



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, the Netherlands, 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



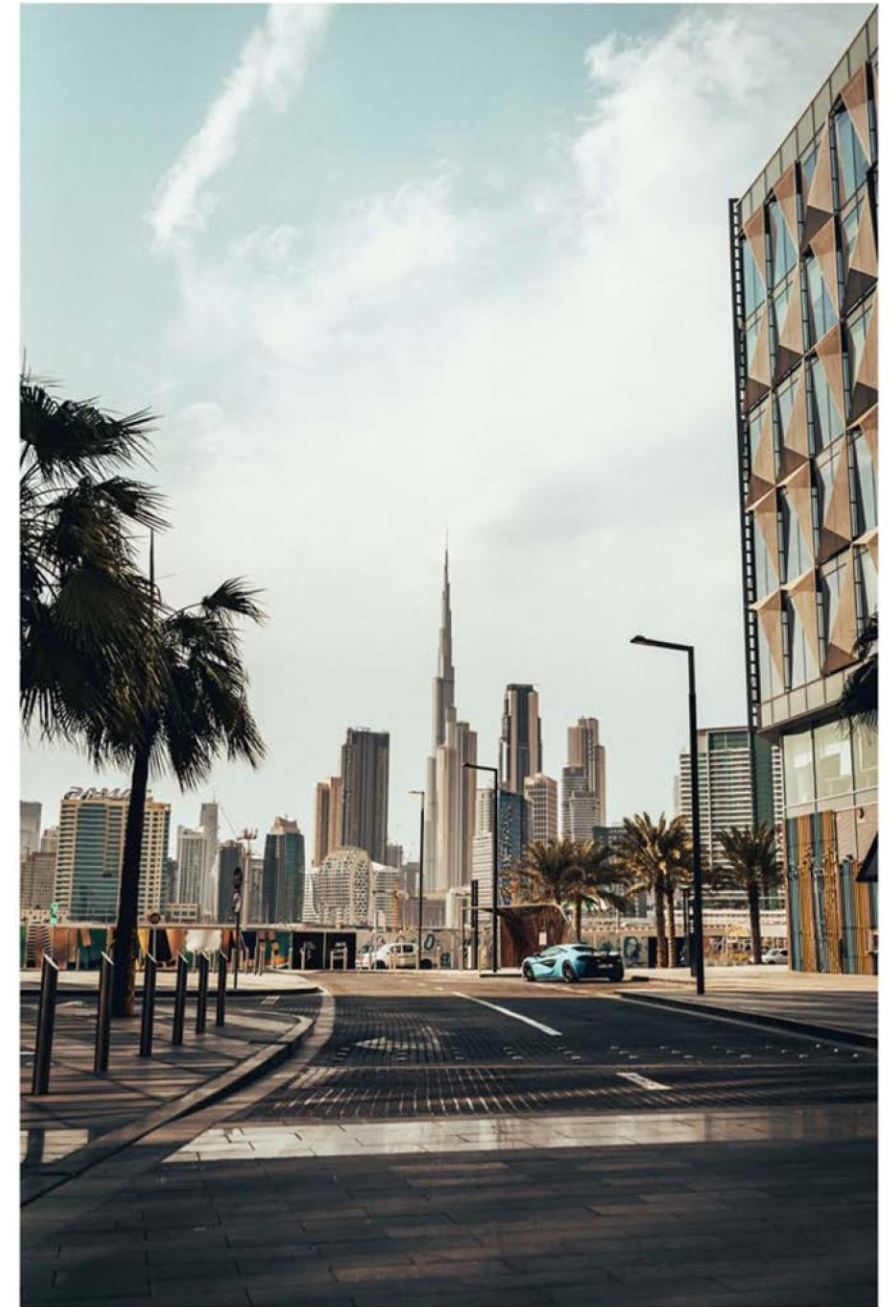
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Nordic+ Pavilion
and Delegation

Why Dubai?

Both mega-scale projects and the lack of modern infrastructure are opportunities for Nordic and European 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 and the Netherlands for targeting the large markets together.



Gulf area mega projects

[NEOM](#) \$500 billion

[The Line](#), NEOM

[Trojena](#), NEOM

[Oxagon](#), NEOM

[Sindalah](#), NEOM

[AL ULA](#)

[AL QIDDIYA](#), \$2.7 billion

[Downtown Jeddah](#), \$20 billion

[Amaala](#)

[King Salman Energy Park](#), \$1.6 billion

[King Salman Park](#), \$23 billion

[The Red Sea](#), \$28 billion

[Diriyah](#), \$63.2 billion

[Red Sea International Airport](#)



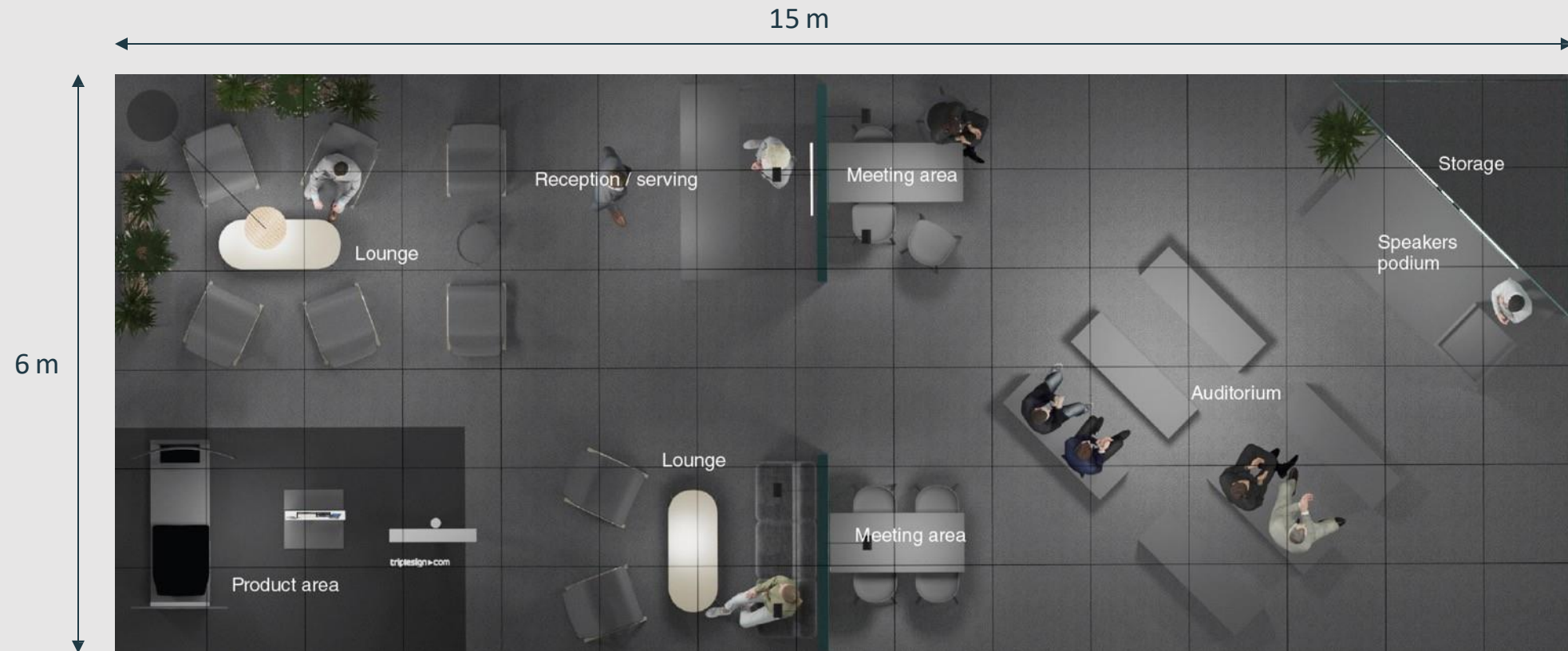
The Pavilion

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

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 Pavilion Themes

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

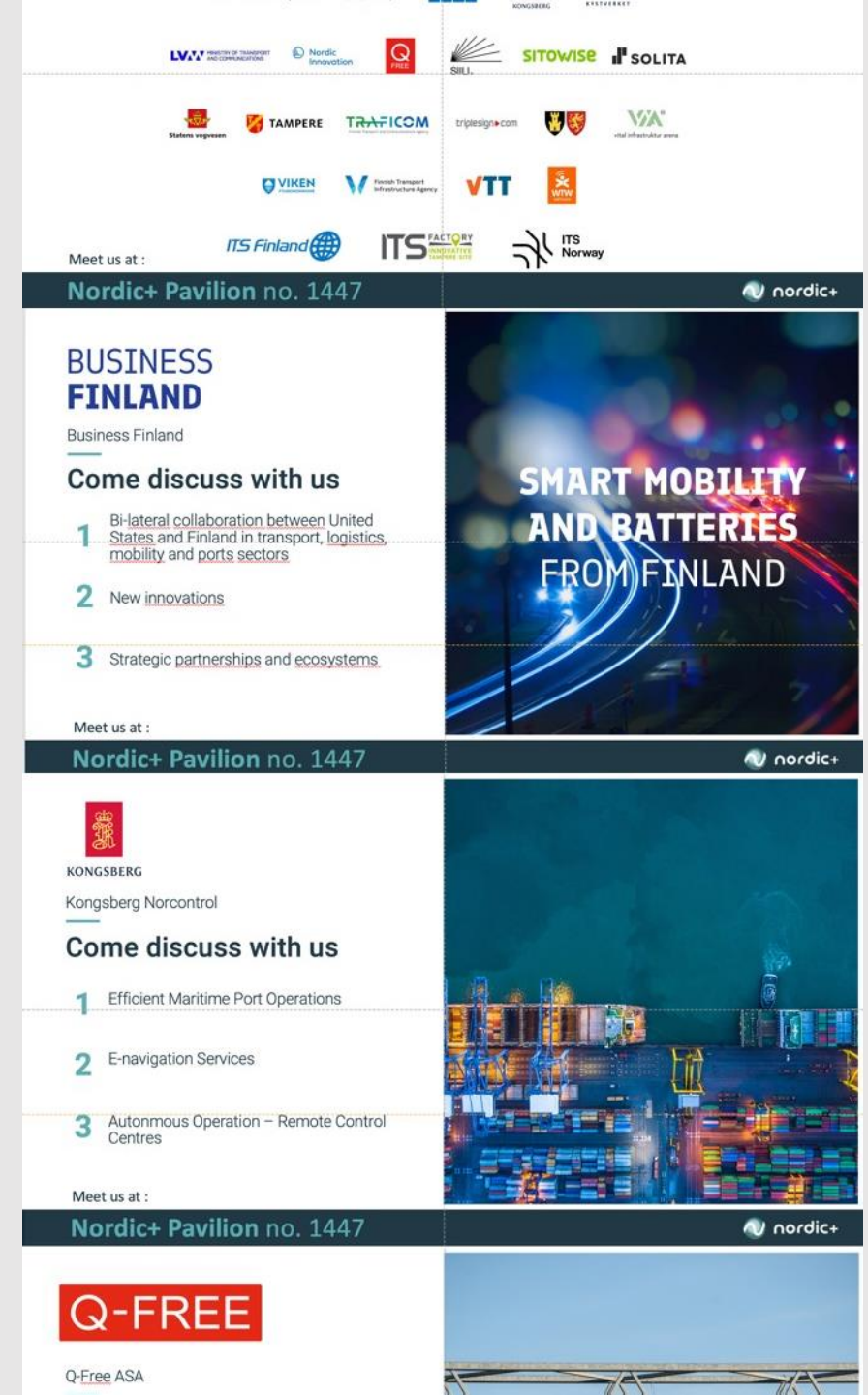
- Connected and automated mobility
- Data, analytics, and cooperation
- Electrification
- Intelligent traffic management
- Smart and digital cities
- Sustainable freight and logistics
- Maritime innovations
- Multimodal transportation



Branding, visibility, and marketing

The Pavilion is a platform for each partner to build their exhibition experience

- Logo visibility on Pavilion walls
- One pagers and videos on Pavilion screens
- Pavilion pitching sessions
- Co-organized meeting with other countries' representatives
- High-level visitors and Pavilion cocktails
- Pavilion webpage showcasing all partners and Pavilion program
- Pre-congress marketing on social media







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	✓	✓
2. Pavilion events	✓	✓
3. Joint side events	✓	✓
4. Marketing kit	✓	✓
+ Bring your product	✓	✗
	6000 €* 	5000 € 

* Product+ package includes a place for either your product or one screen at the Pavilion. A combination of a screen and product will come with additional cost. Any additional costs coming from especially large product size or other additions will be added to the package price.

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 or one screen dedicated for your use only
- 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



**Nordic+
Connected &
Sustainable**

Jenny Simonsen

ITS Norway

+47 958 45 055

jenny.simonsen@its-norway.no