



Union Africaine des Transports Publics
African Association of Public Transport



Union Internationale des Transports Publics
International Association of Public Transport

SEMINAR ON
“**MARKETING AND COMMUNICATING PUBLIC TRANSPORT
TOWARDS AND BEYOND 2010 IN AFRICA**”

26-28 March 2008
Birchwood Hotel - Johannesburg- SOUTH AFRICA

Hosted by the Gauteng Department of Transport (GAUTRANS)

Wednesday 26th March 2008

10.00 – 18.00 : Registrations

13:30 – 17:30: Presentations and Technical visit: Public Transport in Gauteng

- Presentation of the BRT project, Mr. Bob Stanway, Director, City of Johannesburg, South Africa
- Visit to the minibus & Metrorail terminal in Johannesburg,
- Visit to a Gautrain construction site

19.00 Welcome Reception

- Welcome by Ekurhuleni Metropolitan Municipality
- Presentation of the activities of UATP-UITP

Thursday 27th March 2008

9.00-10.30 Opening Session: Moderator : UATP

- Address of Mr Ignatius Jacobs, Member of Executive Council, Gauteng Department of Public Transport, Roads & Works, Johannesburg (Za)
- Address of Mr Ousman Thiam, Chairman, African Association of Public Transport (UATP), Dakar (Se)
- Address of Ms. Helga Severyns, Senior Director, International Association of Public Transport (UITP), Brussels (Be)
- Marketing and communicating public transport: Bringing public transport to the travellers of Paris: *Patrick Vautier, Head of Marketing, Régie Autonome des Transports Parisiens (RATP), Paris (Fr)*

10.30-11.00 Coffee Break

11.00-12.30 Session 2: Public Transport is the future

- Why is Public Transport important ? *Tony Dufays, Head of Regional Services, International Association of Public Transport (UITP), Brussels (Be)*
- Vision on public transport in South Africa - The roadmap for public transport to the worldcup of 2010: *Kuben Pillay, Acting Deputy Director General, National Department of Transport (Za)*
- Public transport in the Province of Gauteng in 2010 and beyond: *Mr. Sibusiso Buthelezi, Head of Department, Gauteng Department of Public Transport Roads and Works (Za)*
- Integration is the future : case of Latin America, *Eleonora Pazos, Head Officer, UITP Latin America Division (Br)*

12.30-14.00 Lunch Break

14.00-15.30 Session 3: Establishing platforms to guarantee smooth communication between the public transport actors

- *Challenges and experiences of a drastic transport reforms in Latin America: Jorge Minteguiaga, TECNOACCION, Santiago de Chili (Cl)*
- *Roles and responsibilities of the different Transport actors in Dakar: Ousman Thiam, President, Centre d'étude urbain de Dakar (CETUD), Dakar (Se)*
- *Establishment of a Transport Authority in the province of Gauteng: Mr. Khuselo Mngaza, Head of Department of Public Transport, Roads and Works, Gautrans, Johannesburg (Za)*
- *The privatization of the bus sector in Nairobi: Edwin Mukabanah, Managing Director, Kenyabus, Nairobi (Ke)*

15.30-16.00 Coffee Break

16.00-17.30 Session 4: How to adapt public transport during large events?

- *Preparations for the Africa cup in 2008: Henk Visschers, General Manager, Metro Mass Transit, Accra (Gh)*
- *Match the evolution of the users demand and expectations with an increase of the transport offer: Case of the 2007 Rugby Cup, Jean Louis Weigl, Head of Offer Development Department, Régie Autonome des Transports Parisiens (RATP), Paris (Fr)*
- *Moving Football fans from Abidjan to Ghana for the Football cup: Stéphane Kouassi, Financial Director, Société de Transport de Bonua, Bonua (Ci)*

19.00 Gala Dinner (formal or traditional dress)

Friday 28th March 2008

8.45-10.00 Session 5: Marketing and communicating experiences in public transport

- *A modern answer to the citizen needs of mobility: the Gautrain project: Mr. Jack van der Merwe, CEO, Gautrain Management Agency, Johannesburg (Za)*
- *Integrated Transport Systems in South Africa: Darryll Thomas, Immediate Past President, ITS South Africa (Za)*
- *The role of electronic ticketing and monitoring of public transport service for efficiency and effectiveness: Mr Ronals Salis, General Manager, Questek (Za)*

10.00-10.15 Coffee Break

10.15 -11.00 Session 6: Solutions for promoting public transport to the citizen in South Africa

- *Communication with Marketing campaigns of SOTRA in Abidjan: Serge Coffie, Director of Marketing and Communication, Société de Transport Abidjanaise (SOTRA), Abidjan (Ci)*
- *The marketing and communication actions of the launch of a new public transport system: Lamine Yoda, Managing Director, Société de Transport en Commun de Ouagadougou, Ouagadougou (BF)*

11.00-12.00 Session 7: Panel Discussions & conclusions: Public transport in 2010 and beyond. Is South Africa Ready?

- *Keynote address, Mr. Jeff Radebe, National Minister of Transport of South Africa (Za)*
- *Youth report of the Seminar, South Africa (Za)*
- *Keynote speakers debate with African decision makers and South African Public Transport Operators Perspective*
- *Closing of the seminar*

12.00-14.00: Buffet lunch

(14.00 - 16.00 UATP General Assembly)

Admission fees:

- Admission: free for UATP members (if registration 2 weeks before conference date)
- Non-members and late registrations: 600 Euro (For joining UATP, please contact uatp@uitp.org)