

Organiser



Local hosts



Major partner



Partners



Practical Information

Registration Desk (Entrance Candelafoajen)

- The Registration Desk will be open on:
- **Thursday 6 October** 8:30 - 17:00 hrs
 - **Friday 7 October** 8:30 - 16:00 hrs

Contact: Laetitia Delzenne

Speakers and Chairpersons' Room (Coulomb Room)

- The Speakers and Chairpersons' Room will be open on:
- **Thursday 6 October** 8:00 - 17:00 hrs
 - **Friday 7 October** 8:00 - 15:00 hrs

Contact: Catherine Klepinine

Download the latest UITP Position Papers on:

• **Linking the business community and public transport - Progressing together in the right direction**

• **Becoming a real mobility provider - Combined Mobility: public transport in synergy with other modes like car-sharing, taxi and cycling**

www.uitp.org/advocacy/positions.cfm

Available in English, French, German and Spanish

Next UITP Events: Save the date!

Making Public Transport part of a modern urban lifestyle? Yes, we can!

7-8 November 2011, Venice, Italy

IT-TRANS: IT-Trans Conference & Exhibition specialised in IT Solutions for Public Transport

15-17 February 2012, Karlsruhe, Germany

3rd UITP MENA Congress and Showcase & 1st UITP Taxi Conference

Integrating Public Transport for the next generation
25-29 March 2012, Abu Dhabi, United Arab Emirates

7th Bus Conference

18-20 April 2012, Istanbul, Turkey

UITP Local Rail Summit 2012

7-9 May 2012, Warsaw, Poland

More information at:
www.uitp.org/events

Final Programme

Urban Governance: Getting people on board!

Innovative governance and demand management to achieve sustainable mobility in your city



5 - 7 October
GOTHENBURG • SWEDEN

www.uitp.org/gothenburg2011

Organiser



Local Hosts



Thursday 6 October 2011

- 09:00 - 10:30 **Opening session: Urban Governance: Getting people on board!**
Welcome and introduction
- Anneli Hulthén, Mayor of Gothenburg, Sweden
- Hans Rat, Secretary General, UITP, Brussels, Belgium
Keynote speakers
• Sustainable mobile cities
Dirk Engels, Manager, TRITEL, Mechelen, Belgium
• The future of urban mobility in Europe: What role for the European Union?
Vincent Leiner, DG MOVE, European Commission
- 10:30 - 11:00 **Coffee break**
(Candelafoajen in front of Lindholmen Konferenshal)
- 11:00 - 12:30 **Session 1: Getting it right: Liveable, efficient and inclusive cities**
Chair: Marc Garcia, Technical Director, Autoritat del Transport Metropolità (ATM), Barcelona, Spain
• Set out vision for Gothenburg - How to gain the political support for road user charging
Anneli Hulthén, Mayor of Gothenburg, Sweden
• Strengthening public transport: A key priority for the economic and social development in the Lombardy region
Raffaele Cattaneo, Regional Councillor for Infrastructure and Mobility, Regione Lombardia Direzione Generale Trasporti e Mobilità, Milano, Italy
• Development trends in China: Making public transport the mode of choice
Xiubao Wang, President & Senior Economist, China Civil Engineering Society, Public Transport Society of China, Shanghai, China
- 12:30 - 14:00 **Networking lunch**
(Candelafoajen in front of Lindholmen Konferenshal)

- 14:00 - 15:30 **Session 2: Is your organisation fit for purpose?**
Chair: Roger Vahnberg, Chair of the UITP Organising Authorities Committee, Senior Vice President, Västtrafik, Gothenburg, Sweden
• Opportunities and challenges of the deregulation of public transport in Sweden
Lars Backström, General Director, Västtrafik, Gothenburg, Sweden
• 25 years of deregulation in British cities
Geoff Inskip, Chair of the UITP Organising Authorities Assembly, Chair, Passenger Transport Executive Group (PTEG) and Chief Executive, Centro, Birmingham, United Kingdom
• The integrated organising authority as the driving force behind public transport
Sophie Mougard, Vice President, European Metropolitan Transport Authorities (EMTA) and CEO, Syndicat des Transports d'Ile de France (STIF), Paris, France
- 15:30 - 16:00 **Coffee break**
(Candelafoajen in front of Lindholmen Konferenshal)
- 16:00 - 17:30 **Session 3: Together, stronger! How to best achieve mobility and public transport integration?**
Chair: João Marrana, Chair of the UITP Transport & Urban Life Commission, Member of Executive Committee, Autoridade Metropolitana de Transportes (AMPT) Porto, Portugal
• Delivering a sustainable, people - centred land transport system in Singapore
Jeremy Yap, Director of Policy & Planning, Land Transport Authority (LTA), Singapore
• AnachB.at - Background, status quo and perspectives
Hans Fiby, Project Leader ITS, Vienna Region / Verkehrsverbund Ost-Region GmbH (VOR), Vienna, Austria
• Strategy and policies for urban mobility
Jean-Louis Sehier, Mobility Director, Lille Métropole Communauté Urbaine, Lille, France
- 19:30 - 23:00 **Official Dinner**
The Official Dinner will take place at Kronhuset, Postgatan 6. Within 5-10 minutes walking distance of official hotels

Friday 7 October 2011

- 09:00 - 10:30 **Session 4: Help your cities breathe!**
Chair: Coen Volp, Director, Provincie Gelderland, Arnhem, Netherlands
• Urban development and transport planning in Freiburg im Breisgau
Frank Uekermann, Director, Department of transport and urban planning, City of Freiburg, Germany
• Montréal strategies for a better mobility in the future
Robert Olivier, Director of National and International Affairs, Société de Transport de Montréal, Canada
• A visionary traffic and mobility plan
Connie Clausen, Traffic Planner, City of Odense, Denmark
- 10:30 - 11:00 **Coffee break**
(Candelafoajen in front of Lindholmen Konferenshal)
- 11:00 - 12:30 **Session 5: Mind shift, mode shift?**
Chair: Gunnar Heipp, Head of Strategic Planning Projects, Münchner Verkehrsgesellschaft (MVG), Munich, Germany
• What can an operator do, to raise public transport use with new mobility services and parking management:
Veolia Transdev in Montpellier
Marc Le Tourneur, Senior Advisor, Veolia Transdev SA, Montpellier, France
• Measuring the mind shift with EPOMM
Karl-Heinz Posch, Coordinator, European Platform on Mobility Management (EPOMM)
• Public transport in synergy with other modes
Jan Borghuis, Chair of the UITP Combined Mobility Platform, CEO, Greenwheels, Netherlands
- 12:30 - 13:30 **Networking lunch**
(Candelafoajen in front of Lindholmen Konferenshal)

- 13:30 - 15:00 **Session 6: Black ties & buses: The perfect match!**
Chair: Arthur Gosée, General Director, Transport en Commun (TEC) Hainaut, Mons, Belgium
• Businesses and public transport: A winning combination - EM Services a solution to businesses' growing interest in public transport
Isabelle Rivière, Director, Entreprises et Mobilité Services (EMS), RATP, Paris, France
• Key Account Strategy
Eric Forestier, Marketing and Sales Director, Transports publics genevois (tpg), Geneva, Switzerland
• How to make public transport attractive for the business community
Johan Trouvé, Managing Director, Chamber of Industry and Commerce, Gothenburg, Sweden
- 15:00 - 16:00 **Closing session: Where do we go from here?**
Moderator: Neil Scales, President, European Platform on Mobility Management (EPOMM) and Chief Executive and Director General, Merseytravel, Liverpool, United Kingdom
Panelists:
- Asier Abaunza Robles, Polis, Councillor for Traffic and Transport, Bilbao, Spain
- Mary Crass, Head of Policy, International Transport Forum (ITF)
- Hans Werner Franz, President, European Metropolitan Transport Authorities (EMTA) and CEO, Verkehrsverbund Berlin Brandenburg (VBB), Berlin, Germany
- Alfredo Peri, President, Federmobilità and Regional Councillor for Public transport and Mobility, Regione Emilia-Romagna, Italy
- Hans Rat, Secretary General, International Association of Public Transport (UITP)
- Holger Robrecht, Director Sustainability Management, ICLEI-Local Governments for Sustainability
- 16:00 - 16:30 **Closing coffee**
(Candelafoajen in front of Lindholmen Konferenshal)