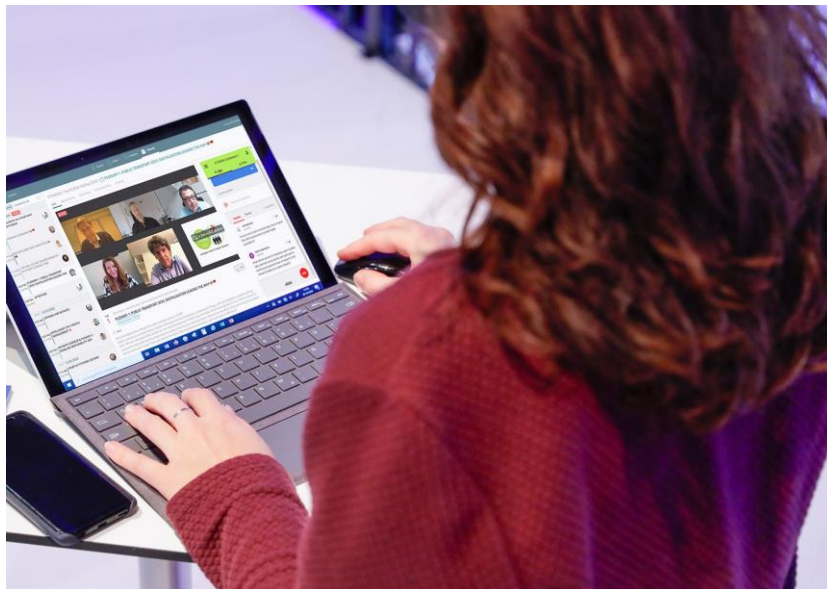


PRESS RELEASE

DIGITALISATION IN PUBLIC TRANSPORT: IT-TRANS 2020 MAKES A VIRTUAL APPEARANCE



BRUSSELS, 7 DECEMBER 2020

Where is public transport in the digital world? A question asked in the lead-up to the biggest event dedicated to advancing digitalisation and I.T. in our sector.

Going **virtual for the 2020 edition** (online, 1-3 December), [IT-TRANS](#) took that question on and answered it with enthusiasm.

For **the seventh edition** as the sector's leading conference and exhibition focused on the future of **a digitally-linked urban mobility world**, **IT-TRANS took to the virtual stage for 2020** to best reflect the times brought on by **the coronavirus pandemic**.

We are used to hosting in **Karlsruhe, the city of innovation**, for our global industry gathering, held every two years and jointly organised by **UITP** and **Messe Karlsruhe**.

By bringing you a 2020 edition to remember, IT-TRANS could remain **a platform for global innovation**, at a time when the conversation has never been needed more...

The digital world continues to develop – and IT-TRANS needed to be part of that discussion.

COVID-19 has posed new challenges for many sectors and events, with **public transport greatly impacted**.

So with our virtual platform **bringing together exhibitors, speakers, delegates and visitors**, who joined us online and what was the outcome?

1750 experts connected from 60 countries

There were 250 participating companies and institutions

Hundreds of one-to-one meetings were arranged

Each guest attended on average four of our Conference sessions

We hosted 29 Market Updates, 45 Virtual Roundtables...

And while logged on, more than 13,600 chat messages were exchanged

"What we know for certain is that the sector needs us to continue the necessary conversations to advance urban mobility - and by moving to a digital edition for 2020, IT-TRANS did this, and more. It was my pleasure to address the audience, and to see experts come together to consider what digitalisation is doing for public transport now, and in the future."

Pere Calvet
UITP President

The conference sessions, which were streamed live, addressed topics such as **mobile ticketing, Artificial Intelligence and the Internet of Things (IoT), autonomous driving, on-demand and shared mobility, Mobility-as-a-Service (MaaS), data management and intelligent traffic management**.

On the technical side, we hosted **29 Market Update Forums** and **45 Virtual Roundtables**, with the **250 participating companies**, start-ups and institutions presenting their intelligent solutions via video and exchanging best practice examples in small groups from cities across the globe.

The impact of **COVID-19** on the public transport **graced the content of many sessions** and the discussion on how to emerge stronger from this crisis with **the help of intelligent technologies** existed throughout the programme.

"What public transport needs is not just digital tools, but a digital transformation. That may have impacts on the provision of services, the business model, on the way we manage people and the relationship with passengers."

Mohamed Mezghani
UITP Secretary General*

The 2020 edition of the [Taxi and Ride-Hailing Digital Conference](#) was held in conjunction to IT-TRANS, where **an impressive programme of content** was **delivered by global experts** across two days, allowing the debate concerning **the future of traditional taxis and new mobility players** to advance.

Digitalisation has never been more prevalent as part of the public transport discussion than right now.

A.I, IoT, MaaS, data, ticketing and more...the increasing digitisation of the sector is leading to **new developments and introductions that can strengthen passenger trust.**

The coronavirus pandemic may have forced many global events online, but **top names, high-level content and vital debate remained with us for IT-TRANS 2020.**

And in the words of our Keynote Speaker..."*the best part of technology and digitalisation is yet to come!*"

Let's take that momentum all the way to **IT-TRANS 2022** (Karlsruhe, 8-10 March 2022).

Visit the dedicated IT-TRANS website for more information

**acting on behalf of Mohamed Mezghani SARL*

FOR EDITORS



(UITP) The International Association of Public Transport works to enhance quality of life and economic well-being by supporting and promoting sustainable transport in urban areas worldwide. As a passionate champion of sustainable urban mobility, UITP is internationally recognised for its work to advance the development of this critical policy agenda. With more than **1800 members** in **100 countries**, UITP has a long history to its name, and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. Visit the [newsroom](#) and follow us on [Twitter](#).

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