



### WHO SHOULD ATTEND

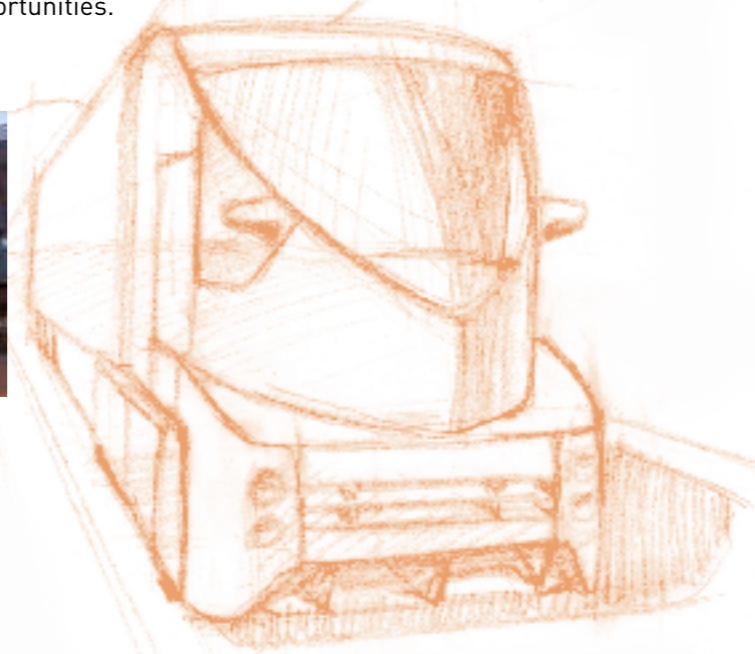
- Worldwide corporate leaders from Truck & Bus manufacturers, automotive Tier 1 & 2 suppliers.
- Key decision makers involved in the policies of displacement.
- Private companies taking care of public transportations.
- Experts from international bodies.
- Academic researchers in Economy, Technology and Social Sciences.
- In short, all professionals part of the Commercial Vehicle & Bus Industry.



### ORGANISERS

The Truck & Bus World Forum is co-organised by the Rhône-Alpes Region & the Grand Lyon, together with the support of the Rhône-Alpes Automotive Cluster, the Lyon Urban Truck & Bus 2015 cluster & Automotive Sweden.

It is coordinated by ERAI (www.era1.org) which is the local trade commission office. The forum also associates 3 key international strategic partners: the Society of Automotive Engineers, Global Insight & the Chinese Automotive Review. All our Allied Partners will bring in their respective value-added to the forum, also favouring networking opportunities.



d1

### WEDNESDAY EVENING

**16H00-19H00**

Registration of participants.

**19H00**

Departure from Cité Internationale to Abbaye de Collonges by bus.

**20H00-22H30**

Networking Diner at Abbaye de Collonges Paul Bocuse's famous restaurant.

Sponsored by Irisbus.

Words of welcome by Jean-Louis Gagnaire, Vice-President of the Rhône-Alpes Region for Economic Development

Words of welcome by a Top Executive of Irisbus.

d2

### THURSDAY

**7H00-9H00**

Welcome of participants.

Networking Breakfast.

Sponsored by Inoplast.

**9H00-10H45**

**Opening Session**

→ **Moderator: Elios Pascual, former CEO of Mack Trucks & Irisbus.**

- Gérard Collomb, Mayor of Lyon & President of Eurocities in 2007 (to be confirmed)
- Jean-Jack Queyranne, President of the Rhône-Alpes Region
- Jean Plénat, Irisbus, CEO
- Martin Marmy, International Transport Road Union, General Secretary
- A European Commissioner (To be confirmed)
- A foreign Minister of Transport (To be confirmed)
- A Top Executive of Renault Trucks (To be confirmed)

**10H45 - 11H00** Networking break.

**11H00-12H30**

**The Truck & Bus Global Market**

→ **Moderator: A journalist (Name to be confirmed)**

- Marty Gauquié, The European Investment Bank, Group Representative in Paris.
- Richard Walles, Global Insight, Director responsible for Truck and Bus forecasting activities.
- A representative from the Intergovernmental Panel on Climate Change (Name to be confirmed)
- A Truck or Bus Manufacturer's representative...

**12H30 - 14H00** Networking Lunch

**14H00-16H15**

**ROUND TABLE 1**

**Goods Distribution in urban areas**

→ **Moderator: IRU, Umberto de Pretto, Deputy Secretary General.**

- Bernard Favre, Renault Trucks, Research Director. "Architecture of Commercial Vehicles adapted to cities, and consequences on technology issues".
- A top executive from TNT (Name to be confirmed)
- Siemens (To be confirmed)
- Juan Ramos Garcia, UNECE, Chief of the Technology Section.

**ROUND TABLE 2**

**Public Transport in urban areas**

→ **Moderator: Michel Laramée, Senior Vice-President Development, Keolis Group.**

- Yves Crozet, Laboratoire Economie des Transports, General Manager.
- Valéry Cervantès, Irisbus, Director Public Affairs.
- University of Chalmers (To be confirmed)
- A representative of Eurocities (Name to be confirmed)

**16H15 - 16H30**

**Plenary summary of Round Tables 1 & 2**

Synthesis of Round Table 1: French Petroleum Institute.

Synthesis of Round Table 2: INRETS

**16H30 - 16H45** Networking break.

**16H45 - 18H15**

**American Focus**

→ **Moderator: The Society of Automotive Engineers.**

This conference will be held together with top executives of the American Truck and Bus manufacturers.

**19H00** Transfer to the Lyon Town-Hall by bus.

**19H00 - 22H30**

**Diner at Lyon Town Hall.**

Sponsored by the City of Lyon and Renault Trucks.

**19H30 - 20H00**

**Case Study: Urban Transport in Great Lyon (To be confirmed)**

Speech by a top executive of Renault Trucks and a representative from the City of Lyon.

d3

### FRIDAY

**7H00-8H30**

Welcome of the participants / Networking breakfast.

**8H30-10H45**

**ROUND TABLE 3**

**Business profitability & sustainable development.**

→ **Moderator: Name to be confirmed .**

- Pascal Diaz, Inoplast, CEO
- Edward Jobson, Volvo Bus, Environmental Manager
- Phil Gott, Global Insight, Director
- A Truck or Bus Manufacturer
- Michelin (Name to be confirmed)

**ROUND TABLE 4**

**Mobility Invoice**

→ **Moderator: Olivier Mossé, ITS Congress Association, President**

- Patrick Mercier-Handisyde, European Union, Research Direction (to be confirmed)
- Jacques Garcin, Orange (to be confirmed)
- Claude Arnaud, Veolia, Transports, Director Research & Marketing
- Wolfgang Hahn, German Transport Ministry (To be confirmed).

**10H45 - 11H00**

**Plenary summary of Round Tables 3 & 4**

Synthesis of Round Table 3: Patrick Coroller, ADEME, Transport Technologies Department.

Synthesis of Round Table 4: Olivier Mossé, ITS Congress Association.

**11H00 - 11H15** Networking break.

**11H15 - 12H45**

**Asian Focus**

→ **Moderator: Wayne Wing, Editor & Publisher CBU/ Chinese Automotive Review.**

Challenges of the Chinese Truck and Bus market. This conference will be held together with top executives of Chinese Truck and Bus manufacturers.



**12H45 - 13H30**

**Conclusion words and first presentation of the Truck & Bus World Forum White Book.**

→ **Moderator: Elios Pascual, former CEO of Mack Trucks & Irisbus.**

- Bernard Soulage, First Vice-President of the Rhône-Alpes Region
- Fotis Karamitsos, European Union, Transport Division
- Guy Bourgeois, INRETS, General Manager (To be confirmed)
- The Président of Lyon Urban Truck & Bus Competitiveness cluster

**13H30 - 14H30** Networking break.

**OPTION 1: 14H30**

Attendees departure to the airport and train station.

**OPTION 2: 14H30 - 17H30**

Visits of some local production sites or R&D Centres of the Rhône-Alpes region (to be precised).