



**THE UITP 58TH WORLD CONGRESS AND EXHIBITION
CLOSED ITS DOORS TODAY IN VIENNA:
"UITP SETS THE AMBITION OF DOUBLING
PUBLIC TRANSPORT MARKET SHARE WORLDWIDE BY 2025"**

Vienna, 11 June 2009: the biennale UITP World Congress and Exhibition closed its doors today in Vienna, concluding one week of exchange, knowledge, innovation, and business for the public transport sector.

More than 2,200 delegates attended the Congress whereas over 6,400 public transport decision-makers visited the Mobility & City Exhibition. On the 26,000 m² of exhibition floor, they discovered the products and innovations presented by 350 companies from 40 countries.

Concluding the event, Mr Hans Rat, UITP Secretary General and Mr Cavalieri, outgoing UITP President, called for all actors to take action: "It is wake up time for us all! Times are critical but they also open new perspectives and opportunities for urban mobility. It is up to each actor of the chain to set its own ambitions and to pick its solutions" they said, referring to the new UITP strategy for the sector 'Public transport: the smart green solution'.

In order to double public transport market share by 2025, UITP set five strategic axes of action:

- Deliver life-style services so that public transport becomes the mode of choice for citizens;
- Develop visionary integrated urban policies;
- Create a new business culture for the sector;
- Secure stable funding and investment schemes;
- Do not hesitate to use demand management measures

In line with these five strategic axes, Mr Alain Flausch, CEO of STIB and new UITP President, presented his priorities for his two-year term. In order to increase public transport market share, he encouraged his peers to evolve: "From dusty old nice and charming ladies, we need to transform ourselves into modern and technology-driven brands which incorporate in their service innovations and new technologies thereby attracting new customers –the smart traveller- and new staff bluffed by the exciting experience public transport can offer them. Our association should be at the forefront of that battle and facilitate that major move towards innovative public transport".

The 59th UITP World Congress and Exhibition will gather public transport operators, authorities, industry and academics in Dubai, in April 2011.

Notes for Editors

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

Latest news available on: www.uitp.org/vienna2009/news/index.cfm

To get pictures of the event, please send an e-mail to helene.danneels@uitp.org

Visit the [Vienna Congress and Exhibition Media Room](#)

Press Contact: Aline Talabard | UITP Communications Manager

Direct phone: +32 (0)2 6636672 | Fax: +32 (0)2 6601072 |

aline.talabard@uitp.org