

CONNECTED
FOR THE FUTURE



Dear Colleague,

With just 13 weeks to go until this year's Mobility Conference Week in The Hague, we'd like to thank all those who have confirmed their attendance and we'd like to encourage any who haven't yet registered to do so as soon as possible. We've got some good reasons why we think you should...

Having last year streamlined the event format we feel this year's programme, themed under the banner of 'Connected for the Future' is the most focused yet. In targeting methods by which clubs can remain relevant to customers, stay in touch with technical innovation, and connect to new generations demanding radically different things of mobility, we believe Conference Week 2013 will help clubs along the path to a bright, prosperous future.

As Susan Pikrallidas, Secretary General for Mobility notes: "We are very excited about this Conference Week 2013 and its potential to give Clubs, no matter from what region they hail, an opportunity to learn, share and grow stronger together. Conference Week has been planned to bring external knowledge together with Club expertise and experience to open eyes, ears and minds to the fast-paced world in which we live and within which we must compete and survive."

Anchoring the week's presentations are three fascinating keynote speeches. The first will be delivered by renowned trendwatcher Dr Adjiedj Bakas, and will focus on how clubs can adapt to the rapidly changing business environment. With over half a million book sales to his credit, Dr Bakas' address will be a must-hear.

On Thursday, Ton Steenman, Vice President of Intel's Architecture Group and one of the people responsible for mapping the ways in which we'll access information in the future, will discuss how the cars of future will stay connected and how this connectivity can be exploited.

Drawing the major presentations to a close on Friday, Professor David Metz of the Centre for Transport Studies at University College London and José Viégas, Secretary General of the International Transport Forum will peer even further into the future in a bid to define just how the car will be transformed in the coming decades and how those changes will lead to new forms of mobility and new business models for clubs.

We hope you'll agree these are three strong reasons then to pencil the week of 10-13 September into your diaries.

The keynote addresses are just one aspect of the week's bigger picture. In the coming weeks we'll bring you more details of the week's major events and key personalities, more information about the workshops focused on Club policy and service issues, as well as explaining why the Hague itself is a must-see destination.

If you're already convinced then click on www.FIA.com to register for FIA Mobility Conference Week 2013.

Looking forward to seeing you in The Hague,

Your FIA Mobility Conference Week team

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