



**Birmingham**  
ITS World Congress  
25-29 October 2027

# The 33<sup>rd</sup> ITS World Congress

**Connect Ideas.  
Transform Transport.**

[2027.itsworldcongress.com](https://2027.itsworldcongress.com)

**25-29 October 2027**  
**Birmingham, UK**



ORGANISED BY:



IN COLLABORATION WITH:



CO-ORGANISED BY:



HOSTED BY:



SUPPORTED BY:



# Welcome to the 33rd ITS World Congress

The ITS World Congress is the leading global event for Smart Mobility and Intelligent Transport Systems. Each year, it brings together industry innovators, government leaders, and researchers to shape the future of mobility.

Co-organised globally by ERTICO – ITS Europe, ITS America, and ITS Asia-Pacific, the Congress rotates across continents to advance collaboration and real-world deployment of intelligent transport solutions.

## ITS World Congresses in the EMEA Region

In the EMEA region, ERTICO leads the organisation of the Congresses. Over the years, this regional series has strengthened cooperation between public authorities, industry, and research communities, driving forward sustainable mobility innovation.

## The 33rd ITS World Congress – Birmingham 2027

In 2027, the Congress returns to the EMEA region, organised by ERTICO – ITS Europe, hosted by Transport for West Midlands and the City of Birmingham, co-organised with ITS America and ITS Asia-Pacific, and held in collaboration with the European Commission.

Across five days, the Congress offers high-level dialogue, strategic and technical sessions, demonstrations, and exclusive visits, enabling participants to:

- Align with global transport and innovation priorities
- Position their brand in mobility leadership
- Engage with policymakers and industry leaders
- Strengthen partnerships and visibility

## ERTICO – ITS Europe

ERTICO stands at the forefront of intelligent transport systems.



For over 30 years, we have connected stakeholders, shared knowledge, and advanced the adoption of integrated, user-centric smart mobility across Europe and beyond.

Our mission is to leverage innovation and enable the deployment of intelligent transport systems, fostering digitalisation, competitiveness, leadership, and sustainable growth in line with European values.

Our vision is to deliver intelligent, safe, and resilient mobility for an inclusive and sustainable society.

“The 33rd ITS World Congress brings members of the mobility ecosystem together to explore future transport solutions under the theme of **Connecting Ideas. Transforming Transport.** As organiser, ERTICO is committed to creating a platform that fosters collaboration, meaningful dialogue, and impactful exchange.

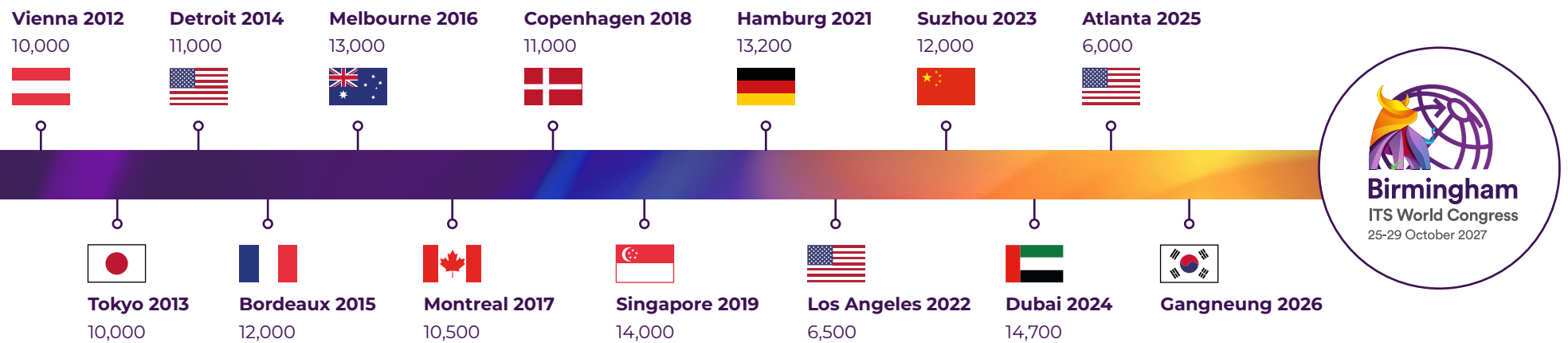
In partnership with Birmingham and the West Midlands, home to the UK's first Future Transport Zone and Transport Sandbox, we invite stakeholders from around the world to engage, connect and contribute to shaping the next chapter of intelligent mobility.”

Joost Vantomme,  
CEO, ERTICO – ITS Europe

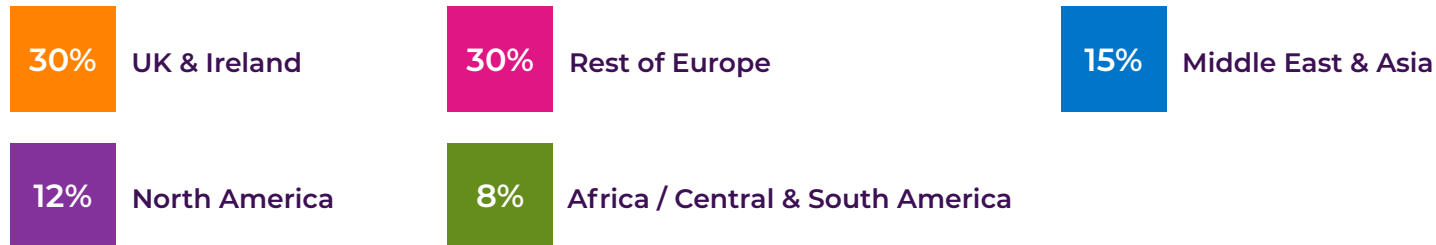
# The ITS World Congress in numbers



## Historic Attendance



# Geographic reach



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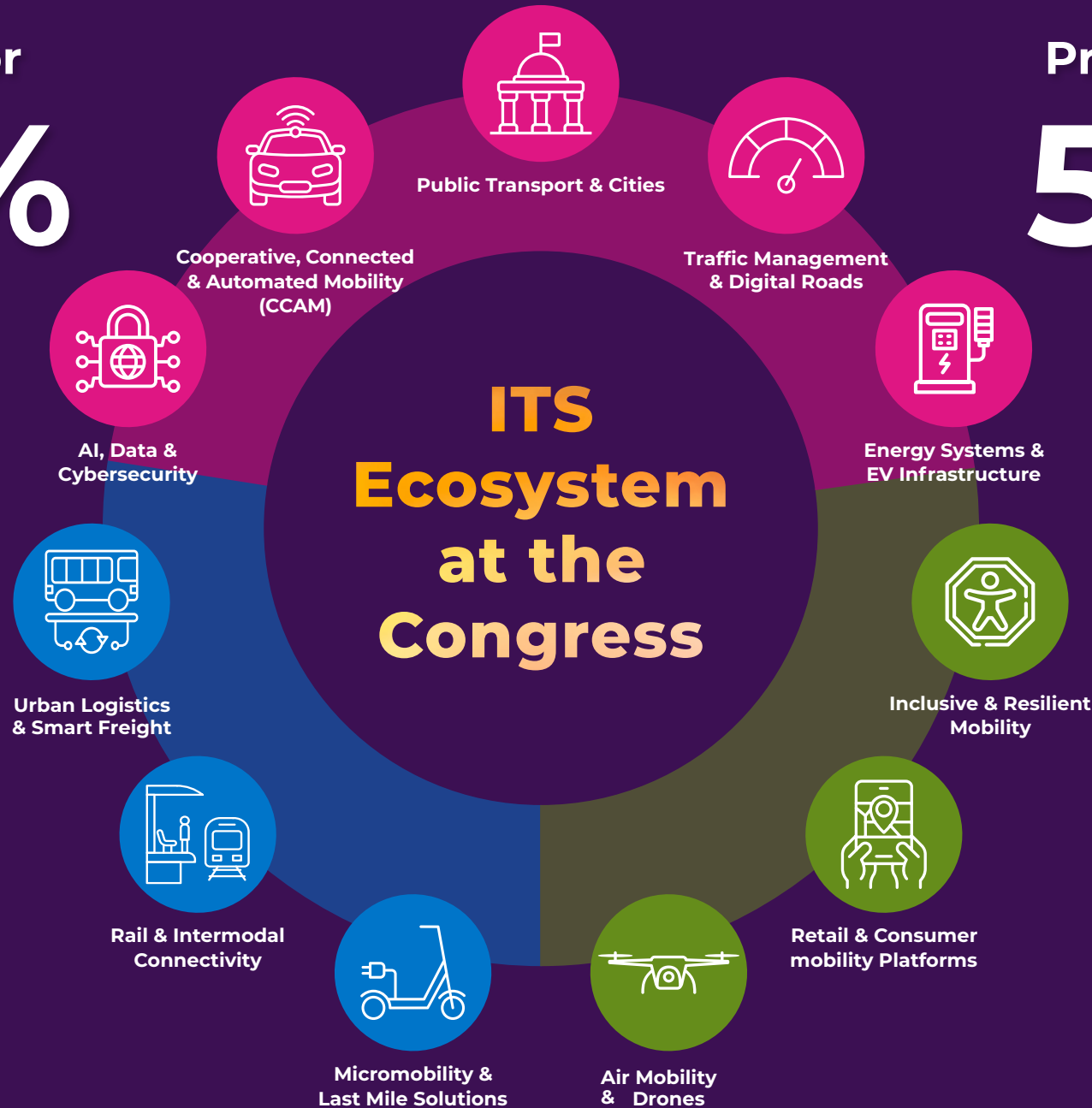


Public sector

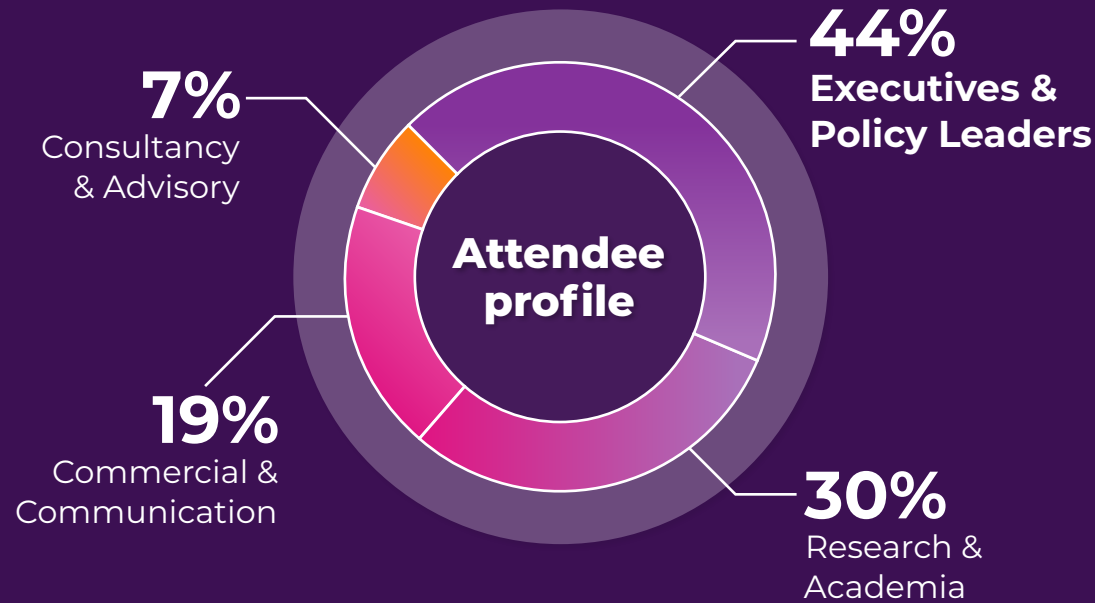
45%

Private sector

55%



# The ITS World Congress Audience at a Glance



## Industry Breakdown

Public Authorities & Transport Operators		38%
Research & Academia		20%
ITS & Mobility Service Providers		19%
Technology & Infrastructure Suppliers		14%
Connectivity & Telecom Sector		9%

## Audience Groups

<b>Public Sector</b> Ministries, city councils, regulators, transport agencies, smart city leaders	<b>45%</b>
<b>Industry &amp; infrastructure Operators</b> OEMs, ITS providers, mobility platforms, energy and utilities, road / rail / air operators	<b>25%</b>
<b>Academia &amp; innovation</b> Universities, research institutes, EU innovation projects, startups	<b>15%</b>
<b>Consultancy &amp; Professional Services</b> Engineers, legal advisors, mobility consultants, project managers, recruiters	<b>10%</b>
<b>NGOs &amp; Associations</b> Advocacy groups, ITS UK, EC-linked bodies, standards committees	<b>5%</b>

## By Role

Technical experts & project leads	25%
Senior managers & directors	20%
Public officers & policy leaders	20%
Executive & board-level leaders	15%
Academics & researchers	10%
Startups & founders	5%
Students & early-career talent	5%



# Congress Programme

## High-Level Programme

The High-Level Programme features **two ceremonies, strategic sessions, international and regional forums**, and a **Mobility Summit**, bringing together influential leaders from government, industry, and research to explore strategic perspectives on the future of mobility.



Opening & Closing  
Ceremonies



Future of  
Mobility Summit



High-Level  
Plenary Sessions



International &  
Regional forums

## ITS Arena

A dedicated stage for sharing real deployment journeys of operational ITS solutions. The Arena highlights systems that are already live and delivering value, focusing on how they are specified, procured, integrated and run in practice. Through concise, evidence-based sessions, it offers actionable insights for cities, operators, and industry leaders seeking to understand what truly works at scale.

**60+**  
Sessions

**300+**  
Speakers

**180+**  
Participating  
companies

## Technical Programme

The Technical Programme presents **200 specialist sessions** selected through the **open call for contributions**, where global experts discuss perspectives on technology, policy, business models, and societal and environmental factors in relation to smart mobility.

### Organised Sessions

Special Interest and Strategic Future Sessions proposed by expert groups to address key topics from innovation to deployment.

### Paper Sessions

Presentations of Technical and Research Papers, offering data-driven findings and applied case studies.



**200**  
Sessions



**600+**  
Expert participants

# Your host city advantage

Congress Theme:

## Connect Ideas. Transform Transport.

The theme captures the ambition behind the 33rd ITS World Congress: to unite global innovation with local action. Transport for West Midlands, your hosts, embody this mission – connecting leading research, inclusive policy, and real-world deployment to shape the future of mobility.

**Birmingham 2027 offers partners a powerful combination of visibility, policy access, and innovation alignment – all in a city committed to inclusive and sustainable mobility.**

As the UK's first **Future Transport Zone** and a region empowered by a **Deeper Devolution Deal**, the West Midlands offers partners a unique opportunity to engage with a market actively **driving national mobility strategy** and delivering at scale.

Home to **11 universities**, advanced testbeds, a growing mobility startup scene, and major global industry players, the West Midlands provides a **deployment-ready ecosystem** for testing, scaling, and showcasing smart mobility solutions.

## Why Birmingham?

- **Transport innovation legacy:** From the Industrial Revolution to connected mobility pilots.
- **Policy leadership:** Regional authority over investment, regulation, and delivery.
- **Deployment at scale:** Electric buses, AV testing, demand-responsive transport, 5G corridors.
- **Tech talent & R&D:** 30,000+ engineering students and strong academia-industry links.
- Home to the **NEC** – UK's premier venue outside London.

**“ This is a once-in-a-generation opportunity to showcase the best in transport innovation the UK has to offer and get input from the global transport technology community on our next steps. ”**

Chris Lane,  
Head of Transport Innovation,  
Transport for West Midlands

# Topic Areas



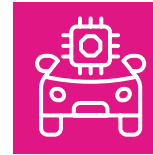
## Humanising safe, smart multi-modal mobility for thriving inclusive communities

- People-centred and accessible ITS
- Equity and inclusivity through technology
- User preferences, safety, security, data ethics, and emerging trends in user-focused design
- A more humane and beneficial transport experience



## Enabling a sustainable, resilient planet through responsible development and operation

- Global environmental sustainability and connectivity
- Decarbonisation, clean energy, and sustainable logistics within a circular economy
- Intelligent traffic management, data-driven strategies, and efficient operations
- Optimising systems for sustainable and resilient transport networks
- Balancing environmental aims with operational efficiency



## Breakthrough technology pioneering the next era of mobility

- Transformative potential of advanced ITS technologies
- Connected and automated multimodal transport, advanced digital infrastructure and connectivity, intelligent and autonomous systems development
- Simulation and modelling
- Emerging and advancing technologies such as Quantum, AI and VR
- Next-generation of transport solutions for road, rail, air and maritime



## Business strategies that fuel growth, drive economic prosperity and enhance our quality of life

- Economic and business aspects of ITS development and deployment
- ITS market dynamics and economic impact, innovative ITS business models and service delivery, funding, investment, and collaboration strategies
- Data monetisation and value creation
- Sustainable and profitable business models that support the growth and adoption of ITS technologies

# Venue: National Exhibition Centre (NEC) Birmingham

## The ideal mobility showcase

As the UK's largest venue, the **NEC Birmingham** offers an unparalleled setting to demonstrate, engage, and lead.

Located just minutes from **Birmingham International Airport and train station**, the NEC brings together **plenary sessions, technical content, and exhibition zones under one roof** – with state-of-the-art infrastructure that supports **real-time ITS deployment and live demonstrations**.

**Address:** NEC, Pendigo Way, Marston Green, Birmingham B40 1NT, United Kingdom

Learn more: [thenec.co.uk](https://thenec.co.uk)



## Designed for future mobility



**Direct access** via international airport and rail



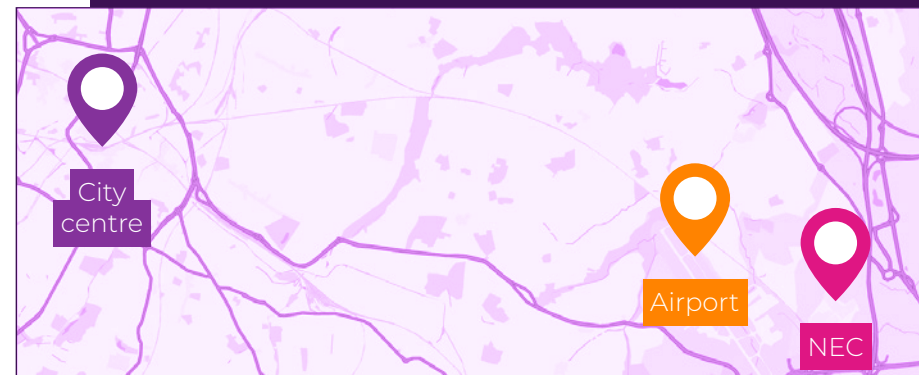
**Demo-ready infrastructure** for AVs, EVs, drones, and connected mobility



**Europe's largest EV charging hub** onsite



**Fully integrated Congress layout:** exhibition, plenaries, arena, and sessions together



### NEC > City centre:

11 minutes journey, 1 train every 10 minutes



### NEC > Birmingham airport:

Free monorail transfer: 2-minute transfer via continuous shuttle service (03:30–00:30)

# Key milestones

**Mid October 2026**  
Call for Contributions  
opens

**Mid January 2027**  
Call for Contributions  
closes

**End of March 2026**  
Call for Demonstrations  
opens

**April 2027**  
Registration opens



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# Ways you can participate

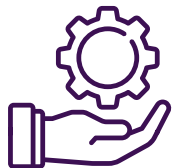


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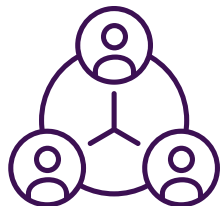
## Public authorities:

Join the Future Mobility Summit and High-Level Sessions to shape policy and drive innovation. Showcase national achievements in pavilions and connect with cities and industry leaders advancing smart, sustainable mobility.



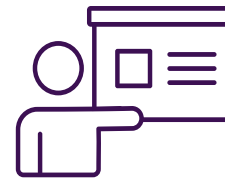
## Exhibit:

Showcase your products and services to a curated audience of buyers, city representatives and innovators.



## Attend as a delegate:

Access to 200 expert-led sessions, high-level insights on deployable solutions and strategic networking with cities, companies and policymakers.



## Become a Partner:

Position your brand as a thought leader through speaking opportunities, workshops, panels and high-profile visibility opportunities.



## Demonstrate:

Bring your technology to life with real time demonstrations that show impact and drive adoption.



## Present:

Submit your paper when our Call for Contributions opens and help shape the future of smart mobility.

# Become a partner

Engage, lead, and activate your brand

Whether your goal is visibility, influence, or market traction, the ITS World Congress 2027 offers targeted opportunities to connect with decision-makers and showcase your leadership.



## Key opportunities for partners



### Partnership packages

Tiered visibility across branding, content, and networking.



### Thought leadership

Speak in High-Level Sessions or exclusive partner briefings.



### ITS Arena

Partner tracks or keynotes on high-energy open stages.



### Exhibition floor zones

Branded feature areas aligned with key mobility topics.



### Branding & visibility

Venue signage, digital screens, Congress app, lounges, delegate touchpoints, networking zones.



### Demonstrations & activations

Live tech showcases at the NEC and surrounding mobility infrastructure.



### Networking & side events

Private roundtables, curated matchmaking, investor briefings, and hosted events.

Partners are positioned not just to be seen, but to lead the conversation, shape partnerships, and activate their brand in a high-impact setting.



# Exhibit at the ITS World Congress 2027

4 ½  
Days of  
exhibition

10,000m<sup>2</sup>  
Net exhibition  
space

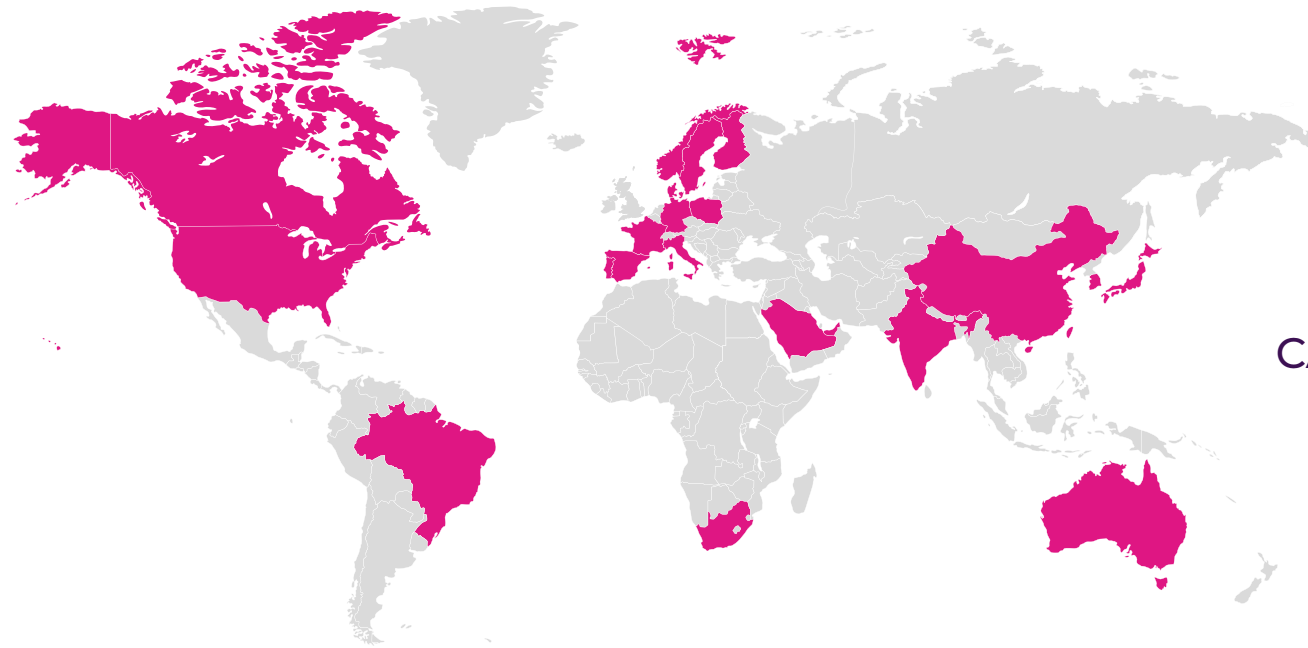
150+  
Stands

300+  
Exhibitors &  
co-exhibitors



Exhibition  
Opportunities

## National & Regional Pavilions

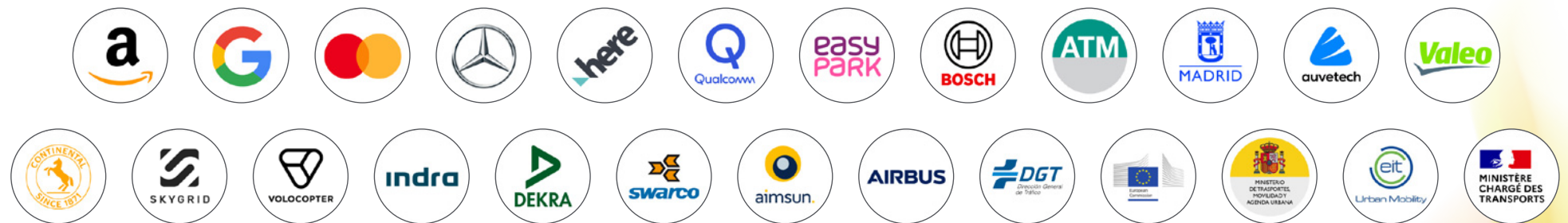


JAPAN • SOUTH KOREA  
DENMARK • NORWAY  
SWEDEN • FINLAND  
AUSTRALIA • SOUTH AFRICA  
CANADA • USA • BRAZIL • INDIA  
CHINA • GERMANY • FRANCE  
ITALY • SPAIN • POLAND • UAE  
SAUDI ARABIA • PORTUGAL

# its ARENA



**3 Stages** | **60+ Sessions** | **180+ Organisations**



## Real-world application showcase

The ITS Arena represents dedicated staging areas with the exhibition floor spotlighting real-life deployments, market-ready solutions, and tangible use cases in smart mobility, transport, and urban innovation.

**4 1/2  
Days of  
programme**

# Exhibition opportunities

## Exhibition rates

### Shell scheme booth

Fully equipped with wall panels, carpet, lighting, booth name board, and power socket.

Price per sqm*	Rate	Date
£475/m <sup>2</sup>	Early Bird	Until 15 December 2025
£495/m <sup>2</sup>	Early Bird 2	Until 30 April 2026
£525/m <sup>2</sup>	Standard	Until 2 November 2026
£575/m <sup>2</sup>	Late	As of 3 November 2026

### Raw space

Ideal for customised builds and branded experiences (space only).

Price per sqm*	Rate	Date
£375/m <sup>2</sup>	Early Bird	Until 15 December 2025
£395/m <sup>2</sup>	Early Bird 2	Until 30 April 2026
£425/m <sup>2</sup>	Standard	Until 2 November 2026
£475/m <sup>2</sup>	Late	As of 3 November 2026

\*VAT not included. Additional services and furnishings available via the Exhibitor Manual.



All exhibitors receive listing in the official Congress app and website.

## Floorplan

The Exhibition will take place in Hall 4 and 5.



Contact the Partnership Team

✉ salescongress@mail.ertico.com

☎ +32 2 400 07 00



# Our ITS community

The 33rd ITS World Congress is built on strong institutional collaboration and public-private partnership.

Trusted by leading brands and institutions shaping the future of mobility.



## PREVIOUS CONGRESS PARTNERS



#ITSBirmingham2027  
IN A NETSHELL



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# Join us in Birmingham

## Contact us

Commercial Opportunities:

✉ [salescongress@mail.ertico.com](mailto:salescongress@mail.ertico.com)

Programme:

✉ [speakersits@mail.ertico.com](mailto:speakersits@mail.ertico.com)



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