

BRIDGING INNOVATION: INTEGRATED, SAFE AND SEAMLESS MOBILITY



EUROPEAN
CONGRESS
ISTANBUL
27-29 APRIL 2026

Meeting with ITS China Industry Alliance

17TH ITS EUROPEAN CONGRESS ISTANBUL

ORGANISED BY:



IN COLLABORATION WITH:



HOSTED BY:



SUPPORTED BY:





**Traffic & Transport
Industry**



**Connectivity
Industry**



**Service
Providers**



Research



Users



Public Authorities

A unique public-private partnership

Uniting **+120 Partners** from across
all ITS sectors, to create
**smarter, cleaner, safer, and more efficient
mobility solutions.**



**Vehicle
Manufacturers**



Suppliers

**Established in 1991
by the European
Commission and
industry leaders**

**Focus on innovation
in the transport and
mobility system**

**European projects on
research, innovation -
> deployment**

**Building bridges with
the ITS community
worldwide & thought
leadership**

**Organiser of ITS
congresses**

ITS European Congress in numbers

16
EUROPEAN EDITIONS

Across
15
CITIES IN EUROPE

3000
ATTENDEES/EDITION

from +
70
COUNTRIES

with over
140
EXHIBITORS

HISTORIC ATTENDANCE

Amsterdam 1999
1,050



Lyon 2002
750



Hannover 2005
1,000



Geneva 2008
1,200



Dublin 2013
1,600



Glasgow 2016
1,900



Brainport 2019
3,450



Lisbon 2023
2,600



Bilbao 2001
975



Budapest 2004
710



Aalborg 2007
1,050



Lyon 2011
1,700



Helsinki 2014
2,400



Strasbourg 2017
2,800



Toulouse 2022
2,600



Seville 2025
3,000



Istanbul 2026
Target: 3,000

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27 – 29 April, Istanbul Turkey

Key facts



3,000+
Participants



100
Expert sessions

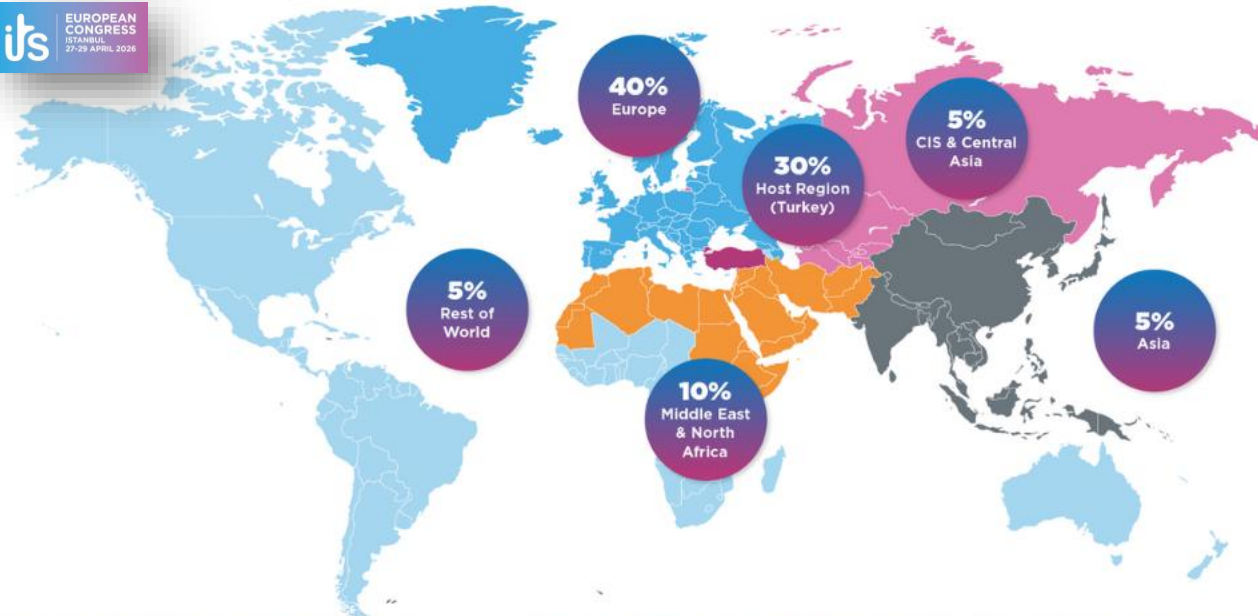


140+
Exhibitors



400+
Speakers

Geographic profile



Key Pillars of the ITS European Congress



High-level Programme



Technical Programme



International Exhibition



Demonstrations



Technical Tours



ITS Arena



Social Events



Commercial Partnership

Congress Topics



1. Safety and resilience through intelligent systems

Deployment of intelligent systems –including AI, V2X, predictive analytics, and cybersecurity –to enhance user protection, ensure infrastructure continuity, and address safety in increasingly automated and complex networks.



2. Multimodal mobility system management

Integrated and inclusive mobility across all modes, powered by real-time data, demand-responsive transport, MaaS, and digital orchestration to optimise user journeys, reduce congestion, and improve accessibility.



3. Smart and sustainable logistics in the digital era

Digitally enabled, low-emission logistics –linking automation, AI, and multimodal infrastructure to support resilient supply chains, efficient urban freight, and innovation in ports, terminals, and corridors.



4. Enhancing transport and mobility beyond the road

Smart and connected solutions for rail, air, and waterborne modes, including automation, satellite-based services, UAM, and interoperability strategies to enable a truly multimodal, decarbonised transport ecosystem.

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Unique Geographic & Political Positioning

- **Turkey as the Bridge:** Only congress location connecting Europe, Asia, and MENA markets in one event
- **Belt & Road Gateway:** Istanbul sits at the heart of China's BRI transport corridors - showcase solutions where infrastructure investment is happening
- **Neutral Ground:** Post-geopolitical tensions, Turkey offers Chinese companies less politically sensitive market access to European buyers than Western EU venues

Unprecedented Co-Host Partnership

- **Istanbul Metropolitan Municipality (IMM):** Direct access to Europe's 5th largest city (16M population) actively procuring ITS solutions
- **Turkish Ministry of Transport:** National-level engagement - Turkey investing €8bn in ITS infrastructure through 2028
- **Procurement Pipeline:** Both co-hosts are **active buyers** - not just observers - creating immediate commercial opportunities

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 **Market Access & Scale**

- **3,000+ attendees** from 70+ countries including European transport authorities evaluating Chinese technology
- **European decision-makers** who cannot easily visit China can engage with Chinese solutions in accessible location
- **MENA & Central Asian buyers** (Turkish language/cultural sphere) seeking alternatives to Western suppliers

 **Turkey-China ITS Partnership Momentum**

- **Existing MOUs:** Turkey-China cooperation agreements on intelligent transport technology transfer
- **C-V2X Compatibility:** Turkey adopting C-V2X standards compatible with Chinese systems (vs. US DSRC)
- **Smart City Pilots:** Istanbul, Ankara, Izmir testing Chinese traffic management and autonomous vehicle platforms
- **High-Speed Rail Corridors:** Chinese-built infrastructure creating demand for integrated ITS solutions

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 **Commercial & Business Development**

- **European Market Validation:** Demonstrate Chinese ITS solutions meet European safety, privacy, and interoperability standards
- **Procurement Access:** Face-to-face with EU city transport directors, operators, and procurement officials (who typically cannot attend China-based events)
- **Technology Partnerships:** Connect with European Tier 1 suppliers (Bosch, Continental, Siemens) seeking Chinese sensor/component suppliers
- **MENA Market Entry:** Meet Gulf States, North African, and Central Asian transport authorities seeking cost-effective alternatives to Western systems

 **Exhibition & Demonstration Benefits**

- **China Pavilion Option:** Dedicated exhibition zone for Chinese ITS Industry Alliance members with coordinated branding
- **Live Demonstrations:** Feature Area opportunities for interactive displays of autonomous shuttles, V2X equipment, traffic management systems
- **Cost-Effective Presence:** Turkey location reduces logistics costs vs. Western European venues; group pavilion reduces individual company costs
- **Preferential Pricing:** Alliance-negotiated package rates for pavilion participants (to be finalized)

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Showcase Solutions That Shape the Future of Mobility.

SHELL SCHEME BOOTH

Fully equipped, ready to go

FLOOR SPACE ONLY

CUSTOM BUILDS



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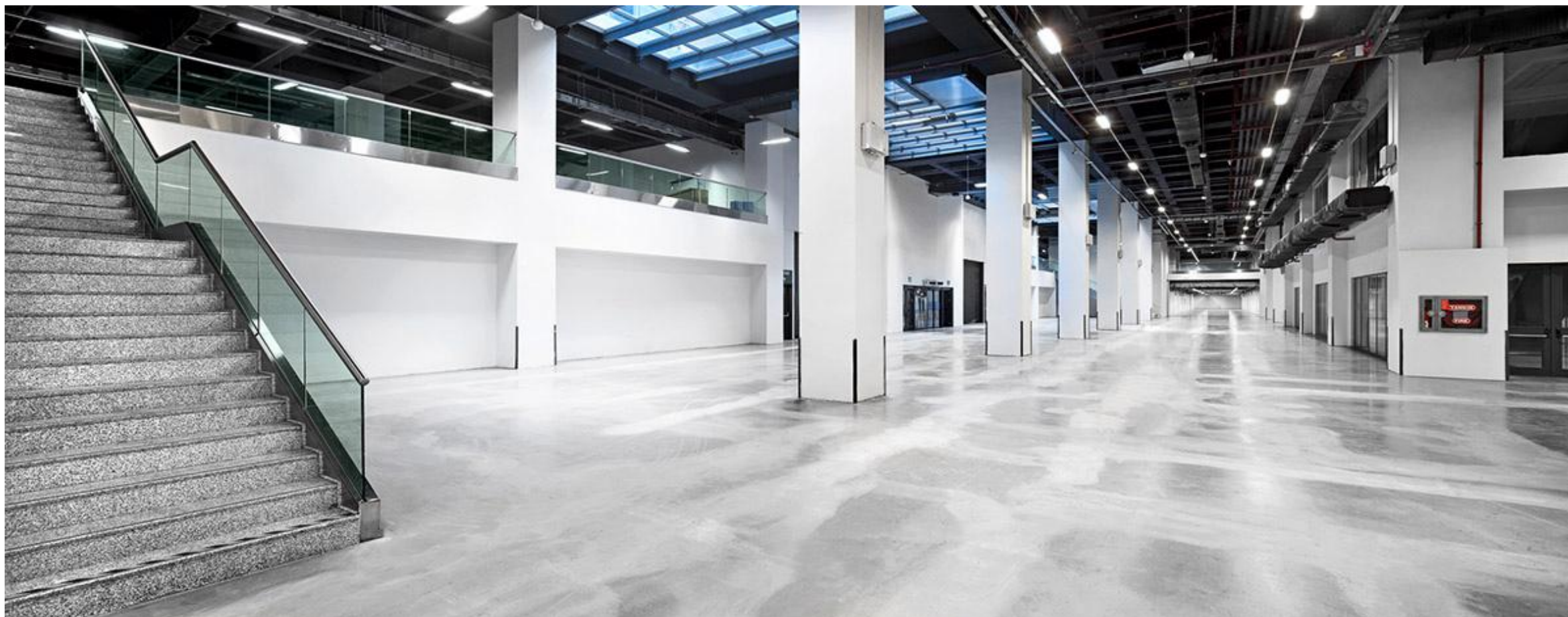


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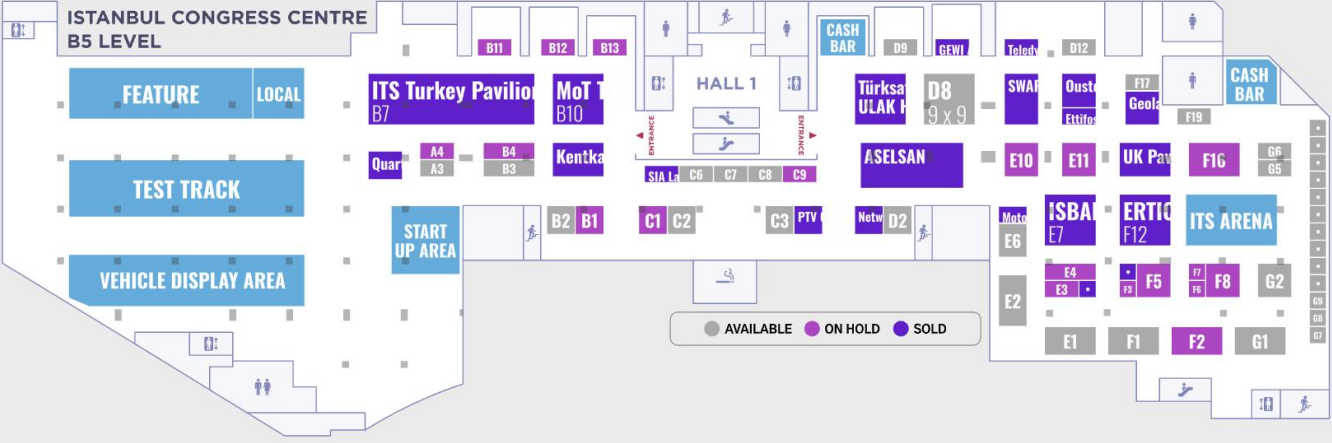


FLOORPLAN

Secure your preferred location
Select your preferred booth, click Reserve, and fill in your details to secure your spot.



Book Your Stand Today!
Choose your booth on the floor plan,
Click 'Reserve',
and confirm your details to secure your spot



Discover the floorplan:



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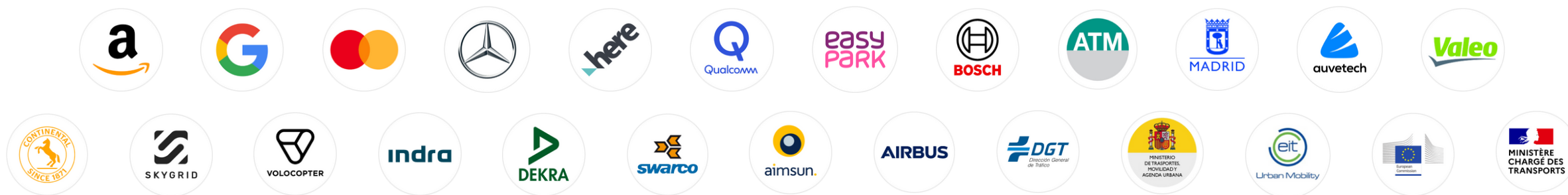




2
STAGES

40+ SESSIONS

120+
SPEAKERS



45 Minutes
Panels

Keynotes
Slots

Track
Partnerships

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	Speakers	Focus	Opportunities
High Level Programme And Ceremonies	Policy Makers, KOL's & C-Suite.	High-level discussions that explore the bold ideas, global trends, and strategic shifts driving the future evolution of the ITS industry.	Limited opportunities for top level sponsors.
Technical Programme	Technical Experts, R&D, Academics.	Provides a platform for experts, researchers, and innovators to present cutting-edge technical insights, applied R&D, and forward-looking research concept.	No sponsorship opportunities.
ITS Arena	Industry Innovators from the corporate and public sectors.	Showcasing dynamic case studies and real-world success stories that bring cutting-edge ITS deployments and innovations to life.	Opportunities for all levels of sponsors.

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Visibility Where It Matters Most.



**Leader's
Lounge**



**App
Partner**



**Water
Bottles**



Lanyards



**Delegate
Goodies**

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Select exhibition and/or feature space.

Choose a sponsorship items.

Get assigned a tier.

Get assigned **complimentary** benefits.

Confirm full package, budget & booking window.

Customise your activation plan with the Congress team.

Contact:
salescongress@mail.ertico.co.uk

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Supporting Lead Generation & Business Matching.



Hospitality Suites

Participant
App Profiles

Networking Portal
& Matching
Recommendations

Exhibitor
Tours

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Q&A

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