



International Association of Public Transport
Union Internationale des Transports Publics
Internationaler Verband für öffentliches Verkehrswesen
Unión Internacional de Transporte Público



PRESS RELEASE

i-MOVE 2.0, THE business model for tomorrow?

Brussels, 11 January 2012

The 60th World Congress and Mobility & City Transport Exhibition of the International Association of Public Transport (UITP) will be held from 26 to 30 May 2013 in Geneva. It will be hosted by *transports publics genevois* (tpg). As expressed in the slogan 'i-MOVE 2.0, THE business model for tomorrow?', the event will constitute a major step forward in efforts to bring about the radical overhaul of the sector that is necessary in order to double the public transport market share worldwide by 2025.

Without a radical change towards less car dependency, cities will no longer be able to live, breathe and grow and territories will lose out on competitiveness and wealth creation. If people are really to be convinced to move around sustainably, they have to be offered a wide range of comfortable and easily available mobility options that fit with their own lifestyle values.

Alongside improving service quality and increasing capacity for public transport, this requires a comprehensive review of the service portfolio and retail facilities. The generalised use of web-based applications, including for payments and travel information, will facilitate the use of buses, trains, bikes, taxis and car-sharing – which explains the slogan i-MOVE 2.0.

Such a radical move will generate a healthier turnover and optimise the yield per customer. For urban mobility to be a lasting business, it needs to be more self-sustaining and reduce its dependency on public resources, while continuing to be affordable. This revolution must also be carefully organised.

The Congress programme will feature six main topical clusters:

- Service design and portfolio
- Strategic management and integrated business processes
- Funding model
- Governance and industry structures
- Smart city and mobility management
- The tools of Mobility 2.0

The **Call for papers** is now open until **30 March 2012** and is available here:

<http://www.geneva2013.org/youare/visitors>

Note to Editors

The International Association of Public Transport (**UITP**) is the international network of public transport authorities and operators, policy decision-makers, scientific institutes and the public transport supply and service industry. It is a platform for worldwide cooperation, business development and the sharing of know-how between its **3,400 members from 92 countries**. UITP is the global advocate of public transport and sustainable mobility, and the promoter of innovations in the sector. Visit our website www.uitp.org **Contact: Sylvie Cappaert-Blondelle | Director Communications and Publications | +32 2 661 31 91 | sylvie.cappaert@uitp.org**