

Press release

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IAA TRANSPORTATION 2026 Conference Program: Focus on AI, Software, and Digital, Eco-Friendly Mobility Solutions

IAA Conference covers the full spectrum of future trends in the commercial vehicle industry — prominent representatives from industry, small and medium-sized enterprises (SMEs), and politics expected — new prototype.club Stage strengthens focus on innovation and startups.

Berlin/Hannover, July 14, 2026 — With its extensive conference program, IAA TRANSPORTATION 2026 is putting the central future trends of the commercial vehicle industry squarely in the spotlight. From September 15 to 18, international thought leaders, industry experts, and decision-makers will take three stages to present and discuss their visions and strategies for transport logistics and the climate-neutral, digital mobility of tomorrow.

This year's IAA Conference program focuses on electrification and charging infrastructure, autonomous driving, software-defined vehicles, artificial intelligence, as well as economic resilience and transformation. Virtually all presentation slots were booked up within a very short time, reflecting the massive interest in the conference program and IAA TRANSPORTATION as a whole.

Featuring more than 100 program events and over 200 speakers, IAA TRANSPORTATION 2026 offers a diverse, high-caliber conference lineup across three stages: the Main Stage, the Industry Stage, and the new prototype.club Stage.

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Main Stage: High-Profile Speakers from Industry, Business, and Politics

On Main Stage in Hall 18, attendees can look forward to a diverse program on September 15 and 16 featuring leading figures from industry, SMEs, and politics. The speaker lineup includes prominent voices in the sector, such as: Patrick Schnieder, German Federal Minister of Transport; Olaf Lies, Minister-President of the State of Lower Saxony; Hildegard Müller, President of the German Association of the Automotive Industry (VDA); Wolfgang Ademmer, CMO of Alpitronic; Antoine Duclaux, CEO of Renault Trucks; Martin Fischer, CEO of Forvia; Markus Mildner, CEO of Siemens eMobility; Arnd Franz, CEO of MAHLE; André Wehner, CIO of MAN Truck & Bus SE; Mathias Miedreich, CEO of ZF Friedrichshafen; Philipp von Hirschheydt, CEO of Aumovio; Jens Holtinger, CTO of Volvo Group; and many others.

"As the leading international trade show, IAA is the performance showcase of our industry. At the same time, it is the ideal platform for exchange—with customers, drivers, fleet operators, politics, and science. With a view to the current challenges for the automotive industry, there are pressing topics that need to be addressed: regulation in the EU, location conditions in Germany and Europe, climate protection. Under the motto 'Electrified. Efficient. Economical.', MAHLE is showing this year how we are actively shaping mobility in the transport sector—with technologies that drive electrification, increase efficiency, and secure profitability in a tough competitive environment," says Arnd Franz, CEO of MAHLE.

"Electrification of the transport sector is not only a central lever for achieving climate goals, but it is also economically viable if you keep the optimization of the Total Cost of Ownership in mind right from the start. And that succeeds best when everyone works toward this common goal: OEMs, infrastructure partners, logistics providers, energy suppliers, and many others. IAA TRANSPORTATION brings all actors together—for exchange, partnerships, and concrete implementation," notes Markus Mildner, CEO of eMobility, Siemens Smart Infrastructure.

Industry Stage: Practical Insights from Industry Experts

From September 15 to 18, Industry Stage in Hall 13 will be entirely dedicated to IAA TRANSPORTATION exhibitors. There, renowned industry representatives will highlight current developments within their companies, showcase innovative solutions, and discuss practical applications for the future of the commercial vehicle sector. Participating companies include Robert Bosch GmbH, Deloitte, McKinsey & Company, Milence, Opes Solar Mobility, Porsche Consulting, and many more.

"IAA Conference brings the leading minds from industry, logistics, politics, and science together. The transport sector is in transition and faces major challenges. Therefore, the open discussion of technological solutions is crucial. For Bosch, IAA Conference is an important platform to shape the future of transport and logistics together with partners," says Markus Heyn, Deputy Chairman of the Board of Management of Robert Bosch GmbH and Chairman of the Mobility business sector.

"Two years ago at IAA TRANSPORTATION, we presented our vision for the future of electric road transport. Today, this future is becoming reality. Electric trucks are in use across Europe, the first electric corridors are taking shape, and we are introducing next-generation technologies like the Megawatt Charging System (MCS) to make long-haul electric transport even more efficient. Now, Europe must also take the step from vision to implementation. IAA Conference is an important platform because it brings together industry leaders, political decision-makers, and transport companies to drive this transformation forward together. For Milence, this is an opportunity to show that the individual building blocks are already present, and to continue the expansion of the clean transport corridors that will power Europe's future.

New prototype.club Stage Strengthens Focus on Innovation and Startups

A new addition to the conference program this year is the prototype.club Stage in Hall 12. Hosted by IAA TRANSPORTATION partner prototype.club, the stage will offer a mix of industry sessions, startup pitches, and networking formats from September 15 to 20. A particular highlight is the hackathon, where creative teams will develop innovative solutions for current challenges in the commercial vehicle and logistics industries. In addition, around 30 startups will be showcasing their innovations and technologies.

Conference Program Expanding Daily

With the exception of the opening ceremony, all conference events are free and fully accessible to IAA TRANSPORTATION ticket holders. There will be no separate IAA Conference ticket. The conference schedule is continuously being updated with additional sessions and speakers. An up-to-date overview can be found here: [IAA TRANSPORTATION](#)