



# Let's go to Dubai

16 – 20 September 2024



# The next big Nordic+ gathering happens at Dubai!

The Nordic+ Pavilion has undoubtedly been one of the most active stands at ITS Europe and World Congresses for the past years and we are inviting our networks to join us at Dubai for:

- Shared stand during the Congress exhibition
- Popular pitching sessions at the Pavilion (stand)
- Joint networking events between the Nordics, Baltics, and your relevant stakeholders
- Shared experiences with old and new colleagues around the world



# The 30<sup>th</sup> ITS World Congress



**16 – 20**  
September



Dubai World  
Trade Centre



**20.000**  
Visitors from  
100+ Countries



**5.000**  
International  
Delegates



**300+**  
Exhibitors



**1**  
Nordic+ Pavilion  
and Delegation



# Why Dubai?

The Gulf region is an interesting market for Nordic and Baltic mobility companies.

Both mega-scale projects and the lack of modern infrastructure are opportunities for Nordic exports: massive investments are made in digitalization and multimodal transport networks to support the development of the Gulf region.

The Dubai Congress is a great place for learning more about local business opportunities and connecting with local stakeholders as well as finding new partners within the Nordics for targeting the large markets together.



# Webinar: Nordic+ goes Dubai 3.10.

The Nordic+ team will be hosting a webinar on October 3<sup>rd</sup> about the Pavilion partnership possibilities and to discuss the business culture of Dubai and other Emirates.

To get more information and the webinar link, contact your local ITS organization who will share the invitation.

We look forward to seeing you online on October 3<sup>rd</sup>!





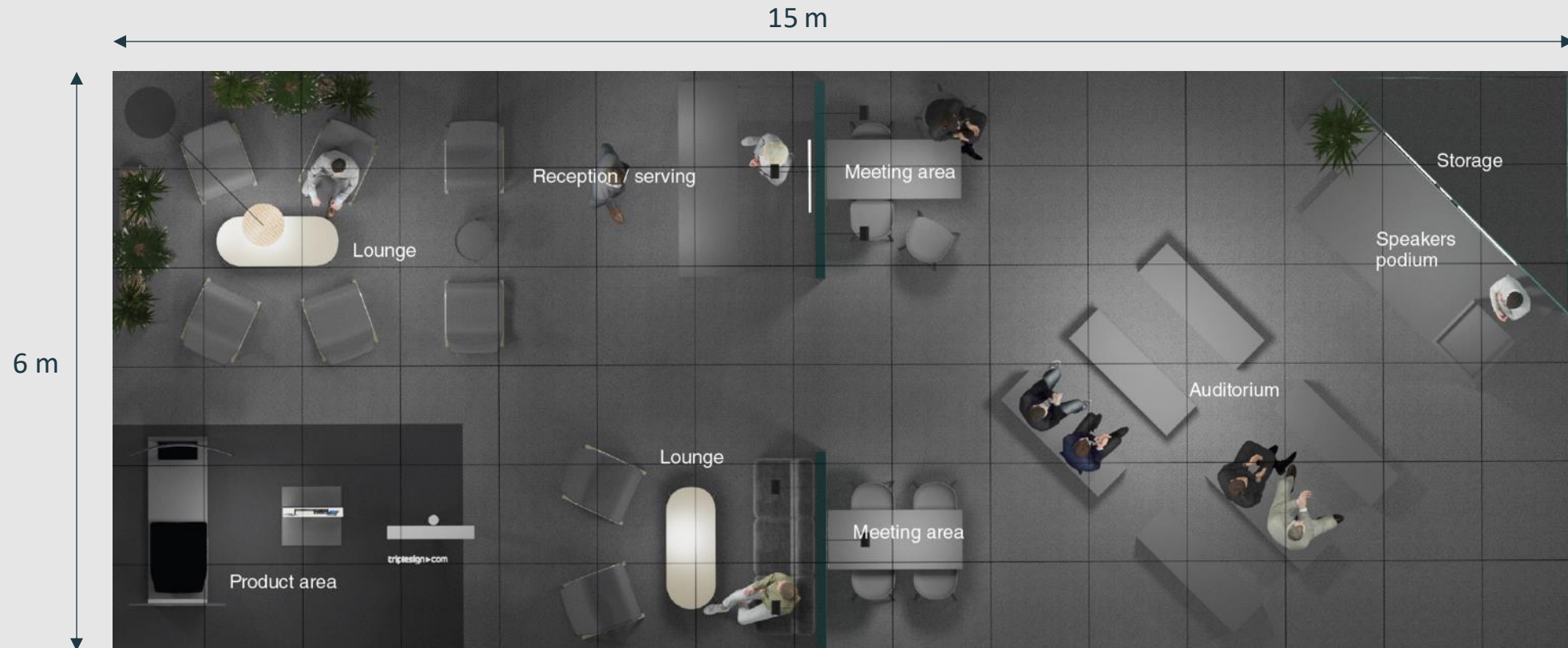
# The Nordic+ Pavilion

The Nordic+ Pavilion is all about networking people and sharing the mobility know-how in the Nordics and Baltics.

The Pavilion along with the screens and presentation area is shared among all the Pavilion Partners. Thematic pitching sessions gather the exhibition audience to the Pavilion to listen and learn about our latest achievements.



# Nordic+ Pavilion layout at ITS World LA



# The Nordic+ Themes

The Nordic+ Pavilion showcases the areas we excel in. Thematic pitching sessions gather exhibition participants to learn our ways in:

- Connected and automated mobility
- Data, analytics, and cooperation
- Electrification
- Intelligent traffic management
- Smart and digital cities
- Sustainable freight and logistics
- Maritime innovations
- Multimodal transportation







# The Nordic+ Night



Side events during and after the congress exhibition days form more opportunities for meeting new business partners.

One of the key events during congresses has been the Nordic+ Night which gathers the Pavilion partners and their most important business associates within the Congress to network and spend the evening in the most remarkable venues from famous restaurants to the Nordic Embassies.

**Join our next great Nordic+ Night in Dubai!**



# Partnership packages for companies and organizations

	Product+	Classic
1. Pavilion membership	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2. Pavilion events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3. Joint side events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4. Marketing kit	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
+ Bring your <b>product</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	6000 €* 	5000 € 

\* Product+ package includes a place for your product at the Pavilion. Any additional costs will be added to the cost.

NB! At this point of the planning the partnership prices are not set and will be refined once the organizing team has a proper understanding of the Pavilion costs and amount of partners. VAT not included in the price.

# 1

## Pavilion membership

- Invite clients and guests to meet at the Pavilion
- Logo visibility on Pavilion walls and material on screens
- Pitching in Pavilion auditorium
- Demo and launch products and services
- One exhibition pass

+ more

# 2

## Pavilion events

- Nordic+ and Connekt Pavilion receptions
- Events and delegations with other countries based on participants' interests set up by the organizing ITS organizations
- Invite guests to invite-only side events

+ more

# 3

## Joint side events

- Events and dinners hosted by your local ITS organization
- Nordic+ and Connekt invite-only events, e.g. the Nordic+ and Connekt Night

+ Ask your local contact for more information

# 4

## Marketing kit

- Social media marketing in Nordic+ channels
- Web page to publish your contents
- Marketing leaflet and distribution to other congress participants

+ more



## Bring your product

- Product display on the Pavilion
- Product presentation at pavilion auditorium

+ Ask your local contact for possibilities to build your Nordic+ experience around the product



nordic+



# Nordic+ Pavilion brings people together!

## The Pavilion

40+ organizations from Denmark, Finland, Iceland, Norway, Sweden, and the Netherlands

## Matchmaking

With our connections to other ITS organizations we help you reach any specific targets

## Group visits

Delegations and meetings where you will be able to pitch your story

# Contact



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Nordic+  
Connected &  
Sustainable