



AGENDA

BERLIN
9 JUNE 2017

New directions in Urban Mobility

9:30

Introduce and moderate: Marjorie Paillon, TV Presenter, France 24

Welcome remarks

- Thierry Willemarck, FIA Region I President
- Representative of the City of Berlin
- Alejandro Agag, CEO, FIA Formula E
- Daniel Abt, Formula E driver, ABT Schaeffler Audi Sport

9:45 – 10:15

Transformative power of Urban Mobility

An outlook on strategies to enhance urban mobility and tackle the issue of congestion, pollution and collisions in the cities of tomorrow.

Key trends shaping new urban mobility in European cities

- Lew Fulton, Institute of Transportation Studies, University of California, Davis
Overview of potential Key trends shaping new urban mobility in European cities
- Hedge Pols, Head of Division of Federal Ministry of Transport and Digital Infrastructure
National perspective on Germany's its long-term zero emission mobility vision

10:15 – 11:15

Smarter urban mobility services

A discussion on how to better respond to the needs of users and offer solutions that optimize time and modes of travel

Moderator: Marjorie Paillon, TV presenter, France 24

- Visionary Perspective: Norbert Rücker, Julius Baer
- Policy Perspective: Philippe Christ, International Transport Forum
- City Perspective: Iain MacBeth, Transport for London
- Partnership Perspective: Daniel Bongardt, GIZ

11:15 – 11:45

Coffee Break

11:45 – 12:30

FIA Smart Cities Startup global contest

Identify, support and invest in the most successful startups empowering Smart Cities

- Monty C. M. Metzger, Founding Partner at Digital Leaders Ventures
- Finalists: Presentation of the Top 3 Startups
- Award: Announcement of the Winner - the FIA Smart Cities Startup 2017

12:30 – 13:45

eMotion lunch and networking

13:45 – 14:45

Accelerator Session: Driving innovation in Practice

How can innovation compliment and accelerate the evolution of urban mobility services?

Moderator: Jorg Beckmann, Director, Mobility Academy, TCS

- Roxy Tacq, ANWB: The CycleRAP programme, increasing cycling infrastructure safety in cities
- Gernot Lobenberg, eMO, Berlin Agency for Electromobility: Testing e-mobility
- Federico Caleano, 7@7: FZWI - adVye Xdef Xg* k Ua__ WU[S^HMZ[UWfFaZ dV ZgT

14:45 – 15:00

Overview of the afternoon on-track activities

15:00 – 15:30

FormulaE shakedown session

Experience of the Formula E Shakedown where participants can observe Formula E cars in motion.

15:30 – 16:00

Garage Walk & track demo

Opportunity of an exclusive visit to the Formula E garages (Michelin tires Demo; ENEL Smart Grid; CycleRAP demo; FIA garage) and a demonstration of innovations piloted in Formula E.

16:00

End of the day

