

# LAD SEMINAR

## *Public Transport and large events: how to construct a winner system?*

### RECIFE - BRASIL

Thursday, November 12<sup>th</sup> 2009

<b>08:00 – 9:00</b>	<b>Registration – members</b>
<b>9:00 – 12:00</b>	<b>General Assembly – Latin America Division</b> - Opening: upcoming challenges for the region, Dilson Peixoto, vice president of the Latin America Division - UITP - Overview 2009 in the Latin America Division, Victor Raul Martinez, President Latin America Division - UITP - Elections of the themes for next year to develop in the division: members 's proposals - Presentation of the Work Program 2010 - 2011, Latin America Division Executive Body - Presentation of new members - Special guest: <b>Prof. Philippe Bovy International Olympic Committee</b> - Next meeting of the Executive Committee of Latin America Division
<b>12:00 – 13:30</b>	<b>Lunch (exclusive for members and invited guest)</b>
<b>13:00 – 14:00</b>	<b>Registration - SEMINAR</b>
<b>14:00 – 15:00</b>	<b>Opening Session</b> Local authorities <ul style="list-style-type: none"> <li>• Mr. Eduardo Campos - Governador de Pernambuco</li> <li>• Mr. João da Costa – Prefeito do Recife</li> <li>• Mr. Ettore Labanca – Prefeito de São Lourenço (city where it will be constructed the stadium for the Cup FIFA 2014)</li> <li>• Mr. Humberto Costa – Secretário das Cidades</li> <li>• Mr. Silvio Costa Filho – Secretário de Turismo</li> <li>• Mr. George Braga – Secretário de Esportes</li> <li>• Mr. Dilson Peixoto – Director Presidente do Grande Recife Consórcio de Transporte</li> </ul> - Mr. Victor Raúl Martínez, Latin America Division President UITP
<b>15:00 – 15:30</b>	<b>Session 1</b> <b>KEYNOTE SPEAKER:</b> Recommendations for decision making policy: cooperation and coordination <b>Mr. Jerome Pourbaix UITP expert</b>
<b>15:30 – 17:30</b>	<b>Session 2</b> - Plan for the Metropolitan Region of Recife for mega events, Mr. Dilson Peixoto, President Director of Grande Recife Consortium of Transport <b>Technical Visit:</b> To the town of São Lourenço da Mata, where it will be constructed the stadium for the Cup FIFA 2014 and all the new infrastructure. The proposal is to make a debate in the local evaluating the modal integration and the improvements.
<b>20:00 – 23:00</b>	<b>Network Meeting</b>

**Friday, November 13<sup>th</sup> 2009**

<b>08:00 – 9:00</b>	<b>Registration - SEMINAR</b>
<b>9:00- 10:00</b>	<b>Sessão 2</b> <b>KEYNOTE SPEAKER:</b> Large events: a catalyst for improve cities <b>Prof. Philippe Bovy</b> – expert of the International Olympic Committee, Federación Internacional de Football Association (FIFA) e Union of European Football Associations (UEFA).
<b>10:00 – 11:15</b>	<b>Session 3: Structural points: developing and improving the public transport infrastructure and financing</b> Chairman of Session: Mr. Humberto Costa, Secretariat of Cities Estado de Pernambuco - Experience of Santo Domingo (Rep. Dominicana): Public Transport Infrastructure, Oficina Metropolitana de Transporte República Dominicana - Using un exceptional event generar inversiones en el sistema de transporte: hoe it will be the bus system for the FIFA CUP 2014 in Brazil, NTU - Associação Nacional das Empresas de Transportes Urbanos - Alternative financial schemes: PPP schemes, Carbon Credits and CDM value and others urban land resources. Metro São Paulo
<b>11:15 – 11:45</b>	<b>Coffee Break</b>
<b>11:45 – 13:00</b>	<b>Session 4: Functional aspects: communication, marketing, ticketing and other technologies</b> Chairman of Session: Mr. Geraldo Júlio, Secretário de Planejamento do Estado de Pernambuco - How to take this opportunity to turn public transport prefered modal of the society: communication and marketing Federação das Empresas de Transporte de Passageiros do Estado do Rio de Janeiro - What is the minimum and the ideal technology for public transportation system? Mr. José Carlos Duarte IBM Forum - Smarter Planet - Tickets and fares: what are the ideal structures? Mr. Giovanni Pelinca, Director de Technologic and Information de Grande Recife Consortium of Transport
<b>13:00 – 14:30</b>	<b>Coffee Break</b>
<b>14:30 – 15:50</b>	<b>Session 5: The american experience: American"/APTA experience of PT and large events</b> <b>John English General Manager of UTA</b>
<b>15:50 – 17:10</b>	<b>Session 6: Operational aspects: planning services, management and human resource flows</b> Chairman of Session: Mr. Federico Von Bouchwald – Metrovia – Guayaquil – Ecuador - Local events and daily logistics Transport Plan for Brasilia – DF Governemt Brasilia - Plan Transport for Porto Alegre, Governemt Porto Alegre - How to establish new operational schemes in existing systems for increase – Metro Santiago - The transport public during a mega event: Guadalajara Transport for XVI Panamerican Games Guadalajara 2011, OICOIT Gobierno de Zapopan – México
<b>17:10 – 18:00</b>	<b>Session 7: Final Debate – Recommendations</b> <b>DEBATE:</b> Prof. Philippe Bovy - Authority State of Rio de Janeiro - Authority México - Expert University Federal de Pernambuco – Mr. Anisio Brasileiro de Freitas Dourado - Expert of Public Transport – Mr. Peter Alouche

**Saturday, 14th de November 2009**

<b>10:00 – 16:00</b>	<b>Touristy tour – Porto de Galinhas (this beach was elected the best beach in Brazil) / Ciudad de Olinda (historical city)</b> <b>Exclusive for UITP´s Members</b>
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