

PRESSEINFORMATION

Convention, exhibition, communication platform

SHIFT Mobility 2020 in Berlin: These are the mobility concepts of the future!

Most important mobility event in 2020 on September 3 and 4 as part of the IFA in Berlin / Hybrid format with its own communication platform, streaming sessions and 1000 visitors on site / International top speakers, including Michael Lohscheller (CEO Opel), Francois Bausch (Minister of Transport Luxembourg), shared mobility expert Sandra Phillips (founder and CEO Movmi) and James Ehrlich (Stanford University / developer ReGen Villages)

Berlin, 29 June 2020 - The second half of 2020 starts with a convention highlight in Berlin: on 3 and 4 September, SHIFT Mobility will be the first international mobility event of this year, taking place within the framework of the IFA (3 to 5 September 2020). SHIFT Mobility is an interactive format that deals with the mobility of tomorrow and the living spaces that will change with it. In an innovative way, it combines and interlinks convention, curated exhibition and its own communication platform on shift-mobility-ifa.com. The target groups of SHIFT Mobility are decision makers from the fields of mobility, automotive, infrastructure, urban development, architecture, AI and Big Data, but also developers and leading heads from research as well as start-ups, business angels and venture capitalists. They will all discuss global insights and ideas on the future of mobility, both on site and via streaming and virtual events. Prominent speakers this year include Michael Lohscheller (CEO Opel), Francois Bausch (Minister of Transport Luxembourg), shared mobility expert Sandra Phillips (founder and CEO Movmi), James Ehrlich (Stanford University / developer ReGen Villages) and Renzo Vitale (Creative Director Sound Design BMW Group).

SHIFT Mobility is also breaking new ground in terms of design, creativity and the involvement of exhibiting partner companies: Visitors experience - in compliance with the latest hygiene regulations - the world of tomorrow, which is characterised by new forms of mobility and sustainable concepts. In addition to many small side events on the fringes of the convention, participants will network and exchange knowledge via hackathons and start-up challenges. The range of topics at the events covers all areas that affect Mobility Eco-Systems: Connected Vehicles and Mobility Services, urban and digital infrastructures, transformation management in the automotive industry, global innovations in the mobility industry or sustainable mobile ecosystems.

Dr. Hans Hamer, CEO of SHIFT Mobility: "The change in mobility is one of the greatest challenges of our time. SHIFT Mobility combines the topics "Future of Mobility", digitalisation and connectivity, sustainability and urban infrastructure in a way that something new and inspiring is created. This is exactly what the market and the industries are looking for."

Due to high hygiene standards, only a limited number of tickets will be available for SHIFT Mobility in 2020. Super Early Bird tickets for 550 Euro (instead of 750 Euro) are available until 30 June at shift-mobility-ifa.com

About SHIFT Mobility:

SHIFT Mobility is an international and interactive format dealing with the future of mobility and its eco-systems. It is a subsidiary of IFA Berlin, the world's leading consumer electronic show. The central meeting point of the SHIFT Mobility community is the annual convention and curated exhibition at IFA.

In addition, SHIFT presents throughout the year with its own and communication platform and with its own boutique events on site at international events such as CES in Las Vegas, SXSW in Austin, Salon del Mobile in Milan, Smart Mobility Tel Aviv, Co-Motion LA as well as SHIFT Mobility Week in June 2021. Further information:
shift-mobility-ifa.com