



ADVANCING
PUBLIC
TRANSPORT

61ST WORLD CONGRESS MILAN 2015

1 December 2014



smile *in the* city

Milan 8-10 June 2015

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

- | | | |
|------------------------|----------------|---|
| S ustainability | <i>because</i> | public transport protects the environment, enables social equity and contributes to economic development, liveability and security. |
| M obility | <i>because</i> | the integration of more public transport and other shared transport modes can help meet future mobility challenges. |
| I nnovation | <i>because</i> | innovation can be found in every aspect of urban mobility, from urban policies to more efficient public transport systems and information. |
| L ifestyle | <i>because</i> | mobility is key to urban lifestyles and enhanced quality of life, accessibility, creativity and health. |
| E conomy | <i>because</i> | public transport’s contribution to the economy embraces all dimensions of a city – jobs, personal wealth, financing and funding, competitiveness, business culture, ... |

PROGRAMME

61st UITP World Congress and Exhibition
Milan, 8-10 June 2015

3 km from San Siro (M5, M6, M9, M11)



R Primary Session (Activities)

PS Parallel sessions

L Lunch sessions

FS Focus sessions (at the Exhibition)

EXH Exhibition opening hours

	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1 July										
Sun. 7 June 2015											UITP General Assembly (For members only - By Invitation)				Welcome Reception (Venue: MI Co)																			
Mon. 8 June 2015	Official Opening of the Exhibition		Opening Ceremony		L51- Investing in infrastructure in public transport infrastructure		Lunch		L52- Public transport in Europe: new challenges, new solutions		PS1- The future will happen in Smart Cities		PS2- The economic case for public transport		PS3- Technology innovations for buses		PS4- Growth and governance of public transport in the MEDA region		PS5- Do corporate objectives matter to front-line employees?		Expo Focus Sessions		Expo Focus Sessions											
Tue. 9 June 2015	PS1- Public transport in Milan and Lombardy region		PS2- Public transport shaping the future of fast-growing cities		PS3- Customer driven ticketing		UITP information session on services and members' benefits		PS6- EU policy priorities: What impact on cities?		PS11- Global Choice: Is there a recipe for success?		PS2- Enhancing the customer experience and engagement		Expo Focus Sessions		L53- Giving Africa through an effective public transport system		Lunch		L54- Designing public transport for all		PS13- Challenges of public transport in Italy		PS14- Integrated land use and urban transport development		PS15- Improving public transport performance and efficiency		Expo Focus Sessions		Primary Session Public transport sector strategy towards 2025: where are we now?		Meet your peers on UITP stand	
Wed. 10 June 2015	PS16- Advancing cities: efficient authorities making the difference		PS17- Looking through the glass: Risk Management in public transport		PS18- Integrated efforts for sustainable transport in India		UITP information session on services and members' benefits		PS19- Unlocking the benefits of mobility to health objectives		PS20- Master planning to fit the mobility needs of Asia		PS21- Open, big and smart data		Expo Focus Sessions		L55- The challenges for public transport in sprawling cities and air density areas		Lunch		L56- The bus industry today and tomorrow		PS22- Changing urban mobility landscape: who will be the integrator?		PS23- How public transport contributes to survival in the short run?		PS24- Professionalisation of public transport in Brazil and Mexico		Expo Focus Sessions		Closing Ceremony		Networking (Alo...)	

THE FUTURE WILL HAPPEN IN SMART CITIES

Time: 14h00 -15h30, 9th June 2014

Format: Panel session followed by Q&A

Topics: Sustainability, Mobility, **Innovation**, Lifestyle, Economy

Chair: Gunnar Heipp

Speakers:

1. **Mayor of Mexico City**, Political representative (invited)
2. **Michael Jacobs**, New Climate Economy (invited)
3. **TBC**, Vice President, Smart Cities, Schneider Electric (tentatively confirmed)
4. **Gunjan Parik**, C40 Cities Transport Director (tentatively confirmed)

OBJECTIVES

What questions to ask and what insights would we like to bring out of the discussion?

- Raise awareness of the smart city concept
- Gain insight from those from outside the sector
- Discuss some the opportunities and ways to overcome some of the bottlenecks to smart cities, with a focus on governance and institutional arrangements