Boosting public transport: ACTION!

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59th UITP World Congress and Mobility & City Transport Exhibition
10 - 14 April 2011
Dubai, United Arab Emirates

UPDATED PROGRAMME

Local host

GOVERNMENT OF DUBAI

ROADS & TRANSPORT AUTHORITY

RTA
Session 1 - Imagine tomorrow’s post-generation Y, Utopolis and solar cells

Being strategically prepared to achieve the PTx2 vision means being able to imagine the prevailing conditions on the 2025 horizon. Our customers are today’s young people and children: what values will they share? How will they consume and move around? Which energies will open the Exhibition “Mobility & City Transport”, tour the stands with a VIP delegation and attend the Congress opening ceremony.

Chair: Pascale Vallee, UITP Chairman of the Congress Programme Committee, Marketing and Innovation Director, RATP, Paris, France

- Who are today’s young people? Demography, wellbeing and mobility
  Gerd Stegemann, Senior Consultant, UITP, Paris, France

- Worldwide models for tomorrow: somatic or sustainable mobility
  Liv Fulton, Senior Transport Analyst, International Energy Agency, Brisbane, Australia

Monday 11 April 2011

9:30 - 12:00 Dubai City Tour

12:00 - 12:30  Inauguration of Mobility & City Transport Exhibition

Lew Fulton, Senior Transport Analyst, International Energy Agency, Paris, France

- Congestion is killing Australian cities: industry takes up the fight
  Phil Sochon, Director Government Relations, Australasian Railway Association, Canberra, Australia

12:30 - 13:30  Official Opening of the 59th UITP World Congress

Joan Clos, Executive Director, UN-HABITAT, Nairobi, Kenya (tbc)

- More and more, bigger and bigger: which models for tomorrow’s cities?
  Joan Clos, Executive Director, UN-HABITAT, Nairobi, Kenya

13:30 - 14:30 Get-together lunch

Discover Dubai and the other Emirates during an evening showcasing their cultures, people, cuisine and lifestyle as well as landscapes, while networking with your peers and business contacts.

Chair: Mohammed Obaid Al Mulla, Chairman of the UITP 2011 Local Host Committee, Member of the Board of Directors, Roads and Transport Authority (RTA), Dubai, United Arab Emirates

Abdul Mohsin Ibrahim Younes, CEO of the Strategy and Corporate Governance, Roads and Transport Authority (RTA), Dubai, United Arab Emirates

- Nol card integration with credit card
  Abdulla Ali Al Madani, CEO of the Technical Support Services, Roads and Transport Authority (RTA), Dubai, United Arab Emirates

- Metro context planning: integration with adjacent land uses
  Nasser Abu Shehab, Director of the Strategic Transportation Planning, Roads and Transport Authority (RTA), Dubai, United Arab Emirates

- Public transport evaluation in Dubai and its achievements
  Essa Abdul Rahman Al Dossari, CEO of the Public Transport Authority, Public Transport Agency, Roads and Transport Authority (RTA), Dubai, United Arab Emirates

- Strategy and governance of public transport in a city: case study of Dubai
  Abdul Aziz Al Assadi, CEO of the Technical Support Services, Roads and Transport Authority (RTA), Dubai, United Arab Emirates

- The role of public transport: a new policy
  Elio Cosimo Catania, Italian representative at UITP Policy Board, Chairman and Chief Executive Officer, Azienda Trasporti Milanesi S.p.A. (ATM), Milan, Italy

- Improving public transport in Canada: a new policy
  Michelle McCormick, Manager Public Transport, New Zealand Transport Agency, Wellington, New Zealand

- The Swedish Doubling Project: how to create a new business culture
  Olle Tryggvason, Director of the Strategic Planning Unit, Swedish Transport Administration, Stockholm, Sweden

- The big move: transforming transport in Canada’s largest region
  Natascha Brautigam, Chair of the Strategic Transport Planning Steering Committee, City of Toronto, Toronto, Canada

- Transforming transport in mid-sized cities: the role of public transport
  Michael Dransfield, Transport Officer, Public Transport Agency, Wellington, New Zealand

- Improving public transport in more northern contexts
  Olof Bergbom, Project Manager, Swedish National Road and Transport Agency, Stockholm, Sweden

14:30 - 16:00 UITP General Assembly  (for UITP Members only)

Chair: Laurent Dauby, Director of Knowledge, UITP, Brussels, Belgium

Leslie Woo, Vice President of Policy and Planning, Metrolinx, Toronto, Canada

- Improving public transport effectiveness: New Zealand’s ambition
  Michelle McCormick, Manager Public Transport, New Zealand Transport Agency, Wellington, New Zealand

- The role of public transport: a new policy
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14:30 - 16:00 Welcome and information session for accompanying persons

With the kind support of Abu Dhabi Department of Transport

Joan Clos, Executive Director, UN-HABITAT, Nairobi, Kenya (tbc)

*In June 2009 UITP launched a worldwide strategy to double public transport market share by 2025.

Le programme est disponible en version PDF sur le site web de l’UITP.
Monday 11 April 2011

14:00 - 15:30 Session 4 - Towards performance management: time to make the switch

Changing the corporate culture from a fleet manager to a customer-oriented service company implies switching from a traditional to a performance-based management. Implementing innovative management models, processes and bold strategies in human resources enables companies to break new ground in service culture.

Chair: Klaus Bamberger, Deputy Head of Department Organisation, Wiener Linien GmbH & Co KG, Vienna, Austria

- A revolution in planning working time
  Olivier Bronner, Operating Manager, Transports Publics de la Région Lausannoise (TPL), Lausanne, Switzerland

- The JR East strategy to catch talent
  Haruyuki Shinozuki, Manager, International Department, East Japan Railway Company (JR-East), Tokyo, Japan

- Moving people: a case of APSRTC
  Bayarampar Pratapa Rao, Vice Chair and Managing Director, Andhra Pradesh State Road Transport Corporation, Hyderabad, India

- Managing safety through unprecedented growth and expansion
  Timothy J. Hoover, Vice President, Behavioral Science Technology Inc., Ojai, USA

14:00 - 15:30 Session 5 - Public transport: a ticket to prosperity street

Cities chose to encourage public transport for the mobility of their citizens demonstrate its powerful impact on economic activity, employment and economic productivity. In a period of major economic turbulence, it is high time to communicate and publicise the decisive role of public transport on economic recovery and growth. Where investment in public transport was included in recovery plans, the positive effect on our industry on the local economy has been significant.

Chair: Syukrie Delima, UITP Chairman of the Business and Human Resources Management Commission, General Inspector – Internal Audit, RTOP, Paris, France

- Economic and financial impact of public transport in Geneva
  Beat Müller, Finance Director, Transport Public Geneva (TPG), Geneva, Switzerland

- Gautrain’s contribution to the economy of Gauteng
  Jack van der Merwe, CEO, Gautrain Management Agency, Johannesburg, South Africa

- Public transport: a tool for safeguarding national wealth
  Michael Hashemi, Vice Chair of the UITP MENA (Oman), Chairman and Managing Director, Tehran Urban and Suburban Railway, Iran

- Empowering the national economy through public transport
  Gauthier Gupta, Indian representative at UITP Policy Board, Managing Director, Karnataka State Road Transport Corporation, Bangalore, India

14:00 - 15:30 Expo Forum 1 - Fleet management

Fleet management for increased cost-efficiency

Amongst the many different issues that influence a public transport company’s performance, driving times, punctuality and passenger load are three key aspects. Integrated trip forecasting models and software will be presented, which significantly improve planning processes, leading to increases in ridership, a more efficient system performance and an improved customer service.

ATP software for run-time optimisation and improved punctuality of public transportation

Alain Martineau, Director, Marketing, GIRO, Montreal, Canada

GIS for Better Operational Performance and Service Delivery - Go Transit Palmer

Terry Bills, Global Transportation Industry Manager, Esri, Redlands, California, United States

Feedback of collected statistic data into the planning process

Ulrich Schmidt, President, IMT GmbH, Karlsruhe, Germany

14:00 - 15:30 Expo Forum 2 - Comfort for customers

Pamper your customer – seamless comfort

The public transport sector is evolving from a production industry to a service industry. Aside from being reliable, secure, safe and affordable, you will only keep the loyalty of your customers if their travel environment is comfortable. Discover various technologies, which enhance the factors of feeling good and per when using public transport.

Electrically driven Heating Ventilating and Air Conditioning systems

Russell Lomas, Marketing Manager, B Streetbus and global rail Themis King, Northampton, UK

16:00 - 17:30 Session 6 - My city, my freedom, my public transport

Adapting a customer-oriented service culture? Fostering innovations to meet the evolving needs of customers? Developing a portfolio of services to offer integrated mobility solutions? Making public transport the preferred mode of choice in cities? Yes, we can! Melafora Codiluppi, Chairman of the UITP Transport Economic Commission, Director for Strategic Planning, Azienda Trasporti Milanesi (ATM), Milan, Italy

- Famed PPPs -- How to make them truly successful
  Ulrich Kangler, Vice President and Partner, BNP & Company, Dubai, United Arab Emirates

- How to bring sustainable urban transport into future climate funding?
  Caroline Edut, Climate Change manager, Veolia Transport, Paris, France

- The cheapest infrastructure in Turkey is opening a new era for public transport
  Cihan Erginmen Taner, Head of the Environment Protection and Control Department, Gaziantep Metropolitan Municipality, Gaziantep, Turkey

- Innovative PPP approach for Kuwait Rapid Transit System
  Khalid A. Al-Awadhi, General Manager, Kuwait Metro, Rapid Transit Company, Kuwait, Kuwait

16:00 - 17:30 Expo Forum 3 - Bus I

Buses of the latest generation introduced to you

Trolleybuses, CNG buses, battery-driven ones, hybrids ... buses move towards more eco-friendly operation to free themselves further from the “fossil-fuel-hassle” Beside presenting individual experiences with regards to the reliability and the savings in fuel-consumption of several technologies, a new methodology for BRT station design assessment will be discussed.

From trolleybuses to wireless electric buses: the path to the generalisation of electric drive

Valery Cervantes, in charge of the Direction of public affairs and regulations, indulge free, St Priest, France

Ecolution, a sustainable transport solution for the future -- NOW!

Jonas Stålund, Director Sustainable Systems, SCANIA CV AB, Södertälje, Sweden

MAN Lion

Jörg Willems, Technical Director Bus, MAN Nutzfahrzeuge, Germany

Bus Rapid Transit - Station Design

Richard Mejia, BRT Manager, Denmark, Stuttgart, Germany

Dubai Pedways Development Strategy - an enabling framework for better accessibility to the Public Transport network

Abdul Ghaffar Abdul Haq Chaudhry, Chief Engineer, Dubai Roads & Transport Authority, Dubai, United Arab Emirates

Chair: Giampaolo Codeluppi, Chairman of the UITP Transport Economic Commission, Director for Strategic Planning, Azienda Trasporti Milanesi (ATM), Milan, Italy
Monday 11 April 2011

16:00 - 17:30 Expo Forum 4 - Fare collection I
Modern ticketing technology solutions for a seamless journey
Patrick Dumbell, General Manager, Vix ERG France, Compétence Centre, Viex-ERG, Besançon, France
New media and new processes in fare collection – Open Payment System
Matthias Augustyniak, Managing Director, Schalt+Buchmann, Mönchengladbach, Germany

Tuesday 12 April 2011

9:00 - 10:30 Expo Forum 5 - Energy optimisation
Greening & saving!
Cities and urban transport operators worldwide face the challenge of meeting environment-friendly targets in order to achieve emission-free “green” inner cities, while assuring mobility and preserving the quality of urban life. The session will highlight methods and techniques to monitor, measure and reduce energy consumption in order to identify the best tactics for energy saving.

9:00 - 10:30 Expo Forum 6 - Safety & security
Priority #1: safe and secure
The key to public transport security is introducing a balance of measures that will give customers a positive impression of being looked after without feeling over-protected. Besides threats which are created intentionally, the customer wants to be protected against harm, which happens accidentally. This session will look at a selection of soft and hard examples of measures to achieve this objective.

9:00 - 10:30 MENA Workshop
From oil-rich and car based to a reference in public transport and sustainable cities.
The MENA is traditionally seen as an oil-rich and car based region. However the majority of governments have opted for huge investments in long distance rail systems, but especially for integrated urban public transport systems. The leaders in the region have identified a determined choice for public transport, it is possible to make a dramatic positive change for a city. Such positioning today is held by this region as an example for the rest of the world, that... “yes we can” ... make a difference.

11:00 - 12:30 Session 10 - Efficient management is not sufficient
Supplying cities worldwide with efficient public transport is the first step in dealing with increasing mobility needs and fighting congestion. But so much more can be achieved if demand management measures to encourage sustainable travel choices are introduced. This session will explain why soft policy measures, methods of curtailing the demand through urban planning, partnerships with the business community and traffic management really influence citizens’ travel behaviour and how they are cost-effective.

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Chair: José Manuel Silva Rodrigues, Portuguese representative at UITP Policy Board, Chairman, Companhia Carris de Ferro de Lisboa S.A. (Carris), Lisbon, Portugal
- Panorama of BRT developments in Latin America
Victor Paul Martínez, President, UITP Latin America Committee & Executive Committee. General Manager, Sistema Integrado de Transporte, Bogota, Colombia

Chair: Patrick Jeantet, UITP Vice President, Chairman UITP Bus Division, Executive Senior Vice President, Keolis, Paris, France
- The conclusion of the 2010 bus conference in Lyon
Erzo Costagana, Chairman UITP Bus Committee and General Director, Consorzio Trasporti e Mobilità (CTM SpA), Cagliari, Italy
- Redesigning the Barcelona urban bus network to increase attractiveness and optimise energy efficiency
Ignasi Armentr Vila, General Manager, Transports de Barcelona SA, Barcelona, Spain
- Buses to become lifestyle services with EBSF!
Umberto Guida, Project Director, UITP, Brussels, Belgium
- Public transport and the business community: love or convenience?
Arthur Gosée, General Director, Transport en Commun en Wallonie (TEC Hainaut), Mons, Belgium
- Demand management
Keith Oates, Planning & Research Manager, South Yorkshire Passenger Transport Executive, Sheffield, UK
- A revolution in planning land use and transportation
Narell Krasne, Head of Development Department, VÖFF Turbo Schienenfördung GmbH & Co. KG, Sulzbach, Germany
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker</th>
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<tr>
<td>11:00 - 12:30</td>
<td>Latin America Workshop: How to sustain the growth of the public transport offer to the Latin American Citizen?</td>
<td>Managing and curbing transport demand: why and how. Latin America Workshop.</td>
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<td>Session 11 - Ambitious public transport: tipping the quality in smaller cities and regions</td>
<td>Plan to implement more than 600 km of metros and commuter trains in 20 cities in 9 countries in the region. The BRT revolution has not been stopped yet. Over 70 cities in the region are investing in one or more BRT corridors. Small and medium-sized cities with their fewer resources sometimes feel at a disadvantage, but this session shows that you can still make a world of difference. Videos showing some of the key challenges Latin American societies are faced with will challenge the audience. Local conditions are different but the problems are the same and others have conquered and overcome the challenges, winning the respect of their communities. You can be a winner too! Chair: Andreas Flückiger, UITP Chairman of the Regional Transport Committee, Chief of staff, Department of public utilities and transport, St. Gallen, Switzerland. The winners for the Latin American PTx2 awards will also be announced and honored during this session.</td>
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<td>11:00 - 12:30</td>
<td>Expo Forum 7 - Light Rail</td>
<td>Novel techniques for engineering and refurbishing Light Rail Vehicles: Powering customer attraction.</td>
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<td>- Solidarity fares: equity and efficiency</td>
<td>Volker Greitzke, International Sales Manager, Trapeze ITS, Neuhausen, Switzerland.</td>
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<td>11:00 - 12:30</td>
<td>Expo Forum 9 - Hybrid vehicles</td>
<td>STRADA - The World's Newest Bus Operator Selection Tool.</td>
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<td>- Boosting transit in the direct vicinity of a large urban operator</td>
<td>Martin Schmitz, Vice President, Vossloh Kiepe GmbH, Dusseldorf, Germany.</td>
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<td>- Taking the right step towards social inclusion</td>
<td>Ahmad Al Akhras, Transport Planning Consultant, Abu Dhabi Department of Transport, Abu Dhabi, Arab Emirates.</td>
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<td>- Social inclusion: a key issue in the Metropolitan Region of Rio de Janeiro</td>
<td>Richele Cabral Gonçalves, Planning Manager, Fetranspor, Rio de Janeiro, Brazil.</td>
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<td>- Mobility, social exclusion and wellbeing</td>
<td>Lars Hven Troelsen, Operation Security Manager, MOVIA Public Transport, Copenhagen, Denmark.</td>
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<td>- Taking the right step towards social inclusion</td>
<td>Jérome Wallut, Managing Director, Alstom Transport, Saint-Ouen, France.</td>
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<td>11:00 - 12:30</td>
<td>Session 13 - Security: friend or foe?</td>
<td>Avoiding broken windows—combating daily security problems.</td>
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<td>-文化と社会的排除:社会的な包括性のための移動の重要性と社会的排除の重要性</td>
<td>Eco-Driving: The easiest way to save fuel.</td>
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<td>- Avoiding broken windows—combating daily security problems</td>
<td>Joerg Demitz, Head of Sales Simulation Systems, Funkwerk IT GmbH, Kiel, Germany.</td>
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<td>- Good customer service makes for good security</td>
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<td>13:30 - 15:30</td>
<td>Session 12 - Fair policy: securing opportunities for all</td>
<td>Sustainable mobility and public space plan of Vitoria-Gasteiz.</td>
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<td>13:30 - 15:30</td>
<td>Expo Forum 8 - Start training</td>
<td>Modern simulation training systems for smooth and safe railway operations.</td>
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<td>- Bringing the best to the best—no success without proper training</td>
<td>専門家によるスミスワイルドの最新のトレーニングシステム。</td>
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<td>En-Ching Tsai, Project Manager, Swiss Pool Training, Winterthur, Switzerland.</td>
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<td>- Sustainable mobility and public space plan of Vitoria-Gasteiz</td>
<td>Johnny Mutter, Managing Director, Swiss Pool Training, Winterthur, Switzerland.</td>
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<td>- Reaching the goal of zero emissions</td>
<td>Martin Schmitz, Vice President, Vossloh Kiepe GmbH, Dusseldorf, Germany.</td>
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Tuesday 12 April 2011

14:00 - 13:50

**Expo Forum 10 - Integrated IT architecture**

*Avoid the IT nightmare with integrated platforms*

Today’s public transport systems are operated through a wide range of IT systems, e.g. schedule planning systems, operation control centres, statistical and quality management systems in planning and infrastructure departments, systems for ticket sales, operation management or fuel data systems as well as systems for the operative departments. These highly integrated IT systems ensure high quality services for the passengers on the one side and high efficiency for the operations on the other side – this session will present a range of suitable IT system applications and solutions.

The selection process for IT solutions within modern and economically acting public transport services

Andreas Schrei, Managing Director, BLC GmbH, Dusseldorf, Germany

The application of new technologies to support a customer-friendly, safe, reliable and more sustainable public transport system

Stephen Bennett, Vice President & Managing Director of International Business, Clever Devices, Plainview, United States

Seamless integration of various communication standards in ITS

Klaus Janke, Key Account Manager, IGT GmbH, Karlsruhe, Germany

Requirements for futuretransport systems – open, independent, neutral platform

Frank Olt, Development Manager ZF-Optimec, ZF Friedrichshafen AG, Friedrichshafen, Germany

Tuesday 12 April 2011

16:00 - 17:30

**Session 14 - Decision-maker summit**

The objective of the session is to understand the evolving governance and the variety of business models and identify the power shifts in the industry. Who’s the boss in the supply chain? There cannot be a simple answer. As a trend, decisions move from central to local level. The Mayor’s role is to gain a new quality, but operators have also expertise and ideas to bring to the mobility discussions. In many places, a healthy business model remains to be found. We cannot continue in this way if gaining additional customers leads to increased deficits. The sector needs champions, bright ideas and courage. The panel of this session will feature some of these champions with following profiles: Lord Mayor, CEO of organizing authorities and CEO of operating companies.

Chair: Alain Rausch, UUT President and CEO, Société des Transports Intermunicipaux de Bruxelles (STIB)/Brussels, Belgium

16:00 - 17:30

**Expo Forum 11 - Metro**

*Bigger, better, more – modern metro system characteristics*

Population growth and demographic change in the face of ever increasing energy shortage demand intelligent mobility solutions for the future. Using innovative e.g. traffic control and driver assistance systems, the metro is THE option for expanding cities. Listen to recent experiences from driverless operations and the top-notch system Dubai’s Red-Line.

Driverless metro systems: the answer to the current and future needs of urban mobility

Pablo Mirmines, Head of Business Development - Transportation solution BU, Ansaldo STS, Genoa, Italy

The new Siemens Metro Platform – A Holistic Approach for an Efficient Mass Transit System

Ansgar Brockmeyer, President Rolling Stock Public Transit, Siemens AG, Berlin, Germany

Acting as the engineer of a D&B project Systra and the Red Line in Dubai

Herve Mazouni, Deputy Director/Dept of Transport Equipment and System, SYSTRA, Paris, France

Wednesday 13 April 2011

16:00 - 17:30

**Session 15 - To be (customer-oriented) or not to be: that is the question**

Putting the customer experience at the heart of public transport service is not new. However, as customer expectation rises, so does the challenge. Focusing on an inclusive and caring service culture, embracing potentially competitive mobility solutions, making information the core element of a meaningful passenger trip, and pampering your staff to get happy customers, have proven to be successful solutions. It is all about creating a powerful customer experience and going beyond the customers’ expectations.

Chair: Joel Lebrun, Chairman and CEO, Transdev SA, Issy-les-Moulineaux, France

- Caring for life journeys: making the difference between good and great
  Morris Chau, Chinese representative at UITP Policy Board, Chief Operating Officer, Mass Transit Railway Corporation Limited (MTRC), Hong Kong, China

- Car2go captures the cities
  Oliver Glaser, Senior department manager, Deputy CEO, SWU Verkehr GmbH, Ulm, Germany

- RATPService Lab
  Patricia Delon, Executive Director, Commercial Department, RATP, Paris, France

- Mobility: a service or a trip?
  Giuseppe Attoma Pape, Design Director, ATTOMA, Paris, France
Wednesday 13 April 2011

**Session 18 - Tendering and contracts without public subsidy - business practices in South America**

Tenders and contracts without public subsidy – business practices in South America

Chair: Ildefonso de Matias Jimenez, UITP Vice President, Spanish representative at UITP Policy Board, Managing Director, Metro de Madrid, Madrid, Spain

**11:00 - 12:30 Session 18 - Don’t waste your energy!**

Gérard Churchill, Project Director, RATP, Paris, France

Energy has always been tightly linked to human progress. Peak oil is looming and energy diversification is on its path, guiding many people and countries to look for new opportunities. This session will present a report on the industry’s position and contribution to a greener public transport system. The aim is to help public authorities understand how to keep moving forward in their energy strategy.

**11:00 - 12:30 Asia-Pacific Workshop**

Speedy supply of public transport development faced with even stronger demand in Asia

The diversity of public transport systems in Asia is large in all respects and China is a classic example. The country will host the 2011 World Conference on the Development and Management of Urban Public Transport. This session will show how different cities have managed to raise their public transport ridership with strong modal share of public transport. The local solutions to avoid the temptation of the private car will be shared, supporting the UITP strategy for doubling public transport also in this part of the world. The session will be closed with the official ceremony for the Regional Mobility Award financed by the UITP Foundation.
Finally, a large part of the Asian population is also living in countries where emerging economies are growing rapidly and urbanisation as well as mobility management is becoming a top priority.

The Asian continent is in full implementation of the field of UITP's PTx2 strategy, this goes together with a huge boost in innovation. Asia is offering something new every day and during this workshop, those making it happen will personally present their experiences to you and be awarded within the regional PTx2 awards.

14:00 - 15:30 Session 19 - Breaking ground for better mobility governance

In times of ever more complex urban societies, shaped by the intermingling of public and private actors and political bodies, effective and flexible local governance seems to be a prerequisite for improving urban mobility. Citizens have more and more travel options. All forms of mobility need to be seamlessly meshed and packaged as convenient solutions, regardless of modes, administrative constraints or governance frames. This session will take you on a trip through the various levels of complexity.

Chair: Abdolzadeh Ashtary, UPT Vice President, UPT Chairman of the MENA Division, Deputy Minister of Transport, Riyadh, Saudi Arabia

- From informal to formal transport provisions in South Africa
  Jonathan Myers, Partner, SKWA International, Melbourne/Cape Town, Australia/South Africa

- 50 years of success for an original organisation model in Montevideo
  Juan Antonio Salgado Vila, President, Compañía Uruguaya de Transportes Colectivos Sociedad Anónima (CUTCSA), Montevideo, Uruguay (tbc)

- Increase of service quality through integration
  Hans-Werner Franz, CEO, Verkehrsverbund Berlin-Brandenburg GmbH (VBB), Berlin, Germany

- Opportunities for adoption of payment industry standards for fare collection via promotion
  Lauren Sager Weinstein, Head of Oyster Development, Transport for London (TfL), London, UK

14:00 - 15:30 Session 20 - Grey matter and integrated circuits: the perfect match

Information Technology is shaping our private and professional world at such a fast pace that it is difficult to say what will come next. But it offers great opportunities too: authorities are well informed, customers are better served and operations are highly optimised. This session addresses how this increasing complexity can be met with appropriate interaction between human and computing excellence.

Chair: Jari Blasius, Chairman of the UITP IT and Innovation Commission, CEO, Trafiikantien AS, Oslo, Norway

- Innovative technology creates the largest German ITS system
  Jürgen Grechisen, President, JLI, Karlsruhe, Germany

- GESSUS: a platform to support bus fleet management and assignment
  Jorge Guimarães Freire de Sousa, Board Member, Sociedade de Transportes Coletivos do Porto SA (STCP SA), Porto, Portugal

- Prospective view from the IT industry
  Roland Magina, Advisor Transit, Segment Marketing, Government Solutions, Giesecke & Devrient, Munich, Germany

- Comparing some of the best journey planners – is there a best practice?
  Birgitte Wærdal, Marketing Manager, Reisepassagen AS, Copenhagen, Denmark

14:00 - 15:30 Expo Forum 15 - Business processes

Lean and result-oriented business processes

Starving operation costs, declining passenger numbers, dwindling public funds... Operators and suppliers will present in this session cost effective methods for operation and production with the help of latest state of the art technology and holistic cutting-edge management methods.

Partnership to achieve superior fleet availability - a case study of London’s Northern Line maintenance provision

Martin Higson, Customer Director, Alstom Transport, London, UK

“Bringing it all together” – How market requirements shape product development

Paulo Santos, Director Sales Light Rail Vehicles, Bombardier Transportation, Hemmingdorf, Germany

Application of Asset Management frameworks by Transport Authorities

Adi Omar Atbeal, Director of Asset Management Department, Roads and Transport Authority, Dubai, United Arab Emirates

14:00 - 15:30 Iran Workshop The Public Transport sector in Iran kicking in second gear

Iran has been this last decade a best in class example of a country that doubled the market share of public transport. Huge investments have been made in urban rail infrastructure in Tehran and the other major cities. The results are there with a dramatically improved transport offer in several cities, a strong local supplying industry that emerged, delivering top-level products at extremely competitive prices, etc.

In parallel with the continuous opening of new metro lines, Tehran also has a full Red/Green network which is tremendously successful. The structuring effect of the public transport infrastructure can already be felt for example through returns from real-estate developments on the metro stations. Other cities in Iran are on the same track, each with its specificities.

A panel of the different modal operators, government bodies, and not in the least the local and international supplying industry active in Iran will identify the factors that allowed for the successful achievements until today but also what can still be expected in the near future. The remaining challenges are and even barriers for the further development of our industry taking it up part of UITP’s global strategy to double Public Transport by 2025.

Audio Visual material will support in an interactive way the debate and the winners for the Iranian PTx2 awards will be announced and celebrated.

16:00 - 17:30 Session 21 - Dump your car, travel smarter!

An efficient public transport system should be the backbone of sustainable travel in every city. However there are interesting additional instruments and measures that also encourage and enable citizens to live and work in their city without owning a car. This panel discussion will highlight mobility options such as car-sharing, taxis and shared bike systems in combination with public transport as well as restrictive parking policies and congestion charging.

Chair: Tom Magnatt, UFT Chairman of the Transport and Urban Life Commission, Policy and Strategy Director, Centro, Birmingham, UK

- Public transport, parking policy and management in central Delhi
  Piyush Kansal, General Manager, RTES Ltd, Gurgaon, India

- Car-Sharing: turning public transport operators into true mobility providers
  Michael Gocke-Richter, Senior Project Manager, Bremer Senate, Bremen, Germany

- Taxi operations management and performance: a support to public transport and environmental sustainability
  Abdul Aziz Malik, CEO, Dubai Taxi Corporation, Road and Transport Authority (RTA), Dubai, United Arab Emirates

- Bicycles and public transport: a marriage of love or convenience?
  Klaus Schlaudach, Professor, Helmut-Schmidt-University Hamburg, Hamburg, Germany

16:00 - 17:30 Session 22 - Running on the right track: interlocked and harmonised

This session will illustrate how railway operators can raise their performance and customer satisfaction by consistent and intelligent service planning, including norms, standards and certificates. Real-life case studies will demonstrate successful planning strategies while the theoretical base will be provided by two presentations on standards and norms for improving the sector.

Chair: Yves Ramette, UITP Chairman of the Metropolitan Railways Committee, Deputy General Director-Transport, RATP, Paris, France

- At a turnaround for the most overcrowded rail system in the world: Mumbai
  P.C. Solagari, CEO, Mumbai Railway Vikas, Corporation India, Mumbai, India

- High-speed provides connectivity in time of mega cities
  Speaker to be announced

- International Railway Industry Standard (IRIS): how does it help the supply chain?
  Hubert de Blay, UITP Industry Steering Committee Chairman, Metros and Tramways Product Director, Alstom Transport, Saint Ouen, France

- Standards for urban rail public transport. Do they matter? What shall we do?
  Yves Assim, UITP EuroTeam Expert and Advisor to the UITP Secretary General, Brussels, Belgium

16:00 - 17:30 Expo Forum 16 - Bus II

Bus and the city: the dream team

This session will showcase some world class examples of the smooth interaction between cities and their bus systems. Operational, environmental as well as design factors will be discussed to demonstrate the unseen trend towards buses.
Wednesday 13 April 2011

India Workshop - Moving around efficiently in the most populated country in the world

India is hosting more than 10% of all worldwide cities with more than 1 million inhabitants. Considering the urbanization rate in the country which was 28% in 2001 and is expected to reach 34% by 2021, it is reasonable to expect that the market for public transport should still greatly increase over the coming decades. The National Government is aware of the challenges and has introduced many policy guidelines to promote public transport through planning mass transit systems in million plus cities with funding under JNNURM schemes including financing for buses.

But still, despite the fact that investments are so grand that demand for buses was higher than supply, thus putting pressure on prices, it remains insufficient. The difficulty to control and coordinate land use and transport planning and the growing middle class are contributing factors to a tremendous increase in personalized vehicles and mobility, resulting in increased congestion, rapid deterioration in the air quality and most importantly a dramatic loss of productivity of the national economy. It is time to allow mass transit systems to start structuring the cities and the country as a whole.

The panelists which will include general experts and leaders of the public transport sector will debate about how public transport will contribute to keeping the country from becoming a gridlock and as such, blocking all movements of goods and services and thus the economy and the services to the population. In order to support those who are taking the lead in India to offer better mobility to the Indian citizen and Economy, the session will also be the occasion to present these leaders with the UITP PTx2 Regional Award.

Evening

Cultural Evening

Enjoy a memorable show inspired by cosmopolitan Dubai. A fusion of Western and Arabic music, from opera to Ayalah. Places are limited and will be allocated on a first-come, first-served basis.

Thursday 14 April 2011

9:00 - 10:30 Session 23 - Youth for Public Transport meets Young Professionals of the Sector

Any organisation’s success depends on the quality of its people, their enthusiasm for the subject and their will to contribute to the success of the organisation, and consequently to the sector they work in. The perspective for a sustainable business and improving operations relies on the participation of young people and their fascination for it. UITP is taking action with many initiatives that are unique in the world of public transport and that will make a substantial difference.

A discussion moderated by Hartmut Schick, UITP Vice President, Chairperson of the UITP Industry Assembly, Head of Daimler Buses at EVOBUS GmbH to improve and find solutions to double the market share of PT in 2025.

9:00 - 10:30 Session 24 - How to win political support for public transport? The example of the European Union

The European Union (EU) is an economic and political union of 27 European countries. It acts in a wide range of policy areas, economic, social, regulatory and financial, covering also the transport sector. Although rarely targeted directly by EU-legislation, the public transport sector is often caught by legal initiatives addressed to other sectors. In addition, urban mobility is increasingly affected by soft forms of legislation like recommendations, guidelines and toolboxes addressed directly to the local authorities. The session sets out to present the complex governance framework, the requirements and challenges for an effective interest representation and methods, strategies, tactics used to influence political decisions.

Chair: Tony Depledge, UITP Chairman of the European Union Committee, Director of Transport Policy, ARRIVA PLC, London, UK

9:00 - 10:30 MENA Workshop - From oil-rich and car based to a reference in public transport and sustainable cities

The MENA is traditionally seen as an oil-rich and car based region, however the majority of governments have opted for huge investments in long distance rail systems, but especially for integrated urban public transport systems. The leaders in the region have identified public transport as a key to the fast development of their cities and countries. Dubai is the best show case for demonstrating that with a determined choice for public transport, it is possible to make a dramatic positive change for a city. Such positioning today is held by this region as an example for the rest of the world, that… “yes we can” … make a difference.

Follow up of Tuesday 12 April 2011 MENA Workshop.

11:00 - 12:30 Plenary Closing Ceremony

14:00 - 17:30 Technical Visits

- BUS - OCC & Depots
- MARINE - Water Taxi
- RAIL - Dubai Metro

Evening

Networking Dinner

Experience the unique 1001 Arabian nights’ atmosphere.

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- Register online by logging on to: www.uitpdubai2011.org
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- Fax your form to Meeting Minds to the attention of Manuela Marchetti, +971 4 427 0493

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Hotel bookings

- Please note that hotel accommodation is not included in the registration fee.
- Congress Solutions International has reserved a large number of rooms for UITP delegates at competitive prices. To benefit from the preferential hotel rates, delegates are requested to contact the agency appointed by UITP for hotel bookings: Congress Solutions International (CSI)
  Mrs. Jane Lukaszewska - Tel: +971 4 303 4761 - Fax: +971 4 303 4320 - Email: hotel@csidubai2011.hotels.com
  www.congresssolutionsinternational.com/uitpdubai2011/hotels.html

Accompanying persons – optional tours

UITP has appointed CSI to set up a programme of optional tours for accompanying persons.
For additional information on the tours, please contact directly: Jana Lukaszewska - Congress Solutions International
Tel: +971 4 303 4761
E-mail: tours@csidubai2011.hotels.com
Book your optional tours online: www.congresssolutionsinternational.com/UITP2011/tours.html

Partnership opportunities

For any queries about or reservations of UITP partnership opportunities, please contact:
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