

# REGIONAL TRANSPORT DAYS

## **Mobility in small & medium sized cities and low density population areas: what are the challenges?**

Our societies put great emphasis on the sustainable development of large cities and their interconnecting infrastructures. The trend clearly is towards a further migration of people into (and closer to) larger cities. This development naturally has a direct impact on regional transport which has its home territory in the smaller cities and sparsely populated areas.

In large cities, public transport is often considered the prerequisite motor of progress.

But the situation is different for the many rural settlements like villages and towns which surround the (mega) cities! Here, the population is mostly dependent on private means of transport (because serious alternatives are missing) to cover larger distances to reach any kind of public service. And most of these (schools, work, hospitals, banks, amusement, etc.) are usually only available in the nearest city.

Still, there is no reason why the sustainable trend should not also be applied to regional or rural areas. Its dependence on private cars also knows many negative effects, not least for the commuters themselves: sky rocketing gas prices, or simply having to enter and leave the city every day!

At the same time, no one traditional form of public transport will always be equally competitive as a symbol of personal freedom (in terms of travel time, occupancy, frequency, comfort). It is therefore of interest to everyone, including city dwellers, to find adequate and practical alternatives.

The challenge this raises is the pivot point of the conference programme of the Regional Transport Days, organised by UITP, ASSTRA and Veronafiere. Come and listen to the solutions found by the sector itself. You will see that innovative tools are available!



# REGISTRATIONS

## How do I register for the Conference?

- **Online:** [www.expobus.it/regionaltransportdays](http://www.expobus.it/regionaltransportdays)

or

- **Via Fax\*:** + 32 2 660 1072 using the enclosed registration form

## Registration fees (Fees do not include 20% Italian VAT)

Single day	200 EUR + VAT (UITP members)	300 EUR + VAT (non members)
Two days	400 EUR + VAT (UITP members)	500 EUR + VAT (non members)
Gala dinner	70 EUR + VAT	
Accompanying persons	100 EUR + VAT	

Participants will have electronic access to the speakers' presentations through UITP's E-Library (Mobi+). A CD-Rom with all presentations will be available for purchase after the conference. Please note that this CD-Rom will be offered to the delegates who register online.

*For further details about membership, please contact Marie-Béatrice Fabbri, UITP Membership Administration Manager, [marie-beatrice.fabbri@uitp.org](mailto:marie-beatrice.fabbri@uitp.org)*

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\* An additional administrative fee of 20 EUR will be charged in case of registration via Fax

## Hotel accommodation

Please note that hotel accommodation is not included in the registration fee. Delegates are kindly requested to make their booking directly with the hotel. Reserve your room directly on [www.expobus.it](http://www.expobus.it)

## Accompanying Persons' Programme

A touristic programme will allow accompanying persons to discover Verona and the most beautiful places around Lake Garda. A wine and food tour will take accompanying persons on a culinary discovery of the flavours of Verona.

More details available at [www.expobus.it/regionaltransportdays](http://www.expobus.it/regionaltransportdays)

## Practical Information

### Organisers:

- › UITP - International Association of Public Transport  
Brussels, Belgium. [www.uitp.org](http://www.uitp.org)
- › ASSTRA - Associazione Trasporti  
Rome, Italy. [www.asstra.it](http://www.asstra.it)
- › Veronafiere. Verona, Italy. [www.veronafiere.it](http://www.veronafiere.it)

### Contact for the Regional Transport Days programme

Catherine Klepinine, Assistant, UITP - [catherine.klepinine@uitp.org](mailto:catherine.klepinine@uitp.org)

### Contact for Registrations

UITP: Tel: + 32 2 673 61 00

Fax: + 32 2 660 10 72

**Conference Venue:** Palaexpo Congress Centre – Veronafiere

### Languages of the Conference

Simultaneous interpretation will be provided in English and Italian.





[www.expobus.it/regionaltransportdays](http://www.expobus.it/regionaltransportdays)



# REGIONAL TRANSPORT DAYS

1<sup>st</sup> international platform for **mobility**  
in **small & medium sized cities** and **low density** population areas

**Verona, Exhibition Centre, Italy**  
**18-19 November 2009**

organized by



In conjunction with



organized by



# YOUR FIRST AND UNIQUE HOME

**FIRST** - UITP, together with ASSTRA and Veronafiere, is organizing the first international conference 'Regional Transport Days' in conjunction with the established 'Bus&Bus' exhibition to take place in Verona, Italy, 18 and 19 November 2009.

About 400 professionals are expected to gather from all over the world to participate in this event dedicated to public transport in small & medium sized cities and low density population areas.

With a programme prepared by your peers, this platform will give stakeholders an opportunity to devote serious attention to a very specific but rather important branch of sector, from operators and industry to public administrators.

**UNIQUE** - Unlike in big cities, regional public transport operators and authorities serve lower density areas. Their challenges are quite often unique and require specific approaches and innovation.

The first edition aims to answer many of these specific needs in five main sessions covering a range of topics, from an operator and authority's point of view; naturally the industry will also present its innovative solutions in three so called 'Expo Forums'. The sessions are:

'We can do so much more': *Business models & marketing*

'Lost and deserted': *Regional travel information*

'Buying buses tailormade

or off the shelf': *Operator technical issues*

'The Missing Link': *Delivered to your doorstep*

'Making the right choices': *Cost efficiency*

**HOME** - The venue, the city of Verona, is also an excellent example of Italian urban dimensions.

UITP, ASSTRA and Veronafiere hope to create a comfortable regional transport family atmosphere, which will facilitate listening and talking but also real business or simply meeting your international friends again!

Take your time to consider our offer: a two-day conference dedicated to regional public transport with a reception and dinner included for a bargain price as only your professional association can provide.



# CONFERENCE

## Tuesday, 17 November 2009

### 20.00 > Welcome reception

Get together with your peers!

## Wednesday, 18 November 2009

### 9.00 - 10.00 > Registration & Welcome coffee

#### 10.00 - 11.30 > Opening Session

- › Welcome speech by the Mayor of Verona, *Flavio Tosi*
- › Welcome speech by the President of Veronafiere, *Ettore Riello*
- › An impressive public transport offer for medium size cities: the path to follow, *Marcello Panettoni, ASSTRA President, Italy*
- › Is it possible to double the number of passengers? *Hans Rat, UITP Secretary General, Belgium*
- › Introduction speech *Enrico Vassallo, President Bus Group ANFIA, Italy*
- › Exhibition opening

### 11.45 - 12.15 > VIP Tour

### 13.00 - 14.30 > Lunch

#### 14.30 - 16.00 > Session 1 'We can do so much more - Business Models & Marketing'

How have other regional operators turned initially doubtful projects into a great and sometimes unexpected success? What exactly is diversification and segmentation and how does it help to improve your business? Can clear but challenging self-imposed market rules be an advantage to all involved? Be inventive, stay ahead of the game, and prepare for a changing and varying demand from an evolving and ever more demanding population. Get ready and think 'innovation'!

**Chair: Guido Del Mese, UITP Vice President, General Director ASSTRA Italy**

- › Vinschgaubahn resumed operation: a success for the region, operator and passengers *Maurizio Chiusa, Director Rail Services, SAD Trasporto Locale, Italy*
- › How big cities deal with regional transport from outside their boundaries? (*Speaker to be confirmed*)
- › Swiss PostAuto successfully challenges the French market *Mauro Pascale, Responsable Développement et Qualité Marché Partiel Etranger, CarPostal Suisse, Switzerland*
- › Provide and monitor your continuous quality circle *Dirk Busschaert, Director De Lijn, Belgium*

### 16.00 - 16.30 > Coffee Break

#### 16.30 - 18.00 > Session 2 'Lost and deserted - Regional Travel Information'

The type of information that our regional passengers need is different from that offered in big cities, e.g. punctuality versus regularity, but complex and reliable information is still required. How can the data from different sources be organized, how is it brought together and kept up to date, and how does it find its way to the passenger?

Modern passenger information has much to offer regional transport. The future already exists.

**Chair: Jarl Eliassen, Chairman of UITP Information Technology and Innovation Commission and CEO of Trafikanten, Norway**

- › Alsace Region – Developing and managing intermodal regional information platform *Laurent Briant, CEO Citiway/Veolia, France*
- › Introducing an Intermodal Transport Control System for regional transport *Burkhard Ehlen, Director Verkehrsverbund Oberelbe, Germany*
- › Urban Navigation - Getting the information to your passenger *Markus Tallgren, VTT Technical Research Center of Finland, Finland*
- › Information and technologies: present and future into ATV of Verona *Gianluigi Soardi, President of ATV Verona, Italy*

## Thursday, 19 November 2009

### 9.00 - 9.30 > Registration

#### 9.30 - 11.00 > Session 3 'Buying buses tailor-made or off the shelf - Operator technical issues'

UITP is currently leading a huge project called 'the European Bus System of the Future'. Mind you, it is not just about the vehicle, it is about complete networks and the system as a whole! Naturally, the main focus is on urban transport, but what could our regional/rural bus system of the future look like?

**Chair: Ezio Castagna, Chairman UITP Bus Committee, General Director CTM Cagliari, Italy**

- › My bus – from the shelf or tailor designed? *Ralph Pütz, Head of Division Motor Vehicles, Trolley Buses, Depots and Workshops, VDV, Germany*
- › The bus nowadays – from a standard product to an all-rounder tool responding to demand segmentation *Mauro Piazza, Director of Operations TEP Parma, Italy*
- › Greener Cities project – innovative proposals to reduce urban pollution handling bus fleet *Bruno Decio, Consultant Milan (formerly ATM Milan), Italy*
- › Expectations of local authorities – policy or technology driven? *Claudio Masi, Federmobilità Roma, Italy*

### 11.00 - 11.30 > Coffee Break

#### 11.30 - 13.00 > Session 4 'The Missing Link - delivered to your doorstep'

# PROGRAMME

Especially in smaller cities and low density areas, public transport is faced with the missing link: how to get from the last stop to a final destination? Too often, our customers prefer to make their entire trip by private car, simply because the extra effort to bridge the last mile deters them from taking an otherwise reasonably good public transport service.

**Chair: Andreas Flückiger, Direktionssekretär Stadt Sankt Gallen, Switzerland**

- › The last bus in the last village  
*Carlo Poledrini, General Manager, ARST, Italy*
- › How to integrate cycling in public transport  
*Bernard Tabary, Director General Keolis, France*
- › Mixing buses with taxis  
*Klaus Lösch, Karlsruhe Verkehrsverbund, Germany*
- › Car-Sharing - the 'car-on-call' as supplement to Public Transport  
*Michael Glotz-Richter, Senior Advisor City of Bremen, Germany*

**13.00 - 14.30 > Lunch**

**14.30 - 16.00 > Session 5 'Making the right Choices - Cost Efficiency'**

Is it more efficient to have old buses with high maintenance charges or new buses with big write offs and high interests but with low cost maintenance? Or is a mix between old and new buses better: using the new buses during the whole day and the old buses only at peak times?

How can I estimate better and curb my fuel costs?

**Chair: Stephan Rolfes, Chairman UITP Regional Transport Committee, Director Stadtwerke Osnabrück, Germany**

- › Trailer cars – up and down with demand fluctuations  
*Stephan Rolfes, Germany*
- › School transport – opportunities and challenges!  
*(Speaker to be confirmed)*
- › SORT cycle for the purchase of ecological and highly energetic efficient road transport vehicles  
*Jean-Paul Etienne, Ingénieur principal matériel roulant Société Régionale Wallonne du Transport, Belgium*
- › UITP tendering structure – evaluation criteria for purchasing new vehicles  
*Peter Danielsson, Senior Specialist Bus Rapid Transit VOLVO, Sweden*

**16.00 - 17.00 > Closing Ceremony**

- › *Altero Matteoli, Minister of Transport, Italy (to be confirmed)*
- › Conclusion and outlook by: *UITP, ASSTRA & Industry*

**20.00 > Official Dinner**

## Expo Forum Sessions

The Expo Forum sessions are interactive sessions providing exhibitors and attendees with an additional platform to discuss and share product development. Expo Forum will take place on the Bus&Bus Mobility Business 2009 fairgrounds, in a dedicated convention hall and will be open to all visitors.

More information on [www.expobus.it/regionaltransportdays](http://www.expobus.it/regionaltransportdays)

## Industry Assembly

**Friday, 20 November 2009**

**9.30 – 11.00 > 5<sup>th</sup> Assembly of the UITP Industry Division**

For UITP members (on invitation only)

- › Welcome and overview of activities 2007-2009
- › Presentation of UITP sector strategy + discussion
- › Election of Chairpersons for the Division
- › Perspectives for 2009-1011
- › Keynote subject: Public Transport, a resilient sector in the economic downturn?
- › Closing words

## Of Further Interest...

**Friday, 20 November 2009**

**11.00 – 13.00 > Workers' Club Round Table:**

'Unity makes Public Transport: a role to play for the Workers' Clubs'\*  
Delegates of the Regional Transport Days are invited to participate in this round table organised by Italian fellow colleagues.

Can the Workers' Clubs play a different, new role to increase both sustainable mobility and sustainable public transport companies? How they can do it? The round table will look for an answer going through these topics:

- › Overtime
- › Handling free time
- › Reducing stress
- › Enhancing the work environment
- › Sense of belonging

\* A workers' club might hold various social and sports activities held after office hours and might carry out informal discussions on relevant work topics

