JZ Helmond

Pullman Cocagne Hotel
Vestdijk 47
5611 CA Eindhoven

Evoluon Congress Centre
Noord Brabantlaan 1A
5652 LA Eindhoven



EVOLUON - AUTOMOTIVE CAMPUS HELMOND

08:00 Mayor of Eindhoven welcomes the press at Evoluon.

08.15 Shuttle leaves from Evoluon to Automotive Campus, with Mayor of Eindhoven and press.

09.00 Kick-off for the press at the Automotive Campus

The CEO of ERTICO and Mayors of Eindhoven and Helmond present to you the congress' highlights, starting with a pilot 'priority facilitation for emergency and emergency services' with the Congress' main sponsor Dynniq, host partner Province of Noord-Brabant, KPN, and the fire brigade of Helmond.

Followed by a variety of other smart mobility demonstrations, available throughout the week.

12.00 - 13.00 **Lunch**

13.00 - 14.00 FIA Smart Driving Challenge for international press

Test out your skills and experience with the FIA Smart Driving Challenge that rewards safe and eco-friendly driving with cars provided by Europcar. The demo starts at the Automotive Campus and will take you to the Evoluon Exhibition Centre in Eindhoven and test your skills in the process.

Or alternatively, shuttle service to the Automotive Campus

PULLMAN COCAGNE HOTEL EINDHOVEN

10.15 - 10.45 Shuttle service from Automotive Campus to Pullman hotel

10.45 - 12.00 Session 'Smart Mobility, Dutch Reality' (DUTCH)

Informative session on the Dutch Approach on Mobility with concrete examples and milestones in the area of ADAS, Mobility as a Service and Connected Transport Corridors, in the company of the Dutch Minister of Infrastructure and Water Management, Mrs Cora van Nieuwenhuizen, high-level policy makers of national and regional authorities, big cities and metropolitan areas from the Netherlands, invited industry parties and various trade and interest groups.

12.00 - 12.30 Lunch including information market

12.30 - 13.30 Demo Ride Talking Traffic

Experience how Talking Traffic services continuously inform road users about events further down the route such as time to green/red, matrix displays, maximum speeds, priority for emergency services and parking information. The route starts and ends at the Pullman Cocagne Hotel and takes about 45 minutes.

12.30 - 13.30 Demo Ride ADAS

Experience how features such as Lane Keeping Assistance, Adaptive Cruise Control, Driver Drowsiness Detection, Blind Spot Detection and Traffic Sign Recognition contribute to improved traffic safety, more efficient traffic flow, and more eco-friendly travelling. The route start and ends at the Pullman Cocagne Hotel.

13.30 - 14.00 Shuttle service from Pullman to Evoluon

EVOLUON CONGRESS CENTRE EINDHOVEN

14.00 - 15.00 **Possibilities for interviews with host partners, companies and start-ups**

15.00 - 15.30 **Press announcement Data for Road Safety Showcase**

Mrs Cora van Nieuwenhuizen, Dutch minister of Infrastructure and Water Management in the company of representatives of European member states, CEOs of industry partners and delegation members announce the outcome of the Ministerial Round Table on the Data Task Force to the press.

15.45 - 16.30 **Visit Dutch Street with Dutch Minister of Infrastructure and Water Management**

Opportunity for the press to meet Mrs. Cora van Nieuwenhuizen

16.30 - 17.30 **Opening Ceremony (ENGLISH)**

Keynote speech by minister Cora van Nieuwenhuizen, followed by launch of 'Smart Mobility, Dutch Reality - the movie' and European Commissioner and First Vice-President, Frans Timmermans.

Organised by



Hosted by



Gemeente Helmond



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