







- Reconsidering the mobility paradigm of the cities
- of the third millennium



AUTOBUS

Milan - Castello Sforzesco 26th-27th-28th of October 2014



















Milan focuses on sustainable mobility. The City Council in recent years has made important interventions that have offered viable alternatives to the private car use and allowed the citizens and city users to change their habits. A fundamental and positive change for an international metropolis that will soon host the 2015 Universal Exhibition.

From the strengthening of the public transport to the expansion of the sharing services (bike and car sharing), Milan is a true model of sustainable mobility that several foreign

delegations continue to watch and study with interest.

We are committed and will continue to do so, for a better quality of life in our city, that steps through a reduction of urban traffic and a growing offering of differentiated transport services.

Citytech is a valuable opportunity to deal with citizens and operators in order to understand and investigate the frontiers of the new mobility and to find together new solutions for a sustainable city for all.

The Mayor of Milan Giuliano Pisapia











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In recent years, we have tried to show that even a historically congested city like Milan could change. It was not only a choice, reiterated on several occasions by the Milanese, but a real necessity, considering the environmental conditions prevailing in the Po valley.

What is happening today in the city, numbers at hand, is actually relevant. Area C, awarded to the OECD's 2014 Transport Achievement Award as the best transport policy, has reduced traffic in the center of 28%. Subscribers of public transport have grown

in three years to more than 25%. New systems of sharing mobility have seen an exponential growth not only in numbers: from Milan, new services gradually develop in other Italian cities.

Citytech is for Milan, for the municipal administration, associations and operators in the sector, a unique opportunity for discussion and dialogue and a new chance to work together on ideas and future mobility. The next major challenges: Expo2015 and the Metropolitan city, are just around the corner and ask us new commitment: to integrate and improve services, and meet the needs of an increasingly large and diverse audience of users. Users expect Milan will be able to amaze once again.

Mobility Councillor for the City of Milan
Pierfrancesco Maran



















Organizing Committee







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Ministry of Infrastructure and Transport















of the third millennium







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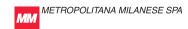
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WORKSHOPS' PROGRAM

MONDAY 27th OF OCTOBER

9.30 - 13.00 INSTITUTIONAL PLENARY SESSION

SALA VISCONTEA

Urban mobility's challenges: designing the future of the cities

to give new answers to the new needs Organized by the Municipality of Milano

14.30 - 18.00 **BUSTECH WORKSHOP**

SALA VISCONTEA

Transport systems of the future: the industry meets the LPT

companies

14.30 - 18.00 AIPARK WORKSHOP

SALA AGORÀ

Space Sharing: how to move the cities

Organized by AIPARK

TUESDAY 28th OF OCTOBER

9.30 - 13.00 CITYTECH WORKSHOP

SALA VISCONTEA

Stories of Success: from the 50 years of the M1 Underground

in Milan to the new urban mobility systems

Organized by the Municipality of Milan in collaboration

with Metropolitana Milanese

10,00 - 13.00 CITYTECH WORKSHOP

SALA AGORÀ

The Scooter Sharing is coming in Milan

Organized by the Municipality of Milan

14,00 - 18.00 WORKSHOP

SALA AGORÀ

MOTUS, Mobility and Tourism in Urban Scenarios: the new

frontiers of the info-mobility in cities of art

14.30 - 18.00 **BUSTECH WORKSHOP**

SALA VISCONTEA

The Local Public Transport Excellences



















Institutional Plenary Session

URBAN MOBILITY'S CHALLENGES: designing the future of the cities to give new answers to the new needsMonday 27th of October 2014 • 9.30 – 13.00 • Sala Viscontea

Organized by the Municipality of Milan



Opening Remarks

Giuliano Pisapia Mayor of Milan

Round Table

Thomas Beermann CEO of car2go Europe Nicola Biscotti President of ANAV

Alberto Cavalli Mobility Councillor of Regione Lombardia
Davide Corritore President of Metropolitana Milanese
Filippo Del Corno Culture Councillor for the City of Milan

Francesco Fontana Giusti Image & Communication Director of Renault Italia

Luigi Legnani General Director of FNM

Pierfrancesco Maran ANCI delegate for Mobility and Mobility Councillor

for the City of Milan

Carlo Maria Medaglia President and CEO of Rome Mobility Services and Professor at Sapienza Università of Rome

Giovanni Pontecorvo Vicepresident of ANFIA

Gianni Scarfone President of ASSTRA Lombardia

Carlo Tosti Director of the Mobility and Transports Observatory

of Eurispes

Michele Ziosi Head of FMFA Institutional Relations of CNH Industrial

Moderator

Giampaolo Roidi Director of Metro

BEST-TECH award ceremony for the best technological innovation in Local Public Transport companies







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BUStech Workshop

TRANSPORT SYSTEMS OF THE FUTURE: the industry meets the LPT companies

Monday 27th of October 2014 • 14.30 - 18.00 • Sala Viscontea



Moderator

Roberto Sommariva

Round Table

Maria Berrini

Danilo Broggi Walter Ceresa* Fabrizio Cicala Riccardo Cornetto Daniel Gainza Paolo Gigante Giuseppina Gualtieri

Giuseppina Guattieri
Pierluigi Lucchini
Giuseppe Mascino
Leopoldo Montanari
Francesco Passarin d'E

Francesco Passerin d'Entrèves

Fabio Rosati

Conclusions

Guido del Mese

Director of Autobus

Administrator of AMAT - Agency for Mobility, Environment and Territory of the Municipality

of Milan

CFO of ATAC Roma

President and CEO of GTT Torino

Director of Technical Operations of ANM Napoli

Director of Sales of Mercedes BUS
Director of Sales of CONTINENTAL CVT
Bus Fleet Sales and Support of ZF
President of Tper Bologna
Bus Sales Manager of IVECO BUS

Sales Manager Italy of Pluservice S.r.l. Managing Director of Arriva Italia

Marketing & Sales Manager of BredaMenarinibus

Marketing Director of Exagile

General Director of ASSTRA

* to be confirmed





















AIPARK Workshop

SPACE SHARING: how to move the cities

Monday 27th of October 2014 • 14.30 - 18.00 • Sala Agorà

Organized by AIPARK



An important occasion to meet industry professionals and to see comparisons between the European trends. Together, we will analyse the role of parking management in the modern urban mobility policies, detecting new lines of business, and we will discover the interesting opportunities offered by the technological development.

Openining remarks

Presentation of the AIPARK's Position Paper

Sara Venturoni President of AIPARK

Moderator

Carlo Tosti SABA ITALIA S.p.A.

Speeches

Smart Parking Madrid: a new parking model

Elisa Barahona General Director for Pianification of Sustainability and

Mobility of the City of Madrid

The user centrality in intelligent systems for mobility and parking

Simone Frank Business Segment Manager of SKIDATA A.G., Salisburgo

The integrated management of parking and mobility at Leonardo da Vinci Airport

in Fiumicino

Antonio Fraccari General Director of ADR MOBILITY S.r.l.

Recanati: a positive example of public-private partnership

Davide Fornasiero General Director of INTERPARKING S.p.A.

New opportunities and complementary services to the parking
Massimo Vernetti President of GRUPPO QUICK
The AIPARK proposal to redefine the role of the traffic wardens
Sandro Ceccarelli Parking Manager of ATAC S.p.A.

In the meantime in Europe...

Laurence A. Bannerman Vicepresident of EPA, General Secretariat of AIPARK

Discussion and conclusion











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CITYTECH Workshop

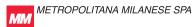
SUCCESS OF STORIES:

from the 50 years of the M1 Underground in Milan to the new urban mobility systems

Tuesday 28th of October 2014 • 9.30 - 13.00 • Sala Viscontea

Organized by the Municipality of Milan in collaboration with Metropolitana Milanese





Opening Remarks

Davide Corritore President of Metropolitana Milanese

Pietro Menga President of CEI CIVES

Keynote speech

Pierfrancesco Maran ANCI delegate for Mobility and Mobility Councillor

for the City of Milan

Moderator

Alessandro Marchetti Tricamo journalist

Round table

Maria Berrini Administrator of AMAT - Agency for Mobility,

Environment and Territory of the Municipality of Milan

Andrea Colombo Mobility Councillor for the City of Bologna Giorgio Fanesi President and CEO of Pluservice S.r.l.

Gabriella Favuzza Electric vehicles Product Manager of Renault Italia

Ettore Fermi President of Metro Brescia srl

Paolo GuaitamacchiPresident of Twist CarTalel HatiraElectric Vehicle Solutions Sales Manager Italia Blue

Solutions - Bolloré Group

Simone Longo/Margherita Domestico Urban Generation

Gianni Martino Country Manager of car2go Italia

Carlo Maria Medaglia President and CEO of Rome Mobility Services and Professor at Sapienza Università of Rome

Valerio SiniscalcoEQ sharing powered by BeeHitoshi YoshidaToyota Tsusho Corporation



















CITYTECH Workshop

THE SCOOTER SHARING IS COMING TO MILAN: opportunity and policy

Tuesday 28th of October 2014 · 10.00 - 13.00 · Sala Agorà

Organized by the Municipality of Milan



Opening Remarks

Pierfrancesco Maran ANCI delegate for Mobility and Mobility Councillor for

the City of Milan

Moderator

Federico Ferrazza Vice-Director of Wired Italia

Round table

Gonzalo Alonso Founder of Going Green - MOTIT

Federico Aliverti Co-director of the magazine Motociclismo

Pier Francesco Caliari General Director of ANCMA

Giuseppe Macchia and Smart Mobility Services Vice President of ENI
Luca Sacchi Head of Strategic Innovation SVP Product Planning

of Piaggio

Giangaetano Mastrota Administrator of Hills and Wheels
Massimiliano Mucchietto Country Manager of Yamaha Motor Italia

Alessandro Vincenti MiMoto









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Workshop

MOTUS, MOBILITY AND TOURISM IN URBAN SCENARIOS: the new frontiers of the info-mobility in cities of art Tuesday 28th of October 2014 • 14.00 - 18.00 • Sala Agorà

Organized by the MOTUS partners of which Telecom Italia is the lead partner



MOTUS is a new integrated platform of services for the management of urban mobility that aims to improve commuting in metropolitan areas in terms of sustainability and ecocompatibility. The method of operation of MOTUS is based on a set of services able to detect and interpret the mobility flows by providers of location-based technologies GPS, GSM/UMTS, information providers, facilities, and infrastructure installed in specific locations. MOTUS partners came together in a consortium composed of the Politecnico di Milano, Fondazione Politecnico di Milano and more than twenty subjects between established companies and national research institutes.

Opening Remarks

Pier Francesco Maran ANCI delegate for Mobility and Mobility Councillor

for the City of Milan

Eugenio Gatti Director of Fondazione Politecnico di Milano

Roberto Maragno Sales Nord Ovest Telecom Italia

Moderator

Andrea Lawendel Journalist

Speeches:

MOTUS: Mobility and Tourism in Urban Scenarios. The guidelines of the project.

The MOTUS Consortium and the role of the partnership

Marco Mancini Top Clients - Business Financial Support Telecom Italia

Goals and components' description of the project, technical aspects and marketing strategies

Giovanni Gasbarrone Business - Marketing - Segment Direct Telecom Italia



















MOTUS at the users' service. Practical applications and solutions for tourists in the cities of art or with a large flow of visitors. This session will present the prototypes and applications made under the project together with the methodological component for the feedback.

Subsystem for mobility management - Motus BLU

Salvatore Rinzivillo ISTI-CNR

Massimiliano Sciascia Cosmic Blue Team SpA

Subsystem to info-mobility services on mobile networks - Motus LILLA

Piero Lovisolo Telecom Italia

Subsystem of services for tourists - Motus GIALLO

Franco Maria Nardini ISTI-CNR

Subsystem of services for the citizen - Motus ARANCIONE

Massimo Veglia

Coop. EDP La Traccia

Subsystem to support the user in cases of criticalities of the local public transport -

Motus ROSSO

Matteo RossiPolitecnico di MilanoAlberto ColorniConsorzio Poliedra

Subsystem of the services of eco-mobility - Motus VERDE

Pierfranco Ferronato Create-Net

"Motus in motus: methods and techniques for analysis of user experience"

Carlo Galimberti Università Cattolica del Sacro Cuore di Milano

Discussants

Maurizio Brunelli CEO NordCom

Riccardo Santoro Architecture and Innovation Officer, Corporate Strategy,

Plans and Systems Ferrovie dello Stato

Giovanni Gasbarrone Business - Marketing - Segment Direct Telecom Italia

Closure of the session







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BUStech Workshop

THE LOCAL PUBLIC TRANSPORT EXCELLENCES

Tuesday 28th of October 2014 · 14.30 - 18.00 · Sala Viscontea



Opening Remarks

Gianni Scarfone

President of ASSTRA Lombardia

Moderator

Roberto Sommariva

Director of Autobus

Speeches

Francesco Casertano

Stefania Di Serio Pierluigi Lucchini Francesco Passerin d'Entrèves

Ernesto Sicilia Alberto Toneatto Franco Viola Business Development and Program Manager of INDRA

President of IT&I - UITP Commission Bus Sales Manager of IVECO BUS Marketing & Sales Manager of BredaMenarinibus

Chief Strategy Office Trenitalia Chief Financial Officer Arriva Italia

CEO of Umbria Mobilità Esercizio – FS Bus Italia

Group

Conclusions

Virginio di Giambattista*

Head of the General Directorate for Local Public

Transport of the Ministry of Transport

* to be confirmed

















Is an event of



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