



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 30th 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 3rd 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 3rd!



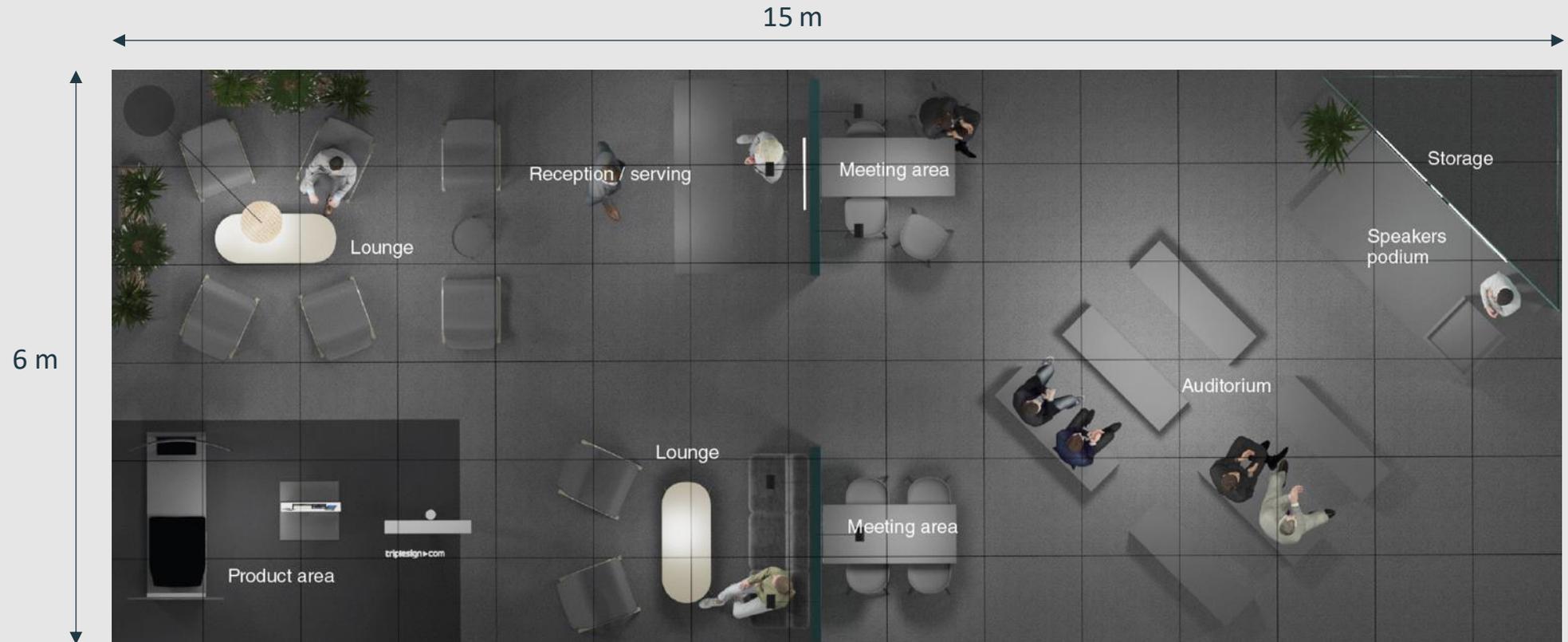
The Nordic+ Pavilion

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 product	<input checked="" type="checkbox"/>	<input checked="" 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

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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+ 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