

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: MIKE MCCREADY, DIRECTOR, ECONOMIC DEVELOPMENT
SUBJECT: VTM WELCOME RECEPTION
DATE: JUNE 26, 2023

Mayor and Council –

FYI on an event that should be on your calendars in a couple weeks over the Suburban Collection Showplace.

- Victor

In collaboration with Oakland County, the City of Novi Economic Development Department has been working together for months to plan a **Vehicle & Transportation Technology Innovation Meeting (VTM)**. The event is a spin-off of a successful forum in Turin, Italy, and will take place here in Novi **at the Suburban Collection Showplace on July 12-13**. This inaugural 2-day event will connect delegations from around the world with local and regional automotive and mobility leaders.

Since this event will be held here in Novi City, staff has organized **a welcome reception for attendees on July 11, 2023, from 5-7 pm at 12 Mile Crossing at Fountain Walk**. The reception provides an opportunity for our economic development stakeholders to network with event participants and showcase Novi as an outstanding base for companies leading innovation in the next generation of transportation technology.

Invitations will be extended to registered VTM participants, Novi City Council, EDC board members, and other conference sponsors.



INTERNATIONAL BUSINESS CONVENTION FOR AUTOMOTIVE & VEHICLE INNOVATION
PLENARY CONFERENCE - B2B MEETINGS - EXHIBITION

JULY 12/13 2023

Suburban Collection Showplace
46100 Grand River Avenue
Novi, MI 48374



YOU ARE INVITED!

Plan to join us at VTM Michigan for a chance to meet with global automotive and mobility leaders. Local economic development and community partners will be hosting Michigan's first international B2B forum on innovations in mobility to showcase our region as the *Global Epicenter of Mobility*. This event is patterned after the successful VTM Turin, which attracted over 300 companies and organizations.

ABOUT VTM MICHIGAN

VTM Michigan is a mobility technology event that brings together the vehicle and transportation community, including: manufacturers, tier one suppliers, key decision makers, disruptive technology specialists, entrepreneurs and solution providers for air/land/water.

THE PROGRAM WILL INCLUDE

Conference: A half-day conference focused on the challenges and opportunities for future mobility and new vehicle technologies

B2B Meetings: Pre-arranged B2B meetings

Workshops: Participants will have the opportunity to host or participate in workshops addressing current topics, including:

 Electric & hybrid vehicles, batteries & components	 Hydrogen, new sustainable propulsion systems
 Software-defined vehicles	 Urban air mobility
 Connectivity, smart infrastructure, cloud services	 Sensing and control technologies for ADAS & autonomous driving
 Safety-security validation & certification	 Micro-mobility & new mobility concepts