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Concept for new IAA 2021 presented by VDA President Müller, Messe München CEO Dittrich, Bavarian Minister-President Söder and Lord Mayor of Munich Reiter

Berlin/Munich (ots) -

The mobility and technology sectors will meet for the first IAA in Munich from September 7 to 12, 2021. A new venue and a new concept: the IAA 2021 will become an exhibition, a forward-looking mobility platform and a dialog forum all at the same time. The new IAA is a triad: The Summit on the trade show grounds will be the venue for brand and product presentations, and conferences for professionals. The Open Space will turn Munich's most beautiful inner-city locations into interaction forums on mobility concepts for the future and stages showcasing technologies as experiences. The Blue Lane will connect the city center and the trade show with a test track where forward-looking mobility becomes a real experience. And the IAA will be compact and even more intensive: the entire program can be experienced on six days.

Read more [here](#)

Contact:

Eckehart Rotter
VDA - Press Department
Tel.: +49 30 897842-120
E-mail: eckehart.rotter@vda.de

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