

Transports 2012 Publics

The European Mobility Exhibition



Paris 5-7 June 2012



PRESS KIT

Media Contacts
Arkane Media

Véronique Martin
Tel: +33 (0)6 60 99 41 64
E-mail: vmartin@arkanemedia.com

Caroline Tonini
Tel: +33 (0)6 34 46 06 35
E-mail: ctonini@arkanemedia.com

Organized by



In collaboration with



Additional support



Official partners



Press partners



Participating publications



Press kit as of 25/05/2012

CONTENTS

Executive Summary	4
A WORD FROM THE CHAIRMEN	6
TRANSPORTS PUBLICS 2012, THE EUROPEAN MOBILITY EXHIBITION	7 – 8
A not to be missed gathering in Europe – and on a truly European scale An innovative European approach	
THE MANY FACETS OF INNOVATION IN EUROPE	14 – 25
Focus on the Innovation Awards Three themed tracks to find out all about innovations The EBSF revolution Electric buses – in pole position Making passenger information a priority Ticketing’s big bang Multimodal transport and the NFC revolution Green mode transport: bikes set out to conquer cities	
TOPICAL INSIGHTS INTO TODAY’S ISSUES	27 – 30
Innovations to serve passengers better Funding public transport Developing modal transfer and optimising the economic equilibrium of urban public transport Multimodal transport	
PROMOTING PRESENT AND FUTURE MOBILITY STAKEHOLDERS	33 – 34
The ‘Talent in Mobility’ awards The Golden Bus award A ‘First Job’ Forum especially for young people	
EXHIBITION HIGHLIGHTS	36 – 41
Programme Exhibition map List of exhibitors	
THE ORGANISERS	42
AN ENVIRONMENTALLY RESPONSIBLE EVENT	44
PRACTICAL DETAILS	45



Paris – June 5 to 7 2012

Transports Publics 2012, the European Mobility Exhibition: Winning passengers through innovation and service

Ever since its creation, Transports Publics, the European Mobility Exhibition, has been built up around innovation in every aspect of sustainable mobility. For this fifth edition, there will be a special focus on technological progress in passenger information, ticketing and environmentally-friendly mobility, aimed specifically at winning over the general public and encouraging people to opt for public transport.

A not-to-be-missed gathering for the sector in Europe, Transports Publics 2012 will be inviting **10,000 expected participants** to find out all about the latest advances and projects in urban, suburban and regional transport and green mode travel, with **250 exhibitors from across Europe**. Each edition welcomes special guests from all over the EU, selected for their exemplary transport policies. This year's edition will welcome two guests of honour: **the city of Turin and its GTT network**, along with **Transports Publics Genevois (TPG)**.

The 2012 edition is highlighting innovation to serve passengers in the fields of information and ticketing. Every type of dedicated new technology and solution will be presented to exhibition visitors: buying tickets using the Internet, mobile phones and smart cards, route planning and geolocation, and contactless, intermodal ticket validation, along with real-time access to information via terminals in stations and on mobile phones, and much more. A large number of innovative vehicles including hybrid and electric models will be on show, as well as the buses of tomorrow, with the EBSF (European Bus System of the Future) programme. Themed tracks – devoted to this year's innovations, ticketing & passenger information and EBSF – will allow visitors to find out all about the innovations, directly on the stands in question.

Nine roundtable debates, held at the Carrefour de l'Europe venue, will deal with mobility issues across Europe, featuring four key topics: innovations to serve passengers better; funding public transport; developing modal transfer; optimising the economic equilibrium of urban public transport; and multimodal transport. The Experts' Forum presentations will bring together specialists from across Europe who will be sharing their expertise and best practices.

The Public Transport Innovation Awards are another key highlight of the exhibition. These will be presented by an independent panel of experts, rewarding the most outstanding innovations by industrial players, operators and service companies, on June 5 at 11.30 am.

The Talent in Mobility awards, presented by a panel of European journalists, will highlight the five most outstanding people in Europe working in mobility and public transport, on June 7 at 3.30 pm.

Once again there will also be the **Golden Bus** challenge, with drivers from across Europe competing, and an awards ceremony on June 6 at 5.30 pm.

Jobs and **enterprise** will also be on the agenda, with the **First Job Forum** aimed at **students** and **recent graduates**.

One eagerly-awaited important visitor is **Laurence Parisot, head of the French bosses' union MEDEF**. She will be addressing company heads from the sector on June 6 at 11.30 am.

Organisé par :



Media contact

Arkane Media

Caroline Tonini

Tel: +33 (0)6 34 46 06 35

e-mail: ctonini@arkanemedia.com

A WORD FROM THE CHAIRMEN

“Transports Publics 2012, the European Mobility Exhibition, is the only exhibition in Europe acting on behalf of local authorities (GART) and operators (UTP) that brings together all the professionals working in the business, irrespective of their position and field, from right across the mobility chain for a three-day event under one roof. Held every two years, the event is situated at the heart of a capital which is a model when it comes to multimodal transport and dedicated infrastructures: Paris and its surrounding region.”

Bernard Soulage, Chairman, GIE Objectif transport public

“In France as in the rest of Europe, we can only win the battle to achieve sustainable mobility if we give public transport a significant comparative advantage over private vehicles. The role of the Exhibition is to highlight the innovations, solutions and best practices that will allow public transport to develop, improving comfort, commercial speed, intermodal travel, safety and security.”

Roland Ries, Chairman, GART

“Public transport stakeholders are a driving force for competitiveness in France and across Europe as a whole. Indeed, they are among the world leaders in the sector. The European Mobility Exhibition is an ideal showcase for these firms and their international subsidiaries, highlighting their expertise, knowhow, and vision of contracts and PPPs.”

Michel Bleitrach, Chairman, UTP

TRANSPORTS PUBLICS 2012, THE EUROPEAN MOBILITY EXHIBITION

A NOT-TO-BE-MISSED GATHERING ON A EUROPEAN SCALE

Representatives from throughout the public transport sector and sustainable mobility in Europe will be gathering in Paris from June 5-7, 2012 for the fifth edition of Transports Publics 2012, the European Mobility Exhibition.

Each edition of Transports Publics, the European Mobility Exhibition, extends to new frontiers. Since it was first held in 2004, the number of international exhibitors has doubled, with the numbers of international visitors also increasing – by 20% each time. In 2010, over 50 countries were represented, compared to just 35 in 2004. One illustration of this European dynamic is that for each edition of the Exhibition, two special EU guests are selected for their exemplary transport policies. This year, the **city of Turin and its GTT transport network**, along with Geneva's **Transports Publics Genevois (TPG)**, will be taking pride of place in this way.



Transports Publics 2012: Key figures

- 30 000 m² of exhibition space
- 10 000 professional participants expected
- Over 50 countries represented
- 250 international exhibitors covering every aspect of sustainable mobility
- 250 journalists from across Europe
- 2 Guests of Honour: the city of Turin and its GTT network, along with Transports Publics Genevois (TPG).
- 500 m² of dedicated space for green mode transport.

Genuine commitment on the part of public transport and sustainable travel stakeholders from across Europe

Transports Publics is an excellent forum for presenting the most innovative products, services and policies with regard to sustainable mobility, bringing together key stakeholders and covering every aspect of different transport modes from across Europe:

- Industrial players, manufacturers, subcontractors: rail (trains, metros, trams, tram-trains), buses, trolleybuses, guided vehicles, coaches and “green mode” transport (car-sharing, car-pooling and walking)
- Transport operators
- Organising authorities
- Public works, infrastructures, civil engineering, construction
- Street furniture, passenger operations and information systems, parking
- E-money and ticketing
- Design
- Banking and insurance
- Energy
- Training and more



Transports Publics 2012 is the only European exhibition to present a complete professional offering, with 250 exhibitors featuring various solutions for facilitating and developing mobility.

To encourage visitors to find out about products, equipment, vehicles and services, **three themed tracks** have been specially designed to accompany them through the exhibition:

- **“2012 innovations”**
- **“Ticketing & passenger information innovations”**
- **“EBSF” (European Bus System of the Future).**

AN INNOVATIVE EUROPEAN APPROACH

The particularity of Transports Publics, the European Mobility Exhibition, is that it is organised by France’s key stakeholders in the sector.

The guiding principle is to bring together representatives of excellence in European transport every two years in a single event, organised in even-numbered years. The underlying idea is to enable progress to be made on transport issues in Europe and promote the most innovative products and services on the market.

Politicians with responsibility for transport working hand in hand with operators

UTP represents transport companies, while GART is the association of elected officials with responsibility for transport. Together, they have created *GIE Objectif transport public*.

The mission of *GIE Objectif transport public* is to promote sustainable mobility to all types of audience. As far as professionals are concerned, Transports Publics, the European Mobility Exhibition, is one of the leading forums internationally for the promotion of French and European stakeholders in the sector.

Guests of Honour send a message of openness

To encourage discussion and exchange of know-how throughout Europe, the Exhibition has a tradition of welcoming and promoting key stakeholders and networks from the various Member States. Following the European Commission, Berlin, Prague, Asstra and Federmobilita in 2006, Brussels and Lisbon in 2008, and Madrid and the Netherlands in 2010, Transports Public 2012 will be honouring the **City of Turin and its transport network, GTT, alongside Geneva's Transports publics genevois (Tpg).**

Turin and GTT (Gruppo Trasporti Torinesi)



The City of Turin and its public transport network GTT (Gruppo Trasporti Torinesi) will be presenting public and private-sector policies and mobility initiatives, the Urban Mobility Plan adopted in 2011 and the construction of the Rail Link (commissioning of a rail system comprising five lines serving a 50km radius in the Turin metropolitan area).

Turin: combining sustainable mobility and tourism

For Turin, taking part in Transports Public 2012 is an opportunity to demonstrate the excellence of its public transport system and promote sustainable mobility alongside initiatives relating to traffic and road safety. The Italian city is counting on its promotion of intermodal transport to achieve its long-term goal of public transport accounting for 50% of all travel. The decisions made over the next ten

years will be assessed chiefly in terms of sustainable development, which will also serve as the guiding principle for administrating the city. There will be a particular focus on transport and the role of new information technologies in facilitating relationships between residents and the public authorities. One illustration of this aim is the “Torino Smart City” project, which brings together public and private-sector figures to rethink city living.

Turin has signed up to the Covenant of Mayors, setting itself the objective of reducing its CO₂ emissions by 40% by 2020. Resources to achieve this include the Sustainable Urban Mobility Plan, energy performance in public transport and encouraging people to use self-service and electric bikes. Other priority avenues include a global energy performance plan for buildings and the creation of a zero-pollution goods transport network.

The *Torino Smart City* Foundation aims to coordinate initiatives supporting the City as part of the EU *Smart Cities* project. The goal of this is to promote and disseminate projects, analysis and research designed to encourage the general public, institutions and economic stakeholders to develop a culture of respect and conservation of energy and the environment.

Practically speaking, Turin encourages alternative mobility

A whole range of measures are designed to encourage “alternative mobility”, covering both traditional and innovative transport systems and offering opportunities for sustainable travel. They include both “zero-impact” mobility (walking and cycling) and low-impact transport such as electric and hybrid vehicles, as well as collective use of cars, for instance through car-sharing and car-pooling.

To preserve air quality and gradually reduce the presence of cars, the city is restricting traffic, upgrading its public and private transport vehicles (with the retirement of high-polluting vehicles), extending the area covered by car parking charges so as to restructure and improve public space, building new cycle tracks and car parks near train and metro stations, helping to organise company travel plans, and so on. Other schemes envisaged include expanding the use of telematic control and management systems in order to cut congestion, improve the flow of traffic, enhance road safety and ensure public transport is punctual. Alongside these policies, Turin is also actively working to improve freight transport, with the creation of urban shipping hubs for the “last mile” of final delivery, at specific times of the day, and using more environmentally-friendly modes of transport in the city centre.

Turin key figures

- population: 905,568
- 480,000 daily passenger journeys on public transport
- 175km of cycle tracks
- 75 aboveground public transport routes, including 9 tram lines
- 1 metro line, approximately 15 km long
- 1 restricted traffic area: 2.6 km²

www.comune.torino.it/gtt/

TPG (Transports publics genevois)



The reputation of Swiss public transport is built on a history that reaches right back to the 19th century. Indeed, it was on June 19, 1862 that a horse-drawn tram entered service for the first time in Geneva, crossing the Arve from Place du Rondeau in Carouge to Place de Neuve. On June 16 and 17 next, a public festival will be held in Geneva along the route of this historic line 12.

Transports publics genevois is not one to rest on its laurels, however. Today, it deals with almost 170 million passengers annually, with correspondingly high requirements in terms of comfort, safety and security. It is currently devoted to implementing the principles of sustainable development and expanding its plans to address the mobility needs of a rapidly growing cross-border urban district. In terms of the number of places per kilometre travelled, the public transport offering has more than doubled over the past ten years. It will continue to grow rapidly in order to enable the population – soon to pass the 1 million mark – to travel in an increasingly environmentally-friendly manner.

Today, Geneva also benefits from an innovative public transport network in terms of ticketing, passenger information and rolling stock. The city has solutions ready to deal with a high increase in demand, too.

TPG (*Transports publics genevois*) is constantly seeking innovations that can improve the everyday experience of its customers. As early as 2002, TPG innovated by setting up a fare community known as “unireso” with other public transport operators in the Geneva urban district. The “Tout Genève” pack allows customers to benefit from the entire transport offering using a single ticket, including trains, trams, buses, trolleybuses, lake shuttles and so on. The “regional” travelcard also allows holders to travel to and from France, demonstrating the considerable efforts made by all cross-border authorities to promote sustainable mobility throughout the surrounding area, including the cantons of Vaud and Geneva and two French departments, Ain and Haute-Savoie. 80,000 people cross the border between France and Switzerland every day. This number is set to rise to 100,000 by 2020. However, only 10% of these journeys are currently made on public transport. One of the major challenges for Transports Publics Genevois is thus to develop offers for this customer segment, thereby cutting CO₂ emissions from cross-border vehicle traffic.

Developing the public transport offering in the short term

Together, Geneva State Council and TPG have set themselves an ambitious goal for 2011-2014: increasing their offer by 35%. This growth will involve extending the tramway network (now structured into proper routes); an expanded, redeveloped bus and trolleybus offering; improved signage and passenger information; the development of new automatic ticket dispensers; the introduction of self-service bikes; the recruitment of some 200 extra staff; and the creation of a new depot for vehicle storage and maintenance.

Attractive offerings to address mobility needs

The canton of Geneva offers an illustration of how TPG has dealt with issues of sustainable mobility and growing mobility needs at the same time. By 2020, the number of commuter journeys is expected to increase by 40% – and by 65% for public transport. Residents of Geneva are no longer diehard car users. TPG is working hard to develop an attractive offer encouraging locals to use public transport: an effective way of cutting pollution and urban congestion, whilst also helping households to make savings on their travel budgets.

Geneva key figures

- 170 million passenger journeys annually
- 465,000 passengers daily
- 59 routes covering a total of 380 km
- 1,700 employees

www.tpg.ch and www.unireso.ch

Active support from European partners

The influence of the Exhibition is such that a **Promotion Committee** has been established to support it. It is also supported by the **European Union Committee of Regions**.

The Promotion Committee brings together federations of operators and elected officials from various European countries, along with the Guests of Honour. These participants are excellently placed to support the exhibition, pass on information about it and encourage attendance by stakeholders from many countries with an interest in any aspect of the sustainable mobility sector.

The Promotion Committee



As in 2010, Transports Publics 2012 is being organised in close collaboration with the International Association of Public Transport (**UITP**) to further extend the event's international impact.



THE MANY FACETS OF INNOVATION IN EUROPE

Urban public transport is destined to attract increasing numbers of passengers in the years to come. This assured success is due to a number of social and economic factors:

- The rise in oil prices, making private vehicles increasingly expensive to use
- Technological progress and innovations such as new vehicles along with new-generation ticketing and information solutions: these favour smoother, more environmentally-friendly mobility, as well as real-time passenger information, intermodal transport, enhanced comfort and time savings
- Clear development of a quality-based commercial offering, with increasingly personalised services meeting individual passengers' expectations
- An ageing population.

Europe: Key figures for urban and metropolitan public transport

- Annual investment in public transport: **€40 billion**
- **60 billion** passenger journeys per year
- **200,000** direct jobs in public transport in the EU-27, with **157,000** indirect jobs in Germany, **160,000** in France, etc.
- **€130 billion - €150 billion** per year contributed in total by public transport to the EU economy, representing between **1 and 1.2%** of EU GDP.
- **23%** more journeys using urban transport in France between 2000 and 2011; **17%** more in the United Kingdom, **10%** more in Spain, **9%** more in Germany, **8%** more in Italy. ⁽²⁾
- Mean modal distribution in European metropolitan areas: **15% public transport, 30% cycling and walking and 55% for private motor vehicles.**

Sources: UITP - 2008 and UTP - 2011

FOCUS ON THE INNOVATION AWARDS

The **Public Transport Innovation Awards** ceremony is one of the regular highlights of the exhibition, organised under the aegis of the Ministry for Sustainable Development. The awards are presented by a panel of independent experts for the best innovations by industrial and service companies present at the exhibition.

Exhibitors may enter in one of the following four categories:

- **Energy and the Environment**

Innovative technologies and services that cut energy consumption and greenhouse gases in public transport vehicles, contribute to the preservation of the environment (noise, vibration, pollution, the use of recyclable and recycled materials, etc.) or improve organisational and management aspects (economical driving, maintenance, etc.).



- **Service management systems**

Innovative technologies and services that make it possible to improve public transport network management systems and mobility services (not including passenger information and ticketing).

- **Passenger information and ticketing**

Innovative technologies and services relating to passenger information systems and ticketing.

- **Accessibility, fittings, facilities and design**

Innovative technologies and services that heighten the appeal of public transport. Innovations may relate to improvements in accessibility, comfort, styling or attractiveness of the transport system: rolling stock, stations, transport spaces including stations, interchanges, park and rides, stops as well as equipment relating to access, signage and so on.



→ Awards ceremony: Tuesday 5 June, 11.30am, Carrefour de l' Europe

THREE THEMED TRACKS

TO FIND OUT ALL ABOUT INNOVATIONS

To promote products to visitors, three themed tracks will be marked out at the exhibition:



- the “2012 Innovations” track,
- the “Ticketing and Passenger Information Innovations “ track,
- the “European Bus System of the Future” track.

THE EBSF REVOLUTION (European bus system of the future)

Making the urban bus of the future a reality



Since 2008, 11 countries and some 50 partners including transport operators, vehicle manufacturers, organising authorities, service companies, academics and researchers have been working together to design a revolutionary integrated bus system.

The aim has been to develop a visionary concept in order to make urban buses the number one choice for transport in towns and cities, by combining every factor contributing to their appeal. Examples include infrastructure and urban planning, vehicle comfort and accessibility, passenger information, intermodal transport, eco-mobility, service prioritisation and so on.

City-dwelling passengers at the heart of the system

The EBSF project has been devised and designed for city-dwelling passengers who already use public transport or will do so in the near future, and to make the urban environment a more pleasant place to be. The EBSF system has also been designed to meet local authorities’ economic requirements, and is appropriate for all types of planning scenario found in Europe today. As well as offering a broad range of contemporary services, the project incorporates the latest mobility trends, including “green-lifting” cities and blending in with architectural and historic heritage.

Eight experimental sites in Europe focusing on innovation

EBSF has a total budget of €26 million, including €16 million worth of co-funding from the European Commission, and has a broad vocation. It encompasses the needs of passengers, operating companies, authorities and drivers, as well as issues relating to urban infrastructures, the place of buses alongside other public transport and the role of buses in the cities of the future. It brings together five of Europe's largest manufacturers: Irisbus, MAN, Evobus/Mercedes, Volvo and Scania, along with other partners including Actia, Asstra, Ineo, Init GmbH, RATP, UTP, UITP and Veolia Transdev. The results of the project are the fruit of joint work by these partners. One of many examples is the EBSF IT architecture, coordinated by Veolia Environnement and involving no less than 22 partners. The aim is to create an embedded architecture based on Internet Protocol (IP) standards, which could become generic architecture found on board every bus in Europe from 2015 onwards.

Paris has bought into the EBSF project with the launch of a stylish, user-friendly bus shelter in its 12th district

The days of the traditional bus shelter are over. As part of the EBSF programme, on May 4 last RATP inaugurated a new shelter devised by stylist Marc Aurel: an 80m² multiservice space for the public devoted to facilitating users' everyday life. Located on Boulevard Diderot just opposite the Gare de Lyon terminal, this "outdoor multiservice salon" offers passengers a whole range of useful little services: as well as having access to information about the neighbourhood, users can enjoy a coffee, borrow a book from a self-service library, listen to music, recharge their mobile phone using wi-fi outlets, buy a takeaway ready meal, newspapers and tickets, hire an electric bike, and more besides.

EBSF – the star of the show at Transports Publics 2012

Ahead of the end of the EBSF programme coordinated by the International Association of Public Transport (UITP) in October 2012, the initial results of experiments will be presented on June 5 at the Carrefour de l'Europe, on-site at the Exhibition.

Also on June 5, partners from the project will be presenting visitors with the results of four years' worth of European research in a guided tour round the stands.

And throughout the three-day event, the "EBSF Track" will be available for visitors to follow as they please to explore the stands of those involved.

Experiments have been conducted in eight European cities: Rouen, Paris and Brunoy (France), Bremerhaven (Germany), Budapest (Hungary), Madrid (Spain), Rome (Italy), and Gothenburg (Sweden).

www.ebsf.eu

ELECTRIC BUSES – IN POLE POSITION

In a telling sign of the times, “all-electric” operation is now gaining ground in public transport. Within the next ten to fifteen years, city centres will have moved into the era of all-electric transport for buses, public service vehicles, shared cars and taxis.

Electrical energy appears well-placed to be a vital resource in the years to come. This is illustrated by progress in a number of areas:

- Solaris will be launching an electric version of its “Urbino” bus;
- The ElliSup project by Irisbus Iveco, in partnership with RATP, CEA, IFP, Inrets, EDF, Michelin, EERCTYL and Recupyl, aims to build an electric bus and a fast-charging hybrid bus. ElliSup makes it possible to create local pickup technologies, combined with quick-charge solutions that do not require an expansive network of cables.
- Bombardier is also looking at new developments for its Primove City offering. The idea of this system is to transport energy to where it needs to be used, powering the batteries of vehicles such as trams, buses and cars via a ground-based system.
- Overseen by PVI, the Watt programme, designed in partnership with Veolia Transdev, is based on a system of quick-charge stations to travel using electrical power between various stops (results are due in 2013).
- Fast (in collaboration with PVI) will be presenting the first electric school bus in autumn 2012 ...
- Elfoin Turin and Genoa: created by EPT, this minibus charges up at its terminus using a station equipped with a magnetic coil that provides high-voltage electricity, with no danger to pedestrians.

At the same time, there is considerable enthusiasm for hybrid buses, producing much less pollution and providing energy savings. For instance, London has ordered a fleet of 300 double-decker hybrid buses fitted with diesel/electric engines. The UK capital has long been a pioneer of green technology, and has already taken delivery of its 200th hybrid bus.

Live at the exhibition:

Some of the exhibitors:

MAN is presenting the MAN Hybrid Bus. This incorporates series hybrid technology that uses a super-condenser storage system.

Stand H17

PVI is presenting its all-electric OREOS 2X and OREOS 4X buses, new-generation vehicles that have been chosen to operate in Paris, Périgueux, La Rochelle and elsewhere.

Stand C11

Safra is presenting Businova, an urban transport vehicle combining two major innovations protected by patent: the dual-module chassis and the multi-hybrid drivetrain.

Stand D29

Solaris is presenting the Solaris Urbino electric, an all-electric vehicle with a battery recharging time of less than four hours.

Stand D21

Volvo is presenting the Volvo 7900 Hybrid. New technology allows it to cut diesel consumption by up to 30%, as well as cut particle and exhaust emissions.

Stand M16

MAKING PASSENGER INFORMATION A PRIORITY

The future of passenger information lies firmly in the realm of new technologies: LCD screens, the Internet, mobile sites, route planners, text messaging, smartphone information and so on. Passenger information is a priority for European networks, and a key element to make network offerings easier to understand and so win over new customers. For instance, a survey carried out by the UK Department of Transport found that audio announcements led to a 3% increase in passenger numbers.



New technologies can thus enable organising authorities and operators to improve passenger information. However, access to data is a key factor in making progress, and this is not always freely available. To provide passengers with practical, accurate multi-mode information, it must be widely accessible. At present, there are some forty multimodal information systems (MIS) in France.

Interoperability of systems between localities within the same county and beyond is a key challenge for the future. Networking different regional multimodal information systems is already a reality in some European nations. This is the case, for instance, in the UK and Germany, where the regional systems of each Land have been networked. In France, SISMO has been rolled out in Oise and is a benchmark for the business.

Open data

This term refers to making public data accessible in a readable format. It can be applied to any sector, specifically including public transport. In this case, it is generally up to organising authorities to make this data available.

For instance, in 2011, the city of Rennes made its data available to the public and organised a contest to identify the best ways of using it. Many places have followed suit, both in Europe and worldwide: these include Québec, Brussels, Rome and San Francisco, as well as bodies such as the European Commission and the French government (www.data.gouv.fr). Companies and local residents can use the data to develop applications of all types – especially ones relating to public transport.

Live at the exhibition:

Some of the exhibitors:

ACS is presenting Xerox Data Mining, a set of advanced functionalities over and above the traditional reporting features usually available with ticketing systems
Stand J34

Diginext is presenting MobilitX, a multimodal and multi-transport company passenger information hub
Stand G45

Moviken is presenting Navistation, a full range of hardware and software solutions enabling passengers to view their route in real time as they travel through a city or district.
Stand L39

MT3 is exhibiting a new-generation mobility unit that can be accessed by Internet and smartphone, developed for Essonne Conseil Général.
Stand J28

TICKETING'S BIG BANG

Changes in passenger information brought about by the growing use of mobile phones in daily life will inevitably lead to major changes in the field of ticketing.

New technologies will contribute to the development of public transport by providing more and more services. The interoperability of ticketing systems is another key challenge. For instance, today in France, there are over 400 transport authorities using some 70 ticketing systems, most of which are not interoperable. However, NFC applications currently being deployed on mobile phones and bank cards can be recognised by different networks, thus changing the state of play considerably.

Last February, a smartphone application for “Bus & Clic”, an e-commerce platform for VFD’s Grenoble subsidiary, was introduced. Over 100 drivers on the Transaltitude, LER 35 and Aerocar routes were equipped with Iphone 4s featuring the “Bus & Clic” app . The aim of this exercise was to enable them to check e-tickets and access all the information about passengers and their journeys in real time. The tool makes it possible to deal with each customer personally and optimise ticket



inspection. By scanning the secure flash code, drivers can establish how many seats are left on their coach, how many people are getting on and off at each stop, and so on.

Live at the exhibition:

Some of the exhibitors:

Vix Technology, working with Dijon and Côte d'Or, is presenting a "perpetual ticket", which can be used over 200 times and then recycled. It was first launched in Dijon in 2012, to be followed by Tours and Riyadh, Saudi Arabia in 2013.

Stand G29

Keolis is presenting its Pass'O PASS DIVIA pass, a new-generation "all in one" smartcard that can be topped up on the Internet.

Stand H29

MULTIMODAL TRANSPORT AND THE NFC REVOLUTION

Near-Field Communication (NFC) is an international contactless communications standard, based on radio frequencies, that authorises data exchange between two media. The aim is to enable different types of chip to communicate. NFC technology allows for a wide range of applications that are useful in everyday life: exchanging data such as music and files, access control, payment, loyalty schemes and more, using a variety of media: travelcards, memory sticks, mobile phones, and so on.

One practical illustration of this technology in the field of transport is the remote exchange of data between a travelcard and a validator at the entrance to a metro or bus, enabling the cardholder to board public transport in one simple movement.

From NFC cards to NFC mobiles: new applications for optimising day-to-day use of public transport

The first innovative aspect is that tickets can be purchased and topped up without having to go to a point of sale. Passengers can buy travel tickets using their mobile phone, top them up, and plan their route ahead of time. Validating the ticket at the station is simplicity itself.

The second innovation is that it will be easy to access local, contextualised passenger information. Throughout their journey (for instance by using “smart labels” on bus shelters) passengers will be able to find out about any delays or disruption. By placing their phone less than 10 cm from the label, users will be able to access this information without having to perform a search on their mobile.

NFC: the future is coming

Contactless technologies, which have been in use for some 20 years in Asia, are increasingly attracting the interest of professionals and authorities in France. France’s Agency for Multimodal Information and Ticketing (*Agence Française de l’Information Multimodale et de la Billetique*, AFIMB) was set up by the Transport Ministry in 2010 and is already working on the subject.

These technologies will quickly become established as part of our day-to-day lives over the next few years. Ultimately, over 32 million people in France could enjoy access to contactless services. At the same time, the impact of NFC technology and its potential have not escaped the notice of major public transport operators. The NFC mobile market alone is estimated to be worth \$50 billion by 2015.

Deployment of NFC: overcoming existing obstacles

Technical obstacles include the harmonisation of hardware, which is difficult to achieve nationwide.

Economic and contractual obstacles, too

These include deciding on the right form of governance and the best short, medium and long-term funding for local authorities

- The business model is difficult to identify and stakeholders have differing interests. At the same time, mobile phone operators and banks are engaging in major lobbying
- The significant costs of hardware installation and upgrades (validators in buses, metros and trams) must be calculated, assessed and split between the various players
- Transport authorities and local authorities also have widely differing visions of the contractual terms under which NFC could be applied

Privacy issues:

- “NFC traceability” raises privacy issues, especially given the stated aim of major retail brands’ marketing departments to set up loyalty schemes along customer routes using NFC mobiles.
- Nevertheless, the technology is compatible with French data protection agency CNIL’s obligations. In its opinion on communicating advertising furniture, CNIL gave some initial signs of its position on NFC mobiles. For instance, it takes the view that “moving one’s telephone to within a few

centimetres of a poster to pick up information constitutes evidence of both deliberate action and consent on the part of the user”.

Innovation serving passengers’ search and comfort needs in Finland

The challenge: with its low population density (16 inhabitants per square kilometre) and towns and cities spaced a long way apart, Finland has always made accessibility and mobility priorities in its local development policy. Its transport network is one of the world’s

Finland: key figures

- Population: 5.3 million (2007)
- Population of Helsinki: 556,000 (2007)
- 1.4 million journeys daily in the Helsinki district
- 6.1 million mobile subscribers: a mobile ownership rate of 115%

best-performing and innovative, particularly as regards passenger comfort and investigations into alternative fuel solutions. Also widely known as one of the most dynamic countries in the EU in terms of innovation and experimentation with new technologies and telephony, Finland has encouraged many large-scale pilot schemes. The aim is to promote the development of mobile telephony to simplify the use of public transport. For instance, the city of Oulu, known as the NFC city, has experimented with a number of applications relating to this technology, particularly as regards access to transport and passenger information.

Practically speaking, the Matkahuolto group – owned by bus operators and one of the leading Finnish players in electronic travel tickets – has been asked to develop operational tools and a network of stations in Finland. These cover the sale of tickets, traffic information, route planning, and so on, and aim to harmonise practices and interoperability between different operators for standard smartcards. Today, this group offers the Matkahuolto card, a multi-application contactless card that can be tailored to different targets and products such as business cards, student cards, subsidise cards, season tickets, and so on. Its main distinguishing feature is that it can serve both as a season ticket and as an electronic wallet: users can benefit from this secondary function automatically whenever they leave their usual transport area. Over time, in order to offer users seamless changes, these cards have become interoperable between the various ticketing systems in larger cities.

Ultimately, the way the cards have been successfully used on a daily basis in Finnish transport has led to their use being extended. Pilot schemes have been tested in Seinäjoki and Nurmo, where the Matkahuolto card has been used for transport, paying for small purchases in shops, and as a means of identification in schools and libraries. Interoperability has enabled practical results to be achieved.

Live at the exhibition:

Some of the exhibitors:

ISRA CARDS is presenting the NFC/QR+ Isticker, the first window sticker to support NFC and QR codes.

Stand F47

Veolia Transdev is presenting Citevia, the first combined bank and travel NFC card.

Stand H36

GREEN MODE TRANSPORT: BIKES SET OUT TO CONQUER CITIES

Bikes are non-polluting, quick, and very cheap or even free in self-service schemes. As such, they are an excellent way of getting around in town. While increasing numbers of people are using bikes to travel in towns, this enthusiasm remains tempered in certain European countries due to a number of factors: inadequate infrastructures, real or imaginary fears on the part of users, policies that are not always suited to the geography, the ubiquity of cars and the corresponding hazards to cyclists, the difficulties of cyclists, motorists and pedestrians existing side by side, and so on. Like some of its neighbours (including Belgium and the UK), France has adopted a national bike plan, but professionals in the sector would like to see more done: for instance, economic incentives aimed at employers and employees. Travelling from home to work mainly by bike costs cyclists in France an average of €250 per year (compared to €600 in the Netherlands and Denmark and €200 in the EU's Mediterranean countries).

Key figures

- Every year, five bikes are sold for every 100 inhabitants in France, which has recently risen to third place in Europe behind the Netherlands and Germany in this respect.
- France is somewhat behind Europe as a whole, with a modal share for bikes of between 2.5 and 5%. In certain other EU nations, modal share is much higher, exceeding 20% in some cases.
- In 2007, the French cycled an average of 87 km/year/inhabitant, compared to 300 km in most Scandinavian countries and between 800 and 1,000 km in Denmark and the Netherlands.
- According to the Danish and Dutch governments, each kilometre travelled by bike represents a gain of €1 for local authorities, particularly in terms of savings on health care, while each kilometre travelled by car represents a loss of between 30 and 40 cents. In France, cyclists who ride for more than half an hour a day achieve savings of over €1000 for the health system.

Sources: French Ministry for sustainable development, Hubert Peigné, Atout France

The Green Mode space

Cycling, walking, car sharing and similar travel modes are all booming

The distinctive feature of the **Green Mode space** at the exhibition is that it brings together all the players in active mobility, cycling and public space, car sharing and car-pooling, and mobility information.

Innovative products and services:

- **Abri Plus:** a two-level stand for Vel’Hop and a new vertical stand, La-Ho.
- **Aguidon Plus:** two twin-level racks with integrated hoisting assistance, modular bars and an induction-powered electric-assist bike loading unit.
- **Altinnova:** “Altao pump” features a hand-powered pump and a two-tier bike rack.
- **Arcade Cycles:** the “nano”, a multimodal folding bike, an electric assist bike with a cv joint and a three-wheeled bike.
- **Clear Channel:** the “Bike Park”, a secure bike storage space.
- **Eco-compteur:** a bike counting system.
- **Smoove:** an innovative self-service bike system.



TOPICAL INSIGHTS INTO TODAY'S ISSUES

INNOVATIONS TO SERVE PASSENGERS BETTER



By making public transport more attractive, industrial and technological innovations can play a key role in encouraging people to use private vehicles more sparingly.

Work in the EU on the European Bus System of the Future (EBSF) concept is just one example of how users can be placed at the heart of an overall travel system. This technical work, currently

being tested in Europe, forms part of the development and progress of local BRT systems, giving buses a more positive image, as well as providing a constant level of service that is better than on a traditional bus route in terms of frequency, speed, punctuality, comfort and accessibility.

Developments such as electronic tickets and passenger information systems are other examples of innovations that encourage travellers to choose mass transit solutions. By making it simpler to get the information needed to plan a route and buy tickets, passenger journeys can be made more fluid and intermodal. Such developments may appear simple from the users' point of view, but to achieve them transport authorities must take up significant new challenges in terms of standards, technology and organisation.

Debates

EBSF (European Bus System of the Future) and what else?

The UITP's European Union EBSF Project will draw to a close in August 2012. The UTP is one of the project's 48 partners. Working on the basis of a shared vision of the expectations for bus systems in cities, the partners have devised shared technical solutions. These have resulted in life-size tests in a number of towns and cities: Bremerhaven (Germany), Rouen, Brunoy and Paris (France), Budapest (Hungary), Göteborg (Sweden), Madrid (Spain) and Rome (Italy). This roundtable debate provides an opportunity to report on the work done in the EBSF project and look to the future.

June, 5. 10am-11.30am

Transitioning from hardcopy to smart tickets

With the development of technology pushing digitization, public transport users can choose between a whole variety of media for their travel tickets: travelcards, USB sticks, bank cards, contactless mobiles, MMS messages and so on. Transport ticketing systems need to change; at the same time, transport authorities' organisational structures for ticketing are becoming more complex. This session looks at the technical, standards and organisational issues facing transport authorities.

June, 7. 10am – 11am

Passenger information: a gimmick or a priority?

Passenger information is a key component of transport services and mobility in general. It is vital when it comes to encouraging modal transfer and facilitating the daily routine of commuters. They expect to be able to benefit from information which is real-time, customised and reliable. This involves changes to cultures and practices alike, with the implementation of dynamic information systems that are simple, accessible and uniform. Issues up for debate include the large number of players in the market, the development of applications for mobile devices, Open Data, and the ownership of data.

June, 7. 11.30am-12.30pm

FUNDING PUBLIC TRANSPORT

Systems in place for funding public transport are creaking. In a difficult economic environment, organising authorities have to face up to the challenges of sustainable mobility even as they seek to balance budgets. The issue of how mobility is funded is becoming increasingly crucial today, with the prospect of rising fossil fuel prices and a resulting increase in traffic on public transport networks



that are already nearing saturation levels. In France, the Grenelle environmental summit has certainly made it possible to create new resources to fund urban transport, such as urban tolls and capital gains taxes on property, but implementing these has proved difficult in a number of ways, not least politically. Similarly, using fares as a source of leverage may look like an option for transport authorities, but the general trend for fares is downwards. The question thus arises as to the way forward for sustainable, long-term mobility funding. One option might be for companies and administrations to contribute to funding intercity transport and regional rail transport. Integrating environmental taxation into the equation is another issue.

The question of whether fares are a source of leverage must also be examined.

Debates

Sustainable funding for mobility

Systems in place for funding public transport are creaking. In a difficult economic environment, organising authorities have to face up to the challenges of sustainable mobility even as they seek to balance budgets. Sustainable and long-term ways of funding mobility need to be found. One option might be adjusting fares. In France, the 'transport contribution' provides most of the funding for urban transport but is widely criticised; it could however be broadened to fund transport up to the regional level. Integrating environmental taxation into the equation is another issue.

June, 6. 2pm – 3.30pm

Fair policy? Towards better fare regulation and adjustments

Modernisation of the public transport business model inevitably involves discussions about fare pricing. In recent years, changes in fares have not mirrored the cost of factors of production, widening the gap between costs and fare revenues, and giving public transport even less room for manoeuvre. The UITP is currently examining the implementation of more elaborate formulas to set fares that better reflect costs, as well as more regular and systematic adjustment procedures that can enable quality to be improved whilst also providing affordable service. Issues include how to change set views on fare pricing, as well as how to learn from positive experiences in other European countries and other sectors of business.

June, 7. 2.30pm-3.30pm

DEVELOPING MODAL TRANSFER AND OPTIMISING THE ECONOMIC EQUILIBRIUM OF URBAN PUBLIC TRANSPORT



The economic situation of urban public transport is currently under stress, and this is a concern for transport authorities and operators alike. A number of sources of leverage could help to rebalance the urban transport economy and encourage people to switch from individual modes of transport to mass transit. The content of the transport offering could be adjusted, and the use of

public transport could be promoted through fare incentives. Increasing commercial speed might be another way of making public transport more attractive.

Policies relating to modal transfer also involve examining how mobility traffic is organised, as well as managing each type of traffic itself. For instance, the way surface parking is administrated is a key factor in transport policies, but there is as yet no satisfactory way of organising the system and sharing out the related responsibilities. In France, on-street parking charges are the responsibility of local authorities, while related offences are a matter of criminal law. GART believes that decriminalising parking offences should go hand in hand with decentralisation in order to allow local authorities to implement a more effective sustainable development policy and achieve genuine modal transfer.

Debates

Achieving the best possible modal transfer

For a number of months now, GART and UTP have been discussing modal transfer and how to achieve economic equilibrium for public transport. The roundtable will be an opportunity to compare the respective views of GART and UTP to encourage a switchover from individual to public transport and rebalance the urban transport economy. Issues include how to alter the public transport offering in terms of coverage, frequency and fleet management, promoting use through appropriate fare structures, increasing attractiveness and improving commercial speed and parking facilities.

June, 5. 2pm-3pm

Parking: a key ingredient of mobility policy

Although street parking charges play a major role in transport policy, there is as yet no satisfactory way of organising the system and sharing out the related responsibilities. In France, on-street parking charges are the responsibility of local authorities, while related offences are a matter of criminal law. Decriminalising parking offences should go hand in hand with decentralisation in order to allow local authorities to implement a more effective sustainable development policy and encourage genuine modal transfer.

June, 5. 4pm-5.30pm

MULTIMODAL TRANSPORT

For the transport of both passengers and goods, fluidity of the mobility chain requires the offer to be well-organised. For urban passenger transport, this means that the organising authority must have a large range of mobility offers to present an alternative to the use of individual cars. In addition to public transport, these include car-sharing and car-pooling, self-service bikes, adequate footpaths, and so on. On a larger scale, effective allocation of responsibilities calls for considerable coordination between various transport networks. This involves close cooperation between organising authorities at every level. In addition to various existing legal instruments such as public-private entities and, in France, bodies set up under the SRU law, a number of more informal cooperative approaches are appearing – and returning encouraging results. The question then becomes one of how to best coordinate mobility services to ensure that users can enjoy as smooth a travel experience as possible.



Goods transport also has major implications for urban and environmental policies. One quarter of the greenhouse gases generated in urban environments are related to freight. The search is on to find the appropriate technical and organisational tools to reduce the environmental footprint of this type of transport and choose the right kind of vehicle fleets for the future. The powers required by transport authorities to improve the organisation and flow of goods within city centres also need to be discussed.

Towards more effective intermodal transport

Whether they are travelling to a city centre, the suburbs or the country, or indeed from one region to another, passengers use a range of local mobility services: trains, metros, trams, tram-trains, coaches, buses, bikes, DRT and more besides. A number of factors affect consumer choices in this respect; offerings can be structured in a number of ways, and the way mobility services fit together plays an important role. All this and more determines the quality of intermodal offerings in France and in other countries. Cooperation between mobility stakeholders appears to be the best recipe for clarity and efficiency throughout the mobility chain. This session will examine the current state of play and future prospects.

June, 6. 10am-11.30am

The best way to organise urban deliveries”

Without a doubt, delivering goods is the type of transport that poses the biggest problems in urban operations today. One quarter of greenhouse gas emissions are directly attributable to urban logistics. As with mobility issues for people, research is currently looking at where traffic originates and how it is generated. The search is on to find the right technical resources to bring down the environmental footprint of this type of transport and choose the right kind of vehicle fleets for the future. Urban transport authorities might benefit from legal incentives to improve the organisation and flow of goods within city centres. Organised in association with the Club du Dernier Kilomètre de Livraison (“Last Mile Delivery Club”), this roundtable debate will seek to address these issues.

June, 6. 3.30pm-4.30pm

PROMOTING PRESENT AND FUTURE MOBILITY STAKEHOLDERS

THE 'TALENT IN MOBILITY' AWARDS

The organisers' aim in holding the Talent in Mobility awards is to **honour women and men whose initiatives and accomplishments are contributing to the growth of public transport**. These awards are particularly appropriate in a sector in which plant is often seen as more important than people.

The awards go to the best European professionals working in public transport, new mobility services and alternative modes: people who stand out in their company, local authority or organisation.

The 'Talent in Mobility' awards aim to raise awareness of the importance of these players across Europe. People from all walks of mobility and from all types of structure, professions and jobs can take part. The selection criteria relate to individuals' skills, talent and commitment.



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

- The best young 'Talent'
- The best project manager
- The best manager
- A 'special career service' award

The **web users' award** will be presented to the person in any category who wins the most votes cast by professionals online on the exhibition website, www.transportspublics-expo.com.



→ Awards ceremony: Thursday 7 June, 3.30pm, Carrefour de l' Europe.

Press release on the 'Talent in Mobility' award-winners due out on 7 June 2012. **non pas nécessaire ici**

The Golden Bus award

At each edition of the Exhibition, the UTP organises the Golden Bus contest, honouring the best bus drivers.

Some fifty bus drivers from French and other European public transport networks are involved in this competition, which aims to promote and reward drivers – the visible face of urban public transport operators' service relations.

The contest consists of a number of different stages:

- All contestants take a theory test consisting of multiple-choice questionnaire covering familiarity with transport and legislation, before moving on to handling trials on a special circuit.
- The ten finalists will then be assessed on technical driving skills (reverse slalom and precision stopping) and their driving in terms of sustainable development. The last test examines service relations (welcoming passengers and driving comfort) in real conditions on a section of a Paris bus route.

→The awards will be presented on Wednesday,
June 6 at 5.30pm.

A 'FIRST JOB' FORUM ESPECIALLY FOR YOUNG PEOPLE

Organised for the third successive time at the exhibition, the First Job Forum is an opportunity to welcome final-year students and recent graduates and put them in touch with transport companies' and industrial firms' human resources departments. For the first time this year, exhibitors that plan to hire ten or more people over the coming months will be invited to take part in the initiative to discuss the different types of job and career prospects in the sector.



At this time of economic crisis, public transport is bearing up well and offers a number of genuine advantages:

- **Net job creation:**
In spite of the crisis, the urban transport sector continues to grow, recruiting over 2,000 employees per year. It has a total workforce in France of 45,000.
- **Stable employment:**
 - Over 98% of jobs are permanent contracts (compared to the national average of 93%)
 - Over 95% of jobs are full-time contracts (compared to the national average of 84%).
- **Good pay:**
Salaries are constantly rising (increases of over 2% in 2010).
- **Vocational training is a priority:** the companies in the branch invest twice the statutory minimum (almost 4% of payroll compared to the statutory 1.6%).
- **Weekly working hours below the statutory maximum:**
34.3 hours as opposed to 35.6 hours.

(Source: UTP – Industrial relations review, 2011)

→ **Wednesday June 6, 2pm – 6pm at the Forum**

EXHIBITION HIGHLIGHTS

Tuesday 5 June

9am – 6pm

Golden Bus Awards trial

10am – 11.30am

Roundtable debate: “EBSF (European Bus System of the Future) and what else?”

10.30am – 11.20am

Experts’ Forum: EGIS – “New-generation tramway and BRT: two iconic, effective modes of transport for medium-sized cities”

11.30am

Public Transport Innovation awards ceremony

11.30am – 12.20pm

Experts’ forum: Moviken – “Innovations in passenger information: on board navigation, the solar-powered information terminal, and multimodal information”

12.30pm – 1.20pm

Experts’ Forum: Thales – “Intermodal fare collection: new tools for more attractive transports!”

1.30pm – 4.30pm

Expert’s Forum: “Transport Authorities present their best sustainable mobility practices”

2pm – 3.30pm

Roundtable debate: “Achieving the best possible modal transfer”

3.30pm

Official opening ceremony in the presence of elected officials and the heads of European businesses working in the industry

4pm- 5.30pm

Roundtable debate: “Parking: a key ingredient of mobility policy”

4.30pm – 5.20pm

Experts’ forum: AGIR

“How to use Local Public Transport Companies (SPLs)”

Professional meetings

9am – 11am

GART General Meeting

10.30am – 12.30pm

ASSTRA General Meeting

2pm – 3.30pm

“GTT, European Intermodal Transport Company in the international market”

2.30pm

10th national conference on network access

Wednesday 6 June

9am – 12pm

Golden Bus Awards trial

9.30am – 10.20am

Experts’ forum: Veolia Transdev – “Smarter mobility: developing intelligent mobility solutions for cities in partnership with IBM”

10am – 11.30am

Roundtable debate: “Towards more effective intermodal transport”

10.30am – 11.20am

Experts’ forum: ACS

“Xerox Data Mining: an innovative response to public transport issues”

11.30pm – 12.20pm

Experts’ Forum: Société du Grand Paris – “Grand Paris Express, method and results of the first socio-economic studies”

12.30pm – 1.30pm

Experts’ Forum: Siemens – “Two examples of energy optimization for transport system operations: Cityval, a new-generation automatic metro on tyres; and Inspiro, an ‘environmentally sustainable’ metro”

2pm – 3.30pm

Roundtable debate: “Sustainable funding for mobility”

2pm – 4.30pm

Experts’ Forum: “French operators: international success stories”

GEST Florence – RATP DEV: “Successful commissioning of the Florence tramway”
Systra: “Project management for the Casablanca tramway”
Veolia Transdev: “Limbourg’s multimodal contract”
Keolis: “Success factors for PPPs”
Veolia Transdev: “The WEG contract in Germany for rail lines in the Stuttgart region”
Veolia Transdev: “Nassau Inter-County Express (NICE)”
RATP: “a French actor in an Italian public/private company”

2pm – 6pm

‘First Job’ forum

3.30pm – 4.30pm

Roundtable debate: “The best way to organise urban deliveries”

4.30pm – 5.20pm

Expert’s forum: RFF

“A new dynamic for customer service at stations”

5.30pm

Golden Bus awards ceremony

Professional meetings

8.30am – 12pm

FNTV regional council meeting

10.30am – 11.15am

Meeting with Francophone network CIVINET

1pm – 6pm

FNTV national council meeting

Thursday 7 June

9am – 12pm

Bus driving experience

9.30am – 10.20am

Experts’ forum: Bombardier

“Bombardier’s solutions for changing client circumstances”

10am – 11am

Roundtable debate: “Transitioning from hardcopy to smart tickets”

10.30am – 11.20am

Experts' forum: Irisbus Iveco France

"From the Bus Rapid Transit offer to the Coach Rapid Transit offer: potential synergies"

11.30am – 12.30pm

Roundtable debate: "Passenger information: a gimmick or a priority?"

11.30am – 12.20pm

Experts' forum: INEO – "Preparing to deploy a car-sharing scheme"

1.30pm – 3.30pm

Bus driving experience

2.30pm – 3.30pm

Roundtable debate: "Fair policy? Towards better fare regulation and adjustments"

2.30pm – 3.20pm

Experts' Forum: Metz Métropole / Van Hool

"Special premiere presentation of the first Mettis BRT"

3.30pm

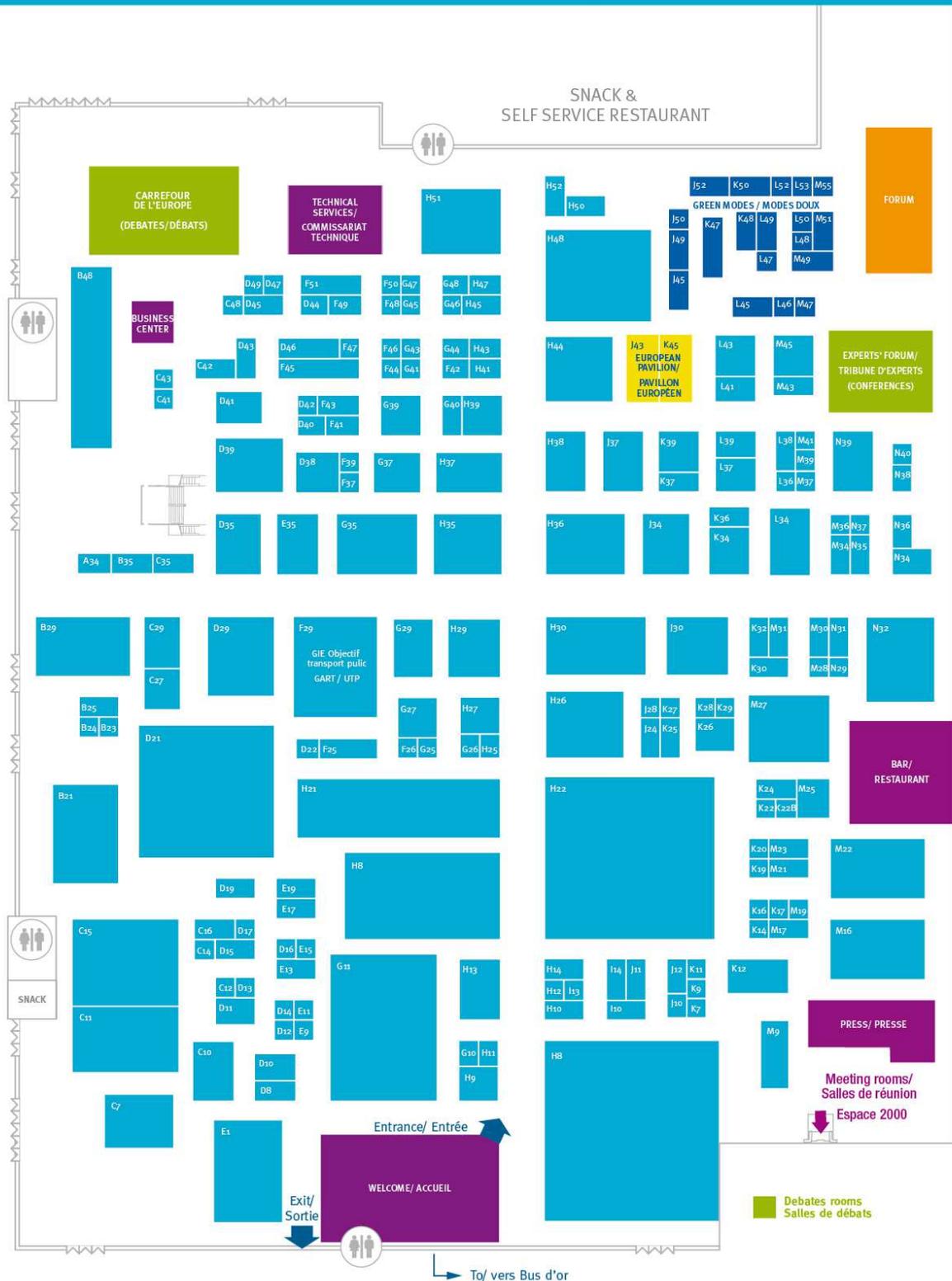
Talent in Mobility awards ceremony

Professional meetings

2pm – 6pm

Bus Rolling Stock Observatory (GART/UTP)

MAP OF THE EXHIBITION / PLAN DU SALON



Plan as of May 18, 2012

EXHIBITORS LIST

LISTE DES EXPOSANTS

A	21 ST CENTURY TECHNOLOGY SOLUTIONS LTD	K 37	EGIS	K 34	MOXA EUROPE	L 38
	ABC INFORMATIQUE	K 27	EIFFAGE RAIL	F 43	MT3	J 28
	ABRI PLUS	J 45	ÉOLANE	E 9	N NAVOCAP	C 35
	ACE INGENIERIE	G 48	ESPACE MOBILITÉS ÉLECTRIQUES	L 50	NEVELO	K 50
	ACKSYS	M 30	ETDE TRANSPORTS	E 17	NOCRATES	M 41
	ACOREL	H 10	EURAILTEST	N 29	O ORANGE BUSINESS SERVICES	D 41
	ACS, A XEROX COMPANY	J 34	EUROTECH	D 40	ORDICARS	G 26
	ACTIA AUTOMOTIVE	C 29	EUROVIA	G 37	OTOKAR	C 7
	ACXF / DOCTEUR PALETTE	D 16	EUROVIA TRAVAUX FERROVIAIRES	G 37	P PARKEON	H 38
	ADELTEL GROUP	M 37	EVOLIS CARD PRINTER	N 34	PARTENAIRES DIESTER	D 44
	ARG GESELLSCHAFT FÜR MODERNE INFORMATIONSSYSTEME	N 36	F FAST CONCEPT CAR	H 48	PEIKER FRANCE	M 19
	AEP ADVANCED ENGINEERING PROJECTS	M 23	FDI+	N 38	PERINFO	E 15
	AGIR	B 35	FÉDÉRATION NATIONALE DES MÉTIERS DU STATIONNEMENT (FNMS)	C 41	POCLAIN HYDRAULICS	K 12
	AGUIDON PLUS	L 47	FIRE TRACE	K 29	POMA	M 34
	ALCIS GROUPE	K 17	FONDERIES DECHAUMONT	M 28	PREDIT	F 45
	ALCOLOCK FRANCE	D 11	FORD FRANCE	M 9	PRESTIGE EQUIPEMENT	D 15
	ALGÔÉ	G 43	FRANCE PASSION DES TRANSPORTS URBAINS	F 48	PVI – DIVISION GEPEBUS	C 11
	ALSTOM TRANSPORT	G 35	FRANCE-AUTOPARTAGE	M 47	Q'STRAIT	J 10
	ALTINNOVA	K 48	RUB	M 51	R RÉSEAU FERRÉ DE FRANCE (RFF)	H 37
	AMI TT	E 19	G GART	F 29	REUNIR	H 9
	ARC INFORMATIQUE	K 28	GERFLOR	H 11	REVUE GÉNÉRALE DES CHEMINS DE FER	M 39
	ARC UNIFORMES	C 14	GHM	A 34	RUSPA OFFICINE SPA	I 14
	ARCADE CYCLES	L 45	GIE OBJECTIF TRANSPORT PUBLIC	F 29	S SAFRA	D 29
	ARCADIS	G 46	GIRO	H 41	SAS SCAT	G 25
	AREVA TA	G 39	GLAZING BUS AND TRUCKS	H 9	SCAN COIN	G 47
	ARTELIA	K 32	GORBA	D 8	SCANIA	E 1
	ASIENTOS ESTEBAN	K 24	GRAPHIBUS / REUNIR / GLAZING BUS & TRUCKS	H 9	SCE	H 43
	ASSTRA	M 45	GROUPE INGELIANCE	B 24	SEIPRA SCORE	I 10
	AT CARS ET BUS	D 12	GROUPE RATP	H 35	SETEC	H 45
	ATEIS / GORGY TIMING	B 23	GRUAU MICROBUS	M 27	SETRA - EVOBUS FRANCE	H 22
	ATON SYSTEMES	C 29	GTT	J 43	SIEMENS	H 26
	AUTOCAR & BUS INFOS	M 21	H HANOVER	F 25	SIP	J 11
	AXIS COMMUNICATIONS FRANCE	F 39	HEMERA	D 22	SMOOVE	M 49
B	BALOGH	F 37	HESS	B 48	SNC-LAVALIN	H 27
	BOMBARDIER	L 34	HEULIEZ BUS	G 11	SNCF	H 30
	BREDAMENARINIBUS	B 21	HIDREL GOBEL	C 12	SOCIÉTÉ DU GRAND PARIS	D 39
	BRINK'S	D 38	HISPAOLD	D 13	SOLARI DI UDINE SPA	L 43
	BST TECHNOLOGIES	M 43	HITRONETIC	E 13	SOLARIS	D 21
	BUS & CAR – GROUPE WOLTERS KLUJWER FRANCE	C 16	HUTCHINSON	J 24	SPEC	E 19
C	CAPSYS	G 44	HÖFT & WESSEL / ALMEX	K 36	SPHINX	K 22
	CARCEPT PREV	H 12	I IFSTAR	F 45	SPIE	G 40
	CARPOSTAL FRANCE	L 41	INCM	J 50	STER SP Z.O.O.	C 27
	CASTEL	N 31	INEO	J 37	SYSTRA	L 37
	CBM	C 10	INGEROP CONSEIL ET INGENIERIE	K 30	T TDE TRANSDATA	D 43
	CECCLI	H 47	INIT	K 39	THALES	D 35
	CEIT PRODUITS ET INTERBALLAST	K 20	IRIS COMPTAGE	G 41	TPG – TRANSPORTS PUBLICS GENEVOIS	K 45
	CEIT RÉNOVATION ET SERVICES	H 52	IRIS CONSEIL	K 14	TRAI DIS	G 42
	CENTRALE D'ACHAT DU TRANSPORT PUBLIC	B 35	IRISBUS IVECO	H 8	TRANSPORT PUBLIC	G 27
	CERTU	F 45	ISRA CARDS	F 47	TRIPUP	L 48
	CFD BAGNÈRES GROUPE CAF	N 39	JTEKT – HPI	H 50	TSR INTERNATIONAL	D 47
	CLEARCHANNEL	L 46	K KAPSCH CARRIERCOM	D 45	U UITP	B 25
	CLUB DES VILLES ET TERRITOIRES CYCLABLES	K 47	KEOLIS	H 29	UNION DES TRANSPORTS PUBLICS ET FERROVIAIRES (UTP)	F 29
	COLAS	E 35	KERLINK	K 11	UNIVERSITÉ DE CERGY-PONTOISE	F 44
	COLAS RAIL	E 35	KIEL FRANCE	D 17	V VAN HOOL	H 21
	COMATIS	F 49	KONTRON MODULAR COMPUTERS	M 36	VDL BUS & COACH	N 32
	COMMUNAUTÉ D'AGGLOMÉRATION DE METZ	H 21	LAMBERT LOCATION	D 14	VEHIXEL CARROSSIER CONSTRUCTEUR	C 15
	MÉTROPOLE	H 21	LANNER ELECTRONICS	K 22B	VEOLIA TRANSDEV	H 36
	COMPAK RAMPS / TRUCK ALIGN COMPANY	E 11	LANTAL TEXTILES	G 10	VILLE DE TURIN	J 43
	COMPIN GROUP	D 10	LATTITUDE-CARTAGENE	D 42	VILLE RAIL & TRANSPORTS	C 42
	CONDUCTIX-WAMPLER	K 26	LCSI	L 36	VINCI ENERGIES	N 35
	CONRAC	C 43	LE RAIL	N 37	VINCI PARK	D 46
	CRC INDUSTRIES	I 13	LOHR INDUSTRIE	J 30	VISION SYSTEMS AUTOMOTIVE	K 7
	CYCLEUROPE INDUSTRIES	J 49	LUMIPLAN	M 25	VISIONOR	F 26
D	DATA INFOMOBILITY	N 40	M MAN CAMIONS & BUS	H 17	VIX TECHNOLOGY	G 29
	DHOLLANDIA	K 18	MASATS	M 17	VOESTALPINE VAE	F 51
	DIETRICH CAREBUS GROUP / TEMSA / INGW / YUTONG	B 29	MASTER TURP – LET	D 49	VOITH TURBO	H 14
	DIETRICH VEHICULES	H 51	MERCEDES-BENZ – EVOBUS FRANCE	H 22	VOLVO BUS FRANCE	M 16
	DIGINEXT	G 45	METALIC	D 19	VOSSLOH COGIFER	H 39
	DILAX FRANCE	F 41	MICHELIN	H 25	W WATTWORLD	L 49
	DISTRIMEDIA	C 48	MOBIL CONCEPTS METALCO	K 25	YVES DORSEY	J 12
	DURISOTTI	M 22	MOBILE MARK EUROPE	K 9	YUTONG	B 29
	DYNALOGIC	F 50	MOBILITÉS	G 27	Z ZF FRIEDRICHSHAFEN	H 13
E	ECI – ÉTUDES CRÉATIONS INFORMATIQUES	K 16	MOBITEC	D 15	ZITRON	M 31
	ECO-COMPTEUR	J 52	MONETIK	D 38		
	EDF – DIRECTION DE LA MOBILITÉ ÉLECTRIQUE	H 44	MOV'EO	F 46		
			MOVIKEN-SLE	L 39		

List as of May 18, 2012

THE ORGANISERS

The Transports Publics 2012 exhibition is organized by the GIE Objectif transport public created by the GART and the UTP.

Le GIE Objectif transport public



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 organizing large-scale events in France.

- Transports Publics, the European Mobility Exhibition especially for professionals, held every two years in Paris (even-numbered years).
- The National Public Transport Conference including the GART-UTP conferences and exhibition, held every other year (odd-numbered years) in a French region.
- National Public Transport Day, held every year in September.
- Mobility and Road Safety Week, which takes place every year from September 16-22, supported by the Ministry for the Ecology, Sustainable Development, Transport and Housing.

www.objectiftransportpublic.com

GART



Established in 1980, GART (the French Transport Authorities Group) brings together elected officials of all political persuasions from local authorities, urban districts, regions and departments with competency for public transport. Representing elected officials in charge of transport nationally and at the European level, the organization has 280 members –192 urban districts, 64 departments and 22 regions in France – and acts as a forum for discussion and strategic thinking. Its goals are as follows:

- nurturing the exchange of best practices to provide effective answers to the public's needs in terms of mobility
- representing local authorities vis-à-vis institutions, government, Parliament, the European Union and the media
- developing and leading debate about transport issues and proposing pragmatic, innovative solutions
- bringing together stakeholders in transport
- offering its members economic, financial, legal and technical advice.

www.gart.org

UTP



The UTP (French Public and Rail Transport Union) is a professional body bringing together public transport companies and rail freight and passenger firms within France. It represents the profession and engages in advocacy on behalf of its members with French and European institutions. UTP represents over 160 urban transport companies located throughout France. Some of these are connected with transport groups, including Car Postal, Groupe RATP, Keolis, SNCF Proximités, Vectalia France and Veolia Transdev. Others are independent and as such may become members of the AGIR association. Since 2006, UTP has also acted as an umbrella organisation for rail companies, helping them prepare for deregulation of the passenger transport market. They include Colas Rail, EuRailCo, Euro Cargo Rail, Europorte, Eurostar International, Groupe RATP, Keolis, SNCF Fret et Voyages, Thello, Veolia Transdev and VFLI. Since 2008, UTP has been actively assisting with the transition from public transport to global mobility, so that passengers can enjoy the best possible transport service.

www.utp.fr

AN ENVIRONMENTALLY RESPONSIBLE EVENT

Transports Publics, the European Mobility Exhibition, aims to be a responsible event, and more particularly environmentally responsible.

Examples of this policy include:

- Transport: encouraging the use of mass transit, green mode transport, and local providers to keep transport mileage to a minimum
- Raw materials: decreasing the amount of printed paper; using environmentally-friendly ink and paper, recycled, recyclable, re-usable or organic materials (stands, goodie bags, carpeting, etc.), wood, local and seasonal catering products, and generally ensuring just the right quantities of materials are consumed
- Energy: more intelligent use of electricity and heating
- Waste management: cutting down on packaging; selective waste sorting; recovering and recycling materials such as cardboard, wood, plastic, panels and so on.

The technical guide issued to exhibitors features “green ideas” to help them apply the principles of responsible organisation in a way that is both simple and economically acceptable.

PRACTICAL DETAILS

Place

Paris-Expo, Porte de Versailles
Hall 1
1 place de la Porte de Versailles
75015 Paris – France

Dates

Tuesday 5 – Thursday 7 June 2012

Opening hours

Open non-stop from 9am to 6.30pm



By public transport

- Tram, lines T2 and T3: “Porte de Versailles” stop
- Metro, line 12: “Porte de Versailles” station
- Bus, lines 39 and 80: “Porte de Versailles” stop
- From Orly airport: Take the OrlyVal towards Antony, change at Antony / take the RER B towards “Aéroport Charles de Gaulle”, get off at “Cité universitaire” / take Tramway T towards “Pont de Garigliano” and get off at “Porte de Versailles”
- From Roissy Charles de Gaulle airport: RER B line, terminus St Rémy lès Chevreuse. Change at Saint Michel-Notre Dame / Metro line 4 (towards Porte d’Orléans), change at “Montparnasse Bienvenue” / Metro line 12 (towards Mairie d’Issy), get off at “Porte de Versailles”.

By bike

- 4 Velib’ self-service bike stations immediately adjacent to the exhibition centre
www.velib.paris.fr

By car

- Inner ring road: exit at Porte de Versailles / Porte de la Plaine
- Outer ring road: exit at Porte de Sèvres / Porte de Versailles
- From Orly airport: take the N7 towards Paris then the A106. Follow signs to Paris-Centre, and Périphérique Ouest. Once on the ring road, exit at Porte de Versailles – Porte de la Plaine

- From Roissy Charles de Gaulle airport: take the A1 towards Paris. Follow signs to Paris, Porte de la Chapelle. Once westbound on the ring road, exit at Porte de Sèvres – Porte de Versailles



- Bus 39 80
«Porte de Versailles»
- Métro 12
«Porte de Versailles»
- Tramway 2 3
«Porte de Versailles»
- By car / en voiture
Porte de Versailles
- Vélib'
Self-service bike station

More info: www.transportspublics-expo.com

MEDIA CONTACTS

- **Caroline TONINI**
Tel: +33 6 34 46 06 35
E-mail: ctonini@arkanemedia.com
- **Véronique MARTIN**
Tel: + 33 1 53 43 90 20 / +33 6 60 99 41 64
E-mail: vmartin@arkanemedia.com

Media space:

<http://www.transportspublics-expo.com/en/press-releases-and-publications>