

Milano



Comune
di Milano



Citytech

WITH THE MEMBERSHIP
OF THE PRESIDENT OF THE ITALIAN REPUBLIC
AND HIS MEDAL OF REPRESENTATION

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



BUSTech

in collaboration with

AUTOBUS

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



www.citytech.eu



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



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Organizing Committee



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**Ministry
of Infrastructure
and Transport**



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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



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Institutional Plenary Session

URBAN MOBILITY'S CHALLENGES: designing the future of the cities to give new answers to the new needs

Monday 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 EMEA 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

Director of Autobus

Round Table

Maria Berrini

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

Danilo Broggi

CEO of ATAC Roma

Walter Ceresa*

President and CEO of GTT Torino

Fabrizio Cicala

Director of Technical Operations of ANM Napoli

Riccardo Cornetto

Director of Sales of Mercedes BUS

Daniel Gainza

Director of Sales of CONTINENTAL CVT

Paolo Gigante

Bus Fleet Sales and Support of ZF

Giuseppina Gualtieri

President of Tper Bologna

Pierluigi Lucchini

Bus Sales Manager of IVECO BUS

Giuseppe Mascino

Sales Manager Italy of Pluservice S.r.l.

Leopoldo Montanari

Managing Director of Arriva Italia

Francesco Passerin d'Entrèves

Marketing & Sales Manager of BredaMenarinibus

Fabio Rosati

Marketing Director of Exagile

Conclusions

Guido del Mese

General Director of ASSTRA

* to be confirmed



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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.

Opening 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 Verneti

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

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METROPOLITANA MILANESE SPA

Opening Remarks

Davide Corritore
Pietro Menga

President of Metropolitana Milanese
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

Andrea Colombo

Giorgio Fanesi

Gabriella Favuzza

Ettore Fermi

Paolo Guaitamacchi

Talel Hatira

Simone Longo/Margherita Domestico

Gianni Martino

Carlo Maria Medaglia

Valerio Siniscalco

Hitoshi Yoshida

Administrator of AMAT - Agency for Mobility,
Environment and Territory of the Municipality of Milan
Mobility Councillor for the City of Bologna
President and CEO of Pluservice S.r.l.
Electric vehicles Product Manager of Renault Italia
President of Metro Brescia srl
President of Twist Car
Electric Vehicle Solutions Sales Manager Italia Blue
Solutions - Bolloré Group
Urban Generation
Country Manager of car2go Italia
President and CEO of Rome Mobility Services
and Professor at Sapienza Università of Rome
EQ sharing powered by Bee
Toyota Tsusho Corporation



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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

Federico Aliverti

Pier Francesco Caliri

Giuseppe Macchia and

Luca Sacchi

Founder of Going Green - MOTIT

Co-director of the magazine Motociclismo

General Director of ANCMA

Smart Mobility Services Vice President of ENI

Head of Strategic Innovation SVP Product Planning of Piaggio

Administrator of Hills and Wheels

Country Manager of Yamaha Motor Italia

MiMoto

Giangaetano Mastrotta

Massimiliano Mucchietto

Alessandro Vincenti

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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 eco-compatibility. 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
Roberto Maragno

Director of Fondazione Politecnico di Milano
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



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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 Rossi Politecnico di Milano
 Alberto Colorni Consorzio 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

Business Development and Program Manager
of INDRA

Stefania Di Serio

President of IT&I – UITP Commission

Pierluigi Lucchini

Bus Sales Manager of IVECO BUS

Francesco Passerin d'Entrèves

Marketing & Sales Manager of BredaMenarinibus

Ernesto Sicilia

Chief Strategy Office Trenitalia

Alberto Toneatto

Chief Financial Officer Arriva Italia

Franco Viola

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



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