



SINGAPORE 2019

26th ITS World Congress
21-25 October

**Smart Mobility,
Empowering Cities**

Hosted by:

Land Transport Authority
We Keep Your World Moving

ITS
Singapore

CONGRESS ATTENDANCE

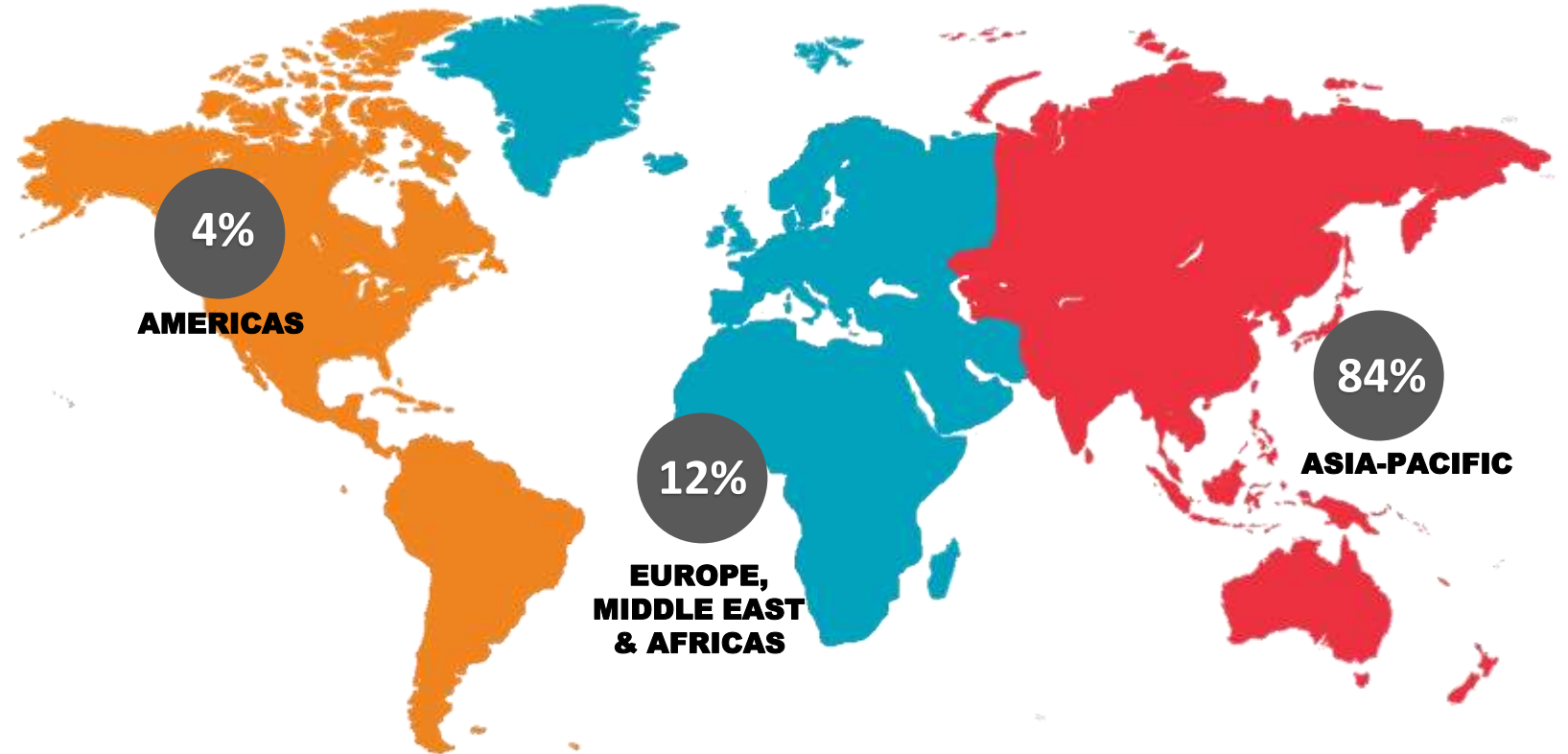
14,700+

Total Participants

47% above
historical average

95

Countries
Represented

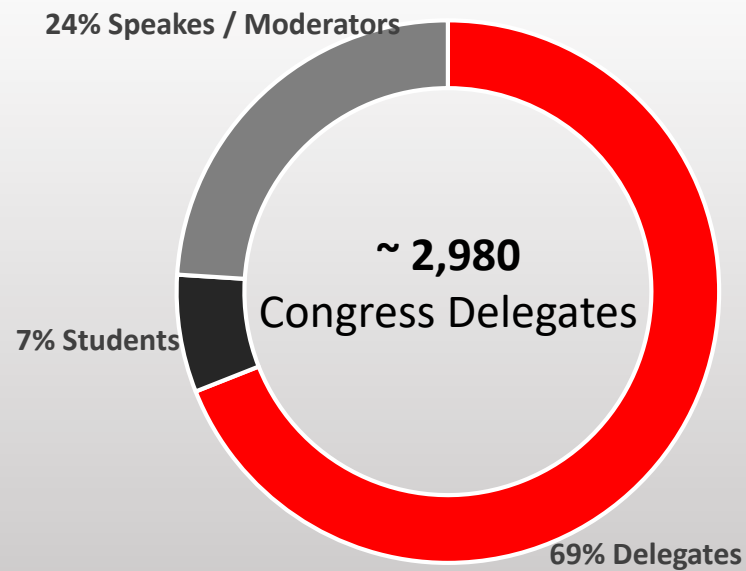
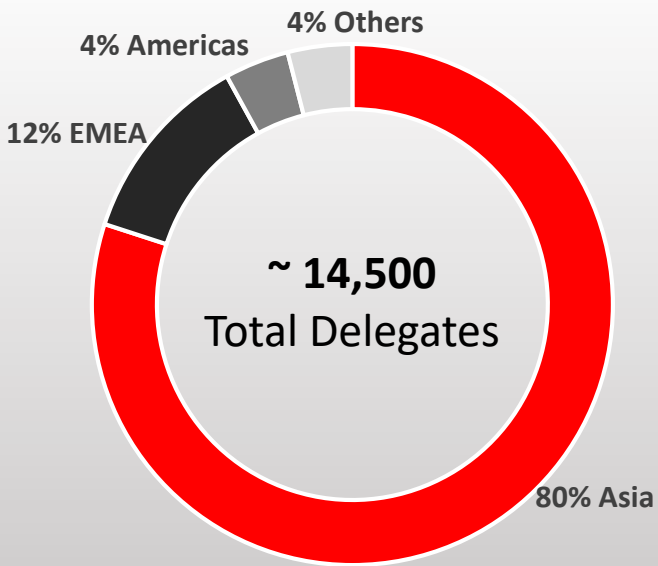


5,600+ Congress
Participants

72% Foreign
28% Local

9,100+ Exhibition
Participants

28% Foreign
72% Local



Participation


2,214
Public Day


3,500
Opening Ceremony


229
Media


148
Staff & Volunteers

Tours & Demos


25
Technical Tours


8
Demos


788
Technical Tours Booked


1,270
Demo Rides Booked

Programme


214
Sessions


21
Sponsored Sessions


11
Associated Events

TOP 10 ATTENDING COUNTRIES

Singapore

Japan

China

Republic of Korea

United States

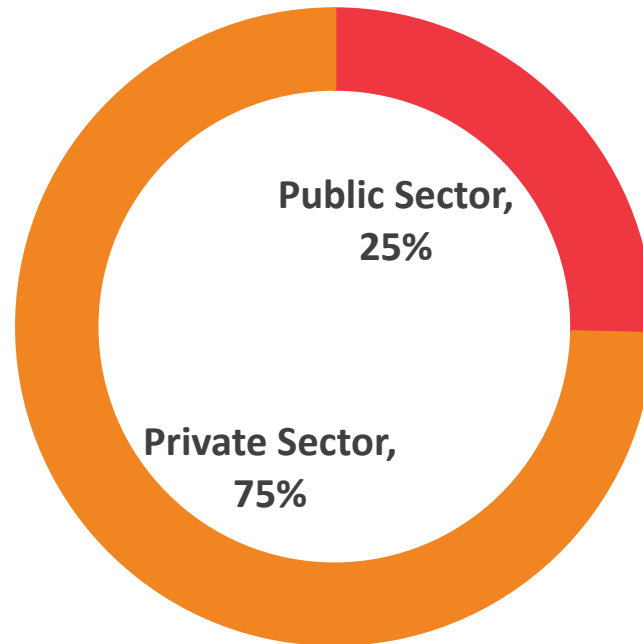
Germany

Malaysia

Australia

Chinese-Taipei

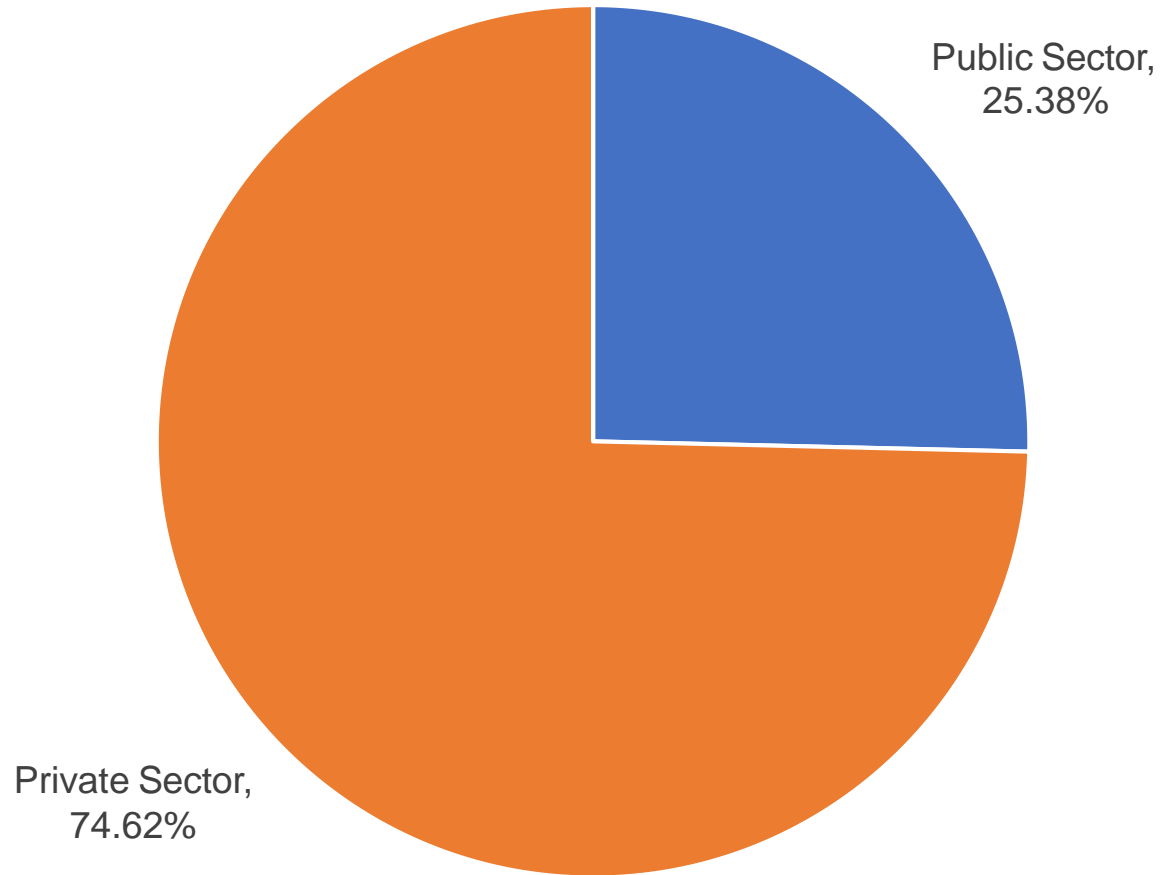
Indonesia



DELEGATE PROFILE (SECTOR)

Attending Job Titles

- CEOs/ MDs/ Directors
- Consultants
- Project Managers
- Engineers
- Researchers
- Students



CONGRESS APP

MaaS APP



Congress App

- 4,630 downloads
- 2,593 Unique logins
- 1,270 Demos booked



MaaS App

- 478 registered
- 439 cards linked
- 405 rides taken

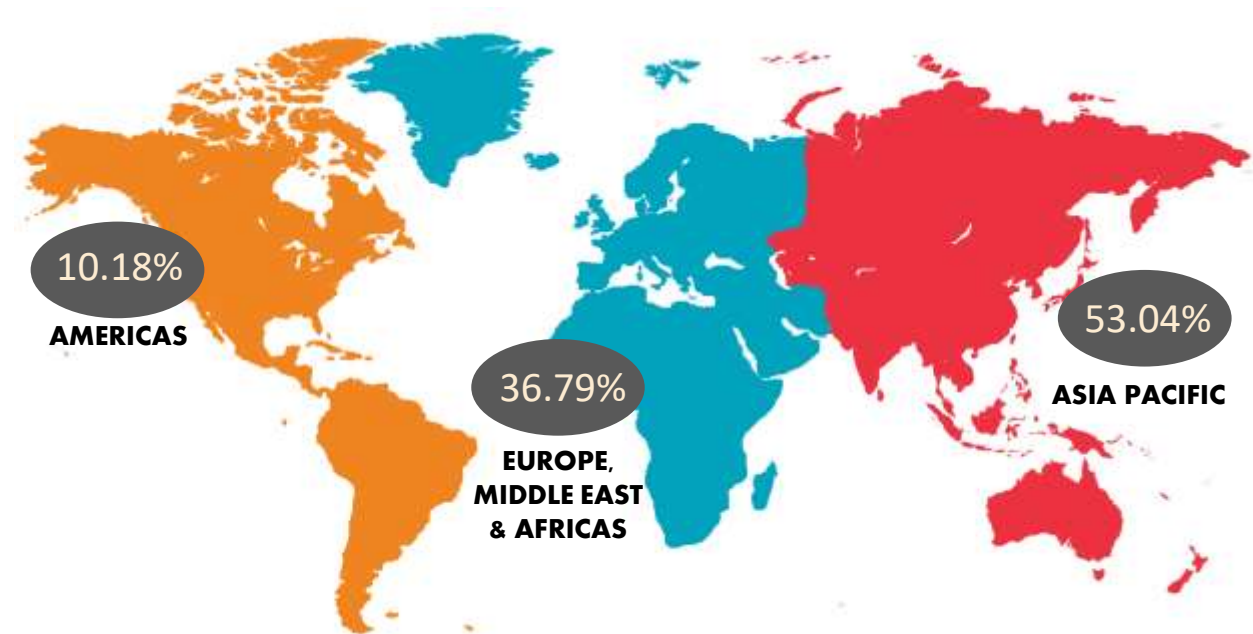
CONGRESS PROGRAMME

200+
Sessions

8 CONGRESS PROGRAMME THEMES



PAPER SUBMISSIONS BY REGION



Highest number of local submissions at an
ITS World Congress

DELEGATE AREAS OF INTEREST



Note: Each delegate can choose more than 1 area of interest.

The percentage reflected on the chart corresponds to the total number of respondents.

CONGRESS PROGRAMME

730+

Speakers including:



Beh Swan Gin

Economic Development
Board
Singapore
(Keynote Speaker)



Roger Millar

Washington State
Department
of Transportation
USA



Seleta Reynolds

Los Angeles Department
of Transportation
USA



Chua Chong Kheng

Land Transport Authority
Singapore
(Keynote Speaker)



Wang Mu-Han

Ministry of Transportation
and Communications
Chinese-Taipei



Kok Ping Soon

Government
Technology Agency
Singapore
(Keynote Speaker)



Carlo Des Dorides

European GNSS Agency
Czech Republic



Henrik Hololei

DG MOVE
European Commission



Jaehak Oh

The Korea Transport
Institute
Republic of Korea



Claire Thurston

New South Wales
Government
Australia



Steve Morriss

AECOM
USA



Leen Balcaen

HERE Technologies
Belgium

CONGRESS PROGRAMME

Highlights:

- **High-Level Policy Round Table** chaired by Minister Khaw Boon Wan with 40 Ministers and senior representatives of national and local governments in attendance
- **Holistic content** incorporating sea and air transport as part of the Congress, deviating from the traditional land transport focus
- **New segments** such as the Asia-Pacific Regional Steam, the inaugural Youth Leadership Development Programme, C-Level forum for companies to share solutions and LTA's inaugural Autonomous Mobility Summit



CONGRESS PROGRAMME

YOUTH LEADERSHIP DEVELOPMENT PROGRAMME

Venue: multiple locations

55	Youth Participants		55% Foreign 45% Local
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Emersion Programme



Grand Ideation Challenge



TOP 10 SESSIONS ATTENDED

AE 02	C-Level Forum on Mobility Solutions for Smart Cities	492
AE 09	Autonomous Mobility Summit	189
SIS 02	Radio Communication to Realize Connected Vehicles	161
SIS 01	Highly Connected and Automated Multimodal Urban System	156
SIS 05	Verification and Validation of AI for Autonomous Driving	149
SIS 23	Testing of Automated Driving on Public Roads: Challenges and First Lessons Learned	120
SIS 04	Automated Shuttle Systems for Real Mobility Issues of Cities and Users	110
SIS 33	Mobility-as-a-Service Beyond Western Cities: Rural Areas, Developing Countries and Megacities.	106
AP 04	The Role of Government for Deploying Connected and Automated Vehicle in Japan	102
SW 04	How to Harmonize Urban Mobility	100

Note: Plenary and Executive Sessions are excluded

EXECUTIVE SESSION ATTENDANCE

ES 01	Technology and Safety Issues for Connected and Automated Driving	170
ES 03	Autonomous Vehicles in Public Transportation – Separating Hype from Reality	132
ES 05	Transforming MaaS from Imagination to Reality	124
ES 02	Autonomous Vehicles Testing - How Do We Address Legislation Discrepancies?	114
ES 12	Demand Management Strategies and Practical Considerations	87
ES 06	Managing Urban Space	70
ES 07	Moments of Truth in MaaS Implementation	70
ES 09	Is Proliferation of New Technologies Creating a Level Playing Field?	51
ES 04	Freight Ports and Crossings	47
ES 10	Driving ITS through the Power of Data	46
ES 11	Freight Movement for Smart Cities	46
ES 08	Today's Mobility: Accessibility, Inclusivity and Safety	35

TECHNOLOGY DEMONSTRATIONS

Venue: The Float @ Marina Bay

9

Technology Demonstrators

1,270

Experiences

Concept smart public bus of the future



V2X technology

World's first full-scale air taxi vertiport prototype



World's first autonomous electric bus



TECHNOLOGY DEMONSTRATIONS

Highlight:

The Volocopter, an 18-propeller drone-like flying taxi made its maiden manned test flight around Singapore's Marina Bay district.

Despite having conducted tests in other parts of the world, this trial was its first one in an urban city setting.



TECHNICAL TOURS

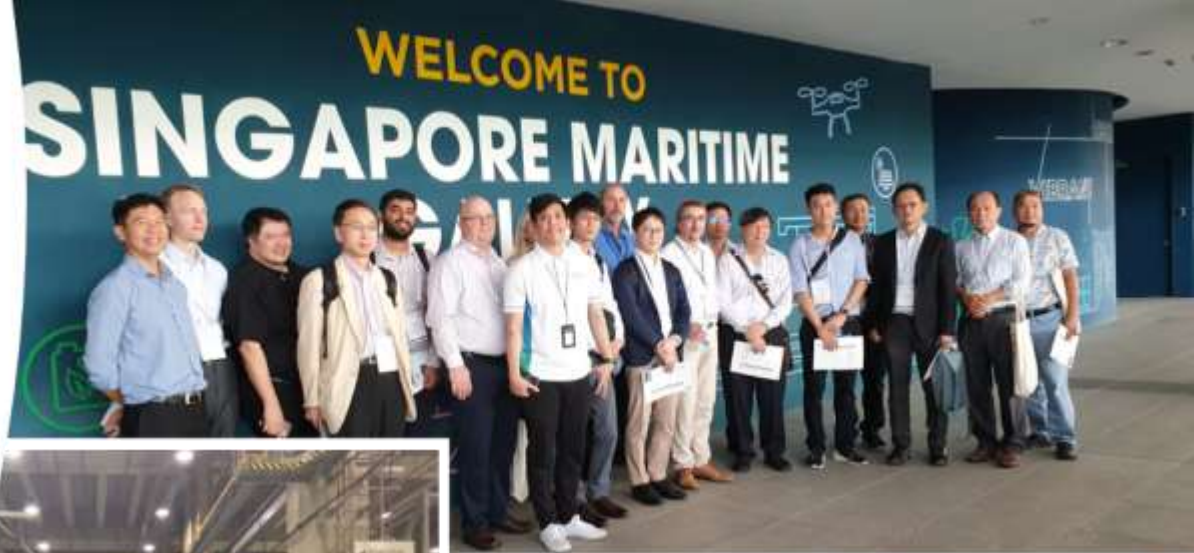
Venue: 15 locations island-wide

25

Tours Organised

571

Experiences



EXHIBITION

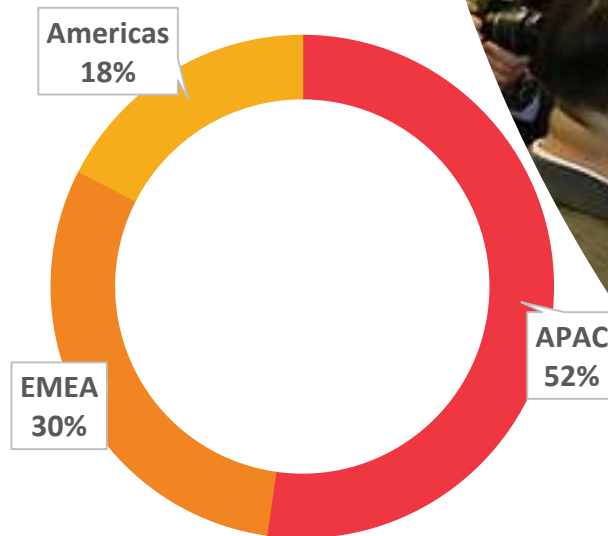
Venue: Suntec Singapore Convention & Exhibition Centre, Halls 401 – 406 & level 3 Concourse 4 & walkway

321

Exhibiting Organisations

5,086.50 m²

Floor Space Sold



Exhibitor Breakdown



MARKETING PROMOTION

Partnerships with international trade media and associations with a **total reach of over 440,000**

INTELLIGENT TRANSPORT SYSTEMS WORLD CONGRESS TO BE HELD IN SINGAPORE

SINGAPORE 2019
Smart Mobility, Empowering Cities
26th World Congress on Intelligent Transport Systems 2019

10,000+ Participants | 3,000m² Exhibition Area | 5 Days | 10+ Countries

International Road Federation - Geneva Programme Centre
10 October

What's your vision of future mobility?
We are proud to be supporting the upcoming 26th ITS World Congress in Singapore next week (21st-25th October).
For more information on the event, visit <https://itsworldcongress2019.com/>
#ITSWC19 #Mobility #futureofmobility #futurecities #transport

Print

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Smart mobility, empowering cities

Supported by:

16 SEPTEMBER 2019

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ABOUT THIS WEBINAR

The 2019 Congress theme "Smart Mobility, Empowering Cities" reflects Singapore's commitment to create the most liveable smart city in support of a higher quality of life.

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The Future of Mobility. Now at

SINGAPORE 2019
Smart Mobility, Empowering Cities
26th World Congress on Intelligent Transport Systems 2019

Register Now
www.itsworldcongress2019.com
#ITSWC19

YOUTUBE.COM
What's your Vision of Future Mobility?
What's your vision of Future Mobility? Join us at #ITSWC19 in Singapore...

REFLECTIONS

- **Great partnership** between ITSWC 2019 and regional ITS associations → **create awareness and visibility of event.**
- Organise ITSWC at a **highly integrated venue with good transport connectivity** to keep everyone at the congress.
- **Sufficient self-serve printing kiosks** reduce queue and improve flow at registration.
- **Careful planning of the registration flow with experienced staff** for the first 2 days of the congress helps in smooth registration.
- First time held in the Southeast Asia region → receive strong participation from the ASEAN member countries.

REFLECTIONS

- **High-level session before Opening Ceremony** provided a platform for C-level executives from industry to share solutions and was a **big crowd puller**.
- There were feedback suggesting for **more scientific papers sessions**.
- While ancillary events can draw sizeable attendance – they did not affect attendance of other on-going congress sessions.
- Important to **engage demonstrators early** so that they understand the whole process and venue to plan for logistics arrangement.
- **Good PR** will help to **raise visibility of event**.

The image features three stylized trees with white outlines on a red-to-orange gradient background. The trees are positioned on the left, center, and right sides of the frame. The central tree is the smallest, while the two flanking trees are larger and taller. The text "Smart Mobility, Empowering Cities" is centered in the middle of the image in a bold, white, sans-serif font.

**Smart Mobility,
Empowering Cities**