DUBAI ITS World Congress
16-20 September 2024
Mobility Driven by ITS

WEBINAR SERIES

WEBINAR 3:
CCAM - MORE THAN THE SUM OF ITS PARTS

27 June 2024
14:00 - 15:00 CEST

Cooperative, Connected, and Automated Mobility (CCAM) encompasses a range of technologies that connect and automate transportation systems, promising to enhance safety, efficiency, and sustainability in urban and rural environments. To realize its full potential, a number of key elements must be well aligned and remaining challenges must be addressed: technological integration of diverse systems ensuring interoperability, trust, and reliability; infrastructure modernisation necessitating investment and coordinated efforts between public and private sectors; establishing comprehensive legal frameworks balancing innovation with public safety and privacy concerns; ensuring robust cybersecurity measures to protect vehicles and infrastructure from malicious activities; and gaining public trust and buy-in through co-creation, transparent communication and demonstration of CCAM's benefits.

This insightful webinar titled "CCAM: More than the Sum of Its Parts" will delve into some of the intricacies of Cooperative, Connected, and Automated Mobility, and the journey from innovation to real-world deployment. Our distinguished panel of experts includes leading researchers, industry pioneers, and policymakers who will share their perspectives from different regions of the world on the multi-faceted approach required to realize the full potential of CCAM.

Join us to take part in this interesting discussion and hear about what awaits you at the ITS World Congress in Dubai!

AGENDA	
Webinar #3	**CCAM - More Than the Sum of Its Parts**
Date and Time	**27 June, Thursday, 14:00 – 15:00 pm CEST**
Speakers	**Rita Bhandari –** Senior Manager | Congress Programme & Project Communications, ERTICO-ITS Europe - *welcome* **Stephane Dreher** – Lead of CCAM, ERTICO-ITS Europe - *panel moderation* **Dr Ismail Zohdy –** Expert on Future and Innovative Mobility, Roads and Transport Authority, UAE **Max Lemke -** Head of the IoT unit, European Commission DG CONNECT, Belgium **Robert Sykora –** Director for Europe, Ohmio Group **Steve Dellenback –** Vice President R&D, Southwest Research Institute **Ryota Shirato -** Senior Vice President, ITS Japan

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