



Second conference on

MOBILITY-AS-A-SERVICE (MaaS) EUROPE

October 19-20, 2023

Amsterdam Marriott Hotel, The Netherlands

Hosted by:

Global **Mass Transit**

Sponsor:



Supporting Partners:



MISSION

The mission of the conference is to discuss the experience so far in deployment of MaaS solutions, PTA/PTO perspective on MaaS, benefits and challenges, emerging trends, recent developments, business and service models, and the way forward for MaaS in Europe. The conference will also highlight new technologies, solutions and opportunities in MaaS.

The conference will bring together experts from leading public transport authorities (PTAs), public transport operators (PTOs), taxi fleet operators, ride-hailing and ride-sharing service providers, micro-mobility providers, local and city governments/authorities, solution providers, system integrators, fleet management software providers, technology platform suppliers, car-leasing and renting service providers, fare collection system suppliers, ticketing infrastructure providers, investors, consultants, ICT infrastructure providers, insurance companies, regulatory organisations, R&D institutes, and academic institutions. They will present their perspective, share lessons learned from previous projects and offer possible solutions.

The conference will have 12 sessions with a wide range of international experts providing valuable insights and actionable advice. The agenda will cover the plans of cities to deploy MaaS in Europe. It will also highlight the latest technological developments and solutions to improve the customer experience.

The conference will also help understand the role governments, PTAs, PTOs, private players, and investors can play in deploying a successful MaaS scheme in a city or region. Besides, it will provide insights into the offerings of leading MaaS suppliers, ICT infrastructure providers and technology platform suppliers.

There will be a dedicated session on the experiences of leading PTAs in the deployment of MaaS. This will provide an opportunity to learn how to deploy MaaS through stakeholder coordination.

KEY TOPICS TO BE DISCUSSED

- ❖ Experience so far, lessons learned, best practices
- ❖ European Commission's role in the implementation of MaaS
- ❖ Deployment of MaaS and benefits to users and PTAs
- ❖ Preconditions to a successful deployment of MaaS solutions
- ❖ Role of PTAs/PTOs in the adoption of MaaS
- ❖ Key emerging trends, case studies and future outlook
- ❖ Transitioning from trials and pilots to full operations across the city
- ❖ Future plans of the European cities
- ❖ Role of transportation providers, software providers and infrastructure managers
- ❖ Business models and market uptake strategies
- ❖ Integrating public transit with taxis, car-sharing schemes and new mobility solutions
- ❖ Pricing of MaaS solutions
- ❖ Data generation, data sharing, data analysis and privacy
- ❖ Impact on transit ticketing and fare collection systems
- ❖ Role of account-based ticketing (ABT) and open payments in the growth of MaaS
- ❖ Open ecosystem approach to MaaS
- ❖ Impact of MaaS on ridership, capacity, revenues and farebox collection
- ❖ Mutually beneficial partnerships between transit agencies and the private sector
- ❖ Cost-effectiveness, flexibility, and sustainability of integrated mobility services
- ❖ Mobility super apps

KEY BENEFITS TO PARTICIPANTS

- ❖ Understand the emerging concept of MaaS, its components, applicability and role in the future
- ❖ Find out about the latest developments and plans for MaaS in various cities in the Europe
- ❖ Gain insights on transitioning from traditional to advanced and integrated mobility solutions
- ❖ Listen to leading transit agencies, operators, government officials, solution providers and consultants on MaaS deployment, their experiences, future plans and the way forward
- ❖ Explore the best technology solutions and the most suited business models
- ❖ Discuss concerns, share viewpoints and develop new strategies
- ❖ Engage in stimulating discussions and deepen your knowledge with targeted questions
- ❖ Network with speakers, panelists and peers, and develop contacts with potential customers, partners and collaborators

Time (CET)	Session	Topic	Speaker
8:00-8:55	Registration, Tea/Coffee and Networking		
8:55-9:00	Welcome Remarks	Welcome remarks & mission of the conference	Global Mass Transit
9:00-9:30	Session 1: Introducing the European Mobility Data Space, unlocking the goals of Europe's sustainable mobility strategy	- Overview of the European Mobility Data Space project and the common data space building blocks - Introduction of the 9 pilot areas in Europe and their specific use cases - KPI's for the project and SUMI plans - Links to other relevant EU Data Spaces initiatives	<i>Presentation by and Q&A with:</i> - Paul Theyskens, Technology & Standards WG Leader, Maas Alliance, The Netherlands Moderator: Roelof Hellemans, Secretary General, Maas Alliance, The Netherlands
9:30-10:30	Session 2: Keynote Session with Digital Twin Labs	- The likeness of all non confirmists - Mobility reimagined with AI, Blockchain, Tokenization and Digital Assets	<i>Presentation by and Q&A with:</i> - Gurvinder Ahluwalia, Founder & CEO, Digital Twin Labs, US Moderator: Roelof Hellemans, Secretary General, Maas Alliance, The Netherlands
10:30-11:00	Session 3: Keynote Session on Dutch MaaS Program	- Lessons learnt from the Dutch MaaS program - What are the boundary conditions for a MaaS ecosystem - Why does MaaS need public-private cooperation	<i>Presentation by and Q&A with:</i> - Bon Bakermans, Policy Officer, Ministry of Infrastructure and Water Management, The Netherlands Moderator: Paul Theyskens, Technology & Standards WG Leader, Maas Alliance, The Netherlands
11:00-11:30	Tea/Coffee and Networking Break		
11:30-12:00	Session 4: Future of mobility – 'Beyond MaaS' by Rebel	- Creating good multimodal trip options to decrease car dependency requires micro/shared mobility and public transport. - Make those available for all: how to keep them affordable for all(financially – e.g. creating effective equity programs) and easy to access (easy payment methods like bankcard/ credit card) - Stimulate modal shift/ mobility transition: how to nudge people into changing their behavior? - The role of MaaS platforms as great partners for the government, providing access to clients with personalized offers and monitoring the impact based upon all the travel data they collect.	<i>Presentation by and Q&A with:</i> - Chrétienne Hoek, Principal Consultant Payments, Mobility & Insights, Rebel, The Netherlands Moderator: Taha Hatcha, Research Associate, HafenCity University, Germany
12:00-12:30	Session 5: MaaS Alliance Insights: Tackling Global MaaS Challenges	- How to tackle with the top 5 issues within the global MaaS industry: Generic Services, Business Models, Interoperability (Data – API – Exchange-), Learning and sharing knowledge: Mobility knowledge Loop, and Mobility Management - Creating the Private – Public Framework to achieve sustainable goals: Role of Public Authority, Role of Private and Public Mobility Providers within the Public Domain (License to Operate), Setting and aligning the right Propositions with all the Stakeholders, how Global-EU-National-Regional-Rural-Urban-City should all be aligned to collaborate.	<i>Presentation by and Q&A with:</i> - Roelof Hellemans, Secretary General, Maas Alliance, The Netherlands Moderator: Albane de Crombrugghe, Policy Officer, BE Ministry of Mobility, Belgium
12:30-13:15	Session 6: Empowering PTAs: Navigating Dilemmas in the Adoption of MaaS	Role of PTAs in the adoption of MaaS – dilemmas in practice; Supporting adoption of MaaS is a clear goal, but what should be the focus points & how can a PTA really help; Basic requirements; Challenges of a one-mobile-app integration; Finding new business models and win-win partnerships between PTAs & market players by BKK	<i>Discussion by and Q&A with:</i> - Bence Nagy, Head of Digital Channels Development, Budapesti Közlekedési Központ/ Centre for Budapest Transport (BKK), Hungary - Bram Nieuwstraten, Senior Policy Advisor Public Mobility,

		Building lasting relationships; Different types of MaaS models; Path to achieving MaaS level 3 and 4; Issues faced by players during structure planning; Who should be the decision making power by Vervoerregio Amsterdam	Vervoerregio Amsterdam, The Netherlands Moderator: Vinith Bhandari, Operations Manager, iSHARE Foundation, The Netherlands
13:15-14:15	Lunch and Networking Break		
14:15-15:15	Session 7: Key Projects and Case Studies	- About Meep: what is Meep, current status, business model, and its digital mobility ecosystem; Meep: success stories; Competitors and competitive advantage; Looking towards the future: Trends in mobility by Meep 10 years later - success stories, lessons learned & way forward for MaaS in Europe; The tale of MaaS - changes in the last 10 years; Reflection on the experience gathered through Trafi's deployments to date: Jelbi, MVGo, Yumuv, Breeze and Floya; Challenges on the way forward and level-4 MaaS; Key lessons for cities buying & deploying MaaS by Trafi - Insight into Scotland dynamic and innovative technology sector, and digital mobility innovations, and The Scottish Government's £2 million MaaS Investment Fund to support innovative, digital data-driven solutions to test MaaS in Scotland; Emerging findings from the five projects awarded funds by Transport Scotland	<i>Presentations by and Q&A with:</i> - Armando Heras, COO and Co-Founder, Meep, Spain - Dagmara Wrzesinska, MaaS & Urban Mobility Specialist, Trafi - Laura McCaig, MaaS Delivery Manager, Transport Scotland, UK Moderator: Laura Babío Somoza, Project Manager, POLIS, Belgium
15:15-16:15	Session 8: Contactless Ticketing and Payments Solutions for MaaS	- To be confirmed by Vix Technology - Frictionless payment for urban mobility; Vayapay as a payment service provider helping mobility providers shift to traveller-centric mobility; convergence between the financial industry and the mobility sector, demystifying the world of transactions for mobility providers; benefits to the providers while delivering an omnichannel payment experience to the mobility users by Vayapay	<i>Presentations by and Q&A with:</i> - David Maitland, Chief Executive Officer, Vix Technology, United Kingdom - Wido Beekman, Chief Commercial Officer, Vayapay, The Netherlands Moderator: Bram Nieuwstraten, Senior Policy Advisor Public Mobility, Vervoerregio Amsterdam, The Netherlands
	End of Day 1		

Time (CET)	Session	Topic	Speaker
8:30-9:30	Registration, Tea/Coffee and Networking		
9:30-10:00	Session 9: One-App, One-Account Environment	- Do endless possibilities require endless resources? - the role of Super apps, aggregating platforms, open solutions in MaaS integration - Main challenges for PTA in digital development and support; who should deliver these services and how (build/buy/lease); more integration requires new competencies and resources - How to be agile and flexible in developing new digital mobility services; and who pays the bill	<i>Presentation by and Q&A with:</i> - Balázs Ambach, Head of Digital Channels IT Development and Business Analysis, Budapesti Közlekedési Központ/ Centre for Budapest Transport (BKK), Hungary Moderator: Taha Hatcha, Research Associate, HafenCity University, Germany
10:00-11:00	Session 10: First and Last Mile Connectivity: Role of Micro mobility and AVs in the Adoption of MaaS	- Jelbi in Berlin – Tackling the First and Last Mile Connectivity Problem; Regulatory Framework: Creating a regulatory framework by building a dense network of locations and establishing a seamless connection; Location and Mobility Partner: Close cooperation and exchange with mobility partners as well as building a growing network of location partners; Jelbi supporting the Replacement Service: Creating more mobility alternatives by BVG - Achievements so far in the realm of micromobility; the concept of micro-subsidies, an innovative governance approach to boost integrated offers in MaaS platforms by DOTT - The Last-Mile, Together: Building Partnerships for Micromobility in MaaS; importance of micromobility in MaaS: key role in MaaS, filling the last-mile gap in the wider transportation ecosystem; building partnerships to last: Identifying synergies between partners and how public and private sectors can work together; collaboration, sustainability and intermodality: demonstrate how micromobility services can be integrated with public transit systems to create seamless mobility solutions by Voi	<i>Presentations by and Q&A with:</i> - Celina Schneider, Marketing and Communication Manager, BVG, Germany - Emma Hughes, Senior Manager, Global Partnerships, Voi, Sweden - Sebastian Schlebusch, Head of Market Development, DOTT, The Netherlands Moderator: Bram Nieuwstraten, Senior Policy Advisor Public Mobility, Vervoerregio Amsterdam, The Netherlands
11:00-11:30	Tea/Coffee and Networking Break		
11:30-12:15	Session 11: MaaS Initiatives and Policy Impact: A Comprehensive Discussion	- The role of public authorities in the MaaS ecosystem, POLIS position paper; 8 principles for EU-wide integrated ticketing; MaaS and public transport: the UPPER project; Data and MaaS: the MobiDataLab project by POLIS - Impacts of MaaS in suburban areas; the pilot of Utrecht Leidsche Rijn; MaaS tender and MaaS app; cooperation between government, MaaS players and transport operators; impacts of MaaS by Gaiyo	<i>Presentation by and Q&A with:</i> - Laura Babío Somoza, Project Manager, POLIS, Belgium - Thijs Muizelaar, Business Development Manager, Gaiyo, The Netherlands Moderator: Sebastian Schlebusch, Head of Market Development, DOTT, The Netherlands
12:15-13:15	Session 12: Data Infrastructure, Sharing and Security	- Data sharing in the mobility industry & Vianova data exchange; Case studies of data analytics for cities & infrastructure managers; Privacy protection on mobility data and how GDPR applies by Vianova - Leveraging Mobility as a Service (MaaS) Data for informed city planning strategies; Exploring MaaS data for urban planning enhancement; Examining features and consistency of data from 200 global MaaS organizations; Considering pandemic impact on urban mobility in creating a realistic MaaS ecosystem framework; Providing	<i>Presentations by and Q&A with:</i> - Rajiv Rajani, CTO, iSHARE Foundation - Taha Hatcha, Research Associate, HafenCity University, Germany - Thibault Castagne, Co-founder & CEO, Vianova, France Moderator: To be confirmed

		actionable insights for integrating MaaS data into urban development and city planning by HafenCity University • MaaS realisation needs sharing of data and trust enables it. While its scaling is enabled with soft infrastructure which enables data sharing and trust using a trust framework as key elements. Look with me at what soft infrastructure is and what governance patterns help in achieving it along with real life examples by iSHARE Foundation	
13:15	Lunch and End of Conference		

WHO SHOULD ATTEND?

The event is expected to draw participation from executives, managers and decision-makers from:

- ❖ Public transport authorities/agencies and operators
- ❖ Policymakers, regulatory bodies and government departments
- ❖ Taxi fleet operators
- ❖ Ride-hailing and ride-sharing service providers
- ❖ Micro-mobility providers
- ❖ System integrators
- ❖ Technology and service providers
- ❖ Fare collection system suppliers
- ❖ Ticketing infrastructure providers
- ❖ Fleet management software providers
- ❖ Software developers
- ❖ Data architecture and IT system firms
- ❖ Data providers (public and private)
- ❖ Dynamic multiservice journey planners
- ❖ ICT infrastructure suppliers
- ❖ Telecom/IoT platform providers
- ❖ Car-leasing and renting service providers
- ❖ Industry consultants
- ❖ Research and development organisations
- ❖ Financiers
- ❖ Insurance companies
- ❖ Technical institutes

PARTICIPANTS

More than 120 participants from over 80 organisations registered to attend the conference on Mobility-as-a-Service in Europe on October 5-6, 2022.

The key organizations included (*in alphabetical order*): Aeneas Strategy Consulting & Management, The Netherlands | Amaze Mobility, The Netherlands | Ampler Bikes, The Netherlands | ANWB, The Netherlands | Àrea de Mobilitat Barcelona (ATM Barcelona), Spain | Arriva, The Netherlands | AustriaTech, Austria | AVERE, The European Association for Electromobility, Belgium | Azienda Mobilità e Trasporti (AMT) Genova, Italy | CARIAD, Germany | Centre for Mechanical Technology and Automation, University of Aveiro, Portugal | Cerema, France | City of Amsterdam, The Netherlands | City of Antwerp, Belgium | Cityway, France | EIT Urban Mobility, The Netherlands | FairsFair.org, The Netherlands | Federal Public Service Mobility and Transport, Belgium | felyx, The Netherlands | Flytz Mobility, The Netherlands | Fraunhofer-Institute for Transportation and Infrastructure Systems IVI, Germany | Gaiyo, The Netherlands | GO Sharing, The Netherlands | HafenCity Universität, Germany | HELLA Aglaia Mobile Vision GmbH, Germany | High Speed 1, UK | HSL, Finland | Instant System, France | Intellectual Social Systems, Germany | International Road Transport Union (IRU), Belgium | Italdesign-Giugiaro S.p.A., Italy | Keolis BeNeLux, The Netherlands | Keolis Sverige AB, Sweden | Lime, The Netherlands | LLC Intellectual Social Systems, Germany | Lufthansa Innovation Hub, Germany | MaaS Alliance, The Netherlands | MaaS Global, Finland | Maxtui & Associates, Romania | McKinsey & Company, Germany | Ministry of Transport and Communications, Finland | Mireo d.d., Croatia | Mobility Lab, UK | mobyl.me, The Netherlands | mobyyou, The Netherlands | Moovit, UK | MuConsult BV, The Netherlands | Municipality of Croissy-sur-Seine, France | Nazza, The Netherlands | Neo Mobility, Belgium | NS / Dutch Railways, The Netherlands | Nuvei, The Netherlands | Padam Mobility, UK | Palisis, The Netherlands | Pon, The Netherlands | PostAuto AG, Switzerland | PricewaterhouseCoopers, Germany | Rapyd, UK | Rebel Group, The Netherlands | Renfe, Spain | Research Institutes of Sweden (RISE), Sweden | Ruter As, Norway | SBB, Switzerland | South East of Scotland Transport Partnership (SEStran), UK | Spare Labs, Spain | Tallinn Transportation Department, Estonia | TAITO Mobility, Belgium | Thales, France | TIER Mobility SE, Germany | Transdev, France | Tranzer BV, The Netherlands | Ubitransport, France | Vervoerregio Amsterdam, The Netherlands | Verkehrsbetriebe Zurich (VBZ), Switzerland | Verkehrsverbund Ost-Region (VOR), Austria | Wizway, France | Worldline, France | Ximedes, The Netherlands, etc.

ORGANISERS

Global Mass Transit is a leading provider of information and analysis on the global mass transit industry. We publish a monthly market intelligence report (Global Mass Transit Report), a weekly newsletter (Global Mass Transit Weekly) and operate the www.globalmasstransit.net (website).

We publish multi-client research studies and undertake custom research assignments. Global Mass Transit tracks developments in over 100 countries across all regions to ensure reliable and actionable research. Some of our leading research reports are Mobility-as-a-Service Initiatives and Opportunities in 100 Cities Report; Global Transit Ticketing & Fare Collection Report; NFC Mobile Ticketing for Transit; 1,000 Global Rail Projects Database; Global Light Rail Projects Database and Report 2022-2036; Global Metro Rail Projects Database and Report 2022-2036; and Europe Bus Market Outlook Report 2022-2031.

Global Mass Transit also organizes conferences on topical and crucial issues with focused sessions and discussions featuring speakers with vast experience and expertise in North America, Europe, Asia Pacific, the Middle East and Africa. Some of our past conferences include Mobility-as-a-Service in Europe, Transit Fare Systems for Revenue and Data Management in the US, Autonomous Vehicles and Public Transport in the US, Mobility-on-Demand in Transit in the US, Transit State of Good Repair in the US, Transit Ticketing & Fare Collection APAC, Transit Ticketing & Fare Collection MENA, Wireless Communications in Mass Transit in the US, Clean Buses in Europe, Clean Buses in APAC, Rail Asset Management Europe and Rail Asset Management APAC. These conferences received a strong response from speakers and delegates alike.

SPONSORSHIP

The conference will provide an excellent opportunity for organisations to showcase their products and services.

Option 1 – EUR 5,500

15% 'early-bird' discount until August 25: EUR 4,675

- ❖ A 15-minute speaking slot followed by Q&A with the attendees
- ❖ Table space at the venue
- ❖ Company logo will be displayed on the event website and the registration page
- ❖ Company logo will be displayed in the opening and closing slides
- ❖ Special mailer to our database announcing your participation
- ❖ Sponsor company and logo mentioned in each promotional mailer
- ❖ Mentions in social media posts including a post on the speaker from your company
- ❖ Mention in opening and closing remarks
- ❖ 2 delegate registrations (excluding the speaker)

Option 2 – EUR 10,000

15% 'early-bird' discount until August 25: EUR 8,500

- ❖ A 15-minute speaking slot followed by Q&A with the attendees
- ❖ Moderating a panel discussion
- ❖ Table space at the venue
- ❖ Company logo will be displayed on the event website and the registration page
- ❖ Company logo will be displayed in the opening and closing slides
- ❖ Special mailer to our database announcing your participation
- ❖ Sponsor company and logo mentioned in each promotional mailer
- ❖ Mentions in social media posts including a post on the speaker from your company
- ❖ Mention in opening and closing remarks
- ❖ 5 delegate registrations (excluding the speaker)

Lanyard sponsor – EUR 6,000

15% 'early-bird' discount until August 25: EUR 5,100

- ❖ Named lanyard sponsor
- ❖ Company logo will be displayed on the event website & registration page
- ❖ Company logo will be displayed in the opening and closing slides
- ❖ Special mailer to our database announcing your participation
- ❖ Sponsor company and logo mentioned in each promotional mailer
- ❖ Mentions in social media posts
- ❖ Mention in opening and closing remarks
- ❖ 2 delegate registrations
- ❖ Lanyards to be provided by the company

Coffee sponsor – EUR 4,000

15% 'early-bird' discount until August 25: EUR 3,400

- ❖ Company logo will be displayed on the event website & registration page
- ❖ Company logo will be displayed in the opening and closing slides
- ❖ Special mailer to our database announcing your participation
- ❖ Sponsor company and logo mentioned in each promotional mailer
- ❖ Mentions in social media posts
- ❖ Mention in opening and closing remarks
- ❖ 1 delegate registration

Exhibitor Package – EUR 3,500

15% 'early-bird' discount until August 25: EUR 2,975

- ❖ Branding on all marketing collaterals/ materials
- ❖ Branding on all communication of the conference
- ❖ Branding on all event paid promotional campaigns
- ❖ Verbal recognition at the sponsored event
- ❖ Social media posts
- ❖ Table space at the venue
- ❖ 1 delegate registration

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DELEGATE FEES

Delegates	Price before August 25, 2023	Price before September 15, 2023	Price before October 6, 2023	Standard Price
One delegate	EUR 1,050	EUR 1,200	EUR 1,350	EUR 1,500
Two delegates	EUR 1,680	EUR 1,920	EUR 2,160	EUR 2,400
Three delegates	EUR 2,310	EUR 2,640	EUR 2,970	EUR 3,300
Four delegates	EUR 2,940	EUR 3,360	EUR 3,780	EUR 4,200
Special category delegates*	EUR 400	EUR 475	EUR 550	EUR 625

There is a special low fee for public transport authorities (PTAs) and government authorities.

(Registration fee includes access to all sessions, copy of presentations light breakfast, lunch, tea/coffee, and Wi-Fi access, on both days of the conference.)

REGISTRATION FORM

☐ I would like to register for the conference

☐ Please send me more information

NAME/DESIGNATION _____ COMPANY _____

MAILING ADDRESS _____

PHONE _____ MOBILE _____

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TERMS AND CONDITIONS

Payment Policy

- Full payment must be received prior to the conference in EUR.

Cancellations

- Cancellation requests received in writing 30 days (April 12, 2023) before the date of the conference will be eligible for a full refund, minus a service charge/administration fee of EUR 150. We regret that no refunds will be made for any cancellation requests received less than 30 days prior to the conference. Substitutions/name changes are welcome at no extra charge. Please send these in writing at least two days prior to the conference.

Information Collected: We collect the information you provide to us when you complete the registration form. The information includes name, company, and email address.

By registering for this conference, you agree to be contacted by us with regard to other similar events or services of ours that may be of interest to you, and by the sponsor(s) of the conference for which you have registered

Disclaimer: Global Mass Transit shall assume no liability whatsoever in case the conference is postponed or cancelled due to a fortuitous event or unforeseen occurrence that renders its organization impractical, illegal or impossible. For purpose of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency. Global Mass Transit's responsibility is limited to the return of registration fees only, and not any travel and accommodation costs.

- Please note that it may become necessary for reasons beyond the control of the organizers to make alterations to the content and timing of the program or speakers.

CONTACT US

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To register, email us at: registration@globalmasstransit.net or visit us at www.globalmasstransit.net