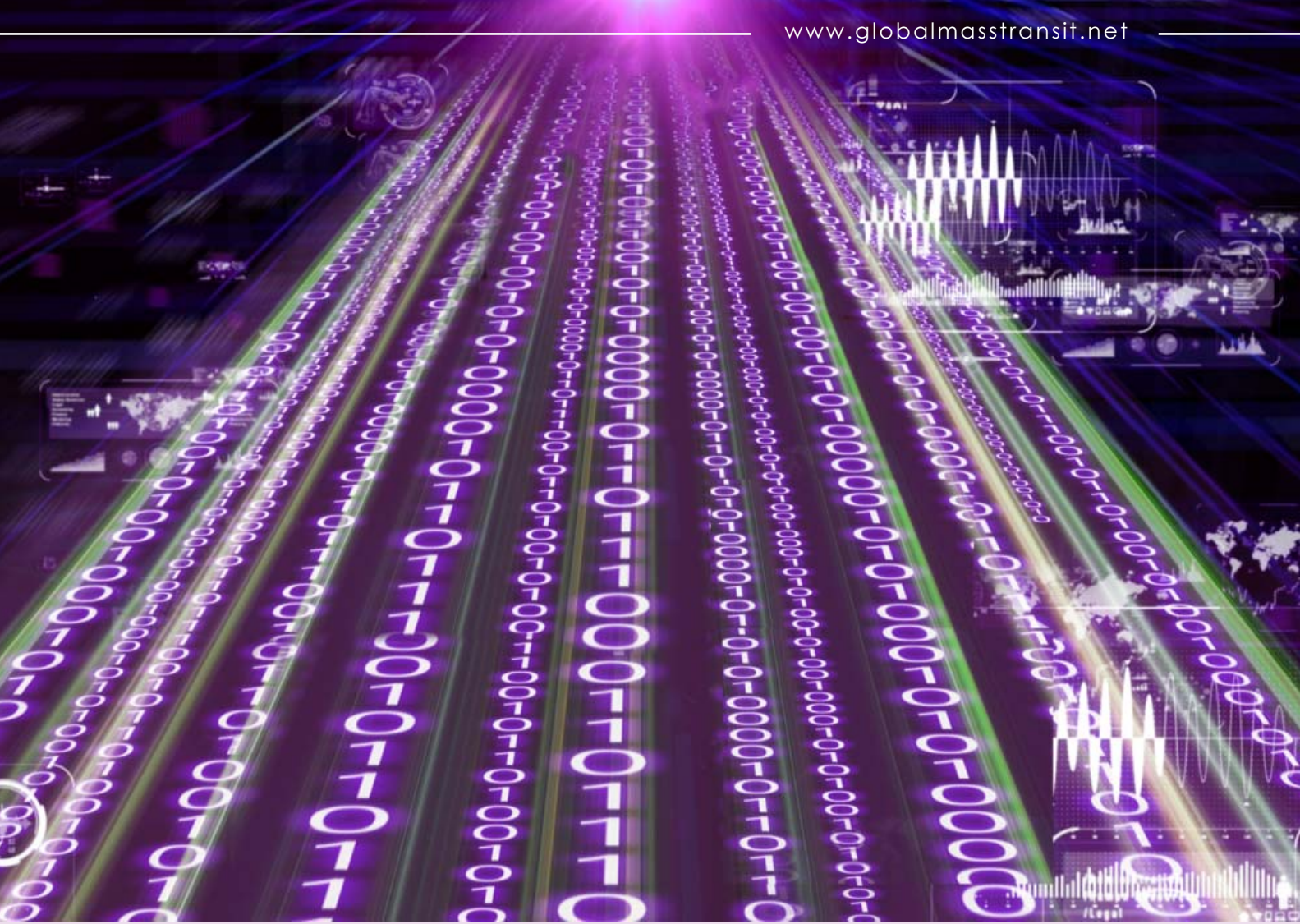




THIRD ANNUAL CONFERENCE

DATA-DRIVEN URBAN MOBILITY IN EUROPE

September 14, 2023 | 8:00 am to 4:30 pm (CET)

Hilton Amsterdam, The Netherlands

Hosted by:

Global **Mass Transit**

Supporting Partners:

ITXPT
INFORMATION TECHNOLOGY
for PUBLIC TRANSPORT

MaaS
ALLIANCE

AEBEL

BACKGROUND

Creation of a single market for data in Europe has been in the spotlight since the past few years.

The European Commission (EC) adopted the regulation on data governance in November 2020 to boost data sharing across sectors and Member States, strengthen mechanisms to increase data availability and overcome technical obstacles to the reuse of data. Further, EC's 'Sustainable and Smart Mobility Strategy', launched in December 2020, highlighted the use of data and creation of a Common European Mobility Data Space to position Europe at the forefront of the development of an intelligent transportation system (ITS), including connected cars and other modes of transport. The aim of this common data space is to facilitate access, pooling and sharing of data from existing and future transport and mobility databases.

In February 2022, EC proposed the Data Act to foster access to and use of data as well as to ensure fairness in the allocation of value from data among actors in the data economy. It is expected to open up the market for services based on vehicle data (automotive aftermarket, vehicle insurance) in the mobility sector. It will also allow the use of business data by governments for exceptional needs, such as data on mobility flows to predict the spread of a pandemic.

There are other key programmes that are also supporting the creation of common European data spaces. The Digital Europe Programme (DIGITAL) is supporting the implementation of the mobility data space. Moreover, the Connecting Europe Facility (CEF) programme is supporting a coordination mechanism to federate National Access Points.

Several European countries have also launched nation-wide initiatives. For instance, the German Federal Government has advanced its plans for the creation of a Mobility Data Space, where data from public bodies, businesses and citizens can be stored and exchanged to create new business opportunities. This data space is not an open data platform but aims to serve as a one-stop shop for mobility service providers to purchase data packages that have been made available by individuals voluntarily. The Dutch transport and logistics sector has developed iShare, a uniform set of agreements for identification, authentication and authorisation, enabling organisations to easily give one another access to their data. And the Finnish government has launched the MyData initiative to help people access their data and transfer it easily.

In light of these developments, Global Mass Transit is organising the **third annual conference on Data-driven Urban Mobility in Europe** on **September 14, 2022** in **Hilton Amsterdam, The Netherlands**.

MISSION

The mission of the conference is to discuss the policy and regulatory framework for data-driven smart urban mobility, recent developments in the creation of a Common European Mobility Data Space, the progress so far, the initiatives taken by the EC, country-level initiatives to create a mobility data space, the key benefits, challenges and the way forward.

The conference will provide a platform for transit agencies, governments, cities and private companies to explore data-driven solutions for integrated multimodal transport, ITS, operations optimisation, stakeholder communication through data visualisation, network planning and high-quality customer service.

The event will bring together experts from leading public transport authorities/agencies and operators, policymakers, regulatory bodies, ministries and government departments, public transport operators, road operators, road administration offices, cloud providers, technology and service providers, software developers, data architecture and IT system firms, data providers (public and private), fare collection system suppliers, fleet management software providers, dynamic multiservice journey planners, automotive companies, navigation service providers, taxi fleet operators, ride-hailing and ride-sharing service providers, micro-mobility providers, ticketing infrastructure providers ICT infrastructure suppliers, telecom/IoT platform providers, system integrators, industry consultants, research and development organisations, financiers, technical institutes, etc..

KEY TOPICS TO BE DISCUSSED

- Regulation on European data governance and impact on mobility
- European Commission's initiatives
- EU Data Act
- Creation of a Common European Mobility Data Space
- Use of privately held data by government authorities (business-to-government [B2G] data sharing), use of public sector information by businesses, sharing and use of privately held data by other companies, and sharing of data between public authorities
- Data interoperability and quality
- Mobility data space: Architecture and components
- Investing in next-generation tools and infrastructures to store and process data
- EC's Smart and Sustainable Transport Strategy
- EC's Directive on Intelligent Transport Systems
- Adoption of an implementing act on high-value datasets under the Open Data Directive
- Overcoming technical obstacles to data reuse
- Key country-level initiatives for open data
- Emergence of new business models
- Communication technologies for connected vehicles and automated driving
- Data in autonomous driving: different strategies for data compatibility
- Data and ITS
- Data and Mobility-as-a-Service (MaaS)
- Mobility data marketplace
- Privacy and cybersecurity

KEY BENEFITS FOR PARTICIPANTS

- Understand the emerging concept of Common European Mobility Data Space, and its components, applicability and role in the future
- Find out about the latest developments and plans for data-driven smart urban mobility in Europe
- Listen to representatives from leading transit agencies, operators and solution providers, as well as government officials and consultants
- Review country-level data platforms and policies
- Discuss concerns, share viewpoints and develop new strategies
- Engage in stimulating discussions and deepen your knowledge with targeted questions
- Network with speakers, panellists and peers, and develop contacts with potential customers, partners and collaborators

Time (CET)	Session	Topic	Speaker
8:00-9:15	Registration, Tea/Coffee and Networking		
9:15-9:20	Welcome Remarks	Welcome remarks & mission of the conference	Global Mass Transit
9:20-10:00	Session 1: Opening Keynote Session on Creating a Common European Mobility Data Space	Towards a Common European Mobility Data Space; the current state of the art regarding mobility data spaces and the current state of play regarding the Preparatory Action Project for the European Mobility Data Space by Fraunhofer Institute for Transportation and Infrastructure Systems IVI	<i>Presentation by and Q&A with:</i> - Sebastian Pretzsch, Research Group Manager Data Systems and Travel Assistance, Fraunhofer Institute for Transportation and Infrastructure Systems IVI, Germany Moderator: Tu-Tho Thai, Manager, Projects & Partnerships, ITxPT, France
		Q&A with delegates	
10:00-10:30	Session 2: Power of Data Sovereignty	- Data Spaces: From concept to collaboration with practical insights and framework - Understanding and creating a data space - Leveraging Initiatives like iSHARE which provide standardized solutions for data sharing; simplify access, promote eco-friendly operations, and enable efficient collaboration within controlled environments	<i>Presentation by and Q&A with:</i> - Rajiv Rajani, Chief Technology Officer, iSHARE Foundation, The Netherlands Moderator: Marcel Altendeitering, Research Associate in Data Business, Fraunhofer Institute for Software and Systems Engineering ISST, Germany
		Q&A with delegates	
10:30-11:00	Tea/Coffee and Networking Break		
11:00-12:15	Session 3: Keynote Session on Country-level Initiatives	- Dutch developments: data space policy, practice and lessons learnt in mobility and urban domains; examples from Dutch mobility context including SPS and ROMO; Dutch metropolitan innovations including ecosystem approach using federated data sharing and learning for urban planning and sustainable mobility; and implications for policy, local governments and business practices by the Ministry of Infrastructure and Water Management, The Netherlands - Introduction to the concept of the MDS (data sharing on a voluntary basis; concept of data sovereignty); how the MDS can contribute to urban mobility solutions (available data; emerging use cases); present network and current activities by Mobility Data Space - Mobility is a service – Finnish experiences from regulation enabling digitalisation of transport; regulating data sharing, access to ticketing and payment interfaces on a national level, its impacts and lessons learnt as well as the identified needs of the digitalisation of mobility ecosystems for future development of the legislative framework by MOTC, Finland - French developments: open data roadmap and PAN initiative; data sharing platforms to facilitate mobility solutions and the regulatory framework. The role of EONA-X, dataspace initiative in advancing new use cases in Mobility, Transport and Tourism by EONA X	<i>Presentations by and Q&A with:</i> - Jean-Francois Cases, Associate General Counsel of Amadeus Global Intangibles, Data Value and R&D, and Vice-President of EONA X, France - Bernadette van Doorn, Deputy Head of the Department for Vehicles and Digital Infrastructure and Arjan Spruijt, Policy Officer, Ministry of Infrastructure and Water Management, The Netherlands - Tobias Miethaner, Managing Director, Mobility Data Space, Germany - Tiia Orjasniemi, Ministerial Adviser, Ministry of Transport and Communications (MOTC), Finland Moderator:Roelof Hellemans, Secretary General, MaaS Alliance, Brussels
		Q&A with delegates	
12:15-13:00	Session 4: Designing Data-driven Mobility Policies in Amsterdam	A real-life case example of how Rebel used data to shape shared cars policy in Amsterdam; developing a behaviour model to determine the	<i>Presentations by and Q&A with:</i>

		real impact of shared cars on scarce space in the city – introducing the Car Replacement Ratio; using socio-demographic data, surveys, trip data from providers, synthetic population, literature studies and interview data to create ‘rules of thumb calculations’ that help the city make sense of scattered data; sharing the results of the calculations and policymakers/car share providers' reflections by Rebel Putting open mobility data to use; mobility data: a dynamic landscape; the importance of a good use case; and projects for operation & maintenance and for policy making by MRA Smart Mobility Platform	- Chrétienne Hoek, Principal Consultant Payments, Mobility & Insights, Rebel, The Netherlands - Michiel Prak, Digital Transformation Consultant, MRA Smart Mobility Platform, The Netherlands Moderator: Taha Hatcha, Research Associate, HafenCity University, Germany
Q&A with delegates			
13:00-14:00	Lunch and Networking Break		
14:00-14:45	Session 5: Best Practices and Case Studies from The Netherlands	Data, an efficient tool to improve mobility in Amsterdam; the use of data as a means to improve mobility in the City of Amsterdam; and the use of mobility data for strategic, tactical and operational goals by the City of Amsterdam	Presentations by and Q&A with: - Vishruth Krishnan, Data Scientist, and Boen Groothoff, Product Owner Smart Mobility, City of Amsterdam, The Netherlands Moderator: Tu-Tho Thai, Manager, Projects & Partnerships, ITxPT, France
Q&A with delegates			
14:40-15:15	Session 6: Data for Transport Asset Management	How standardisation simplifies your asset management – Introducing TiGR Specifications that helps connect seamlessly a Fleet Management system to a Telediagnostic back-office; scope, principles, reference to implementations & success stories; the hot topic of the moment: vehicle data & EV	Presentations by and Q&A with: - Anders Selling, Secretary General, ITxPT, France Moderator: Max Schreuder, Lead Data & Digitilisation, Connekt, The Netherlands
Q&A with delegates			
15:15-16:30	Session 7: Closing Keynote Session on Open Data Learnings from MaaS Trenches	- Insights and data on MaaS usage from the perspective of a shared micro-mobility operator; explaining how increased data-sharing can help optimise public transport complementarity and encourage mode shifts away from cars; the impact of ongoing policy developments and proposed data-sharing rules on the MaaS sector by Tier Mobility - GoSEStran MaaS project; SEStran’s work with real-time passenger information by SEStran - Open Data - the key to multi-modal interoperability; challenges and opportunities in delivering passenger-centric multi-modality in the UK; exploring the 'art of the possible' offered by Open Data used to unblock historical barriers; and setting out the path to true interoperability by Transport for the North	Presentations by and Q&A with: - Storm Gibbons, Public Policy Manager - MaaS and Parking, Tier Mobility, Germany - Hattie James, Project Officer, SEStran, United Kingdom - Matt Smallwood, Connected Mobility Manager, Transport for the North, United Kingdom - Paddy Flynn, Vice President, Google Maps, Google, Ireland Moderator: Marcel Altendeitering, Research Associate in Data Business, Fraunhofer Institute for Software and Systems Engineering ISST, Germany
Q&A with delegates			
End of Conference			

TARGET AUDIENCE

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

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

PARTICIPATING ORGANISATIONS

Over 230 participants from around 155 organisations representing 35 countries registered for the second annual conference on 'Data-driven Urban Mobility in Europe' (virtual event) that took place on January 27, 2022. Some of the key organisations that attended the event: Anagog, Israel; Angoka Limited, United Kingdom; Atron Electronic, Germany; AEye, US; Austriatech, Austria; Autorità di Regolazione dei Trasporti, Italy; Autoritat Del Transport Metropolitana, Spain; Birmingham City Council, United Kingdom; Bolt, Ireland; Bybanen As, Norway; Carris (Musgueira Depot), Portugal; Cegeka, Belgium; Centralny Port Komunikacyjny, Poland; Cerema, France; Chulalongkorn University, Thailand; City of Amstelveen, The Netherlands; City of Amsterdam, The Netherlands; City of Cape Town, South Africa; City of Tampere, Finland; Cityway, France; Commutifi, US; Department of Transportation, US; De Lijn, Belgium; Department of Transport and Main Roads, Australia; Deutsche Bahn Ag, Germany; Department for Transport, United Kingdom; digitalswitzerland, Switzerland; Eindhoven University of Technology, The Netherlands; Emel, Portugal; Empresa Municipal De Transportes De Valáncica, S.A.U., Spain; Ertico, Belgium; EURO Cities, Belgium; European Commission, Luxembourg; Federal Highway Research Institute, Germany; Finnish Ministry Of Transport And Communications, Finland; French Road Safety Observatory, France; Gaziantep Tramway, Turkey; Gemeente Helmond, The Netherlands; Ghent City Council, Belgium; Giz, Albania; Glasgow City Council, United Kingdom; Goodvision Limited, United Kingdom; Govia Thameslink Railway, United Kingdom; Hamburger Hochbahn Ag, Germany; Helsinki City Transport, Finland; Iasi Public Transport Company, Romania; Île-de-France Mobilités, France; Illuminate, Scotland; Intelligent Transportation Society Of America, US; ioki, Germany; Ito World Limited, United Kingdom; Kapsch Trafficcom Transportation, Spain; Keolis, France; Kisio, France; Lisbon Municipality, Portugal; Mahidol University, Thailand; Mainzer Verkehrsgesellschaft, Germany; Malta Beheer, The Netherlands; Metropolitan Atlanta Rapid Transit Authority, US; Ministerstvo Dopravy, Czech Republic; Ministry Of Infrastructure And Water Management, The Netherlands; Ministry of the Interior (Ministère de l'Intérieur), France; Mitsubishi HC Capital Inc, The Netherlands; Mobito, Belgium; MONET+, Czechia; Moprim, Finland; MUNICIPIA S.p.a., Italy; Nahverkehrsgesellschaft Baden-Württemberg, Germany; Network Rail, United Kingdom; NIRA Dynamics, Sweden; Nmbs-Sncb, Belgium; Nommon Solutions And Technologies, Spain; Oltis Group, Czech Republic; Mass Rapid Transit Jakarta, Indonesia; RATP, France; Regional Development Agency CENTRU, Romania; Rhein-Main-Verkehrsverbund GmbH, Germany; Royal HaskoningDHV, The Netherlands; Ruter As, Norway; SBB CFF FFS, Switzerland; Siemens Mobility, United Kingdom; Skanetrafiken, Sweden; Sony, Japan; Stara, Finland; STIB, Belgium; Swiss Statistical Design & Innovation, Switzerland; Tekia Ingenieros, Spain; Texas A&M Transportation Institute, US; Ticketer, United Kingdom; Tier Mobility, France; TollPlus Europe, Ireland; TomTom, Germany; Toyota Motor Europe, Belgium; Trafi, Lithuania; Transdev, The Netherlands; Transport Scotland, United Kingdom; Ukri, United Kingdom; Utah Department Of Transportation, US; Västtrafik AB, Sweden; Vervoerregio Amsterdam, The Netherlands; V-Locker AG, Switzerland; Vy Buss AB, Sweden; Wabtec, France; Wildwheat Llc, US; World Business Council for Sustainable Development, Switzerland; Zarząd Transportu Miejskiego w Poznaniu, Poland; Zürcher Verkehrsverbund ZVV, Switzerland; 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 Europe Bus Market Outlook Report 2022-2031, Asia Pacific Bus Market Outlook Report 2021-2030, Global Transit Ticketing & Fare Collection Report, Global Upcoming Light Rail Projects Report & Database 2022-2036, Global Upcoming Metro Rail Projects Report and Database 2022-2036, etc.

Global Mass Transit also organises conferences on topical and crucial issues with focused sessions and discussions featuring speakers with vast experience and expertise in the US, Europe, Asia and the Middle East. Some of our past conferences include Transit Ticketing & Fare Collection APAC, Transit Ticketing & Fare Collection MENA, Clean Buses in Europe, Clean Buses in APAC, Transit State of Good Repair in the US, Rail Asset Management Europe, Rail Asset Management APAC and Wireless Communications in Mass Transit. These conferences received a strong response from speakers and delegates alike.

SPONSORSHIP (limited and available on a first-come-first-served basis)

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

Option 1 Sponsor – EUR 4,500

15% 'early-bird' discount until June 30: EUR3,825

- Speaking slot/ Presentation of 10-15 mins
- Branding on all marketing collaterals/materials
- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Social media posts
- Table space at the venue
- 2 delegate registrations (excluding the speaker)

Option 2 Sponsor – EUR 7,000

15% 'early-bird' discount until June 30: EUR5,950

- Speaking slot/ Presentation of 10-15 mins
- Moderating a panel discussion
- Branding on all marketing collaterals/materials
- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Social media posts
- Table space at the venue
- 5 delegate registrations (excluding the speaker)

Exclusive Lanyard Sponsor – EUR 7,000

15% 'early-bird' discount until June 30: EUR 5,950

- Named Lanyard Sponsor
- Branding on all marketing collaterals/materials
- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Social media posts
- 2 delegate registrations
- Lanyards to be provided by company

Exhibitor – EUR 3,500

15% 'early-bird' discount until June 30: EUR 2,975

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

Coffee Sponsor – EUR 3,000

15% 'early-bird' discount until June 30: EUR 2,550

- Named Coffee Sponsor
- Branding on all marketing collaterals/materials
- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Social media posts
- 1 delegate registration

Exclusive Wifi – EUR 7,000

15% 'early-bird' discount until June 30: USD 5,950

- Named Wifi Sponsor
- Tent cards with branding (to be placed on tables)
- Branding on all marketing collaterals/materials
- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Social media posts
- 2 delegate registrations

For further information, contact: Surbhi Rakheja,
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DELEGATE FEE

	Price before July 21, 2023	Price before August 11, 2023	Price before September 01, 2023	Standard price
1 Delegate	EUR 525	EUR 600	EUR 675	EUR 750
2 Delegates	EUR 875	EUR 1,000	EUR 1,125	EUR 1,250
3 Delegates	EUR 1,225	EUR 1,400	EUR 1,575	EUR 1,750
4 Delegates	EUR 1,575	EUR 1,800	EUR 2,025	EUR 2,250
1 Delegate (Low Fee)	EUR 245	EUR 280	EUR 315	EUR 350

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 and tea/coffee)

REGISTRATION FORM

☐ I would like to register for the conference

☐ Please send me more information

NAME/DESIGNATION _____ COMPANY _____

MAILING ADDRESS _____

PHONE _____ MOBILE _____

FAX _____ EMAIL _____

PAYMENT OPTIONS

1. Credit Card: To make payments by credit card,
please visit: <https://rb.gy/v7fmt>

All credit card payments will be subject to standard credit card charges

2. Wire Transfer:

Beneficiary: India Infrastructure Publishing Private Limited*
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To register, email us at: registration@globalmasstransit.net or
visit us at www.globalmasstransit.net

TERMS AND CONDITIONS

Payment Policy

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

Cancellations

- Cancellation requests received in writing 30 days 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.