



**URBAN MOBILITY &
SMART INFRASTRUCTURE
FEMALE EXPERT TRIP
TO BARCELONA, SPAIN**

4 to 6 November 2025

ORGANISATION

BAYERN INTERNATIONAL BAVARIAN BUREAU FOR INTERNATIONAL BUSINESS RELATIONS

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[Find out more](#)

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Bavaria has been a leading international location for key mobility sectors for many decades, combining strengths in automotive, aerospace, rail technology and logistics. Its diverse mobility landscape is also the key driver for cross-industry innovation in Bavaria. In fact, the state has become one of Europe's leading testbeds for sustainable and connected mobility solutions.

With more than 30 universities and 400,000 students, the region offers a strong talent pool in areas such as clean tech, automotive informatics, and aerospace engineering. Innovation platforms like Bayern Innovativ and MCube, together with corporate venture programs and clusters, foster cross-industry collaboration between global players and dynamic start-ups. International events like IAA Mobility in Munich and the presence of both world leaders and hidden champions underline Bavaria's global reach.

BAVARIA at the Smart City Expo World Congress

The Free State of Bavaria has been participating in the Smart City Expo World Congress for many years with a joint company pavilion. We are especially proud to actively support the Women in Smart City & Mobility networks with joint initiatives at our exhibitions worldwide.

To connect with our exhibitors, cities and partners, simply scan here:



**ROSI SAUBERT****Head of Division Business Delegations**

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Promoting exports for small and medium-sized enterprises in Bavaria is Bayern International's mission. Bayern International, a venture of the Free State of Bavaria, also helps promote Bavaria as a business location. Bayern International helps SMEs enter new markets around the world: Within the trade fair program, Bavarian companies can obtain financial aid and organisational support to present themselves at trade fairs abroad. Delegation trips under the political leadership of the Bavarian Ministry of Economic Affairs, Regional Development and Energy as well as industry-focused trips for entrepreneurs help with market entry. A continuing education programme and a Bavarian company database bring foreign decision-makers together with Bavarian companies.

ORGANISATION



DR. MARA COLE

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FUTURE MOBILITY & DIGITALISATION | FOCUS ON INTERSECTIONS OF TECHNOLOGY, SOCIETY AND MOBILITY

COMPANY PROFILE

Bayern Innovativ GmbH is the gateway to a vibrant innovation community. With our broad network and our technical as well as methodological expertise, we create synergies between business, science, and politics. In the field of mobility, we support Bavarian stakeholders through diverse knowledge transfer and networking formats, enabling them to develop sustainable, innovative, and future-oriented solutions – with the goal of strengthening the industry's long-term competitiveness together.

GOALS/PLANS

- Inspiration & knowledge transfer.
- Exchange among peers.
- Identify market & technology trends.



DR. MANUEL HERTEL

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STRONG REGIONAL NETWORK: TRAINING, INNOVATION, BUSINESS SUPPORT & GLOBAL LINKS

COMPANY PROFILE

The Chamber of Commerce and Industry (IHK) Nuremberg for Central Franconia represents around 150,000 companies across all industries and is one of the largest business organizations in Bavaria. It supports enterprises through vocational training, business advisory services, innovation, sustainability, and internationalization. With strong global networks, trade missions, and matchmaking, the IHK connects regional companies with opportunities worldwide.

GOALS/PLANS

- Strengthen international links, explore cooperation, and open new business opportunities.



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AUTOMOTIVE INDUSTRY | MOBILE ONLINE SERVICES | INNOVATIONS IN THE COMMERCIAL VEHICLES SECTOR

COMPANY PROFILE

Diconium is a digital consulting company with cross-industry expertise in software engineering, digital strategy consulting, cybersecurity, and data & AI.

GOALS/PLANS

- Building knowledge of smart mobility for the commercial vehicles industry.
- Exchange of expertise.

DICONIUM



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CRASH PREVENTION | SMART MOBILITY SIMULATION CENTERS | OPTIMIZED BUSINESS OPERATIONS

COMPANY PROFILE

Urbix Hub, a European leader in mobility training, offers an innovative booking platform connecting businesses, employees, and simulation owners. Our platform links the first network of smart simulator centers, providing advanced, data-driven, and accessible simulation training across multiple locations and for many different vehicles. We contribute to more livable cities and enhanced business operational efficiency through innovative and effective driver education for crash prevention.

GOALS/PLANS

- Simulation platform showcase.
- Learn emerging mobility trends.
- Connect with leaders in road safety.



ANNE HÄNER

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THE CLUSTER IS ONE OF THE LEADING DRIVERS OF INNOVATION FOR FORWARD-LOOKING TECHNOLOGIES

COMPANY PROFILE

The Cluster Mobility & Logistics brings together business, science, and public administration to jointly shape the mobility and logistics of tomorrow. The focus is on strengthening the region's competitiveness and launching innovative solutions through networking and cooperation. The R_Lab Mobility plays a central role in this: it serves as an experimental, development space where new ideas for mobility concepts are tested, further developed, and put into practice.

GOALS/PLANS

- Networking.
- Promoting Regensburg as a business and science location.
- Finding cooperation partners.



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MOBILITY EXPERT | SPEAKER | STARTUP MENTOR | COACH

COMPANY PROFILE

UnternehmerTUM was founded in 2002 by Susanne Klatten as a non-profit organization. With more than 100 high-growth technology startups each year, it is the leading center for innovation and business creation in Europe. Digital Hub Mobility is the mobility vertical of UnternehmerTUM. As a service provider and network orchestrator, we collaborate with corporates, cities, start-ups, and research institutions to shape the future of mobility.

GOALS/PLANS

- Meet drivers of urban transformation in Barcelona and new startups in mobility and energy.



LISA HEYBROCK

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PORTFOLIO MANAGEMENT | PROJECT MANAGEMENT | GRANTS MANAGEMENT | ORGANIZATION OF UTP SUMMITS 2025 & 2027

COMPANY PROFILE

Our goal is to promote climate-friendly, customer-oriented, and innovative mobility that meets the needs of all Hamburg residents. We support the necessary networking of all relevant stakeholders from public authorities, businesses, associations, the economy, and science. We offer innovative approaches and a broad network to shape the mobility of the future together.

GOALS/PLANS

- Knowledge transfer.
- Experiencing best practices.
- Professional exchange.
- Networking.



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DATA PLATFORM | CITY FORUM PLATFORM | CITY DASHBOARD | CITY APP

COMPANY PROFILE

Smart City Bamberg is a program within the city government of Bamberg. It concerns itself with digitalisation and different projects within the city to raise the quality of living there. As part of the city government we work closely together with different bureaus as well as the university.

GOALS/PLANS

- Find potential cooperation partners for future projects.
- Find out about other smartcity projects.





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CONNECTED MOBILITY | SMART FLEET & FREIGHT | EMOBILITY | AI & DATA ANALYTICS | PREDICTIVE INTELLIGENCE

COMPANY PROFILE

Intellias is a global technology partner for the automotive and transportation industries. With over 23 years of expertise, 3,200+ specialists, and 15 engineering centers worldwide, we deliver end-to-end software solutions across connected vehicles, autonomous driving, fleet management, telematics, and smart mobility. Leveraging AI, machine learning, and cloud, we help global leaders innovate, optimize, and scale while ensuring complex projects are delivered on time and on budget.

GOALS/PLANS

- Bring software-driven innovation to smart cities.
- Build business partnerships in Spain.

intellias



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THE COMPANY OFFERS EXHIBITORS AND VISITORS FROM AROUND THE WORLD PLATFORMS TO ESTABLISH INTERNATIONAL BUSINESS RELATIONSHIPS, DISCOVER NEW PRODUCTS AND TECHNOLOGIES, AND ENGAGE IN KNOWLEDGE EXCHANGE

COMPANY PROFILE

Messe München is one of the world's leading trade fair organizers with a wide portfolio of trade fairs, congresses, and events. Among them are 12 world-leading trade fairs, which are the largest global industry events in their respective sectors: analytica, automatica, IAA MOBILITY, BAU, bauma, ceramitec, electronica, IFAT, LASER World of PHOTONICS, LOPEC, productronica, transport logistic, and drinktec.

GOALS/PLANS

- We are planning a collaboration with the Smart City Congress and IAA MOBILITY.



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CHARGING INFRASTRUCTURE FOR COMMERCE AND INDUSTRY | CONSULTING, INSTALLATION, OPERATION & BILLING

COMPANY PROFILE

lade-plus GmbH combines many years of expertise in billing systems and system integration with state-of-the-art charging infrastructure. Consulting & Concept. Scalable charging infrastructure and tailored internal billing solutions. Implementation & Installation. Deployment of charging points at company sites and for company fleets. Operation & Billing. Next-level billing: from internal cost allocation to seamless integration into payroll accounting.

GOALS/PLANS

- Networking exchange.
- Inspiration & Best Practices.
- Knowledge transfer.
- Cluster and hub insights.



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HIGH-RESOLUTION LIDAR SENSORS FOR AUTOMOTIVE AND SMART INFRASTRUCTURE

COMPANY PROFILE

Innoviz Technologies is a leader in LiDAR technology and a Tier-1 partner to renowned automotive manufacturers. Our sensors stand for highest resolution, quality, reliability, and durability. With production designed for high volumes, we are now bringing these strengths into the field of Smart Infrastructure – delivering precise, powerful, and scalable solutions for the mobility and infrastructure of the future.

GOALS/PLANS

- Expansion of business relations in the field of Smart City and Smart Infrastructure applications in Europe.



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**STRATEGIC BUSINESS CONSULTING | GROWTH & TRANSFORMATION ADVISORY |
GLOBAL NETWORK IN RAIL/MOBILITY**

COMPANY PROFILE

DB Engineering & Consulting is the international consultancy and engineering arm of Deutsche Bahn. With strong expertise in Business Consulting, we support transport operators in transformation, growth, and project leadership. By connecting strategy, innovation, and sustainable mobility, we enable partnerships that shape the future of smart, people-centered cities worldwide. As a partner, we develop strategies, connect different modes of transportation and optimize logistics and processes.

GOALS/PLANS

- Seeking cooperation opportunities in Spain’s mobility sector and learning from Barcelona’s projects.



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INVEST IN BAVARIA

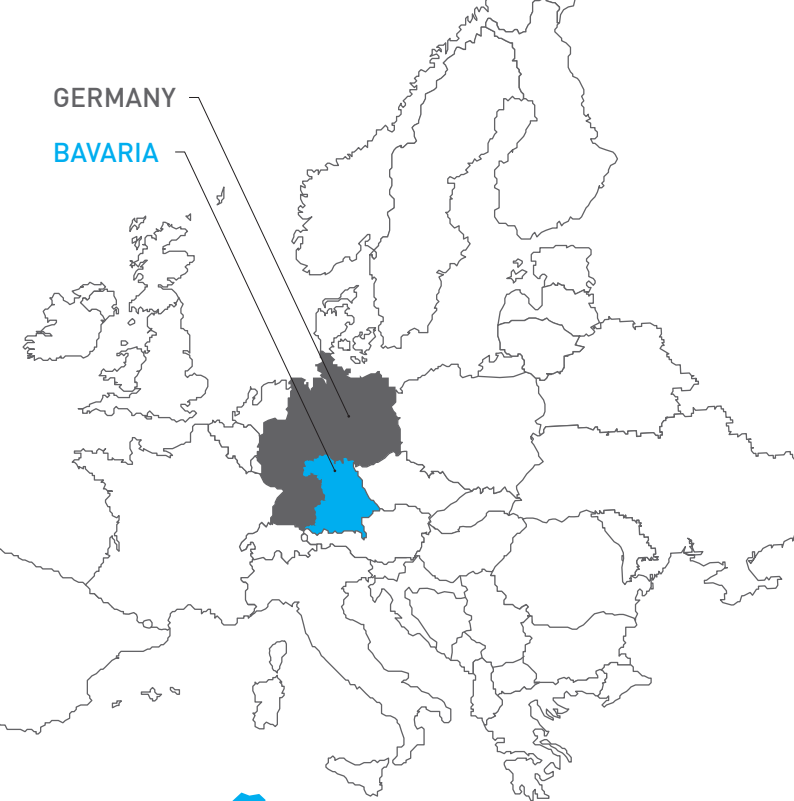
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GERMANY

BAVARIA



MUNICH

Capital city of Bavaria

