



Second conference on

# MOBILITY-AS-A-SERVICE (MaaS) EUROPE

October 19-20, 2023

Amsterdam Marriott Hotel, The Netherlands

Hosted by:

Global **Mass Transit**

# MISSION

The mission of the conference is to discuss the experience so far in deployment of MaaS solutions, PTA/PTO perspective on MaaS, benefits and challenges, emerging trends, recent developments, business and service models, and the way forward for MaaS in Europe. The conference will also highlight new technologies, solutions and opportunities in MaaS.

The conference will bring together experts from leading public transport authorities (PTAs), public transport operators (PTOs), taxi fleet operators, ride-hailing and ride-sharing service providers, micro-mobility providers, local and city governments/authorities, solution providers, system integrators, fleet management software providers, technology platform suppliers, car-leasing and renting service providers, fare collection system suppliers, ticketing infrastructure providers, investors, consultants, ICT infrastructure providers, insurance companies, regulatory organisations, R&D institutes, and academic institutions. They will present their perspective, share lessons learned from previous projects and offer possible solutions.

The conference will have 12 sessions with a wide range of international experts providing valuable insights and actionable advice. The agenda will cover the plans of cities to deploy MaaS in Europe. It will also highlight the latest technological developments and solutions to improve the customer experience.

The conference will also help understand the role governments, PTAs, PTOs, private players, and investors can play in deploying a successful MaaS scheme in a city or region. Besides, it will provide insights into the offerings of leading MaaS suppliers, ICT infrastructure providers and technology platform suppliers.

There will be a dedicated session on the experiences of leading PTAs in the deployment of MaaS. This will provide an opportunity to learn how to deploy MaaS through stakeholder coordination.

# KEY TOPICS TO BE DISCUSSED

- ❖ Experience so far, lessons learned, best practices
- ❖ European Commission's role in the implementation of MaaS
- ❖ Deployment of MaaS and benefits to users and PTAs
- ❖ Preconditions to a successful deployment of MaaS solutions
- ❖ Role of PTAs/PTOs in the adoption of MaaS
- ❖ Key emerging trends, case studies and future outlook
- ❖ Transitioning from trials and pilots to full operations across the city
- ❖ Future plans of the European cities
- ❖ Role of transportation providers, software providers and infrastructure managers
- ❖ Business models and market uptake strategies
- ❖ Integrating public transit with taxis, car-sharing schemes and new mobility solutions
- ❖ Pricing of MaaS solutions
- ❖ Data generation, data sharing, data analysis and privacy
- ❖ Impact on transit ticketing and fare collection systems
- ❖ Role of account-based ticketing (ABT) and open payments in the growth of MaaS
- ❖ Open ecosystem approach to MaaS
- ❖ Impact of MaaS on ridership, capacity, revenues and farebox collection
- ❖ Mutually beneficial partnerships between transit agencies and the private sector
- ❖ Cost-effectiveness, flexibility, and sustainability of integrated mobility services
- ❖ Mobility super apps

# KEY BENEFITS TO PARTICIPANTS

- ❖ Understand the emerging concept of MaaS, its components, applicability and role in the future
- ❖ Find out about the latest developments and plans for MaaS in various cities in the Europe
- ❖ Gain insights on transitioning from traditional to advanced and integrated mobility solutions
- ❖ Listen to leading transit agencies, operators, government officials, solution providers and consultants on MaaS deployment, their experiences, future plans and the way forward
- ❖ Explore the best technology solutions and the most suited business models
- ❖ Discuss concerns, share viewpoints and develop new strategies
- ❖ Engage in stimulating discussions and deepen your knowledge with targeted questions
- ❖ Network with speakers, panelists and peers, and develop contacts with potential customers, partners and collaborators

## Day 1, October 19 (8 am to 5 pm CET)

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### Session 1: Key Trends and Outlook

- ❖ Current and future market size of MaaS
- ❖ Role of MaaS in integrating urban transit systems and services
- ❖ Open MaaS Ecosystem: focus on a user-centric approach
- ❖ Recent developments, emerging trends and future outlook

### Session 2: European Commission's Initiatives

- ❖ Update on key projects- IP4MaaS, MaaS4EU, MyCorridor, iMOVE and Shift2MaaS
- ❖ Policy support for MaaS
- ❖ Building a digital ecosystem
- ❖ Future plans

### Session 3: Keynote Panel on Public Transport as the Building Block of MaaS

- ❖ Experience so far and key lessons learned by public transport authorities/operators (PTAs/PTOs)
- ❖ Policy, regulatory, and institutional framework needed for MaaS
- ❖ Future plans and expectations from solution providers
- ❖ Role of transit authorities in the adoption of MaaS
- ❖ Integrating public transit with taxis, car-sharing schemes and new mobility solutions

### Session 4: Business Models and Market Uptake

- ❖ Developing multi-party agreements
- ❖ Integrating multiple operators into a new system
- ❖ Pricing structures and revenue sharing
- ❖ Profitability and resilience of the existing business models
- ❖ Frameworks for market uptake

### Session 5: Contactless Ticketing and Payments Solutions for MaaS

- ❖ Simplifying planning, booking and payment
- ❖ Approach towards the establishment of a single payment channel
- ❖ Role of contactless payments and account-based ticketing (ABT) in the growth of MaaS
- ❖ Mobile ticketing as a solution for MaaS
- ❖ Interoperability of fare collection for multi-modal transport offering

### Session 6: Key Projects and Case Studies

- ❖ Current deployments, the experience so far and lessons learned
- ❖ Managing risk and regulatory issues
- ❖ Managing relationships with various stakeholders
- ❖ Operational costs
- ❖ Key results and future plans

### Session 7: Infrastructure and Solutions for MaaS

- ❖ Basic infrastructure requirements

- ❖ Penetration of smartphones; connectivity; information on travel options, schedules and updates; cashless payment systems, etc.
- ❖ Role of transportation providers, software providers, infrastructure managers, and telecom companies
- ❖ Technology architecture and showcase

## Day 2, October 20 (8 am to 2 pm CET)

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### Session 8: One-App, One-Account Environment

- ❖ Role of mobile ticketing and digital wallets in integrated urban mobility
- ❖ Possibilities offered by MaaS: case studies and challenges
- ❖ Multi-operator, multi-modal integration
- ❖ Integrating mobility, retail, parking, museums, etc. - the possibilities are endless
- ❖ Interconnected regional ticketing systems, nationwide ticketing systems

### Session 9: First and Last Mile Connectivity: Role of Micro mobility and AVs in the Adoption of MaaS

- ❖ Integrating micro transit to strengthen last mile connectivity
- ❖ Autonomous vehicle technology and IoT support for the growth of MaaS
- ❖ Expanding MaaS into rural/ peri-urban areas through on-demand transport solutions
- ❖ Establishment of a MaaS platform by shared mobility service providers

### Session 10: Data Infrastructure, Sharing and Security

- ❖ Accessing, exchanging, using and re-using public and personal/non-personal data
- ❖ Public data utility for transportation
- ❖ Use of multiple data types for transport analysis
- ❖ Developing data processing infrastructure, data-sharing tools, architectures, and governance mechanisms
- ❖ Undertaking behavioural transport analytics using artificial intelligence
- ❖ Transportation data integration projects

### Session 11: Planned Deployments of MaaS

- ❖ Investments by private players in the segment
- ❖ Upcoming business opportunities
- ❖ Plans of transit authorities
- ❖ Key risks and challenges

### Session 12: Valedictory Session on MaaS as an Integrator of Urban Transit - A Panel Discussion

- ❖ Building lasting partnerships
- ❖ Different types of MaaS models
- ❖ Path to achieving MaaS Levels 3 and 4 (integration with societal goals)
- ❖ Issues faced by players during structure planning
- ❖ Who should hold the decision-making power

# WHO SHOULD ATTEND?

The event is expected to draw participation from executives, managers and decision-makers from:

- ❖ Public transport authorities/agencies and operators
- ❖ Policymakers, regulatory bodies and government departments
- ❖ Taxi fleet operators
- ❖ Ride-hailing and ride-sharing service providers
- ❖ Micro-mobility providers
- ❖ System integrators
- ❖ Technology and service providers
- ❖ Fare collection system suppliers
- ❖ Ticketing infrastructure providers
- ❖ Fleet management software providers
- ❖ Software developers
- ❖ Data architecture and IT system firms
- ❖ Data providers (public and private)
- ❖ Dynamic multiservice journey planners
- ❖ ICT infrastructure suppliers
- ❖ Telecom/IoT platform providers
- ❖ Car-leasing and renting service providers
- ❖ Industry consultants
- ❖ Research and development organisations
- ❖ Financiers
- ❖ Insurance companies
- ❖ Technical institutes

## PARTICIPANTS

**More than 120 participants from over 80 organisations registered to attend the conference on Mobility-as-a-Service in Europe on October 5-6, 2022.**

**The key organizations included** (*in alphabetical order*): Aeneas Strategy Consulting & Management, The Netherlands | Amaze Mobility, The Netherlands | Ampler Bikes, The Netherlands | ANWB, The Netherlands | Àrea de Mobilitat Barcelona (ATM Barcelona), Spain | Arriva, The Netherlands | AustriaTech, Austria | AVERE, The European Association for Electromobility, Belgium | Azienda Mobilità e Trasporti (AMT) Genova, Italy | CARIAD, Germany | Centre for Mechanical Technology and Automation, University of Aveiro, Portugal | Cerema, France | City of Amsterdam, The Netherlands | City of Antwerp, Belgium | Cityway, France | EIT Urban Mobility, The Netherlands | FairsFair.org, The Netherlands | Federal Public Service Mobility and Transport, Belgium | felyx, The Netherlands | Flytz Mobility, The Netherlands | Fraunhofer-Institute for Transportation and Infrastructure Systems IVI, Germany | Gaiyo, The Netherlands | GO Sharing, The Netherlands | HafenCity Universität, Germany | HELLA Aglaia Mobile Vision GmbH, Germany | High Speed 1, UK | HSL, Finland | Instant System, France | Intellectual Social Systems, Germany | International Road Transport Union (IRU), Belgium | Italdesign-Giugiaro S.p.A., Italy | Keolis BeNeLux, The Netherlands | Keolis Sverige AB, Sweden | Lime, The Netherlands | LLC Intellectual Social Systems, Germany | Lufthansa Innovation Hub, Germany | MaaS Alliance, The Netherlands | MaaS Global, Finland | Maxtui & Associates, Romania | McKinsey & Company, Germany | Ministry of Transport and Communications, Finland | Mireo d.d., Croatia | Mobility Lab, UK | mobyl.me, The Netherlands | mobyyou, The Netherlands | Moovit, UK | MuConsult BV, The Netherlands | Municipality of Croissy-sur-Seine, France | Nazza, The Netherlands | Neo Mobility, Belgium | NS / Dutch Railways, The Netherlands | Nuvei, The Netherlands | Padam Mobility, UK | Palisis, The Netherlands | Pon, The Netherlands | PostAuto AG, Switzerland | PricewaterhouseCoopers, Germany | Rapyd, UK | Rebel Group, The Netherlands | Renfe, Spain | Research Institutes of Sweden (RISE), Sweden | Ruter As, Norway | SBB, Switzerland | South East of Scotland Transport Partnership (SEStran), UK | Spare Labs, Spain | Tallinn Transportation Department, Estonia | TAITO Mobility, Belgium | Thales, France | TIER Mobility SE, Germany | Transdev, France | Tranzer BV, The Netherlands | Ubitransport, France | Vervoerregio Amsterdam, The Netherlands | Verkehrsbetriebe Zurich (VBZ), Switzerland | Verkehrsverbund Ost-Region (VOR), Austria | Wizway, France | Worldline, France | Ximedes, The Netherlands, etc.

# ORGANISERS

Global Mass Transit is a leading provider of information and analysis on the global mass transit industry. We publish a monthly market intelligence report (Global Mass Transit Report), a weekly newsletter (Global Mass Transit Weekly) and operate the [www.globalmasstransit.net](http://www.globalmasstransit.net) (website).

We publish multi-client research studies and undertake custom research assignments. Global Mass Transit tracks developments in over 100 countries across all regions to ensure reliable and actionable research. Some of our leading research reports are Mobility-as-a-Service Initiatives and Opportunities in 100 Cities Report; Global Transit Ticketing & Fare Collection Report; NFC Mobile Ticketing for Transit; 1,000 Global Rail Projects Database; Global Light Rail Projects Database and Report 2022-2036; Global Metro Rail Projects Database and Report 2022-2036; and Europe Bus Market Outlook Report 2022-2031.

Global Mass Transit also organizes conferences on topical and crucial issues with focused sessions and discussions featuring speakers with vast experience and expertise in North America, Europe, Asia Pacific, the Middle East and Africa. Some of our past conferences include Mobility-as-a-Service in Europe, Transit Fare Systems for Revenue and Data Management in the US, Autonomous Vehicles and Public Transport in the US, Mobility-on-Demand in Transit in the US, Transit State of Good Repair in the US, Transit Ticketing & Fare Collection APAC, Transit Ticketing & Fare Collection MENA, Wireless Communications in Mass Transit in the US, Clean Buses in Europe, Clean Buses in APAC, Rail Asset Management Europe and Rail Asset Management APAC. These conferences received a strong response from speakers and delegates alike.

## SPONSORSHIP

The conference will provide an excellent opportunity for organisations to showcase their products and services.

### Option 1 – EUR 5,500

**15% 'early-bird' discount until August 25: EUR 4,675**

- ❖ A 15-minute speaking slot followed by Q&A with the attendees
- ❖ Table space at the venue
- ❖ Company logo will be displayed on the event website and the registration page
- ❖ Company logo will be displayed in the opening and closing slides
- ❖ Special mailer to our database announcing your participation
- ❖ Sponsor company and logo mentioned in each promotional mailer
- ❖ Mentions in social media posts including a post on the speaker from your company
- ❖ Mention in opening and closing remarks
- ❖ 2 delegate registrations (excluding the speaker)

### Option 2 – EUR 10,000

**15% 'early-bird' discount until August 25: EUR 8,500**

- ❖ A 15-minute speaking slot followed by Q&A with the attendees
- ❖ Moderating a panel discussion
- ❖ Table space at the venue
- ❖ Company logo will be displayed on the event website and the registration page
- ❖ Company logo will be displayed in the opening and closing slides
- ❖ Special mailer to our database announcing your participation
- ❖ Sponsor company and logo mentioned in each promotional mailer
- ❖ Mentions in social media posts including a post on the speaker from your company
- ❖ Mention in opening and closing remarks
- ❖ 5 delegate registrations (excluding the speaker)

### Lanyard sponsor – EUR 6,000

**15% 'early-bird' discount until August 25: EUR 5,100**

- ❖ Named lanyard sponsor
- ❖ Company logo will be displayed on the event website & registration page
- ❖ Company logo will be displayed in the opening and closing slides
- ❖ Special mailer to our database announcing your participation
- ❖ Sponsor company and logo mentioned in each promotional mailer
- ❖ Mentions in social media posts
- ❖ Mention in opening and closing remarks
- ❖ 2 delegate registrations
- ❖ Lanyards to be provided by the company

### Coffee sponsor – EUR 4,000

**15% 'early-bird' discount until August 25: EUR 3,400**

- ❖ Company logo will be displayed on the event website & registration page
- ❖ Company logo will be displayed in the opening and closing slides
- ❖ Special mailer to our database announcing your participation
- ❖ Sponsor company and logo mentioned in each promotional mailer
- ❖ Mentions in social media posts
- ❖ Mention in opening and closing remarks
- ❖ 1 delegate registration

### Exhibitor Package – EUR 3,500

**15% 'early-bird' discount until August 25: EUR 2,975**

- ❖ Branding on all marketing collaterals/ materials
- ❖ Branding on all communication of the conference
- ❖ Branding on all event paid promotional campaigns
- ❖ Verbal recognition at the sponsored event
- ❖ Social media posts
- ❖ Table space at the venue
- ❖ 1 delegate registration

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# DELEGATE FEES

Delegates	Price before August 25, 2023	Price before September 15, 2023	Price before October 6, 2023	Standard Price
One delegate	EUR 1,050	EUR 1,200	EUR 1,350	EUR 1,500
Two delegates	EUR 1,680	EUR 1,920	EUR 2,160	EUR 2,400
Three delegates	EUR 2,310	EUR 2,640	EUR 2,970	EUR 3,300
Four delegates	EUR 2,940	EUR 3,360	EUR 3,780	EUR 4,200
Special category delegates*	EUR 400	EUR 475	EUR 550	EUR 625

*There is a special low fee for public transport authorities (PTAs) and government authorities.  
(Registration fee includes access to all sessions, copy of presentations light breakfast, lunch, tea/coffee, and Wi-Fi access, on both days of the conference.)*

## REGISTRATION FORM

I would like to register for the conference

Please send me more information

NAME/DESIGNATION \_\_\_\_\_ COMPANY \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ MOBILE \_\_\_\_\_

FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

### PAYMENT OPTIONS

**1. Credit Card:** To make payments by credit card, please visit: <https://cvent.me/WKm7QG>

*All credit card payments will be subject to standard credit card charges*

**2. Wire Transfer:**

Beneficiary: India Infrastructure Publishing Private Limited\*  
Bank Name: The Hongkong and Shanghai Banking Corporation Ltd  
Bank Address: R-47, Greater Kailash – 1, New Delhi - 110048  
Bank Account No: 094179587002  
Swift Code: HSBCINBB

*\*Global Mass Transit is a division of India Infrastructure Publishing Private Limited.*

### TERMS AND CONDITIONS

#### Payment Policy

- Full payment must be received prior to the conference in EUR.

#### Cancellations

- Cancellation requests received in writing 30 days (April 12, 2023) before the date of the conference will be eligible for a full refund, minus a service charge/administration fee of EUR 150. We regret that no refunds will be made for any cancellation requests received less than 30 days prior to the conference. Substitutions/name changes are welcome at no extra charge. Please send these in writing at least two days prior to the conference.

**Information Collected:** We collect the information you provide to us when you complete the registration form. The information includes name, company, and email address.

By registering for this conference, you agree to be contacted by us with regard to other similar events or services of ours that may be of interest to you, and by the sponsor(s) of the conference for which you have registered

**Disclaimer:** Global Mass Transit shall assume no liability whatsoever in case the conference is postponed or cancelled due to a fortuitous event or unforeseen occurrence that renders its organization impractical, illegal or impossible. For purpose of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency. Global Mass Transit's responsibility is limited to the return of registration fees only, and not any travel and accommodation costs.

- Please note that it may become necessary for reasons beyond the control of the organizers to make alterations to the content and timing of the program or speakers.

### CONTACT US

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To register, email us at: [registration@globalmasstransit.net](mailto:registration@globalmasstransit.net) or visit us at [www.globalmasstransit.net](http://www.globalmasstransit.net)