

# Get ready!

for the biggest event in public transport



WORLD CONGRESS  
AND EXHIBITION  
MILAN 8-10 JUNE 2015

## smile *in the* city

[www.uitpmilan2015.org](http://www.uitpmilan2015.org)



### Supporting Organisations



### Local Hosts





## Do not miss!

Take part in the must-attend get togethers: Welcome Reception, Wrap -Up Session, Networking Dinner, ... and learn about the latest developments and trends in global public transport at the Opening Ceremony

## In this brochure you will find...

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## A cheerful theme, with a tough message

Dear readers

It's almost time again for the UITP World Congress & Exhibition, the biggest event in the public transport world.

The theme of this year's event, SMILE, says a lot about our optimism for the sector. But even though the tone is lighthearted, the message is tough: we need to grab hold of the opportunity to transform the sector and be the drivers of the change we want to see. We are facing many changes and challenges, and it's up to us in public transport to position ourselves at the centre of this brave new world.

This will be the 61st edition of the world class event, which will take place in Milan, the spectacular, culture-rich heart of the Lombardy region. We've been very busy adding the final touches to the programme, and as you can see from these pages, we are expecting some stellar speakers.

What can you expect from this year's event? For one thing, our PTx2 strategy is coming of age: ten years down the line, and how much closer have we come to our goal? Our buyer-focussed exhibition will once again be presenting the very latest in public transport innovation, while an expanding network of urban mobility personalities hash out the future of the sector in three days of top-class and thoughtful discussions.

Join us in shaping the city of the future,

Alain FLAUSCH  
Secretary General of UITP

## Italian Day

On Tuesday 9 June, we'll be honouring our gracious hosts with a celebration of all things Italian. In addition to sessions that present Italy's state-of-the-art public transport services as well as its key issues, there'll be a number of special Italian-flavoured activities to be found all around the venue. Surprise-surprise!



## A word about our host city

# Milan

Milan, the capital of Lombardy, is not only Italy's largest industrial city and a magnet for designers, artists, photographers and models. It's also got the biggest public transport system in the country, with all modes of transport: bus, tram, metro (including driverless metro), trolleybus and commuter trains, in addition to carsharing and bike sharing.

That's why Milan was selected by the UITP Policy Board to hold the 61<sup>st</sup> UITP World Congress and Exhibition in June 2015. Milan is a great example of what political will can accomplish to reduce pollution. The city offers the combination of an extensive public transport system coupled with private car use restriction measures like congestion charges and strict parking policies.

## A word from our hosts

“ *Hosting the UITP Congress is a honour for our city and for our company, which is working towards more and more sustainable mobility and the growth of public transport as a strategic asset for the economic and social development of the whole country. In terms of technological innovation, Milan also represents a centre for excellence in the sector in Italy and in Europe.* ”

Bruno ROTA  
President of ATM

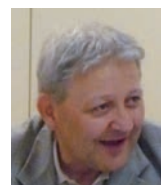


“ *The 61<sup>st</sup> UITP Congress and Exhibition will be an opportunity to compete with the best public transport operators from all over the world and it is a privilege for the FNM Group to be one of the promoters of this important event. We will show the world our country's strengths, and particularly those of Milan and of the Lombardy Region, which will also host the Universal Exposition in 2015, attracting millions of tourists in 2015.* ”

Norberto ACHILLE  
President of FNM

“ *Rome 2005, Milan 2015. The UITP Congress is back in Italy after 10 years. A unique opportunity for our country to evaluate transport policies and mobility trends; we are proud and ready to welcome UITP Congress with a SMILE!* ”

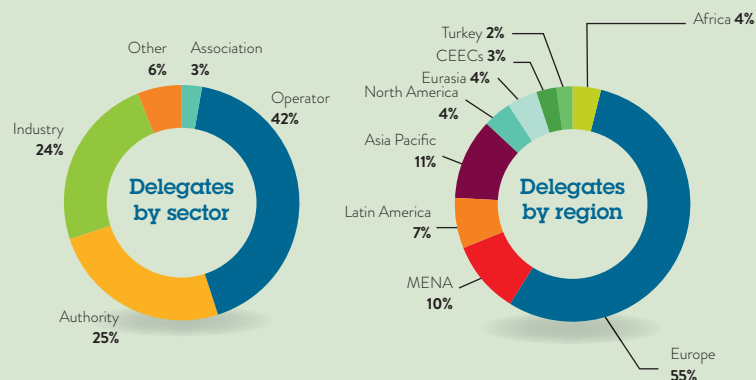
Massimo RONCUCCI  
Chairman of ASSTRA



# Why should you attend?

- It's the only **worldwide** event that covers **all urban and regional transport modes** and combines a full programme of congress sessions with an exhibition of all the latest industry innovations.
- It's the only (truly) global public transport gathering where **top-level professionals** from authorities, operators and industry get together.
- It's also the place where government officials, decision-makers and top-brass policy-makers come to find out the **stakes for urban mobility**. Not for yesterday, not for last year, but for today and tomorrow.
- We provide **buyers**. Despite the crisis and tough budget choices, executives keep coming back. Our sales-driven expo has grown every year from between 8 and 12% since 2007.
- Our **Expo Focus Sessions** get you up close and personal to tomorrow's innovations and innovators.
- You'll meet peers **from around the world** and **make long-term professional relationships**. Ever wondered how public transport runs in time zones other than your own? Don't just read about it, come face to face with it.
- You will take part in many **social events**, the Welcome Reception and the Networking Dinner among others, that are not-to-be missed get-togethers specially designed to offer you the opportunity to get to know your peers and potential partners.
- You'll be right there riding the **wave of change**, right while it's happening.

The 2013 UITP World Congress and Exhibition in Geneva attracted more than 2,000 congress attendees from 75 countries. Over 320 exhibitors took up 30,000 m<sup>2</sup> of space and welcomed more than 25,000 expo visitors. Around 200 international press and media representatives were there.



## You are...

- ...a transport authority, at a local, regional or national level
- ...a public transport operator, whatever the mode you operate
- ...an industry supplier, making products and services for the sector
- ...a consultancy that has (or would like to have) clients in the sector
- ...a university that conducts research on public transport-related issues

## SOME KEY MOMENTS

# PTx2: Where are we now?

At the UITP Congress and Exhibition in 2009 in Vienna, the public transport sector set itself an ambitious goal: **to double public transport's market share by 2025** compared to 2005.

We called this strategy **PTX2**.

Then in 2011 and 2013, at our Congresses in Dubai and Geneva, many of UITP's member companies, including those from operators, authorities and industry, presented the concrete commitments for getting us closer to our goal.

At this year's Congress and Exhibition in Milan, we think the time has come to make an assessment of where we are, ten years before our 2025 deadline.

## Smile... Y4PT is ten!



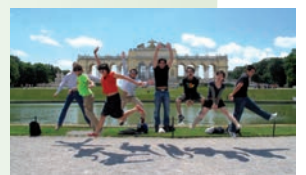
Since the Y4PT Group was founded in 2005, we've been encouraging young people of the world to come up with innovative and imaginative ideas for sustainable mobility. Our Young Ambassadors can be found in all corners of the globe, thinking, dreaming and plotting their way to a greener, brighter future.

At this year's event in Milan, look out for our presentation of the challenges and results of the HealthY MobilitY 2013 – 2015 Programme, as well as the Y4PT awards and a special Y4PT Foundation Idearium, a book that brings together ten years of our bright ideas, brilliant projects and awesome activities. Visit us at our stand, take our Healthy Mobility Challenge and bike with us!

...want to contribute?

Make a monetary donation, sponsor a project, volunteer or partner with us and support our bright sparks come up with new ideas to make the world a better place for us all.

**For more information, please visit: [www.y4pt.org](http://www.y4pt.org)**



## UITP Awards 2015

**UITP will be rewarding our members' most ambitious and innovative projects.**



On the occasion of the UITP Congress & Exhibition in Milan, we'll be honouring members whose mobility projects are not only the most inspiring, but that get us closer to our goal of **doubling the market share of public transport by 2025 (PTx2)**.

Our aim is to give due acknowledgement to local mobility projects introduced in the past two years that demonstrate ambitious vision for city mobility systems, operational and technical excellence and extraordinary station design, and that can be transferred to other cities and regions.

We're expecting an overwhelming response again this year.

Winners will be decided by an international panel of public transport experts, and the results will be announced during the Congress. The list of finalists will be made public in April. For the first time, finalists will be included in a special UITP awards report listing projects of great value to current and future mobility.

Let's reward the organisations that are contributing to a sustainable future for all of us.

# A word about the theme



“Smile” is the acronym of five keywords which represents the main thematic clusters of the World Congress and Exhibiton:

- Sustainability** because public transport protects the environment, enables social equity and contributes to economic development, liveability and security.
- Mobility** because the integration of more public transport and other shared transport modes can help meet future mobility challenges.
- Innovation** because innovation can be found in every aspect of urban mobility, from urban policies to more efficient public transport systems and information.
- Lifestyle** because mobility is key to urban lifestyles and enhanced quality of life, accessibility, creativity and health.
- Economy** because public transport’s contribution to the economy embraces all dimensions of a city – jobs, personal wealth, financing and funding, competitiveness, business culture, ...

## What have we got to SMILE about?

Public transport is facing a number of challenges and changes, due to external socio-economic trends, as well as evolutions and revolutions within the sector itself.

Overconsumption of energy and its impact on greenhouse gas emission levels, growing urbanisation, a diversifying mobility market... these are the key issues that we need to address as urgently as possible.

But there’s still plenty to SMILE about. The public transport sector is meeting these challenges head on. Our modal, virtual, conceptual and concrete actions and innovations are spearheading the future, and you can find out all about them at the World Congress and Exhibition in Milan.

So let’s tackle the future with bright ideas and open minds, and don’t forget to bring your SMILE.

“Public transport contributes to jobs and growth, makes cities more competitive, attract investors, reduces congestion and can be the natural leader for urban mobility integration.”

Sir Peter HENDY  
President of UITP



“With such challenges coming from both within the sector and outside it, public transport is called upon to change: it must perform better, be more efficient, answer changing expectations, but also demonstrate it is a driver of change.”

Alain FLAUSCH  
Secretary General of UITP

## What is SMILE?

# Sustainability

There's a lot of work to be done if we want to create truly sustainable cities...

Conversations about sustainability are rarely positive. Stop wasting resources. Stop using that packaging. Stop using that supplier. The tone is often negative. But does it have to be that way?

No. Sustainability is not about restrictions, it's about **opportunity**, especially for the public transport sector. The mandate to transform businesses to respect environmental limits while fulfilling social needs has become an unparalleled platform for innovation on strategy, design and manufacturing. The public transport sector has been busy, and not just getting citizens from A to Z; we're developing new technologies that offer **big opportunities for us to compete and to adapt our solutions** to the new world of mobility.

The tools we have are changing fast, and the people we serve are changing, too.

Successful transport policies include provisions for **energy efficiency, social equity and economic growth**. And let's not forget smart urban planning: sustainable mobility and urban development policy have a long intertwined history. Truly sustainable mobility **depends on the political will of the policy-makers who set the agendas in our cities**. Smart urban planning puts public transport at its heart.

## What to expect

### ...so let's get to work:

Congress Sessions under the 'Sustainability' banner:

- The **economic case for public transport**: the benefits of public transport in making cities more economically competitive and attractive
- **Planning the city around public transport**: how proper urban planning can contribute to the development of sustainable mobility?
- Unlocking the benefits of mobility to health objectives: how **the health benefits of public transport** often ignored, are vital for the well-being of citizens?
- Technology innovations for buses: how the public transport industry develops **green and modern buses**, making them more attractive and more efficient to operate?





## Some invited speakers



**Andreas ALMQUIST**  
Development Manager  
Västtrafik AB  
Skovde - Sweden



**Pierre MONGIN**  
Chairman and CEO  
RATP  
Paris - France



**Morris CHEUNG**  
Human Resources Director  
MTR Corporation Limited  
Hong Kong - China



**Massimo RONCUCCI**  
Chairman  
ASSTRA  
Arezzo - Italy



**Anthony CROSS**  
Public Transport Network  
Development Manager  
Auckland Transport  
Auckland - New Zealand



**Michael ROSCHLAU**  
President and CEO  
Canadian Urban Transit Association  
(CUTA)  
Toronto - Canada



**Jurandir FERNANDES**  
State Secretary  
Government of Sao Paulo State  
Sao Paulo - Brazil



**John VERITY**  
Chairman  
Smart Ticketing Alliance  
Milton Keynes - United Kingdom



**Francisco GONZALEZ BALMAS**  
Bus Technical Director  
TMB Barcelona  
Barcelona - Spain



**Thierry WAGENKNECHT**  
Technical Director  
TPG  
Geneva - Switzerland



**Mariam JUMAAN**  
Undersecretary for Land Transport  
and Post  
Ministry of Transport  
Manama - Bahrain



**Jeremy YAP**  
Senior Group Director, Public  
Transport, Policy and Planning  
Land Transport Authority  
Singapore



**Hakan KARLSSON**  
Executive Vice-President Business  
Areas  
Volvo Buses  
Gothenburg - Sweden

More invited speakers on  
[www.uitpmilan2015.org/speakers](http://www.uitpmilan2015.org/speakers)

# Mobility

## Change needs leadership, and mobility is changing fast...

Since the invention of the wheel, mobility has been in flux. But it's never changed as rapidly as it's changing now.

Until very recently, mobility has meant cars, taxis, bikes and pedestrians, along with collective modes like buses, metros, trams and ferries. These have been the mainstays of traditional urban life.

But booming populations and squeezed resources are remodelling our urban landscapes. **More mass transit modes are becoming available**, including BRT, tram-train, cable car and monorail. **Technological innovation and new business models** mean car-sharing, carpooling, bike-sharing are now a big part of our urban mobility portfolio. Cities are multiplying their services, and **travellers are interacting with an ever-increasing number of service providers** on their door-to-door journey.

What does this mean for public transport? It's not about loss of ridership, **it's about taking the lead** in this brave new world of urban mobility.

### What to expect

## ...so let's lead:

Congress Sessions under the 'Mobility' banner:

- **Modal choice:** how can city authorities be helped to choose the right mode when developing their public transport network?
- **Public transport shaping the future of fast growing cities:** the high potential for public transport growth in fast growing economies and the needed development and investments
- **Implementing Grand Mobility Schemes:** how public transport contributes to survival in the short run? How public transport can **absorb additional demand** induced by the restriction of car use?
- The challenge for public transport in the case of **sprawling cities and low density areas**
- Changing urban mobility landscape: **who will be the integrator?** How to integrate the diverse modal options and establish an integrator of urban mobility services?



## Some invited speakers



**Per ALS**  
Chief Transport Executive  
City of Copenhagen  
Copenhagen - Denmark



**Paul GWYNN**  
Managing Director  
INIT  
Singapore



**Marc BADOUX**  
Deputy Director  
Transports Publics de la Région  
Lausannoise  
Lausanne - Switzerland



**Gunnar HEIPP**  
Vice-President Strategic Planning  
MVG  
Munich - Germany



**Arnd BÄTZNER**  
Non-Executive Director  
Mobility Car Sharing  
Zürich - Switzerland



**Jean-Marc JANAILLAC**  
President  
Union des Transports Publics (UTP)  
Paris - France



**Daniel BERGERON**  
Vice-President  
Agence Métropolitaine de Transport  
(AMT)  
Montreal - Canada



**Vivienne KING**  
Managing Director  
KDR Gold Coast  
Southport - Australia



**Marcello CORSI**  
Track Design Manager  
Railway Procurement Agency  
Dublin - Ireland



**Marcos LELIS TEIXEIRA**  
President  
FETRANSPOR  
Rio de Janeiro - Brazil



**Youssef DRAÏSS**  
General Manager  
Casablanca Transports  
Casablanca - Morocco



**Jesus PADILLA**  
Director General  
Corredor Insurgente S.A - CISA  
Mexico City - Mexico



**Paulo FRAGA**  
Director of Operations and Marketing  
CTS  
Recife - Brazil



**Antti VUORELA**  
Head of the Operational Research  
Group  
Helsinki Region Transport HSL  
Helsinki - Finland

More invited speakers on  
[www.uitpmilan2015.org/speakers](http://www.uitpmilan2015.org/speakers)

# Innovation

## Smart urban growth is powered by our bright ideas...

The public transport sector is currently a hotbed of bright ideas, and these ideas are changing how we imagine mobility. Innovations are coming from all corners of the sector, driven by different needs and going for different goals.

There's no doubt they are fundamental in shaping our cities.

Inventive and intelligent new designs are popping up in the early stages of the life of cities' networks. **Systems are getting automated**, and **IT is getting more intelligent**. Optimised network design leads to operational excellence, thanks to enhanced frequency, punctuality and reliability. These, in turn, lead to customer satisfaction. **Contactless technologies, open data, big data, geo-positioning, connectivity...** all allow us to integrate public transport services, improve the travel experience and strengthen the link between urban stakeholders.

But innovation is not limited to technology. It can also be found in **urban policies**, governance and management practices. The **Smart Cities** concept highlights the growing importance of collecting and sharing data to make cities more competitive.

### What to expect

## ... so let's share our ideas:

Congress Sessions under the 'Innovation' banner:

- **The future will happen in Smart Cities:** opportunities for public transport and ways to overcome some of the bottlenecks to smart cities, with a focus on governance and institutional arrangements.
- **What is at stake for urban rail?:** state-of-the-art innovation in urban rail development and future trends
- **Open, big and smart data:** information technology and the use of data to improve service provision, quality and integration.
- **The bus industry today and tomorrow:** how it is addressing the energy challenges and meeting customer's expectations





## Some invited speakers



**Saad Bin Ahmed AL MUHANNADI**  
CEO  
Qatar Rail  
Doha - Qatar



**Conny BIEZE**  
Responsible for Mobility  
Province Gelderland  
Arnhem - The Netherlands



**Giuseppe ATTOMA**  
General Manager  
Attoma  
Paris - France



**Vernon EVERITT**  
Managing Director Customer  
Experience  
Transport for London  
London - United Kingdom



**Tony BRAXTON-SMITH**  
Deputy Director General, Customer  
Experience  
Transport for New South Wales  
Sydney - Australia



**Michael MELANIPHY**  
President and CEO  
American Public Transit Association  
(APTA)  
Washington DC - USA

## Expo Focus Sessions: putting the spotlight on innovations and innovators

We've dedicated two places on the bustling exhibition floor for public transport's pioneers to present their latest technological developments and ground-breaking innovations, solutions and products. 14 different sessions will take place, spread over the three days of the event.

The Expo Focus Sessions will cover

- > ...bus (design, alternative fuels, e-buses, transmission)
- > ...rail (rolling stock, signalling, command control, energy efficiency, design)
- > ...IT solutions and services (ticketing, travel information, fleet management, scheduling)
- > ...heavy equipment and components
- > ...transport operations
- > ...services for transport authorities.



**Erez NIR**  
CEO and Co-founder  
Moovit  
Ness Ziona - Israel



**Massimo NITTI**  
Director General Transport  
FERROTRAMVIARIA  
Bari - Italy



**Roberto SGANZERLA**  
Head of Communication &  
Marketing  
CMT- Autopass  
Sao Paulo - Brazil














More invited speakers on  
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	09:00	09:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00
<b>Sunday</b> 7 June 2015											
<b>Monday</b> 8 June 2015	Global Public Transport Market Overview Opening of the World Congress and Exhibition								LS1- Keeping up with Public Transport: Investing in infrastructure		LUNCH
<b>Tuesday</b> 9 June 2015   Italian Day	PS7- Public transport in Milan and the Lombardy region			COFFEE		PS10- EU policy priorities: What impact on cities and public transport?			LS3- Growing Africa though an effective public transport system		
	PS8- Public transport: shaping the future of fast growing cities					PS11- Modal Choice: Is there a recipe for success?			LUNCH		
	PS9- Customer driven ticketing					PS12- Enhancing the customer experience and engagement					
	UITP membership: What's in it for me?					Expo Focus Sessions			LS4- Designing public transport for all		
<b>Wednesday</b> 10 June 2015	PS16- Advancing cities: Efficient authorities making the difference			COFFEE		PS19- Unlocking the benefits of mobility to health objectives			LS5- The challenge for public transport in sprawling cities and low density areas		
	PS17- Through the looking glass: Risk management in public transport					PS20- Open, big and smart data			LUNCH		
	PS18- Integrated efforts for the development of public transport in India					PS21- Master planning to fit the mobility needs of Asia					
	UITP membership: What's in it for me?					Expo Focus Sessions			LS6- The bus industry today and tomorrow		

■ Parallel sessions  
 ■ Focus sessions (at the Exhibition)  
 ■ Lunch sessions  
 ■ Must attend  
 ■ Exhibitions opening hours  
 Regional Focus  
 Simultaneous interpretation in ENG/DE/FR/ES/IT

Note that the programme and speakers are subject to change



00	14:30	15:00	15:30	16:00	16:30	17:00	17:30	18:00	18:30	19:00	19:30	20:00	Evening
				 <b>UITP General Assembly</b> (For members only - By invitation)		<b>Welcome Reception</b> (Venue: MiCo)							
	<b>PS1- The future will happen in Smart Cities</b> 	<b>COFFEE</b>		<b>PS4- The economic case for public transport</b> 									
<b>PS2- What is at stake for urban rail?</b> 	<b>PS5- Technology innovations for buses</b> 												
<b>PS3- Growth and governance of public transport in the MENA region</b> 	<b>PS6- Do corporate objectives matter to front line employees?</b>												
<b>Expo Focus Sessions</b>	<b>Expo Focus Sessions</b>												
<b>PS13- Challenges of public transport in Italy</b> 	<b>COFFEE</b>		<b>Plenary Session</b> <b>Public transport sector strategy towards 2025: Where are we now?</b> 		<b>UITP welcomes you on its stand</b>								
<b>PS14- Integrated land use and urban transport development</b> 													
<b>PS15- Keys to success in improving network performance and efficiency</b>		<b>Expo Focus Session</b>											
<b>Expo Focus Sessions</b>													
<b>PS22- Changing urban mobility landscape: who will be the integrator?</b> 	<b>COFFEE</b>		<b>Wrap up Session</b> 		<b>Networking Dinner</b>								
<b>PS23- Grand Mobility Schemes: How public transport helps make the shift</b> 													
<b>PS24- Professionalisation of public transport in Brazil and Mexico</b> 													
<b>Expo Focus Sessions</b>													

# Lifestyle

## It's time to find out what our customers really want...

Imagine a world without public transport. Impossible, isn't it?

That's because public transport is so deeply intertwined in the stories of our cities. Apart from providing the means to move, its infrastructure and vehicles are living things. They are the cornerstones of our urban environments. They are a part of our lives.

That's why people expect public transport to mesh with their lifestyle. They want our **services to reflect their own values**, feelings and way of life. And they want the service to be **individual** to them.

But we have to act fast to make sure we meet these expectations. **Other mobility options are developing fast.**

Smart ticketing and integrated travel information will help make public transport user-friendly and accessible to all. Truly customer-focused service will depend on our ability to adopt a modern, business-oriented management strategy. If we want to make public transport attractive, we need to focus our energy on connectivity, mobile services, branding, design, customer service and staff.

What  
to expect

## ... let's meet their expectations.

Congress Sessions under the 'Lifestyle' banner:

- **Do corporate objectives matter to front line employees?** And should they? The role of public transport employees towards improved customer service
- **Customer driven ticketing:** integrated and smart ticketing systems and their benefits for the traveller
- **Designing public transport for all:** innovative design to make public transport stations, vehicles and services accessible and customer oriented
- **Enhancing the customer experience and engagement** by developing individualised services and ensuring community's involvement



## Some invited speakers



**Dr. Eng. Yousef Mohammed AL ALI**  
CEO  
Public Transport Agency  
Roads and Transport Authority  
Dubai - United Arab Emirates



**Marcos BICALHO**  
Executive Director  
NTU  
Brasilia - Brazil



**Jung-Ming CHEN**  
Director  
Taipei City Transportation Office  
Tapei - Taiwan



**Dominique de TERNAY**  
Head of Marketing  
RATP  
Paris - France



**Stefania di SERIO**  
Chairwoman of IT & Innovation  
Commission  
UITP  
Rome - Italy



**Hans-Georg FRANTZ**  
Professor  
FH University  
Kapfenberg - Austria



**Yo KAMINAGAI**  
Head of Design, Projects  
Management Department  
RATP  
Paris - France



**Joe KENNY**  
Director Human Resources  
Bus Eirann  
Dublin - Ireland



**Christian LACKNER**  
Business Segment Manager Smart  
Mobility  
NXP  
Gratkorn - Austria



**Jerzy LEJK**  
President of the Board  
Warsaw Metro  
Warsaw - Poland



**Sonjia LEUNG**  
Railway Engineer  
MTR Corporation Limited  
Hong Kong - China



**Jassim SAIF AL SULAITI**  
Minister of Transport  
Government of Qatar  
Doha - Qatar



**Shashi VERMA**  
Director of Customer Experience  
Transport for London  
London - United Kingdom



**Phil WASHINGTON**  
General Manager  
Regional Transportation District  
Denver - USA

More invited speakers on  
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# Economy

## It's time the sector got more creative with capital...

Who is public transport for, anyway ?

The answer is: everybody. Public transport has a reputation as a mobility service for those with no other choice. The sector has a long history of social obligation to provide mobility services, but everyone would benefit if we behaved more like a business.

The result of a more commercial-minded mobility service? A virtuous cycle of more investment, better services, better cost-coverage ratio and, finally, a financially robust sector, without compromising the public service dimension.

This requires **adequate governance**. It also requires a **clear regulatory framework** that guarantees **business stability** and paves the way for sustainable mobility while leaving room for **commercial activities to flourish** alongside traditional public transport services.

Public transport requires funding. But excessive dependency on public funds can sabotage the growth of the sector. **Alternative funding sources** and **resilient funding architecture** are the way forward. That's where partnerships with private investors come in.

What  
to expect

### ... let's get creative:

Congress Sessions under the 'Economy' banner:

- **Advancing cities: efficient authorities making the difference:** Governance of public transport and business models; public transport authorities, their responsibilities and relationships with the operators
- **Keeping up with public transport, investing in infrastructure:** funding architecture and sources
- **Financial risk management** in public transport: not just as a tool to mitigate risk, it's an opportunity to tackle adversity and enhance service quality
- **Public transport performance and efficiency:** how to optimise network planning and improve the service productivity?

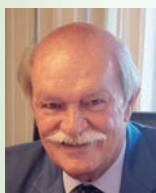
## Some invited speakers



**Nicolas BLAIN**  
Chief of Staff, Advisor for European  
Affairs  
RATP  
Paris - France



**Dr. George William PUND**  
Transport Projects Executive  
PB Australia  
Sydney - Australia



**Ezio CASTAGNA**  
General Manager  
CTM S.A.  
Cagliari - Italy



**Bernt REITAN JENSSENS**  
CEO  
Ruter  
Oslo - Norway



**Carl DEROSIERS**  
General Manager  
STM  
Montreal - Canada



**Gianni SCARFONE**  
Director General  
ATB  
Bergamo - Italy



**Michèle DIX**  
Managing Director Planning  
Transport for London  
London - United Kingdom



**Stefan ROSEANU**  
Director General  
Association  
for Metropolitan Mobility  
Bucharest - Romania



**José Raúl MARTINEZ ISLAS**  
Coordinator of Sustainable Mass  
Transit Project  
Dina Camiones SA de CV  
Sahagun Hidalgo - Mexico



**Dr. Ayman SMADI**  
Director of Transport and Traffic  
Management  
Greater Amman Municipality  
Amman - Jordan



**Dayo MOBEREOLA**  
Managing Director  
LAMATA  
Lagos - Nigeria



**Mark WESTON**  
Director of Buses  
Transport for London  
London - United Kingdom



**Richa PANDAY**  
Architect and Transport Planner  
Directorate of Urban Land Transport  
Bangalore - India



**Ben WHITAKER**  
CEO  
Masabi  
London - United Kingdom

More invited speakers on  
[www.uitpmilan2015.org/speakers](http://www.uitpmilan2015.org/speakers)

# A global public transport picture

**From cities succumbing to urban sprawl to metropolises of model mobility, the global public transport picture is far from uniform.**

Booming populations are pushing new demand for efficient mobility systems, because cities that can't move get choked by growth. The result is investment in massive public transport projects.

But **projects alone are never enough**. They must go hand in hand with **institutional and regulatory reform**. This reform needs to give **priority to sustainable modes**, and it must be based on tough and **transparent operational frameworks** and a **sound business environment**.

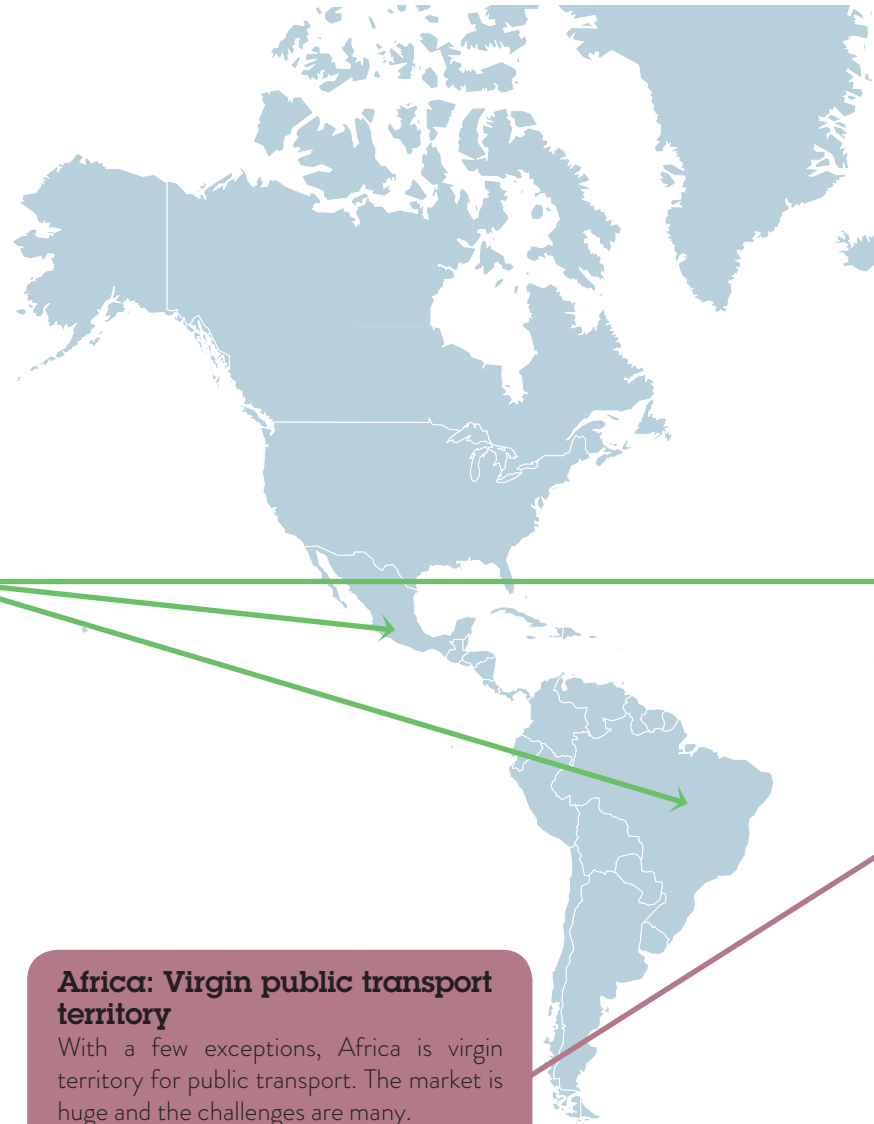
The Congress programme will include sessions that offer attendees the chance to get acquainted with the latest developments and good practice cases from different world regions, be they mature markets or brand new public transport players.

## **Brazil, Mexico and India: Sprawl versus supply**

They have large, sprawling cities where the demand for mobility is growing rapidly. But what about the economic accessibility and affordability of the new networks that are being built? What is the future of the traditional modes that are presently very popular, flexible and low cost?

## **Africa: Virgin public transport territory**

With a few exceptions, Africa is virgin territory for public transport. The market is huge and the challenges are many. Where to find funding for public transport in countries where social priorities are so numerous and public funds are so scarce?



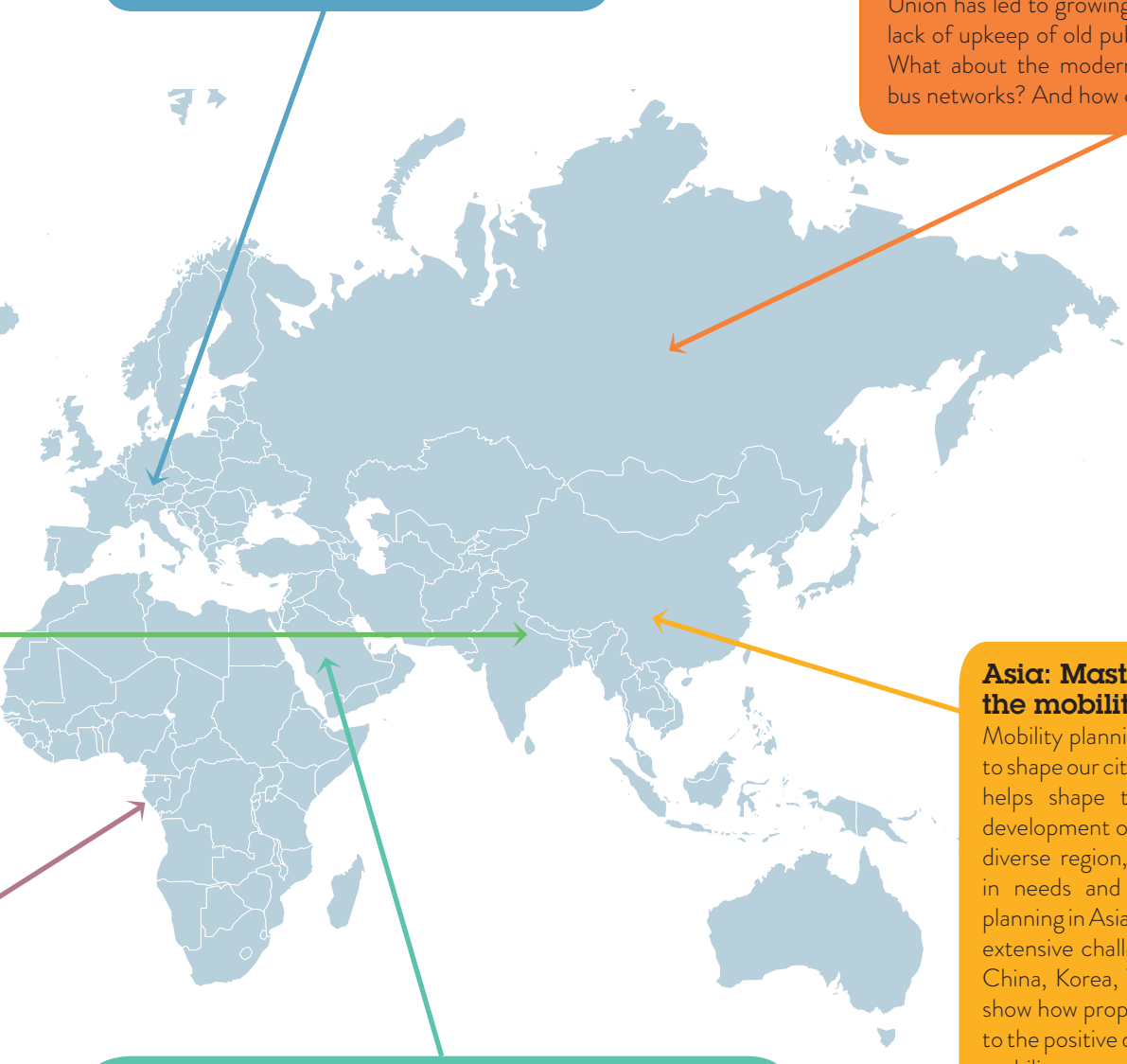


**European Union: Tech is putting business to the test**

In order to remain competitive, Europe needs to invest at least €1.5bn over 20 years, according to the European Commission. The growing presence of ICT in daily life has resulted in the emergence of new business models for urban transport. How will these issues be addressed?

**Eurasia: Liberalised, motorised... but modernised?**

Once the biggest users of public transport in the world, liberalisation in the former Soviet Union has led to growing car use, resulting in a lack of upkeep of old public transport systems. What about the modernisation of metro and bus networks? And how can oil revenues help?



**Asia: Master planning to fit the mobility needs**

Mobility planning is an important process to shape our cities' future. Public transport helps shape the economic and social development of cities. In a geographically diverse region, with immense difference in needs and development paces, the planning in Asian cities poses intensive and extensive challenges. Examples including China, Korea, Taiwan and Singapore, will show how proper planning can contribute to the positive development of sustainable mobility.

**Middle-East and North Africa: Growth and governance**

New infrastructure projects in the MENA region are raising questions about governance and the role of authorities. How can we ensure public transport is the preferred choice of decision-makers in countries where cities have developed largely around road infrastructure?

## How to register

### Three easy ways:

- Register online by logging on to:  
[www.uitpmilan2015.org/content/register](http://www.uitpmilan2015.org/content/register)
- Email your form to:  
[uitp2015registration@uitp.org](mailto:uitp2015registration@uitp.org)
- Fax your form to the UITP Events  
Department: +32 2 660 10 72



**SPECIAL OFFER\*:**  
**Get 25% off**  
if you book before  
30/01/2015

The following fees apply to Congress participants. Payment should be made in Euros.

Registration fees (22% VAT excluded)	UITP MEMBER		NON UITP MEMBER	
	Until 19/04/2015	From 20/04/2015	Until 19/04/2015	From 20/04/2015
Full registration	€ 1,820	€ 2,275	€ 2,620	€ 3,275
Two-day registration	€ 1,275	€ 1,595	€ 1,835	€ 2,295
One-day registration	€ 910	€ 1,140	€ 1,310	€ 1,640
Exhibitor	€ 1,350			
Group 4 -10 people	€ 1,275	€ 1,595	€ 1,835	€ 2,295
Group 10+ people	€ 1,090	€ 1,365	€ 1,570	€ 1,965

Detailed information on registration rates and group rates is available on the Congress website: [www.uitpmilan2015.org/content/register](http://www.uitpmilan2015.org/content/register)

### Included in your registration:

	Participants registered for the entire Congress	Participants registered for one or two days
UITP General Assembly (7 June 2015)	Only for UITP members	Only for UITP members
Congress Sessions (8-10 June 2015)	yes	yes**
Congress lunches & coffee breaks (8-10 June 2015)	yes	yes**
Access to the Exhibition (including Focus Sessions, 8-10 June 2015)	yes	yes
Welcome Reception (7 June 2015)	yes	no
Networking Dinner (10 June 2015)	UITP members: yes Non-members: € 195	UITP members: € 135 Non-members: € 195
Congress proceedings	yes	yes

\* 25% off Full registration (UITP Member and Non UITP Member)

\*\* on the selected day(s) only

No programme foreseen for accompanying persons



**1. REGISTRATION INSTRUCTIONS**

Please fill out and return your form by mail or fax to the address/number shown opposite (you may also attach your business card) or register online via our website: [www.uitpmilan2015.org/content/register](http://www.uitpmilan2015.org/content/register)

2015 UITP Events Department  
Tel: +32 2 433 31 51  
Fax: +32 2 660 10 72  
E-mail: [uitp2015registration@uitp.org](mailto:uitp2015registration@uitp.org)

This registration form serves as a contract between the participant and UITP. Only fully completed registration forms will be processed.

For **group registration** (minimum 4 participants), **student** and **press registration**, please follow the procedure detailed on our website: [www.uitpmilan2015.org/content/register](http://www.uitpmilan2015.org/content/register)  
**Speakers** must register through the dedicated online link provided by UITP Speaker Management Team.

**2. PERSONAL DETAILS**

UITP Membership n°:		Title: <input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms.	
Family name:		First name:	
Job title:		Department:	
Company name:			
Company address:			
Tel:		Fax:	
E-mail*:		Secretary e-mail:	
Postcode:	City:	Country:	
VAT number:		<input type="checkbox"/> VAT not applicable	
Purchase order number:		Dietary needs: <input type="checkbox"/> Vegetarian <input type="checkbox"/> Gluten-free	

*\* An individual e-mail address is required for each participant. Please avoid generic e-mail address e.g. office@ or info@...*

**3. FULL CONGRESS REGISTRATION (8-10 JUNE 2015)**

Registration fees (22% VAT excluded)	<b>Exclusive until 30/01/2015</b>	<b>From 31/01/2015</b>	<b>From 20/04/2015</b>
Attendee Member	<input type="checkbox"/> € 1,350	<input type="checkbox"/> € 1,820	<input type="checkbox"/> € 2,275
Attendee Non Member	<input type="checkbox"/> € 1,950	<input type="checkbox"/> € 2,620	<input type="checkbox"/> € 3,275
Exhibitor		<input type="checkbox"/> € 1,350	

All attendees registering with a **discount code**, input your code here:

**NETWORKING EVENTS**

- Welcome Reception (7 June 2015)
- Free Networking Dinner for Members (10 June 2015)
- € 195 Networking Dinner for Non Members (10 June 2015)

**4. LIGHT CONGRESS REGISTRATION**

Registration fees (22% VAT excluded)	<b>Until 19/04/2015</b>	<b>From 20/04/2015</b>
One Day Member	<input type="checkbox"/> € 910	<input type="checkbox"/> € 1,140
One Day Non Member	<input type="checkbox"/> € 1,310	<input type="checkbox"/> € 1,640

**Please tick the day of your choice:**  Monday 8 June 2015  Tuesday 9 June 2015  Wednesday 10 June 2015

Two Days Member  € 1,275  € 1,595

Two Days Non Member  € 1,835  € 2,295

**Please tick the package of your choice:**  Monday 8 & Tuesday 9 June 2015  Tuesday 9 & Wednesday 10 June 2015

**NETWORKING EVENTS**

For any light registration, your access **will be limited to** the Congress sessions, lunch(es) and coffee breaks on the particular chosen day(s), networking events excluded, unless pre-booked. Entrance to the Exhibition will be valid from 8-10 June 2015.

€ 135 Networking Dinner for Members (10 June 2015)

€ 195 Networking Dinner for Non Members (10 June 2015)



## 5. PAYMENT

Bank transfer or credit card may be used for payment. All credit cards will be debited in Euros.  
All bank charges must be borne by the payer.

Please debit my:

Visa  Eurocard/MasterCard  American Express

Card number

Expiry date (mm/yy)   /   CVV/CVC Code

Cardholder's name (as it appears on the credit card):

.....

Cardholder's address:

.....

Cardholder's signature: ..... Date: .....  
(DD/MM/YY)

I enclose a copy of the bank transfer in Euros to:

Account n°: 0015 5775 7958  
SWIFT: GEBA BE BB  
IBAN BE95 0015 5775 7958  
BNP Paribas Fortis Montagne du parc 3  
BE-1000 Brussels, Belgium

Please make sure that you instruct your bank to guarantee payment for the full registration fees and to indicate the participant's company and name(s) followed by **/UITPMILAN2015**

UITP reserves the right to amend the charges quoted, should the VAT rule or rate applied change before 10 June 2015.

Entrance to the Congress is assured only upon full receipt of the registration fees.

Important: Your registration may be delayed if your 2015 UITP membership fee is not settled. Before filling out the form, you may want to check your membership status or contact Marie-Béatrice Fabbri, Membership Manager ([marie-beatrice.fabbri@uitp.org](mailto:marie-beatrice.fabbri@uitp.org))

## 6. INVOICING ADDRESS

If your company's billing/invoicing address is different from the address provided in the contact details, please fill in the details below.

Company name:

Company address:

Postcode:

City:

Country:

VAT:

VAT not applicable

## 7. TERMS & CONDITIONS

I authorise UITP to use my personal data for purposes connected to the Congress activities.

I certify that the information I have given is accurate and that I and my fee-paying organisation are in agreement with all rules and the Terms & Conditions as stated on the Congress website: [www.uitpmilan2015.org/content/register](http://www.uitpmilan2015.org/content/register)

I accept that my personal data be used by UITP (the organiser), UITP exhibitors and sponsors.

Signature:

Date: ..... (DD/MM/YY)

The Terms and Conditions are available on [www.uitpmilan2015.org/content/register](http://www.uitpmilan2015.org/content/register)





## Hotel booking

Newtours Venue Italia Srl (Official Housing Bureau) has reserved a large number of hotel rooms at very competitive rates in various hotels in different price categories. The majority of the hotels are located either in the centre of Milan or in close proximity to the MiCo event venue, and all have easy access to public transport. The journey from the city centre to the MiCo venue takes approximately 10-15 minutes by metro. Please note that hotel accommodation is not included in the registration fee.

### For more information on hotel booking please contact:

UITP 2015 Booking Hotel Dep., Newtours Venue Italia Srl, a brand of Alessandro Rosso Incentive  
Tel: +39 02 91434076 | Fax: +39 02 91434069 | E-mail: [uitp2015hotel@newtoursvenueitalia.it](mailto:uitp2015hotel@newtoursvenueitalia.it)

Due to the **Universal Expo Milano 2015, which is taking place in Milan from 1 May – 31 October 2015**, room rates at all Milan hotels will increase month by month for that period. We strongly advise you to book your rooms at UITP's negotiated rates, **as soon as possible** in order to get the best hotels and rooms at special rates. Hotel reservations will be made on a first-come, first-served basis.

Detailed information on hotels and bookings is available on the Congress website:

[www.uitpmilan2015.org/content/accommodation](http://www.uitpmilan2015.org/content/accommodation)

## Visa

It is the **sole responsibility of the participant** to take care of visa requirements. Participants who require an entry visa must allow sufficient time for the visa application procedure. Participant registration details might be shared with the immigration authorities to assist in the immigration process. However, UITP will not directly contact embassies and consulates on behalf of visa applicants.

To receive an invitation letter for the UITP World Congress and Exhibition, participants **must first register and pay the registration fee in full**. They can then contact Laetitia Delzenne ([laetitia.delzenne@uitp.org](mailto:laetitia.delzenne@uitp.org)) to ask for the invitation letter. All expenses incurred in relation to the Congress and the visas are the sole responsibility of the participant.

Should the delegate not be granted their visa, the registration fee will be reimbursed (minus a € 150 handling fee) if and only if they provide Laetitia Delzenne ([laetitia.delzenne@uitp.org](mailto:laetitia.delzenne@uitp.org)) with an official document from the Italian Embassy rejecting the visa and that the application was made at least two months before the Congress.

## Payments

### There are two easy ways to pay:

By credit card: Visa, Eurocard/Mastercard and American Express;

By bank transfer to the UITP2015 Bank Account:

Account n°: 0015 5775 7958

SWIFT: GEBA BE BB

IBAN BE95 0015 5775 7958

BNP Paribas Fortis Montagne du parc 3

BE-1000 Brussels, Belgium

**Important:** please make sure that you instruct your bank to guarantee payment for the full registration fees and to indicate the delegate's company and name(s) followed by /UITPMILAN 2015. All bank charges must be borne by the payer.

The Terms and Conditions are available on the Congress website:

[www.uitpmilan2015.org/content/register](http://www.uitpmilan2015.org/content/register)

## Venue

### MiCo - Fiera Milano Congressi

Piazzale Carlo Magno, 1 | 20149 Milano | ITALY

# Boost your company's visibility

## SMILE in the City... Why should your company be part of it?

1. Your company supports UITP's Vision, Missions (Advocacy & Outreach, Knowledge, Network & Business) and Values of Innovation, Expertise, Respect, and Sharing.
2. Your company's core business covers one of the SMILE thematics (or more):
  - Sustainability – Mobility – Innovation – Lifestyle – Economy ◀
3. You wish to:
  - ✓ Network with a high-level international audience
  - ✓ Forge mutually beneficial business partnerships
  - ✓ Maximise your visibility
  - ✓ Demonstrate your leadership by connecting your brand with an exclusive event, firmly established as the biggest event in the world of public transport and urban mobility
  - ✓ Show your SMILE attitude

## The opportunities:

### A. Sponsorship opportunities

- **Six pre-defined packages** offer a wide range of benefits with 360° visibility both prior to the event and on-site (web, print, delegates' bags insertion, free registrations, invitations to and visibility during social events, etc.). Discover the full range of benefits per package: [www.uitpmilan2015.org/partners](http://www.uitpmilan2015.org/partners)

<b>Supporting</b> € 10,000 UITP Members: € 9,000	<b>Bronze</b> € 25,000 UITP Members: € 22,500	<b>Silver</b> € 50,000 UITP Members: € 45,000	<b>Gold</b> € 100,000 UITP Members: € 90,000	<b>Platinum</b> € 140,000 UITP Members: € 126,000	<b>Major</b> € 200,000 UITP Members: € 180,000
		<b>Exclusivity in:</b> Lunch & coffee break areas	<b>Exclusivity in:</b> Congress rooms	<b>Exclusivity at:</b> Opening and Closing Ceremonies	<b>Exclusivity at:</b> Networking Dinner

- **Tailor-made packages** offer you the opportunity to design **your own package**. There is a full range of options! Submit your ideas and make this event yours.
- **The Italian Day** will honour the host country and highlight the “**Made in Italy**” products (related to public transport, food specialities, art, culture, lifestyle, etc.). It is therefore specifically addressed to Italian companies and organisations.



## How to become a SMILE Sponsor?

Download the full sponsorship brochure and booking form on the event website:  
[www.uitpmilan2015.org/partners](http://www.uitpmilan2015.org/partners)

Your contact person for sponsorship:  
**Anne-Lise GILSON**  
Tel: +32 2 661 31 81  
E-mail: [anne-lise.gilson@uitp.org](mailto:anne-lise.gilson@uitp.org)

## B. Branding opportunities

Branding will allow you to gain great on-site visibility by showing your logo, your ad or your messages at some key locations at the event venue and on some of the event's products (exhibitors' bags, lanyards, visitors' badges, etc.).

Download the full branding brochure and booking forms on the event website:  
[www.uitpmilan2015.org/partners](http://www.uitpmilan2015.org/partners)

Your contact person for branding:  
**Ryma TALEB**  
Tel: +32 2 536 01 65 Fax: +32 2 537 75 91  
Mobile: +32 494 42 28 42  
E-mail: [ryma.taleb@fcintl.com](mailto:ryma.taleb@fcintl.com)

## C. Advertising opportunities

There are 2 possibilities to promote your company and your products.

- Placing an ad in the official magazine of UITP, Public Transport International available in English, French, German and Spanish. The magazine is sent to all our members who are top-level managers and also distributed on the UITP stand in Milan.
- Inserting a banner on the UITP website.
  - banner in one of the following 3 sections: Advocacy & Outreach – Knowledge – Networking & Business
  - banner on MyUITP (the UITP members portal)

Check out our advertising opportunities by visiting our website:  
[www.uitp.org/advertising-opportunities](http://www.uitp.org/advertising-opportunities)

Your contact person for advertising:  
**Doriano ANGOTZI**  
Tel: +32 2 663 66 46  
E-mail: [doriano.angotzi@uitp.org](mailto:doriano.angotzi@uitp.org)

## LET'S BRING A SMILE TO THE CITY



### Contact persons:

General management: **Mohamed MEZGHANI**, [mohamed.mezghani@uitp.org](mailto:mohamed.mezghani@uitp.org)  
Press and Media Partners: **Andrew CANNING**, [andrew.canning@uitp.org](mailto:andrew.canning@uitp.org)  
Congress attendees contact management: **Laetitia DELZENNE**, [laetitia.delzenne@uitp.org](mailto:laetitia.delzenne@uitp.org)  
Exhibition: **Hicham BADRAN**, [hicham.badrان@uitp.org](mailto:hicham.badrان@uitp.org)



**WORLD CONGRESS  
AND EXHIBITION**  
MILAN 8-10 JUNE 2015

- Risk management
- E-bus
- Citizens and employees engagement
- Master planning
- Smart cities
- Modal choice
- Market growth
- Open data
- ...

[www.uitpmilan2015.org](http://www.uitpmilan2015.org)  
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#### Media Partners as of October 2014

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**Avtobusi  
microbusi**  
THE MAGAZINE FOR  
PROFESSIONALS IN BULGARIA

**EURAIL**mag  
BUSINESS & TECHNOLOGY

eurotransport

**Metro  
Report**  
INTERNATIONAL

**Mobility**  
THE EUROPEAN PUBLIC TRANSPORT MAGAZINE

**PASSENGER  
TRANSPORT**

**P**RIVATBAHN  
MAGAZIN

**Railway  
Gazette**  
INTERNATIONAL

**TECHNI  
bus**  
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The Spanish Railway Journal

**Ville rail  
& Transports**  
La revue des transports urbains