



Press Release

The importance of international transport research at the heart of TRA 2018

EU Transport Commissioner Violeta Bulc and Austrian Transport Minister Norbert Hofer open Europe's largest transport research conference TRA 2018 in Vienna

(Vienna, April 16, 2018): Today, Monday 16th April 2018, Europe's largest transport research conference, the Transport Research Arena (TRA) 2018, was officially opened by EU Transport Commissioner Violeta Bulc and Austria's Transport Minister Norbert Hofer. Both pointed to the great importance of the topics "digitalisation" and "decarbonisation" for the conference and transport research in general. The TRA 2018 features the theme of "A Digital Era for Transport - solutions for society, economy and environment". During the opening, Gerd Leonhard, futurist, humanist, author and CEO of "The Futures Agency", presented the importance of new technologies and the role of humans in the digital world of mobility. He expects that the transport of people and goods will be organised more smartly, efficiently and sustainably and be supported by networking, robotisation and artificial intelligence, especially given the rapidly growing need for transportation in urban centres.

For the first time in the history of TRA, an "Industrial Round Table" was held, attended by European industry representatives from all the major transport sectors, which highlighted the key role of industry in transport and mobility research.

The current conditions and growing importance of transport research to the transport system are reflected in the multitude of topics, which has made it necessary to divide the conference into several main topics. In total, well over 100 individual events are planned for the most diverse special topics. Every conference day has its own theme, which is basically dealt with and discussed in a plenary session. The first plenary session on the opening day dealt with the topic "Shaping the New Mobility Landscape. For the coming days, the topics of Digitalisation, Decarbonisation & Future Growth and Shaping Future Transport Research in Europe are planned. In addition, a marketplace offers hundreds of researchers a platform to present their current research projects to an international audience.

In addition to the panel discussions and lectures, participants can visit an exhibition area with an Interactive Zone. Altogether more than 90 exhibitors have registered to TRA 2018. The TRA 2018 is sponsored by ASFINAG, AVL, BMW, HEREmobility, ITS Vienna Region, Kapsch, MAN, ÖBB, Plasser & Theurer, Siemens, Voest Alpine and Volkswagen.

The conference is hosted by the Federal Ministry of Transport, Innovation and Technology, who has organised TRA 2018 with the AIT Austrian Institute of Technology and AustriaTech in cooperation with the European Commission and European Technology Platforms.

Further press information on TRA 2018 and press photos are available in the electronic Pressroom at <https://www.traconference.eu/>.

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