



## **REGIONAL SEMINAR**

Adana, Turkey  
17-18 November 2008

### ***Improving Service Quality in Urban and Regional Bus Services***

***Simultaneous Interpretation: English-Turkish-Arabic***

With the support of:

**Adana Metropolitan Municipality**



**Temsa Global Bus Company**

**TEMSA GLOBAL**

# Monday 17 November 2008

## 9:00 - 10:30 Opening session

### Welcome remarks and opening of the workshop

- Aytaç Durak, Lord Mayor, Adana Metropolitan Municipality & Chairman, Turkish Union of Municipalities
- Mehmet Buldurgan, CEO, Temsa Global, Adana, Turkey
- Enis Hemedoglu, Head of UITP Turkey Office, Istanbul, Turkey

### Introduction of the workshop topic

Improving service quality in urban and regional bus services

Mohamed Mezghani, Head of UITP Middle-East and North Africa Office, Dubai, United Arab Emirates

### Efficient integration of railway system and bus transportation: the case of Adana: Achieving high performance bus operation

Mebruh Kurtulgan, Head of Transportation Department, Adana Metropolitan Municipality

10:30 – 11:00 *Coffee break*

## 11:00 – 12:30 Session 1: From user needs to bus service requirements TR-

Moderator: Onur Orhon, TÖHOB, General Secretary, Istanbul, Turkey

### How to collect client expectations and user needs and translate them into service requirements?

Speaker to be confirmed

### Mystery shopping survey as a tool for service performance measurement in the public transport sector: example of Istanbul Ulasim

Enis Hemedoglu, Head of UITP Turkey Office; Passenger Development Chief, Istanbul Ulasim AS, Istanbul, Turkey

### The role of the personnel in increasing service quality

Speaker to be confirmed

12:30 – 14:00 *Lunch*

## 14:00 – 16:00 Session 2: Advanced technologies for improved service quality: the contribution of the supplying industry

Moderator: Abdulsattar Abu Hassan, General Manager, Mesk Transport, Amman; Jordan (tbc)

### How electronic fare collection and vehicle tracking systems improve public transport?

Güliz Öztürk, International Marketing Manager, Kenkart Ege Elektronik Ltd., Istanbul, Turkey

### Optimising fleet management and network operation

Alain Martinais, HASTUS Marketing Director, GIRO Inc., Montreal, Canada

### Technology solutions for improved passenger information in bus operation

Leman Çırakman, Managing Director, Polaris Electronic, Istanbul, Turkey

### Overview of innovations in bus design and technology and their added-value

Timuçin Bayraktar, General Manager, TEMSA AR-GE VE TEKNOLOJİ AS, Adana, Turkey

16:00 – 16:30 *Coffee break*

**16:30 – 18:00 Session 3: Quality commitments and contractual arrangements**

Moderator to be confirmed.

**Streamlining contractual arrangements between operator and supplier-  
The UITP Bus Tender Structure**

Lars Johansson, Director Global Product Marketing, VOLVO Bus Corporation,  
Göteborg, Sweden

**Introducing quality requirements in contracts between authorities and  
operators**

Neil Smith, Director, Transit Systems Australia, Mile End, Australia

**Quality management and certification as a tool for commitments  
towards the customers**

Jos Fahy, Project Manager, STIB, Brussels, Belgium

**Evening**

*Official Dinner*

## **Tuesday 18 November 2008**

**9:00 – 10:30 Session 4: Diversifying services to increase market share and offer a  
comprehensive service**

Moderator: Tacettin Kinay, Head of Transportation Department, Bursa  
Metropolitan Municipality, Turkey

**“Dölmus”- the success of mini bus services in Turkey: The example of  
Istanbul**

Speaker to be confirmed

**Development of private bus operations in Turkey**

Onur Orhon, General Secretary, TOHOB, Istanbul, Turkey

**Barcelona touristic buses**

Montserrat Perez, Director, TMB, Barcelona, Spain

10:30 – 11:00 *Coffee break*

**11:00 – 12:30 Session 5: No quality without a comprehensive approach to bus systems**

Moderator: Mohamed Mezghani, Head of UITP Middle-East and North Africa  
Office, Dubai, United Arab Emirates

**Overview of Bus Rapid Transit (BRT) systems and their benefits**

Carlos Cristobal Pinto, Head of Planning and Studies, CRTM, Madrid, Spain

**Istanbul’s practical BRT experience**

Faruk Karaosman, Head of Bus Operations Department, IETT, Istanbul, Turkey

**Tehran bus master plan**

Hashemi Tashakkori, Deputy Mayor of Tehran, Islamic Republic of Iran

**12:30 – 13:00 Closing session**

**Conclusions of the workshop and closing speeches**

13:00 – 16:30 *Visit of Temsa Global factory in Adana + Lunch*