

Paris Expo – Porte de Versailles

***Transports*2016 Publics**

The European Mobility Exhibition

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PRESS KIT

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Guest of honour
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Alcaldía de Medellín



Official partners
Partenaires officiels



Medias partners
Partenaires médias



Promotion committee
Comité de promotion



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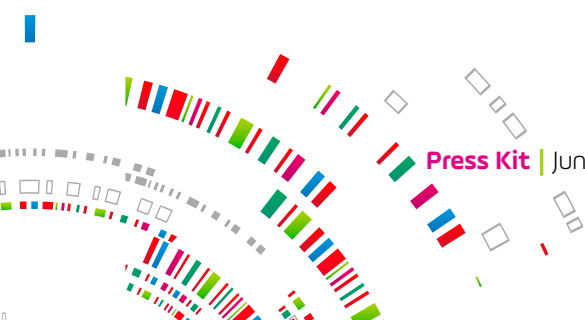
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The Exhibition: an overview

3 day
exhibition



10 000

professional participants

250
exhibitors



200

journalists

58 nations
represented



1 guest of honour:
**City of
Medellín**
(Colombia)

Highly qualified visitors

Half of all visitors are directly involved in purchasing decisions.

92%

of exhibitors
make new
useful contacts

88%

of visitors
make useful
commercial and
institutional
contacts

96%

of visitors are
satisfied with
the exhibition

Source: Salon européen de la mobilité 2014

two new events

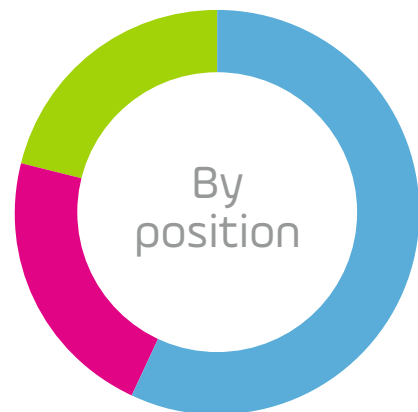
The GART and UTP Congress **on June 14 and 15**

The Franco-German Rail Day **on June 16**

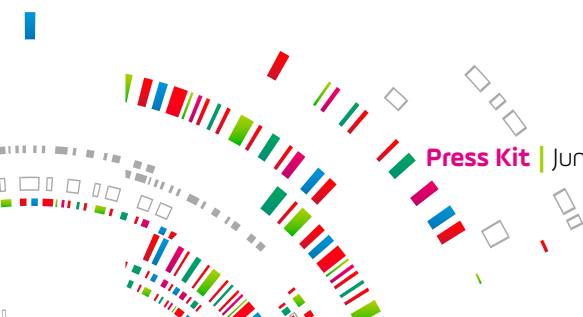
Visitor profile



- 11% Organising authorities and local authorities
- 27% Operators
- 24% Industrial players
- 7% Institutional
- 16% Service providers
- 15% Other



- 57% Elected officials, CEO's, MDs, managers, executives, heads of department, middle management
- 22% Engineers, technicians
- 21% Others (journalists, students...)

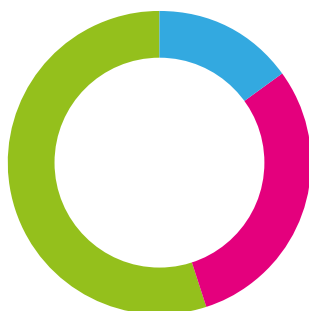


Public transport in Europe

The same trend is to be found everywhere: wherever there's an attractive, coordinated offer, the use of public transport is on the rise. From Paris to Prague, from Geneva

to Vienna, and from London to Oslo, public transport is increasingly taking the place of private cars.

Worldwide figures



- 15% public transport
- 30% cycling and walking
- 55% private motor vehicles in European cities

Public
transport

60
billion

journeys annually

Contributing to
the economy

Between
130 and **150**
billion

generated per year in Europe
- between 1 and 1.2% of the
EU's GDP

Jobs

1,2
million

direct jobs in public transport
in the 28 EU states, and
between 2 and 2.5 million
indirect jobs

Pollution

1%

of all CO₂ emissions

In urban districts, public
transport accounts for only 1%
of all CO₂ emissions

Sources: UITP, Dec. 2014 – GART and UTP, September 2015

Innovative solutions and current trends

Focus for 2016: made-to-measure mobility

The development of 'made-to-measure' mobility is one of the keys to modal transfer from private cars to public transport. Customising mass transit by providing a personalised offer for each individual is producing new converts to public transport. It relies on a combination of factors: affordable fares; being able to purchase tickets from home; the supply of personalised information; providing interactive maps; perhaps making wifi available during the journey; offering parking solutions, and so on.

At the Exhibition, a special 'Made-to-measure mobility' track is on offer for visitors.

The 2016 edition of the Public Transport Innovation Awards will be honouring the best 'Made-to-measure mobility' innovation.

Featured innovations include:

A smartphone app from Transdev

aimed at offering customised mobility on the Saint-Etienne network:

- real-time information on available transport solutions
- purchasing and downloading travel tickets on smartphones
- accessing the network's park-and-ride facilities.

'Smart Trip' by Transdev

This new, interactive reading service geared to mobility (to be read on smartphones and tablets) allows users to search on the basis of reading time, and features a broad range of content (over 2,000 works), with new titles added each week.

Stand F29

LeCab from Keolis

This car-with-driver solution facilitates a customised transport offering.

Stand F28

Mon Car dans Ma Poche ('my coach in my pocket') from RATP

Real-time information solution for pupils, parents and schools.

Stand F34

Flash-iti from Okina

A 360° school ticketing solution tracks pupils using the system once they are registered online.

Startup space

Cyclobox

The Abri Plus connected, secure bike parking box allows users to book a place remotely.

Stand MAB

Electric vehicles

Several key exhibits address this booming sector:

Alstom's Citadis

Soon to be commissioned in Nice, this tramway requires no overhead lines and is a world first. The energy is stored on the roof, but the batteries are recharged from ground-based equipment – in just 20 seconds – as the vehicle passes through stations.

Stand F33

BYD's 12-metre-long bus

RATP is going to be testing buses from this Chinese manufacturer, the world's leading electric vehicle maker. Its vehicles have a range of 300km, with LFP batteries that the manufacturer claims allow up to 10,000 recharging cycles – enough for some thirty years' use.

Stand M26

The Brest cable car project

This project involves installing an urban cable car across the coastal river which cuts the city in two. With a length of 450 metres, it will link the city centre to the future eco-district in just three minutes. Bouygues ES is responsible for many aspects of the project, including electricity distribution and telephony, intercoms, PA, CCTV, fire safety, access/intruder control and the telecoms network.

Stand L33

The Irizar i2e bus

This Spanish company's vehicles have a range of 250km. Since January, the firm has launched six vehicles in Marseille, and is testing two more on the Ligne d'Azur route in the Nice Côte d'Azur urban district. A further two buses have been running in San Sebastián since 2014. This will be the first time Irizar has been present at the Exhibition.

Stand B15

Cristal, the new dual-mode electric public transport system from Lohr industrie

This compact, all-electric vehicle can be left for self-service use and driven by a passenger (5 seats), or used as a shuttle driven by a professional – in which case, between two and four cars can be linked together, carrying up to 58 passengers. The system will be trialled in Strasbourg in 2017.

Stand G18

Electric bikes for Smoove bike-sharing schemes

This system – already in place in Moscow and Helsinki – is the other way round compared to the more traditional arrangement, in which all communications take place at stations. Smoove's e-bike features an integrated radio communications unit, simplifying station installation.

Stand MA10

Exqui, the electric 'trambus' from Van Hool

Van Hool will be unveiling futuristic design and high-level comfort on the first day of the Exhibition with Exqui, the very latest product from the Belgian manufacturer. The first two vehicles will be delivered in mid-2016 to the City of Hamburg, in Germany. Exqui can carry up to 109 passengers and has a maximum range of 120km.

Stand F3

Driverless vehicles

The vehicle of the future is here! The Vienna Convention now permits automated driving systems, and carmakers have a number of projects underway. Public transport is also getting involved.

CarPostal's all-electric driverless shuttle, built by Navya

This shuttle operates without a driver. Sensors and cameras allow it to find its way to within a margin of error of just one centimetre. There will be a demonstration around the Exhibition venue.

Stand C33

Daimler's concept car

This driverless electric vehicle, powered by a fuel cell, is a harbinger of future applications for buses.

Stand H8

New: a dedicated space for startups

More room has been made this year for nascent firms: for the first time, they now have their own dedicated space in which to present their latest innovations.

- **Atsuke**, developing solutions for booking, paying and managing travel tickets.
- **Dunasys** and its onboard software.
- **INNOV+** and its interactive, connected, predictive, active safety system, using the Toucango unit.
- **Joul**, with its ZenBus real-time passenger information solution.
- **Mobixio**, with its Yoozcool application for coach companies.
- **Okina** and its business applications.
- The iBeacon GPS tracker from **Swiss Innovation Lab**.
- **Supraways**, developing passenger information.
- Bulgarian firm **Tickey** and its smartphone ticketing app.

The Public Transport Innovation Awards

Innovation is all about moving forward! The Public Transport Innovation Awards, organised under the aegis of the French Ministry of Ecology and awarded by a panel of experts, honour the very best innovations by exhibitors, manufacturers, service providers, and operators in five categories:

- Energy and environment
- Operating and ticketing systems
- ITS: passenger information and services
- Accessibility, fittings, facilities and design.
- Made-to-measure mobility (innovation track 2016)

 **Awards ceremony: June 14**
4pm, Espace Europe venue



The locus of a European culture of sustainable mobility

An exhibition organised by the industry, for the industry

Organised by the industry itself, the Exhibition addresses the needs of professionals in the sector, right across the entire mobility chain. The event is the fruit of an innovative partnership between elected officials and operators. GART is an association for politicians with responsibility for transport, while UTP represents companies working in the sector. They have joined forces in the GIE Objectif transport public consortium to bring together all mobility stakeholders in a single project.

"The events organised by GIE Objectif transport public nurture vital links between key stakeholders: together, they are creating both the identity and the future of sustainable mobility," says Jean-Luc Rigaut, Chairman of the consortium since December 2015.

Major international partners



UITP has been working with the Exhibition since 2008. The partnership involves promotional support from the international association and contributions by it to various debates during the Congress, the Rail Day, and at the Espace Europe venue.



For the first time, a partnership outside Europe has also been concluded, with the American Public Transportation Association (APTA). This agreement will allow bridges to be built between two continents with different habits when it comes to mobility.

APTA "has to face similar challenges in terms of transport: disruptive technology, demographic changes, and new expectations on the part of passengers," says Michael Melaniphy, its CEO.

APTA is holding a session at the Espace Europe venue on June 15.

The European Promotion Committee

The organisers have set up a Promotion Committee for the event, and are working closely with EU policymaking bodies and institutions.

This work together allows marketing campaigns to be relayed in many European countries and beyond.

The Promotion Committee is comprised of ASSTRA and FederMobilità (representing Italian operators and transport authorities), VDV and BAG-SPNV (representing operators and regional authorities in charge of transport in Germany), VOEV (Swiss operators), KNV (Dutch operators), and ATUC (Spanish operators), along with POLIS (a network of European cities and regions promoting sustainable mobility) and EPTO (European operators).

Most members of the Promotion Committee are holding a session at the Espace Europe venue.

Two new events: the Congress and the Franco-German Rail Day

The European Mobility Exhibition is offering European industry stakeholders an even fuller programme, in which politicians and operators will be focusing their discussions on current issues relating to the future of public transport and rail systems.

Congress GART-UTP > 14 & 15 June



Passenger needs in terms of mobility are constantly changing. Public transport is delivering vital solutions, and addressing environmental issues. Despite this, its business model is under threat – and as a result, so is its viability. What's the solution to this puzzle?

Organised by French Transportation Authorities Group GART and national Public and Rail Transport Association UTP, the European Congress will bring together elected politicians, operators, experts and manufacturers. They will be taking the floor in the two strategic and policy-based plenary sessions, as well as contributing to a dozen or so more technical, interactive workshops.

Tuesday, June 14

9.30–11am

Opening plenary session Six months on from the COP21 climate conference, how can sustainable mobility help combat climate change?

By devoting a day to transport, the COP21 summit placed sustainable mobility at the heart of action to combat climate change. In France, the Energy Transition Act promoting green growth forms a compelling framework for the renewal of vehicle fleets. How can public transport contribute further to preserving the environment and quality of life in Europe and, more generally, internationally?

2–5pm

Europe: policies, projects and funding

- The right project for the right target
- Policies for sustainable mobility projects and related funding

2–5pm

Ensuring security and combating fare evasion in public transport: leverage from new resources and new legislation

- Relevant new technical resources
- Relevant new legislation

2–5pm

The French 'NOTRe' Boundaries Reform Act

- Changes to remits
- Implementing changes to remits

Wednesday, June 15

9.30am–1pm

Women and public transport

- Women passengers: specific needs and expectations
- Female employees
- Women managers

9.30am–12.30pm

Energy transition and mobility 3.0

- Solutions for low-emission buses; new industrial developments and business models; electric buses: progress and obstacles
- Mobility 3.0: what's new? Impacts and challenges

9.30am–12.30pm

New contractual relations

- Direct or concession management?
- Making the choice, and its implications

3–5pm

Closing plenary session Finding the right business model for 2017 and beyond

The last few years have seen a number of unfavourable signs with regard to the long-term future of public transport. At the same time, demand for transport has never been as high, and the issue of climate change means that the French must review their travel habits. While a rise in the contribution to be made by users appears inevitable, it will not be enough to address the expected expansion of supply to address demand.

How can more be done with the same or even fewer resources?

How can the positive externalities of public transport be highlighted?

How do other countries go about taking up these challenges?

French-German Rail Day > June 16

"The future of the French and German Rail Systems"

The French and German rail systems are in crisis; not only that, as core components of the sector within Europe, their future will be decisive for everyone concerned.

Organised by UTP and German operators' association VDV with the support of Fer de France and the International Association of Public Transport (UITP), the Rail Day will bring together French, German and other European rail transport stakeholders to discuss the future of existing systems. International guests will be further broadening the picture, sharing experiences from their respective countries.

9.15-9.30am	Opening
9.30-10.00am	Introductory session
10.00-11.00am	Rail network and station safety, interoperability, competition and performance
11.00-12.30pm	Consolidation in the rail industry and engineering in the face of a globalised market
12.30-2.00pm	Buffet lunch
2.00-3.00pm	Can rail freight be competitive?
3.00-4.00pm	Is competition the miracle solution for regional passenger transport?
4.00-5.00pm	From transport to mobility: dealing with new forms of competition
5.00pm	Conclusion

Organised by



VDV Die Verkehrs-
unternehmen

With the support of



Medellín, guest of honour



Alcaldía de Medellín



Social Inclusion, Medellín's Mobility Driver

Medellín, Colombia's second city is today recognized worldwide for its advancement in urban mobility. The city, capital of the Antioquia department, has taken advantage of the global developments in transport and has been able to adjust them to its context and the geography of its territory, to generate greater accessibility, social inclusion, and urban safety.

As a result, Medellín's transport system has become entrance to territories where there was no government presence and has made citizens participants; those who for many years felt they were not part of the city where they were born, now they are part of a new city where most vulnerable and with higher socio-economic difficulties have been prioritized, to offer them better living conditions through a mobility system with quality, efficiency and affordability.

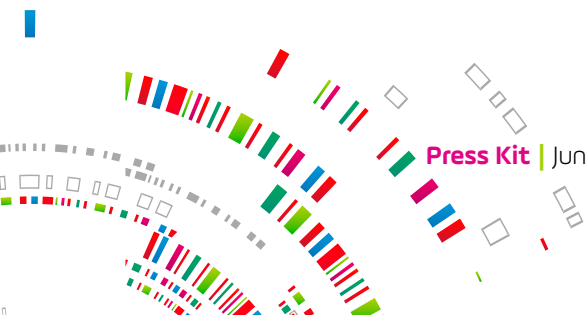
The Metro Corporation is an icon of the strength and resilience that characterizes the citizens of Medellín. In addition, it is an example of citizen culture, which has aroused a sense of belonging and boosted the creation of spaces for social and cultural encounter. This has been strengthened by 21 years of service in which the "quality of life," far from just a slogan, it has been a value promise, a premise, and the main differentiator compared to all other metros in the world. The Metro has transcended being a means of transport to become the driver of social inclusion of a historically disintegrated and fragmented territory by the effects of violence and inequality.

Consequently, Medellín now has a multimodal land mass transit system in evolution and constant improvement, composed by different means of transport that have facilitated access to areas with complex topography, of those located in a valley surrounded by mountains, thus: Metro (Electric-powered -Two lines), Metrocable (Gondola electric-powered cable. Three lines in operation, two under

construction), Metroplús (BRT System and integrated buses, gas-powered. Two active districts, 25 routes. Seven districts under implementation), Tram (Electric-powered streetcar under implementation), EnCicla Public Bicycles System (Free of charge. 50 stations) and public escalators (Free. Replaced 350 concrete steps).

Numerous have been the prizes and recognitions the city has received in this matter. The most recent, the Mobiprize award, announced in December 2015 that Medellín won over cities like New York, in recognition of innovation, integrity and benefits the Metro System and the public bicycle program have contributed to inhabitants.

Mobility, as is usual in the exercise of any government, always embodies a challenge, but Medellín's case, is unique, because it has provided great successes and benefits beyond transportation. However, this does not mean that everything is solved; on the contrary, today it poses major challenges for the future, such as: connectivity of the entire metropolitan territory, integration of different modes of transport, environmental sustainability, and, therefore, the promotion and encouragement of non-motorized modes complementary to the public transport system, among others.



European sessions

A programme of European sessions will be held over the three days, at the heart of the Exhibition in the Espace Europe venue:

TUESDAY, JUNE 14

- 11.30am-12.30pm** Urban mobility as part of a broader agenda: from COP21 to Habitat III – CODATU
- 2.00-3.00pm** Medellín: sustainable mobility for social inclusion – Medellín, Guest of honour
- 3.00-4.00pm** Export: focus on rail and urban transport markets in Algeria, United Kingdom and Scandinavia – Business France

WEDNESDAY, JUNE 15

- 9.30-10.30am** Europe: the changing landscape of regional public transport – Polis
- 10.30-11.30am** HealthY MobilityY: Accounting for the benefits of Public Transport on Health –UITP
- 2.00-3.00pm** Developing new mobility system: challenges and opportunities for public transportation in the U.S. – APTA

THURSDAY, JUNE 16

- 10am-12.30pm** **Mobility news from around Europe**
- Innovations in Swiss public transport – by VÖV UTP
 - Towards sustainable mobility in follow up to the Paris Climate conference (COP21) in the Netherlands – by KNV
 - Public transport in Italy: development and challenges – by Asstra
 - Regional Rail Transport in Germany: organization and financing – by BAG SPNV
 - Growing customer numbers by improving service quality – by EPTO
- 2.30-3.30pm** Modal interchange for bikes and public transport: time to walk the talk. Comparing France and the Netherlands – by le Club des villes et territoires cyclables
- 3.30-4.30pm** Information technology for public transport: driving ITS standardization in Europe – by ITxPT



Three days of events

Official programme

TUESDAY, JUNE 14

- 11am** Official opening, in the presence of Alain Vidalies, French Secretary of State for Transport
- 4pm** Public Transport Innovation Awards ceremony

WEDNESDAY, JUNE 15

- 11.30am** European Talent in Mobility Awards ceremony
- 5pm** Golden Bus Awards ceremony

Honouring key women and men in the business



The European Talent in Mobility Awards

The European Talent in Mobility Awards honour women and men working to improve public transport and sustainable mobility in Europe. The awards highlight a selection of European players, at various stages in their careers, who fully deserve recognition across the industry as a whole.

Four 'Talents' will be honoured by a panel of experts from across Europe:

- Best young «Talent»,
- Best project manager,
- Best manager,
- Special career service award.

The web users' award will be presented to the person in any category who wins the most votes cast by profes-

sionals online on the exhibition website, www.transportspublics-expo.com.

 **Awards ceremony: June 15**
11.30am, Espace Europe venue

The Golden Bus award:

who will be the best driver in 2016?



The Golden Bus Award promotes one of the most iconic jobs in public transport: it is awarded to bus drivers. Organised by UTP since 1988, the competition brings together bus drivers from urban public transport networks belonging to UTP across France, along with a number of representatives from other networks in Europe.

The assessment criteria for this competition, held from June 13 to 15, are based on drivers' technical driving skills, their care for the environment, and relational skills.


 **Awards ceremony: June 15**
5pm, Espace Europe venue

Professional meetings



'First Job' Forum


Organised for the fifth time in succession at the Exhibition, the Forum is an opportunity to put final-year students and recent graduates in touch with exhibitors that are hiring, or that are keen to present the types of job and career prospects available in the sector.

 **Thursday June 16**
1.30pm–5.30pm, at the Espace Forum

Export Forum


This event, organised by Business France, is an opportunity for visitors and exhibitors to meet transport experts from some fifteen Business France offices abroad and find out more about rail and urban transport markets with a view to exports. Aspects dealt with include the business climate, opportunities available in the countries in question, ways of setting up operations and local partnerships, etc.

Fifteen experts from Europe, North and South America, Africa, the Middle East, and Asia will be answering attendees' questions.

 **Tuesday June 14**
2pm–6pm, at the Espace Forum
Wednesday June 15
9.30am–1pm, at the Espace Forum

The Rail Further Education Forum

Organised by Fer de France, this forum will be bringing together universities and schools promoting the rail sector in France and abroad.

 **Wednesday June 15**
2pm–6pm, at the Espace Forum, plus an Experts' Forum at 5.30pm.

The organisers



Created by the Transportation Authorities Group (GART) and the Public and Rail Transport Union (UTP), **GIE Objectif Transport Public**'s mission is to promote public transport and raise awareness of sustainable mobility issues among professionals and the general public. This strategy is implemented by organising large-scale events in France.



Founded in 1980, the **French Transportation Authorities Association** (Groupeement des Autorités Responsables de Transport, GART) is a non-profit association which represents elected officials with responsibility for public transport. It has 285 members – almost all French urban districts and regions and half of all départements – all of whom act as transport authorities for the areas they administer. It serves as a forum in which councillors with responsibility for transport can discuss issues relating to sustainable mobility, as well as representing transport authorities' concerns to French and EU institutions.



The Public and Rail Transport Union (Union des Transports Publics et ferroviaires, UTP) is a professional body bringing together over 160 public transport companies and some ten rail freight and passenger companies in France. It represents the profession in French and EU organisations, manages the branch collective bargaining agreement and promotes public passenger transport in France and Europe as a whole.



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Place

Paris-Expo, Porte de Versailles

Opening hours

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Dates

Tuesday 14 – Thursday 16 June 2016

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