TAXI & RIDE-HAILING
CONFERENCE & EXHIBITION

Smart Personal Rides
ABOUT THE EVENT

The International Taxi & Ride-hailing Conference & Exhibition, in conjunction with IT-TRANS 2020, is the only event in the world which represents both the taxi and ride-hailing sectors. You will gain in-depth knowledge and learn about smart solutions from leading experts from across the world.

Meet taxi professionals from across the globe and build long-term professional relationships with decision-makers from transport authorities, the taxi industry and new mobility players.

Explore planning requirements and learn about essential decisions to be taken by taxi regulators and operators. You will also learn from your global peers about the need for innovation in challenging environments.

Taxi and private-hire services which are becoming an integral part of the urban mobility offerings, and play an important role of first/last mile connectivity and point-to-point service.

PLUS Your conference ticket includes access to the IT-TRANS Exhibition featuring an area dedicated to Taxis and Ride-hailing. Visit over 270 exhibitors from more than 30 countries showcasing their latest innovations for the public transport sector. You will discover electric vehicles, dispatching software, how to use data to understand your customers and much more.

Key topics areas:

You will explore the following major trends and developments from an international perspective:

FUTURE OF TAXI TRANSPORTATION
Find out the expected changes in the transport markets towards 2030 and how they will affect the taxi and ride-hailing industry

EVERYDAY OPERATIONS
Get real-life examples of operational excellence, driver management, fleet management and new business models

NEW TECHNOLOGY INNOVATIONS
New mobility innovations such as MaaS, autonomous vehicles, urban air-taxis providing an opportunity for the taxi industry to integrate with urban transport

CUSTOMER LOYALTY AND RETENTION
Learn from global peers about innovative solutions such as customer rewards or loyalty programmes to achieve customer excellence

DATA ANALYSIS AND DESPATCHING
Explore the opportunities to introduce Internet of Things, Artificial Intelligence and Big Data tools to improve taxi operations and efficiency

REGULATION OF TAXIS AND PRIVATE-HIRE VEHICLES
Understand the dilemma for urban transport authorities in regards to control permit, fare, driver or quality management and KPIs

ELECTRIC AND CLEAN FUEL VEHICLES
Discover global case studies which are planning the transition towards green and inclusive taxi and private-hire services
## Programme at a glance

<table>
<thead>
<tr>
<th>TUESDAY 3 MARCH 2020</th>
<th>WEDNESDAY 4 MARCH 2020</th>
<th>THURSDAY 5 MARCH 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXHIBITION OPENS</td>
<td>OFFICIAL OPENING &amp; PANEL DISCUSSION</td>
<td>New Mobility Innovation - Digital Disruption in Personal Mobility</td>
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<tr>
<td>12:30 - 13:30: Lunch</td>
<td>The Future of Taxi Transportation</td>
<td>10:30 - 11:00: Coffee Break</td>
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<tr>
<td>13:30 - 16:30</td>
<td>10:30 - 11:00: Coffee Break</td>
<td>11:00 - 12:00</td>
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<tr>
<td>EXHIBITION GUIDED TOUR</td>
<td>Achieving Operational Excellence - Global Best Practices</td>
<td>Taxis and Sharing Economy - Accepting the New Reality</td>
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<td>Exhibition Halls A &amp; B</td>
<td>12:00 - 12:30</td>
<td>12:00 - 12:30</td>
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<td>Exclusively for Conference delegates</td>
<td>Adoption of Cleaner and Innovative Vehicle Design</td>
<td>CLOSING CEREMONY</td>
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<tr>
<td>15:30 - 16:00: Coffee Break</td>
<td>13:30 - 16:30</td>
<td>12:30 - 13:30: Lunch</td>
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<tr>
<td>16:00 - 17:00</td>
<td>12:30 - 14:00: Lunch</td>
<td>FRIDAY 6 MARCH 2020</td>
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<td>14:00 - 15:30</td>
<td>TECHNICAL VISITS</td>
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<td>15:30 - 16:00: Coffee Break</td>
<td>See innovation in action and ask the questions that matter.</td>
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**STAY TUNED!**
Visit [www.uiotp.org/events](http://www.uiotp.org/events) for the latest information.
The taxi industry has gone through a major transformation in the last decade. We are now witnessing new players entering the market and changing the rules of business. The future will bring sustainable and innovative transportation where both taxi and ride-sharing businesses can play a key role in the mobility ecosystem.

As the use of technology increases, new partnerships are on the horizon. We’ll discuss the expected changes ahead in the transport market between now and 2030. Learn how they will affect your business.

Taxi and ride-hailing players around the world are investing in new technologies and behavioural training to improve operational efficiency and profitability.

Technological innovations are making it vital for all companies to reinvent themselves. You’ll see real-life examples of business transformation, technology adoption, driver management and new business models.

Both the taxi and ride-hailing industry are aiming to adopt latest innovations by introducing cleaner and accessible vehicles.

Many cities around the globe are promoting zero-emission vehicles including: London, Shenzhen, Thimphu and Panama.

New vehicle designs are pushing towards sharing and autonomy. In this session learn about global case studies which are driving towards green and inclusive taxi and private-hire services.

Regulators around the world are facing the challenge to keep up with new innovation and technology.

The regulatory response so far has varied greatly, from outright prohibition and trying to enforce existing taxi and limousine regulations, to attempting welcome and facilitate the entry of new services.

This session will share with you the dilemma for regulators in regards to control permits, fares, driver management, service quality and key performance indicators.

Personal mobility is facing three major innovations that have disruptive potential: electrification, shared mobility and automation.

On-demand and shared mobility has played a key role to shape up the ride-hailing industry. Operators are dependent on new tools to increase their efficiency. During this session you will understand the use cases of artificial intelligence, big data, customer loyalty and machine learning for the taxi and ride-hailing industry.

New mobility innovations such as Mobility as a Service (MaaS), autonomous vehicles, carpooling are providing an opportunity for the taxi industry to integrate with urban transport.

Taxi and ride-hailing industry are integral part of the mobility offering and provide critical first & last mile connectivity. Take the opportunity to learn from experts around the world about new tools being used to bring together these mobility offerings.
UPGRADE
Get more from your visit! Buy tickets to the IT-TRANS Networking Events

IT FAMILY DINNER
Wednesday, 3 March 2020 - 7pm
ZKM - Center for Art and Media
Lorenzstrasse 19, 76135 Karlsruhe
PRICE: €95 VAT included *

Enjoy our prestigious conference dinner and mingle with the IT-TRANS community of delegates, trade press journalists, and many others.

KARLSRUHE NETWORKING NIGHT
Tuesday, 4 March 2020, 7pm
Gartenhalle - Karlsruhe Convention Center
Festplatz 9, 76137 Karlsruhe
PRICE: €49 VAT included *

Enjoy a wild party with live music, dancing and great food and drinks. The Karlsruhe Networking Night is THE get-together for delegates, exhibitors, representatives of trade associations, trade press journalists, and others! Party into the wee hours!

*The social events are not included in the basic price of the event
Just some of our invited speakers

Here’s just a few speakers who will take centre stage at the Conference.

Megan Bourke O’NEIL
Deputy Secretary for Policy and Innovation
Department of Transport Victoria
Melbourne, Australia

Dr. Yousif Mohammad AL ALI
CEO
Dubai Taxi Corporation
Dubai, UAE

Joe MA
Deputy General Manager
Pengcheng Electric Taxi Company
(Shenzhen Bus Group)
Shenzhen, China

Eckart DIEPENHORST
CEO
Free Now
Hamburg, Germany

Teresa CARRILLO PALACIN
General Manager
Institut Metropolità del Taxi
Barcelona, Spain

Aram SARGSYAN
Global Strategy Director
Yandex.Taxi
Moscow, Russia

Neeraj Vishnukumar GUPTA
Managing Director
Meru Cabs
Mumbai, India

Luc TEXIER
Head of Sales Europe
Bestmile
Lausanne, Switzerland

Alireza GHANADAN
CEO
Tehran Taxi Organization
Tehran, Iran

Laurin SEPOETRO
Manager Public Policy
Uber
Berlin, Germany

Herwig KOLLAR
Head of Legal Department
Taxi Deutschland
Frankfurt, Germany

Eva FRAEDRICH
Senior Researcher Mobility
MOIA GmbH
Berlin, Germany

Marie-France LAURIN
Chief Development Officer
Netlift
Montreal, Canada

Victoria MARKEWITZ
Business Development Principal
Via Transportation
Berlin, Germany

Paul SOEGIANTO
Chief Strategy Officer
PT Blue Bird Tbk
Jakarta, Indonesia

Become a Sponsor

Take this opportunity to obtain international visibility for your company and gain access to a targeted audience whilst supporting the Taxi and Ride-hailing Conference and Exhibition.

The entire range of our services will be tailored to your requirements, following an individual discussion of your needs.

Contact jochen.georg@messe-karlsruhe.de

And more to be announced!
Stay tuned and visit www.uitp.org/events for the latest information.
Exhibition

Showcase your latest innovations and solutions within the taxi and ride-hailing exhibition sector.

STAY ON TRACK WITH THE INDUSTRY!

As an exhibitor you will benefit from the high number of specialist visitors of IT-TRANS.

MEET YOUR CLIENTS

- Senior management of public and private transport operators
- Chief information officers, chief digital officers, chief innovation officers
- Taxi companies and new mobility actors
- Technical directors and operations managers
- Technical and project management staff
- Local, regional and international authorities
- Key players in interoperability and standards
- IT experts, engineers and developers
- Manufacturers of vehicles and systems
- Senior management of trade associations
- Research and development specialists
- International delegations from cities and regions introducing digital solutions including ride-hailing options in their public transport systems

BOOK YOUR STAND

For more information on how to book your space, contact the exhibition team markus.kocea@messe-karlsruhe.de

The Taxi and Ride-hailing Conference and Exhibition will take place in parallel with IT-TRANS, the leading Conference and Exhibition focused on digitalisation of the public transport sector.
Practical Information

WHAT’S INCLUDED IN YOUR REGISTRATION?

- Latest updates for the taxi and ride-hailing sector
- 3 day Exhibition access, including the IT-TRANS Exhibition
- Exhibition Guided Tour
- Technical Visits

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<th>Member</th>
<th>Non-Member</th>
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<tr>
<td></td>
<td>€400</td>
<td>€600</td>
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Rates exclude 19% German VAT.

VENUE

Being a hub for the European railway system, Karlsruhe is a vibrant dynamic city which benefits from one of the best-connected public transport systems in Europe with its renowned tram-train system.

Karlsruhe Trade Fair Centre
Messeallee 1 | 76287 Rheinstetten | Germany

EASY TO REACH


Frankfurt International Airport is just one hour away by train from Karlsruhe.

CONTACT US

General Information
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Exhibition
markus.kocea@messe-karlsruhe.de

Sponsorship
jochen.georg@messe-karlsruhe.de

ORGANISERS

The International Association of Public Transport is a passionate champion of sustainable urban mobility and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes.

We have more than 1,700 member companies coming from 100 countries. Our members are public transport authorities and operators, policy decision-makers, research institutes and the public transport supply and service industry.

Messe Karlsruhe not only has in-depth expertise in organizing exhibitions, conferences, conventions or symposia. It is also profoundly rooted within Europe’s public transport community as well as Germany’s circle of excellence of business, commerce, science and politics.