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# PRESS RELEASE

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**Brussels, 22 January 2025.** The organisers of the 33<sup>rd</sup> ITS World Congress at Birmingham's National Exhibition Centre in October 2027 have announced the theme for the event: **Connect Ideas. Transform Transport.**

ERTICO – ITS Europe, in collaboration with Transport for West Midlands (TfWM), the Department for Transport, Department of Business and Trade, ITS UK and Visit Britain, will bring transport technology to life during five days in Birmingham from 25 to 29 October 2027.

"Bringing the ITS World Congress to Birmingham is a unique opportunity to connect public and private stakeholders across the global transport and mobility eco-system," added **Joost Vantomme**, CEO of ERTICO – ITS Europe. "This does not only reflect our mission at ERTICO but also the collective ambition of fostering collaboration that drives transformative advancements in mobility. As organiser for the EMEA ITS World Congress, ERTICO is pleased to collaborate with the UK in hosting the next edition in Birmingham. Together, we will bring transformative technologies to life."

"Intelligent Transport has come a long way since the UK last hosted a World Congress, under the banner of 'Delivering Transport Excellence'," commented TfWM's Head of Transport Innovation **Chris Lane**, who is leading the planning for the host region. "The Congress will enable experts from around the world to work together to solve global challenges, sharing their experience and details of successful implementations, as well as their cutting-edge innovations. Therefore, we will connect all the ideas that are making mobility safer, greener and more efficient across the globe - so we can work together to transform transport."

The host region has also brought together suppliers, consultants and government, along with media, business and exhibition professionals to plan the event, both from a technical and user experience perspective. They are working with ERTICO to deliver the event, which is expected to attract more than 15,000 people to the West Midlands.

"We are looking forward to engaging with the international community to really explain how great our event is going to be," Mr Lane concluded. "With the Transport Technology Forum, we'll be taking a lead role at the ITS European Congress in Seville in May and August's ITS World Congress in Atlanta. Here, we're looking forward to engaging with potential sponsors and exhibitors, while our Technical Working Group is busy ensure the country's strengths in ITS, and its cutting-edge technologies, are highlighted."

TfWM is part of the West Midlands Combined Authority (WMCA) which, through initiatives like the Future Transport Zone, is a global leader in the field and at the cutting-edge in key areas of research and development such as autonomous vehicle development, battery technology, the emerging very light rail system and smart ticketing.

The ITS World Congress will be a prestigious opportunity for public-sector bodies, businesses, and academics to showcase how cutting-edge innovations are driving progress towards tackling the climate emergency, making transport safer and improving traveller experience. TfWM is currently building the network of interested sponsors, supporters, and exhibitors. Organisations and individuals can register their interest [here](#).

The ITS World Congress is an annual event held in rotation between three global regions – the Americas, Asia-Pacific and Europe, Middle East and Africa (EMEA).

**About ERTICO – ITS Europe:** Founded in 1991, ERTICO is a European public-private partnership organisation, pioneered by the European Commission in 1991. With 120 members, connecting eight sectors across the ITS community. ERTICO embodies thought leadership and stakeholder engagement through facilitating, contributing and promoting innovation through European co-funded partnership projects, innovation platforms, mobility data spaces and international cooperation advocacy. ERTICO organises the ITS European Congress for two consecutive years, attracting more than 3,000 attendees from 50 countries and every third year, the ITS World Congress which welcomes up to 15,000 attendees from 100 countries. *For more information, please contact ERTICO Congress Marketing: congresspr@mail.ertico.com*

