



Draft program trade mission U.S. west coast
14 – 19 November 2021
sector Green, Smart Urban Mobility
-Subject to change and availability-

Sunday, 14 November

Morning: **Flight** > Amsterdam – Mineapolis - Phoenix
Afternoon: **Check-in hotel**
Evening: **(Informal) Welcome drinks**

Monday 15 November (Phoenix)

Morning: **Kick-off Session Phoenix**

- Greater Phoenix Economic Council
- Introduction into business and mobility eco-system in Phoenix and beyond

Company visit and excursion

- Visit proving grounds for automotive transportation
- Visit EV pilot Nikola Motors focused on the relation between electrified heavy duty trucks and infra

Afternoon: **Lunch and network moment**

- Arizona State University
- Zooming on the Novis Innovation Corridor with linkages to smart city development and sustainable transportation.

Visit institute of Autonomous Mobility

- Focus on amongst other Intel's proposal around developing Intelligent Roadside Units

Evening: **Informal drinks and dinner** (at own expense)

Tuesday 16 November (Phoenix Arizona / Los Angeles)

Morning: **Mobility in Arizona, Phoenix**

- Phoenix City
- Focus on EV consumer trends versus grid electrification & autonomous driving

Afternoon: **Lunch and roundtable** (in attendance of Stas IenW)

- Stakeholders Mobility Innovation Zone (Mobility Innovation Zone is a multiregional initiative in Arizona implementing new and emerging technologies for mobility)

Flight Phoenix to Los Angeles
Check- in hotel

Evening: **Trade dinner and networking**



Wednesday 17 November (Los Angeles)

Morning and

afternoon: **Workshops, networking & matchmaking at CoMotionLA conference**

LA CoMotion is a prominent mobility conference in the US. There is the opportunity to visit numerous workshops and sessions. Participants will be encouraged to also take an active role in the workshops in addition to networking and matchmaking. There will be a Dutch pavilion at the conference, this is the focal point to revert and meet with those interested in Dutch innovations. Stas IenW will also be attending the conference and will visit the Dutch pavilion.

Evening: **Debrief and drinks at the Dutch Pavilion**
Dinner (at own expense)

Thursday 18 November (Los Angeles / Sacramento)

Morning and early

afternoon: **Workshops, networking & matchmaking at [CoMotionLA](#) conference**
Option to schedule company and project visits parallel to conference

e.g.:

- Santa Monica (optimization traffic flow: sensors and i-VRIs)
- LA City (bike and bike infra – LA bike paths, transit Oriented Communities)
- LAPort / Shell (demonstration projects alternative and renewable fuels e.g. hydrogen)
- Culver City (mobility hubs)

Late

afternoon: **Flight Los Angeles to Sacramento**

Evening: **Drinks with California State Government** ([CalSTA](#), [CalEPA](#), [GoBiz](#))
Transfer by bus to San Francisco

Friday 19 November (San Francisco)

Morning: **Smart City Workshop**

- Focus on traffic optimization and the nexus with infrastructure in attendance of top notch Silicon Valley mobility and transportation experts.

Early Lunch

Afternoon: **Flight San Francisco to Amsterdam (arrival Saturday morning)**

***This is a draft program and will contain one or more of these components per day.**