



Essen, June 22, 2022

Final Report Cable Car World 2022

## Cable Car World celebrates successful premiere

Exhibitors and experts discussed the possibilities and requirements for the use of urban cable cars

The event got off to a great start: Around 500 participants from 14 nations took the opportunity to take a look at the future of urban mobility at Cable Car World from 21 to 22 June 2022. The world's first trade fair for urban cable car transportation brought together 30 exhibitors and a conference with more than 20 national and international experts at Messe Essen over the two days of the event. Employees from public administration and decision-makers from municipalities and countries, who were the main target group of Cable Car World, informed themselves about technical possibilities as well as legal and planning conditions.

"The time is ripe to give the urban cable car its own trade fair platform. As a sustainable mode of transport, it is impossible to imagine the mobility mix of the future without it," explains Oliver P. Kuhrt, Managing Director of Messe Essen, which launched Cable Car World together with Seilbahnen International Verlag as a partner. "I am delighted that we have succeeded in making this groundbreaking trade fair a reality." Gerald Pichlmair, Managing Director at Seilbahnen International, added: "Together with Messe Essen, we were able to bring the urban cable car into people's minds. The future hangs on the cable - Messe Essen, the visitors and the exhibitors have clearly recognized this." Located in the heart of the Ruhr metropolis, Essen proved to be the ideal environment for the new trade fair. Germany's largest conurbation is considered a potential application area for urban cable cars.

## High-caliber trade congress impresses with its multifaceted program

As an integral part of Cable Car World, the integrated trade congress brought all facets of the topic to the table. First, Professor Dr. Harry Wagner from the Ingolstadt Technical University raised the question of what the mobility of tomorrow will look like. His keynote speech dealt with the topic "Mobility 4.0 - Requirements for new urban mobility. How will we get around in the future? Necessities and further



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developments of public transport". The diverse keynote speeches showed that cable cars are not just a dream of the future, but a tangible mobility option. Several speakers dealt with different aspects of the possibilities of integrating cable cars into local public transport. In addition, there was an overview of the planning process and the compatibility of urban cable cars with urban planning law. Speakers also addressed environmental concerns of new urban mobility and architectural and design issues to integrate cable cars into urban spaces. Four panel discussions also looked at urban mobility in general, the conditions for gaining acceptance for infrastructure projects, the legal obstacles to urban cable cars, and the factors for successful planning and implementation. Best practice examples from Latin America, Zimbabwe and France rounded off the program of presentations.

## **Mobility Lab as the heart of the trade fair**

In the exhibition halls, the Mobility Lab with its four thematic areas Society, Sustainability, Technology and Profitability formed the center of the trade fair. In the open-plan area, visitors were able to talk directly to the cable car manufacturers Bartholet, Doppelmayr and Leitner. A Science Wall also presented current projects and research projects from eleven renowned universities from Germany and Austria. The exhibitors included leading general manufacturers and suppliers of cabins and cables as well as providers of software, access solutions and services for planning, operation and maintenance.

After the successful start, the cable car industry is now looking forward to the second edition of Cable Car World from 4 to 5 June 2024 to further promote the important topic of the mobility revolution in urban areas.

## **Exhibitor Comments:**

### **Daniel Fässer, Head of Sales West & Marketing, Bartholet:**

"Cable Car World is the best opportunity for the cable car industry to focus on urban solutions. We can present the unique advantages of urban cable cars at a specially organized trade fair. I would like to see the event continue on a regular basis after its successful launch."

**Jürgen Pichler, Head of Group Marketing, Doppelmayr Seilbahnen:**

"Cable Car World is a joint initiative of the cable car industry to promote the advantages of cable cars in urban areas to opinion leaders and decision-makers. We see ourselves as shapers of the future in the context of the mobility revolution and want to firmly establish the cable car in Europe's major cities. Information exchange on the topics of sustainability, profitability, social impact and technology were the main focus."

**Gotthard Schöpf, Head of Marketing, LEITNER AG:**

"An extremely successful premiere of Cable Car World with a high-caliber lineup. All those people who deal with the topic of urban mobility with cable cars in Germany were present. It's great to see that participants, experts and exhibitors are equally passionate about a common goal, namely to position the cable car as an attractive supplement to public transport."

**Christian Kleinenhammann, Regional Manager West, Transdev Deutschland:**

"The congress was very successful and the trade fair perfectly organized. We feel the awakening in urban mobility and the need for urban cable cars. The visitors showed us that the transport solution on the cable is politically desired. The exhibitors again proved that there are products and services for every topic."

Further information: [www.cablecarworld.com](http://www.cablecarworld.com)