

# Sustainable mobility through digital solutions

## Smart, connected and digital urban mobility in developing and emerging economies

18<sup>th</sup> September 2015  
*Urban Solutions Market*  
*New Mobility World, IAA International Automobile Ausstellung 2015, Frankfurt am Main*

Smart mobility solutions have the potential to increase sustainable transport choice options and easy-of-use, as well as to reduce car-dependency. Today, innovative solutions in transport are mainly driven by digital applications. In most large industrialised cities, inhabitants already have the possibility to choose between their most favorable and appropriate modes of transportation – be it public transport, carsharing, bikesharing or individual transport. In the meantime, cities in developing countries and emerging economies are growing by the hour. Developments in their transport systems, however, are not keeping pace. City residents live under a blanket of smog while gridlock weakens trade and production. Cars invade public spaces, leaving no room for walking and relaxation. Many cities and metro regions in Africa, Asia and Latin America are seeking solutions for their overloaded transport systems.

Participants from mobility app developers, think tanks and developing cooperation experts will discuss in this session the role of digitalisation in the context of urbanization in developing and emerging economies.

Time/Venue	18 Sep 2015 / Urban Solutions Market, New Mobility World, IAA Frankfurt
Panelists	Stephan Leppler (InnoZ) tbd (moovel) tbd (Ally – Your local transport app) Florian Schimandl (Smartlane)
Facilitator	Insa Eekhoff (German Partnership for Sustainable Mobility)


Supported by

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 Federal Ministry  
for Economic Cooperation  
and Development

 Federal Ministry for the  
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Building and Nuclear Safety