



January 2012

Paris, June 5-7 2012

## Transports Publics 2012, the European Mobility Exhibition:

### Geneva and Turin – guests of honour

Europe's public transport and sustainable mobility players will be gathering in Paris from June 5-7, 2012 for the fifth edition of Transports Publics, the European Mobility Exhibition. The event will once again be highlighting some of Europe's leading transport networks. Two in particular will be guests of honour this year: Geneva's Transports Publics Genevois (TPG) and the City of Turin with its transport network (GTT).

Each time it has taken place, Transports Publics, the European Mobility Exhibition, has pushed back the boundaries a little further. The figures offer ample proof of this: since the first edition in 2004, the number of international exhibitors has doubled, while the number of international visitors has increased by 20% each time. In 2004, 35 countries were represented; there were over 50 in 2010. Each edition has welcomed foreign guests of honour chosen for the exemplary nature of their transport policies, thereby progressing still further in the development of its European vision.

#### Dealing with spiralling demand in Geneva

With 170 million passengers per year and 465,000 passengers daily, Transports Publics Genevois (TPG) is a major player in the business. It boasts a wide range of innovative solutions, from ticketing to passenger information via rolling stock. Mobility needs are increasing significantly across the region. In the Canton of Geneva, TPG is having to cope with a forecast 65% increase in passenger journeys on public transport alone by 2020. Cross-border travel is another major challenge. At present, 80,000 people cross the border between France and Switzerland every day. This number is set to rise to 100,000 by 2020. Currently, only 10% of these journeys are made on public transport. TPG needs to take up the challenge of developing offers that can bring down road traffic in favour of public transport.

#### Turin: intermodal travel as the key to an efficient network

In 2011, the City of Turin adopted a new policy: a Sustainable Urban Mobility Plan, designed to encourage the development of alternative forms of transport to private vehicles. In the long term, the Council is aiming to see public transport account for 50% of all travel. Together with its network operator GTT, it has launched a number of initiatives in which intermodal travel is a priority: extending metro lines, routing rail lines underground, building a new ultra-modern intermodal station and creating interchange hubs, as well as expanding the use of telematic control and management systems. At the same time, it is seeking to develop green mode transport, including walking and cycling, electric cars, and hybrid vehicles, along with car-pooling and car-sharing – as well as restructuring public space to make the city a more pleasant place to live.

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