



MOBILITYCON
VENTION2014

TRANSPORTATION OF TOMORROW

ENABLING SMARTER INTERMODALITY

COLOGNE, NOVEMBER 6-7 2014

Intermodality is the key to sustainable passenger mobility and improving the interfaces is a major challenge in taking mobility to the next level. As new technologies develop and customer behaviors change, fundamental questions have to be asked: Which are the mobility needs of people in the future? How will they travel? What kind of concepts and new challenges lie ahead? Which role will intermodality play?

The social perspective of mobility will also be addressed at the Convention. Furthermore, to reflect the global nature of mobility, experiences and perspectives from other regions will be shared to complement the European view.

The **Mobility Convention 2014** will bring together top-level experts representing industry and research as well as users to discuss smarter intermodality and to share the latest developments, insights, and challenges.

The Convention will give a unique overview of recent and future trends and will also strengthen links between the different stakeholders. This will give rise to new research topics, novel strategic and operational options, and innovative technological solutions.

www.mobility-convention.com
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DLR

Roland Berger
Strategy Consultants

AGENDA

Thursday, November 6, 2014

09:00 Registration

10:00 Welcome by the organizers

Ulrich Wagner (DLR)

Martin Streichfuss (Roland Berger)

Setting the scene

10:15 Mobility 2050

Thomas Waschke (formerly at Daimler)

Eckard Minx (Daimler and Benz
Foundation)

10:45 End-to-end strategy

Barbara Dalibard (SNCF)

11:15 How telecommunication services
enable and drive intermodality

N.N. (Bosch)

11:45 New business models in mobility

René Seyger (Roland Berger)

Lunch break

Ever-changing require- ments and travel behavior

13:00 Future Mobility – A users' perspective

Barbara Lenz (DLR)

13:30 Open data vs. big data

Samuel Widmann (Google)

14:00 Urban design and transport

Friedemann Kunst (formerly at Berlin
Ministry for Urban Development)

14:30 Challenges for the rental industry

Roland Keppler (formerly at Europcar)

Coffee break

Technologies improving the interfaces

15:30 Next generation of automobiles
N.N. (tbd)

16:00 Optimizing transport interfaces
in cities

Martin Russ (AustriaTech)

16:30 Connected car

Carolin Reichert

(PSA Peugeot Citroën)

17:00 Why mobility needs to be simple

Jörg Esser (Hotels4u)

17:30 Guided tours on the DLR campus
and start-up corner

20:00 Reception and dinner

End of the day

AGENDA

Friday, November 7, 2014

09:00 Welcome by the organizers
Ulrich Wagner (DLR)
Martin Streichfuss (Roland Berger)

New ways of intermodal collaboration

09:15 Mobility government
Nico van Paridon
(Stadsregio Amsterdam)

09:45 Offering intermodality on a global scale
Patricia Delon (RATP)

10:15 Common goals of future intermodal mobility
George A. Giannopoulos
(Hellenic Institute of Transport)

Coffee break

11:15 Parking 2.0
Jens Zier (Q-Park)

11:45 Stations: the intermobility pearl in the necklace of the line
Roderick Smith
(Imperial College London)

Lunch Break

13:30 Airports as intermodal traffic nodes
Léa Bodossian
(Airport Regions Conference)

14:00 Fostering multimodal integration – Best practice intermodality
Ulrich Homburg (Deutsche Bahn)

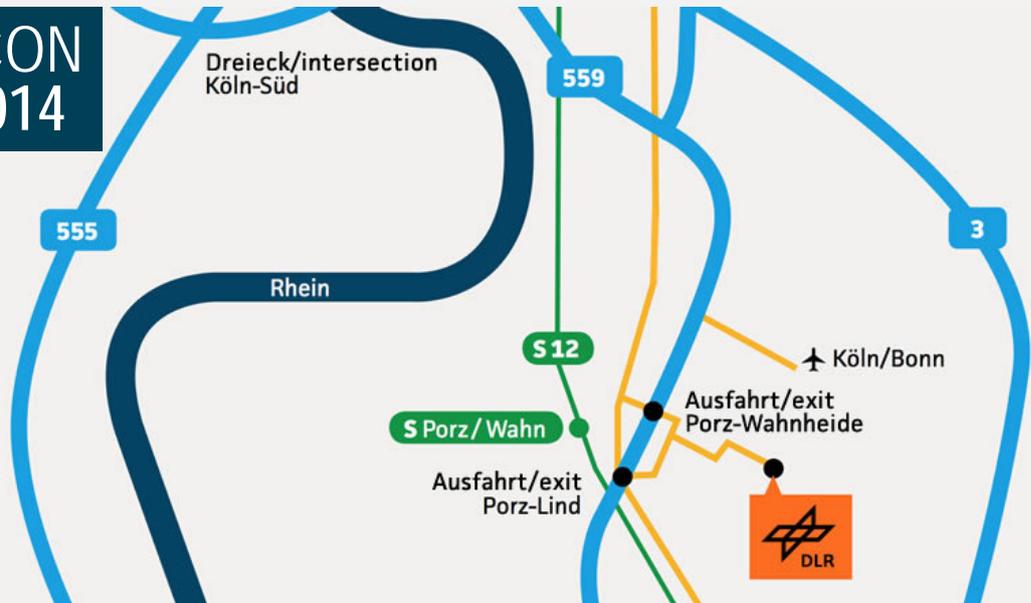
14:30 Final Statements and conclusion
Ulrich Wagner (DLR)
Martin Streichfuss (Roland Berger)

End of the day

SPEAKERS

Léa Bodossian	Secretary General, Airport Regions Conference
Barbara Dalibard	Member of the Executive Board, SNCF
Patricia Delon	Executive Director of the Commercial Department, RATP
Jörg Esser	Chief Executive Officer, Hotels4u
Prof. Dr. George A. Giannopoulos	Director, Hellenic Institute of Transport
Ulrich Homburg	Member of the Executive Board, DB Mobility Logistics
Roland Keppler	Former Chief Executive Officer, Europcar
Dr. Friedemann Kunst	Former Head of the Department of Transport, Berlin Ministry for Urban Development
Prof. Dr. Barbara Lenz	Director of the Institute of Transport Research, DLR
Prof. Dr. Eckard Minx	President of the Executive Board, Daimler and Benz Foundation
Nico van Paridon	Head of Public Transport, Stadsregio Amsterdam
Carolin Reichert	Director Mobility, PSA Peugeot Citroën
Martin Russ	Managing Director, AustriaTech
René Seyger	Partner, Roland Berger Strategy Consultants
Prof. Roderick Smith	Imperial College London
Dr. Martin Streichfuss	Partner and Head of CC Transportation, Roland Berger Strategy Consultants
Prof. Dr. Ulrich Wagner	Member of the Executive Board, DLR
Thomas Waschke	Former Head of Society and Technology Research Group, Daimler
Samuel Widmann	Director Product Partnerships International, Google
Jens Zier	Director, PMS Q-Park

MOBILITYCON VENTION2014



The venue

Deutsches Zentrum für
Luft- und Raumfahrt (DLR)
Linder Höhe, 51147 Cologne
GPS: Planitzweg, 51147 Cologne

Easy access

- 15 minutes from Cologne airport
- Close to Cologne central station
- Excellent road connections



The German Aerospace Center (DLR) is Germany's national research centre for aeronautics and space. Its research and development work in Aeronautics, Space, Transport, Energy, and Security spans the range from basic research to engineering and design of tomorrow's products.



Roland Berger Strategy Consultants is a top player in the premier league of international consultancies, serving clients globally on challenging assignments. In the transport and mobility sector, Roland Berger offers specialized know-how in the areas of strategic development and co-operation, innovation, and topline enhancement as well as cost and efficiency improvements.

Registration fee

Regular: EUR 900 + VAT

Early bird: EUR 600 + VAT

Valid until 15 September 2014

Reduced: EUR 450 + VAT

Members of academia and public administration

The registration fee covers

- Participation in presentation sessions
- Lunches, dinner, and coffee breaks
- Guided tours on DLR campus
- Shuttle service to/from Cologne city

Please register online: www.mobility-convention.com/registration