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IAA Hanover

A great opportunity for the CV Segment

Mr. Bharat Dhruv

IAA Hannover is a pioneering and leading international platform for commercial vehicles, transportation, logistics, and buses. The 69th IAA Commercial Vehicles will take place in **Hannover, Germany from September 20 to 25, 2022.**

In the last 30 years, I have visited this exhibition more than 7 times and learned a lot from it which I was able to apply after returning to India through various applications that I developed during my days at Tata Motors. After my retirement from TATA Motors, I continued visiting this exhibition along with many leading truck mounted application developers from India. Over the many years I have visited this exhibition, I have realized that the products on display here are some of the world's best and as an Indian it gives us a view of the gap between our solutions and the global leaders.

I have always recommended companies in India that are hungry for growth and understand the

importance of imbibing technology within products, to visit IAA which is a window to the global commercial vehicle industry. I have seen this being beneficial to organizations as it helps in inspiring them as well as seeking right partners for technology tie-ups where India as a market has a large potential.

In addition to the presentation of new vehicles, this year the focus will be on logistics, transport and the digitalization of commercial vehicle transport on the way to climate neutrality.

Compared to past years, the number of international exhibitors and partners has increased. Newcomers like Hyzon Motors, Quantron AG, Nikola Corporation, HyMove, AirProducts & Chemicals, Linde, and Tevva will be joining big names like Shell, Swedish e-car pioneer Volta Trucks, and Chinese truck and engine manufacturer Weichai.

In addition to the international newcomers, IAA

TRANSPORTATION is also welcoming numerous established exhibitors such as BYD, DAF, Daimler Truck, Ford, Ford Trucks, Iveco, MAN, Renault, SAIC, Scania, Siemens, Volkswagen Commercial Vehicles, Volvo, and numerous manufacturers of trailers, enlargements and additions, as well as established vendors.

For logistic operators and transporters, this exhibition will give a great idea on how the Truck and Truck bodies are getting modified and being adapted to the product transported. One can watch out for the following:

1. Advantages of customized bodies on maximizing the product in the given space without any damage, faster loading and unloading, all this being done without compromising the safety of the vehicle.
2. Variety of accessories for trucks like tail lifts, lashing arrangements this can help in improving the efficiency of the truck.
3. Use of Hydraulics in Truck Trailers to carry cars and vehicles and maximize the number of cars and vehicles carried on them.

For Bus Operators, they can have a look at all type of technologically advanced busses like Inter-city, Intra-city and variety of facilities in the bus that allow access to Physically challenged passengers with ease. Some of the features to be noted here are seats, glasses, flooring and lighting which make the buses more user friendly and visually appealing.

The IAA Plug and Play Campus offers exhibitors the unique opportunity to demonstrate their most exciting and innovative use cases from the infrastructure sector, which is steadily growing in importance for mobility. Whether it's charging infrastructure, payment software, 5G connectivity or the gas station of the future - the potential topics are not only diverse, but above all highly relevant to the future of the transport and logistics industry.

With the Campus directly connected to the newly designed indoor departure terminal, the IAA TRANSPORTATION creates direct points of contact between visitors, who will be test drivers on the road set up there as part of the IAA Test Drives, and exhibitors, who will be presenting their forward-looking solutions on the Plug and Play Campus.

With the Last Mile Experience Area, the IAA

TRANSPORTATION presents an innovative new hall concept. For the first time at a trade fair, a complete city backdrop will be set up indoors, within which the latest last mile solutions will be presented in application. On display will be the use of parcel drones, delivery robots, e-transporters, e-cargo bikes as well as innovations from the Internet-of-Things, data networks and cloud technologies, SaaS platforms and decentralized hubs.

I feel the product demos can be very beneficial to specially Design Heads as well as the Production Heads to visually see and get a taste of the product in action. It's a great space to talk to the key people and take learnings from those who have been involved in developing world class applications.

There is a strong focus on startups this year and the Startup Areas offer companies the chance to make key contacts and present their ideas to an international audience of experts. Everystartup gets the opportunity to present its concept in 180 seconds on the Elevator Pitch Stage in front of a high-ranking jury of experts. Whether IOT, Battery or Engineering - the cross-industry approach of IAA TRANSPORTATION offers a wide range of opportunities.

Additionally, The IAA Conference will focus on different key topics over four days.

- **FUTURE LOGISTICS**, with the topics of supply chains, trucks, rail & shipping integration, e-mobility and hydrogen technology in heavy-duty transport and heavy and light commercial vehicles, as well as technological and digital innovations for the logistics chain
- **TRADE & LOGISTICS**, with the topics last mile, inner city logistics, van, transporter, cargo bikes, delivery robots, digitalization as well as innovative solutions for retail, e-commerce
- **INFRASTRUCTURE**, with the topics charging infrastructure electricity and hydrogen, expansion of data networks, data management, long-distance bus transport, rail transport connection
- **INNOVATIONS IN PUBLIC TRANSPORT**, with the topics of bus, electrification, hydrogen, ride-sharing, ride-hailing, MaaS, digital networking of existing services