

news +++ Hypermotion  
All content available online until 10 December 2020.

## hypermotion

### Hypermotion – the highlights and the numbers

**Frankfurt am Main, 17 November 2020. Hypermotion 2020, which had to be held entirely digitally due to official requirements, attracted a great deal of interest in the community. The multimodal innovation platform featured numerous live streams and interactive modules on both days of the event, and this content will continue to be available online at [messefrankfurt.digital/hypermotion](https://messefrankfurt.digital/hypermotion) until 10 December 2020.**

Hypermotion's new digital offerings have been used intensively by exhibitors and visitors from 47 countries – there have already been some 70,000 page views after just a few days. With over 1,300 unique visitors (i.e. registered visitors), 72 percent of the people who booked a ticket had already been active on the platform within the first three days. Furthermore, AI-supported matchmaking generated 824 matches just on the two days of live streams, leading to more than 750 business meetings. In all, 237 sessions took place, and these were followed by 8,190 viewers, with users watching an average of six sessions each.



David Bitzl, Manager Business Development & Strategy at Siemens Mobility GmbH, spoke about his experience as an exhibitor: “We took full advantage of the possibilities offered by digital Hypermotion. We were able to use live streams to introduce our portfolio, allowing us to generate valuable leads and develop these in countless video talks and discussions.”

For Dr. Petra Seebauer, founder of the EXCHAiNGE supply chain summit, Managing Director of EUROEXPO and Co-Publisher of LOGISTIK HEUTE, Hypermotion's digital format was a huge success, and one of the factors was everyone's ability to react: “Our speakers and partners provided outstanding support and were involved throughout the event. Messe Frankfurt supplied an excellent and professional digital platform, and everyone involved did a great job.”

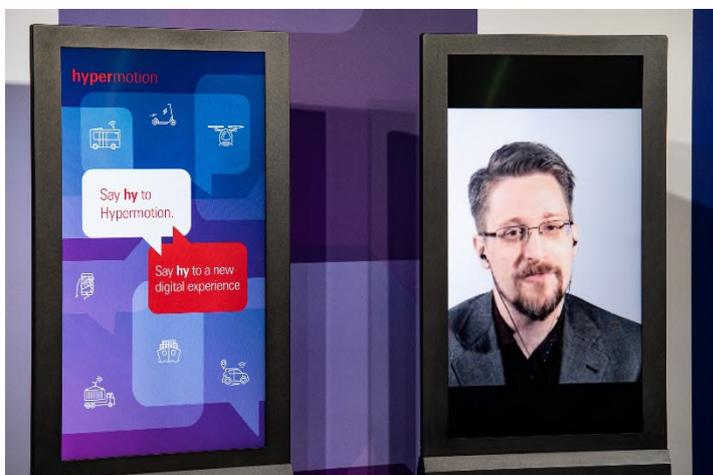
Tobias Buxhoidt (Founder & CEO of parcelLab GmbH, Smart Solution Award-Winner 2019), who was an EXCHAIiNGE participant and speaker at this year's Supply Chain Awards, summed it up well: "I found the event to be very professional, and it is the best virtual event that we have ever taken part in."

Zackes Brustik, Moderator of the Hypermotion Lab, had particular praise for participants' involvement: "The panels were stocked with top-calibre participants who supplied important insights on topical issues. They also did a good job of taking today's buzzwords and putting them into proper context with detailed application examples. Regardless of whether it was in the framework of panel discussions or one-to-one meetings, Hypermotion made it clear that it can supply inspiration, dialogue and leads in a digital format as well. Bravo!"

Thorsten Fromm is a Member of the Presiding Committee of the German Association of Transport Sciences (DVWG), which served as a partner to Hypermotion for the second time this year. He summed it up as follows: "I am delighted that we were able to introduce our new 'Innovation Award for the German Mobility Industry' as part of our German Mobility Congress (DMK). With our presentation of the winning concept from the design competition, we kicked off a project that is devoted to honouring outstanding achievements throughout the German transport and mobility industry. In 2021, a panel of experts drawn from all across industry and academia will be presenting these new awards for the very first time in St Paul's Church (Paulskirche) in Frankfurt am Main."

### **High-quality keynote speeches, disruptive concepts and fascinating start-up pitches**

Hypermotion 2020 offered numerous highlights: In his keynote speech on the topic of data protection, whistleblower Edward Snowden emphasised that even though a networked world is bringing people closer together, it is also creating new risks. In another keynote address, best-selling author Marc Elsberg talked about the impact that a total power failure would have on systemic infrastructures. Disruptive concepts such as drone transport, IoT and additive manufacturing are opening up new opportunities for our future transport systems. Start-up pitches offered newcomers the chance to present their innovative products and ideas to a panel of respected figures from the field. RepairFix GmbH, D3 Technologies AG and DATAbility GmbH were chosen as the winners of the event.



Over the course of five sessions featuring experts from companies such as Hyundai Hydrogen Mobility AG, Bio-Hybrid GmbH, LEVC, Arvato Supply Chain Solutions SE and VOWAG Cargo Bikes GmbH, the HUSS-VERLAG's VISION mobility THINK TANK and its Logistics Digital Conference (LDC!) reached the following conclusions: It will be possible to convert 100 percent of road transport to electromobility in future. Leasing models for company scooters, sharing schemes and the deployment of e-vans will be playing an ever-increasing role in efforts to achieve emission-free transport and energy efficiency in the industrial sphere. The infrastructure for hydrogen technology needs to be expanded, and this requires government action in particular. AI-based analytical tools and greater transparency within the field of returns management have the potential to make goods shipments more efficient.

### **The EXCHAIiNGE awards ceremony – these are the winners of the Supply Chain Awards 2020**

At the two-day international EXCHAIiNGE supply chain summit, digital participants were able to take advantage of live streams of all expert sessions, discussions and interviews throughout the event. Participants eagerly took part in live voting to determine which of the eight companies' presentations in the finals of the Supply Chain Awards were the best. Viewers' votes were included in the assessments made by panel members. At the EXCHAIiNGE awards ceremony on 11 November, a high-calibre panel of supply chain experts, respected members of academia, consultants and trade media representatives selected two winners. The Supply Chain Management Award 2020 went to Electrolux, a manufacturer of household appliances, while the Smart Solution Award 2020 was given to Schubert Additive Solutions. Bayer Pharmaceuticals, BSH Hausgeräte, Takeda Pharmaceuticals, Heureka Business Solutions, robominds in conjunction with Daimler Trucks, and WAKU Robotics were the other finalists.



#### **What Messe Frankfurt had to say:**

Detlef Braun, Member of the Executive Board of Messe Frankfurt, was pleased with the outcome of the first digital Hypermotion event: "Innovations are created by people, not machines. Following a lengthy period of economic stagnation, there is once again a need for B2B networking platforms. It is important that we stay in contact with one another and maintain our dialogue in spite of the ongoing lockdown."

Michael Johannes, Vice President Mobility & Logistics at Messe Frankfurt, was also very satisfied with the results: "In order to further the cause of networking the mobility and logistics industry, we transferred the topics of Hypermotion into the digital realm with lightning speed. We are delighted that our partners, including the German Mobility

Congress (DMK), the international EXCHAiNGE supply chain summit, and publishers HUSS-VERLAG, immediately agreed to the change of event format.”

Danilo Kirschner, Show Director for Hypermotion, was delighted by how well the virtual programme was received: “Hypermotion in particular thrives from interdisciplinary exchange, and we are proud of the programme of online sessions, use cases and expert talks that we put together. In today's situation, a digital event can also achieve greater reach – including on an international level.”

The digital platform will remain open until 10 December 2020. This ensures that visitors and exhibitors will continue to have the opportunity to network, receive contact recommendations and catch up on recordings of the live streams that they were unable to see during the event. It is also still possible for new participants to register to obtain their free tickets.

More information on the new digital features is available at [hypermotion.com/digitalexperience](https://hypermotion.com/digitalexperience)

**Press information and photographic material:**

<http://hypermotion-frankfurt.messefrankfurt.com/presse>

**Social media channels: #SayHyToHypermotion #hym20**

[www.twitter.com/hypermotionfair](https://www.twitter.com/hypermotionfair) | [hypermotion-frankfurt.com/youtube](https://hypermotion-frankfurt.com/youtube)

[www.instagram.com/hypermotion\\_official](https://www.instagram.com/hypermotion_official) | [www.facebook.com/hypermotionfair](https://www.facebook.com/hypermotionfair)

[www.linkedin.com/company/hypermotion-frankfurt](https://www.linkedin.com/company/hypermotion-frankfurt)

[www.xing.com/events/hypermotion-frankfurt-2020-2718341](https://www.xing.com/events/hypermotion-frankfurt-2020-2718341)

**Hypermotion podcast**

[www.anchor.fm/hypermotion](https://www.anchor.fm/hypermotion)



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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](https://www.messefrankfurt.com)