



CORPORATE MANAGEMENT

Modern consumption society creates new needs and new usages. Citizens have more and more the choice between different modes and they also compare transport performance with other services. Their references have become much wider, and are influenced by the type of services offered by other sectors. Customers expect much more than a trip. They want mobility solutions that are quick, safe and secure, convenient, clean and affordable, the whole wrapped up with understandable information.

Public transport companies are therefore facing a dual requirement: to cut costs whilst improving service quality. Cut costs because funds – be they public money or ridership revenue - are finite. Improve quality, because this is the only way of reconciling the collective concerns – promoting the public transport use to improve the quality of urban life – with the individual ones. This challenge is not new but it has even become more accurate because of the current crisis.

Public transport is a people's business. Both effectiveness and efficiency relate to human relations. Effectiveness has to do with responding to customers' needs and expectations. Efficiency primarily relates to sound organisation and human resources management. Combined with the demands of sustainable mobility and corporate social responsibility, the challenge for the public transport sector is to provide high-quality integrated services to citizens, while balancing and conciliating environmental, social and economic aspects.

This implies a fundamental overhaul of the mission of public transport companies, who have to move from a production activity to a service industry, and a change of the corporate culture. This requires addressing issues such as:

- Change management
- Corporate Social Responsibility
- Satisfaction and motivation at work
- Collective responsibilities towards sustainable development
- Training and attracting young people

Well understood needs, quality delivery and innovation as the main driver of successful service provision.

Notes for Editors

UITP's World Congress and Exhibition will be held in Vienna, Austria, 7-11 June 2009. The theme of the event is 'Public transport: Making the right mobility choices'. For more information, visit www.uitp.org/vienna2009/.

See the congress programme: www.uitp.org/vienna2009/Congress/programme-en.cfm

See the Expo Forums programme: www.uitp.org/vienna2009/Congress/Expo-Forums-en.cfm

Get a preview of the exhibition: <http://www.uitp.org/vienna2009/exhibition/index.cfm>

Visit the Vienna Congress and Exhibition Media Room:
www.uitp.org/vienna2009/news/index.cfm

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Corporate Management during the 58th UITP World Congress and Exhibition

Tuesday 9 June	11:00-12:30	SESSION 5
A smile is worth a thousand welcomes!		

Customer-oriented front-line staff and talented drivers are a vital resource for all public transport companies and all modes. The session will explore different situations around the world and identify best practices to attract and recruit new staff but also to turn them into skilled personnel via training and to establish long-term strategies to motivate and retain them.

Chair : Sylviane Delmas, Relations de Service, RATP, Paris, France

Round table

Kodehi Gnahore, Directeur du Développement des RH, Sotra, Abidjan, Ivory Coast

Marcos Bicalho, President of NTU, National Association of Brazilian Operators, Brasilia, Brazil

Gang Yu, Manager, Human Resources Department, Shenzhen Metro, Shenzhen, China PR

Speaker tbc

Wednesday 10 June	11:00-12:30	SESSION 15
Public transport vs. cars: are WE ready to assume our roles?		

In the mobility market, the car industry has gained a dominant position. Public transport stakeholders need to act jointly to balance out the situation, with all stakeholders fully assuming their role. The session will present successful case studies where overarching solutions have been found by using disruptive strategies in product design, quality management or urban planning and marketing.

Chair: Susana Palomino, Marketing, Quality & Environment Manager, Metro Bilbao S.A., Bilbao, Spain

Moderator: Patrick Vautier, Head of Marketing, RATP, Paris, France

Panelists:

Joël Gauthier, President & CEO, Agence Métropolitaine de Transport, Montreal, Canada

Dick Fleming, National Technical Executive - Transit Planning, Parsons Brinckerhoff Australia Pty Ltd, Sydney, Australia

Mehmet Buldurgan, CEO, Temsa Global, Adana, Turkey

Marielle Villamaux, Vice-President of Marketing & Communications, Veolia Transport, Paris, France

Wednesday 10 June	14:00-15:30	SESSION 18
Customer-orientation: are we hitting or missing the target?		

The public transport sector has been moving from a production to a service industry. Customer-orientation and service-mindedness have been central to professional discussions for some years. But do we really know what our

customers want? Are we sure that our well-intended service portfolio and quality is in line with their expectations? Some recent research suggests we are still not up to speed and compare poorly with other benchmarks in the service economy. Listen to the problem and to some approaches developed to redress our weaknesses.

Chair: Andreas Sturmowski, Vorsitzender des Vorstandes, Berliner Verkehrsbetriebe, Berlin, Germany

The quality paradox: discrepancy between Service Supply and Customer Satisfaction

Margareta Friman, Associate Professor/Director, Karlstad University, Karlstad, Sweden

Using customers' views to improve business processes and operations

Roger Kesteloot, Research Director, Flemish Public Transport Agency VVM De Lijn, Mechelen, Belgium

Quality time in bus

Roberto Gerin, Direttore d'Esercizio, Trieste Trasporti S.p.A., Trieste, Italy

Wednesday 10 June	16:00-17	SESSION 20
Gradual improvement to achieve modal shift		

Achieving a modal shift to public transport requires a strong improvement in service quality. This can only be achieved with the support of a forceful policy and in most cases with the refurbishment or creation of new infrastructures. This session features examples of the gradual implementation of transport corridors.

Chair: Petr Ivanov, General Director, Mosgortrans, Moscow, Russia

Nice: an agglomeration tackling with sustainable mobility

Yvette Lartigau, Transport Director, Nice Transit Authority, Nice, France

Investment Plan in Metrovalencia Line 1: more capacity, speed and comfort

Marisa Gracia, Managing Director, Ferrocarrils de la Generalitat Valenciana (FGV), Valencia, Spain

Growing busway networks: Nimes, Lille, Lorient

Frédéric Baverez, Executive Vice-President, Keolis, Paris, France

Implementing the priority strategy to establish an integrated public transport system

Wenhui Li, Director General, Shanghai Municipal Transport & Port Authority, Shanghai, China

Wednesday 10 June	16:00-17	SESSION 21
Public transport: making the right corporate choices!		

Public transport's core business is moving from producing transport to providing customer-oriented services. This implies a major cultural and organisational overhaul. This session will present innovative management practices, processes and tools which are turning public transport companies into fully-fledged service companies meeting the demands of public authorities, shareholders, customers and staff.

Chair: Ingrid Lieten, General Director, De Lijn-Vlaamse Vervoermaatschappij, Mechelen, Belgium

Keynote:

Strategy focused organisation

Geert Scheipers, Vlerick Leuven Gent Management School, Leuven, Belgium

Strategy focused organisation : Case of Metro de Madrid

Marcos Moyano, Head of the Organisation Department, Metro de Madrid, Madrid, Spain

Business Performance Management in Central and Eastern European Countries

Hans Brouwer, Leader Cluster Corporate Management Sputnik Project, Breda, Netherlands

How to manage a sustainable change

Elio Cosimo Catania, Chairman and CEO, Azienda Trasporti Milanesi (ATM), Milan, Italy

Bringing together the management of a private company with the mission of a public service

Michel Bleitrach, Président du Directoire, Kéolis, Paris, France

Thursday 11 June

09:00-10:30

SESSION 23

Complementary mobility services: last miles & more

In order to offer a complete mobility chain and encourage a modal shift to public transport, public transport companies are building new alliances with mobility providers such as car sharing, waterborne, taxi and bike operators. This multi-modal approach improves the quality and image of public transport if successfully integrated into the public transport network. This session will showcase examples of fruitful partnerships that have prompted a behavioural change in the population.

Chair : Didier Dumont, Directeur Bouquet de Transports, Société des Transports Intercommunaux de Bruxelles (STIB), Brussels, Belgium

Combined mobility: The way forward to a higher quality of life in urban areas

Martin Bütikofer, Leiter Regionalverkehr, SBB AG, Bern, Switzerland

How the car and public transport can work together for sustainable mobility: Car-Sharing growth and partnerships with public transport in North America

Marco Viviani, Head of development and public relations, Communauto, Montreal, Canada

Self-service bicycles by JCDecaux

Sylvain Larray, Director, JC Decaux, Plaisir, France

Integration of WT with other modes

GianLuca Cuzzolin, Naval Division - Waterborne Service Planning and Management, ACTV SpA, Venice, Italy