



SMART RAIL EUROPE

5-6 APRIL 2017, PASSENGER TERMINAL, AMSTERDAM, NETHERLANDS

FREE to attend
for Railway Operators,
Infrastructure Managers
& Government

IMPROVING OPERATIONS, REDUCING COSTS AND ENHANCING EXPERIENCE THROUGH TECHNOLOGY

“ A GREAT OPPORTUNITY TO SHARE LEARNINGS AND DISCUSS HOW THE INDUSTRY CAN ADDRESS ITS CURRENT CHALLENGES, ESPECIALLY IMPROVED OPERATIONAL EFFICIENCY AND ENHANCED PASSENGER SATISFACTION”

JAY SAW
COMMERCIAL DIRECTOR
NOMAD DIGITAL

SPEAKER HIGHLIGHTS INCLUDE:



Geir Isaksen
Chief Executive Officer
Norwegian State Railways



Pavel Krtek
Chief Executive Officer
CD Czech Railways



Marjon Kaper
Managing Director
NS International



Federica Santini
Chief Strategy Officer
Trenitalia



Ezwan Hazli Abdul Malek, Chief Strategy and Transformation Officer, **Prasarana Malaysia**



Andreas Kronawitter
Head of IT-Strategy, Enterprise Architecture and Portfolio Management; Deputy CIO, **BLS Netz AG**



Libor Lochman
Executive Director
CER



Frank Jost
Senior Administrator
European Commission DG Move



Thomas Kritzer
Head of Department Security and Service
Wiener Linien



Gerry Culligan
Commercial Director
Irish Rail

3 TRACKS, 1 DEFINITIVE CONGRESS



SMART ANALYTICS
DATA & ASSET
MANAGEMENT

Innovations in data collection, sharing, analysis and modelling to maximise assets, maintenance and reliability



SMART
COMMUNICATIONS
& CONTROL
NETWORKS

International ERTMS, GSM-R, TETRA and LTE best practices for increasing capacity and safety



SMART
PASSENGER
EXPERIENCE

Understand rail passengers and meet and surpass expectations of on-board services, train comfort, service performance and connectivity.

LEAD SPONSOR:



ASSOCIATE SPONSORS:



ROUNDTABLE SPONSORS:



WORKSHOP SPONSORS:



Book your pass: www.SmartRailEurope.com

ORGANISED BY



"A VERY WELL ORGANISED EVENT. A REAL OPPORTUNITY TO EXCHANGE ON THE FUTURE OF RAIL TRANSPORTATION."

PIERRE-JEAN GINOUX, ERTMS DIRECTOR, SNCF

WHAT IS SMARTRAIL EUROPE?

It is not business as usual. Change is happening now and it is happening quickly. SmartRail Europe is the place to embrace the technological evolution of rail. It is the dedicated and only show for railway infrastructure managers, train operating companies, system and data integrators and technology suppliers to create the digital railway of the future.

Focusing on the latest innovations across rail IT, Big Data, analytics IoT, assets, signaling, telecoms and passenger systems, SmartRail invites the industry's leading C-level executives and department heads to embrace disruptive innovation and develop implementation strategies.

CUSTOMISE YOUR EXPERIENCE WITH OUR 3 DIFFERENT TRACKS

1



With capacity squeezed, railways face huge challenges to efficiently manage their assets to get the most out of their networks. Infrastructure managers and operators are collecting vast amounts of data and see an opportunity to use this data to meet their challenges, for example, by optimising fleet management and also shifting to predictive and preventative maintenance. However, they lack the expertise to harness the efficiencies and cost savings offered by innovations in data collection, sharing, analysis and modelling.

- Harnessing the power of IT assets and Big Data to maximize assets
- Facilitating the shift to preventative and predictive maintenance
- Utilising tech and data to reduce total cost of ownership
- Cyber security and protecting digital assets
- Improving performance and increasing ROI

2



The European rail signalling and telecoms industry has made rapid strides over the last 20 years with ERTMS widely deployed. However, railways must continue to evolve to meet increasing demands on capacity. They are now looking to move through the gears to get the most out of their deployed networks. This involves full digitalization of mission critical systems - a move to ETCS level 3 facilitated by the latest advances in GSM-R, TETRA and LTE.

- Realizing the ERTMS vision and the move to ETCS level 3
- GSM-R, TETRA and evolving to LTE and beyond
- Harnessing the power of mission critical IT networks for additional functionality
- The role of Big Data solutions to maximize network capacity and increasing safety
- The mission critical backbone for the future digital railway

3

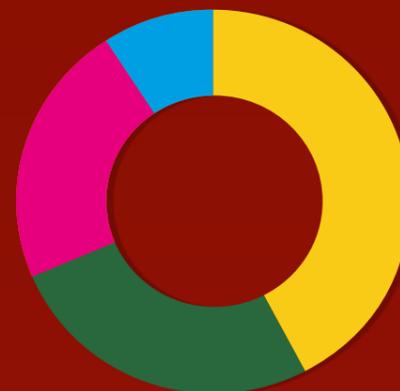


Infrastructure managers and operating companies must react to evolving passenger expectations. They must share data and information and utilise the latest technologies and services in order to do so. Smart railways see these challenges as an opportunity; to utilise modern IT networks to offer more information to passengers, and furthermore to bolt on additional revenue generating services such as onboard infotainment and passenger Wi-Fi.

- Understanding the modern passenger
- Enhancing digital engagement, loyalty and passenger experience.
- Collecting and managing passenger and ridership data to optimize passenger services
- Fare collection and revenue management solutions to boost ridership
- Creating an integrated commercial platform to increase revenues and ROI

2016 ATTENDEE PROFILE

Who attends SmartRail Europe?



- CEOs
- CFOs
- CIOs
- Rolling Stock experts
- Asset Management experts
- Research and Development managers
- Technical Directors
- Technology Directors
- Digital project managers
- Passenger services – PIS / Ticketing
- Wireless Communication / Wifi Managers
- ERTMS project managers
- Telecommunication Directors
- Performance Analyst
- Fleet Managers
- IT Managers
- Technology Strategists
- Engineers
- Passenger Operation Directors
- Procurement managers
- Project Managers

JOB PROFILES

- CEOs
- CFOs
- CIOs
- Rolling Stock experts
- Asset Management experts
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- Wireless Communication / Wifi Managers
- ERTMS project managers
- Telecommunication Directors
- Performance Analyst
- Fleet Managers
- IT Managers
- Technology Strategists
- Engineers
- Passenger Operation Directors
- Procurement managers
- Project Managers

BUYERS

- Railways
- Metros
- Urban railways
- Government bodies
- Investment groups
- Turnkey suppliers
- Consultants

SELLERS

- IT and network suppliers
- Turnkey suppliers
- Signalling suppliers
- Ticketing and PIS specialists
- Rolling stock manufacturers
- Network specialists
- Component manufacturers
- Vehicle service and maintenance
- Infrastructure and component companies
- Telecom vendors

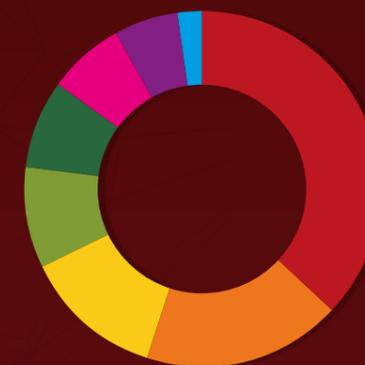
Country Breakdown

- Austria
- Belgium
- Brazil
- Canada
- Croatia
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Hungary
- Iran
- Ireland
- Israel
- Italy
- Japan
- Latvia
- Malaysia
- Netherlands
- Norway
- Romania
- Russia
- Spain
- Sweden
- Switzerland
- Taiwan
- Turkey
- United Kingdom
- United States



Company Type

- Transport Operator 37%
- Signalling & Telecoms Providers..... 18%
- Passenger Services & Ticketing..... 13%
- Government Agency/ Professional Institutions..... 9%
- IT Provider 8%
- Consultants 7%
- Turnkey 6%
- Media 2%



“ SMARTRAIL IS A GREAT PLATFORM TO MEET KEY PLAYERS IN THE INDUSTRY, TO CHANGE OPINIONS AND POINTS OF VIEW ABOUT IT'S PERFORMANCE AND TO UPDATE YOUR KNOWLEDGE. GREAT OPPORTUNITY!! ”

JOSE ENRIQUE PENA, SIM-IMPEX GMBH



90%

RATED THE OVERALL EXPERIENCE EXCELLENT

Statistics source: 2016 SmartRail Europe attendees

"SMART RAIL EUROPE IS THE PLACE TO BE TO UNDERSTAND HOW RAIL TECHNOLOGIES WILL EVOLVE AND CATCH THE INNOVATION TRAIN!"

DAVIDE VADO, SALES & BUSINESS DEVELOPMENT, BOMBARDIER TRANSPORTATION

A VARIETY OF NETWORKING AND LEARNING FORMATS TO OPTIMIZE YOUR TIME AT THE SHOW



C-LEVEL FIRESIDE CHATS:

SmartRail World News Editor Luke Upton talks exclusively with C-Level leaders on the current state of play for SmartRail developments. The intimate environment provides the perfect platform for open discussion looking at macro issues and looking at how the industry must collaborate to meet the disruptive innovation opportunity. They bring key challenges together in the form of a technology investment and deployment strategy



PANEL SESSIONS

The panel sessions give you the unique opportunity to get your key questions answered. Put your thoughts to our cross function experts with our interactive event technology and learn from the industry



NETWORKING ROUNDTABLE SESSIONS

The roundtables sessions promote niche and open discussion amongst delegates. Each table in the conference room will have a separate cross function challenge.



INTERACTIVE LIVE POLLS

Throughout the congress, we invite delegates to anonymously vote on key industry questions to establish a consensus on the current market scenario. Delegates will be asked to respond to questions using smartphones/laptops so we can see the results in real time, draw conclusions and establish trends.



CHAIRMAN REPORTS AND KEY TAKEAWAYS

For the deeper dive sessions across the interest groups cross function feedback is still important. Chairman key takeaway reports throughout the show will be important in sharing outcomes and closing this feedback loop.



SMARTRAIL WORLD AWARDS

Bringing the whole industry together, the annual SmartRail World News Awards honour key innovations making breakthroughs and transforming the industry. Now in its second year the awards returns with its two categories: SmartRail Product of the Year and SmartRail Project of the Year. We'll also be releasing details of an exciting new category. Details to be released soon!

"SMARTRAIL IS THE PLACE TO BE TO UNDERSTAND HOW RAIL TECHNOLOGIES WILL EVOLVE AND CATCH THE INNOVATION TRAIN!"

DAVIDE VADO, SALES & BUSINESS DEVELOPMENT, BOMBARDIER TRANSPORTATION

SPEAKER HIGHLIGHTS



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Chief Executive Officer
Norwegian State Railways



Pavel Krtek
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Senior Administrator
European Commission DG Move



Thomas Kritzer
Head of Department Security and Service
Wiener Linien



Gerry Culligan
Commercial Director
Irish Rail

OTHER SPEAKERS INCLUDE:

Trevor Garrod
President
European Passengers Federation

Christian Schang
Director of Operations
SNCF

Matyas Jangel
Chief Engineer
BKV

Stefano Marcoccio
ERTMS Team Leader
RFI

Bas Van Weele
Director External Affairs
Arriva NL

Stefan Engdahl
Executive Director, Market and Planning
Trafikverket

Rutger Fenkes
Head of European Projects and Committee Work
Deutsche Bahn

Andreas Willich
Head of Passenger Traffic
BLS AG

Rafael Cuesta
Head of Innovation Transport for Greater
Manchester

Thomas Bayrhop
Head of Rolling Stock Technology
Deutsche Bahn
Simon Adams
Head of Commercial
Crossrail 2

Paul Boyle
Head of ERTMS
Virgin Trains

Gavin James
Head of Telecoms, Tech & Data
Department for Transport

Anthony Smith
Leader Digital Transformation
BLS Netz AG

Asghar Bahramali
Project Director
IIRR

Guy Levin
Public Policy
Uber

Urs Mosele
Project Manager of ERTMS-Projects
SBB

Vish Kalsapura
Principle Engineer, Digital Railway
Network Rail

Ian Wright
Head of Insight
Transport Focus

Ugo Dell'Arciprete
Commercial Manager
HIT Rail BV

Javier Goikoetxea
Technical Leader of the Roll2Rail Initiative
CAF

Claudia Schmid
Wi-Fi Project Manager
OEBB

Alfonso Diez Perez
Operations Manager
ADIF

Wan-Jui Lee
Data Scientist/Researcher
NedTrain

Vincent Weeda
Performance Analyst
ProRail

Eric Jukes
Councillor
London Borough of Enfield

Wim Fabries
Director of ERTMS Programme
Dutch Ministry of Infrastructure and the Environment

David Clarke
Technical Director
Railway Industry Association

Ernst Kleine
EUG Lead Engineer
ERTMS User Group

Armand Toubol
Vice President
New Opera

Prof. Dr. Raphael Pfaff
Chair of Rail Engineering
FH Aachen University of Applied Sciences

Giovanni Costanza
Professor
Sapienza University of Rome

Jim Baker
Founder & CEO
Xentrans

Felix Gerdes
Global Segment Lead - Rail / Industry
Sales Group - Transportation
Intel

Senior representative, **Teletele**



SHOWCASE YOUR THOUGHT LEADERSHIP AND GENERATE LEADS FROM OUR GLOBAL NEWS PLATFORM

SmartRail World (www.smartrailworld.com) is a community of global rail and metro experts from around the world. It provides daily news articles, features, expert interviews, whitepapers and more, for rail and metro experts across the world. With a global database of 50,000+ industry professionals, not only do our leading global events provide an ideal meeting place to meet rail and metro leaders and position your company at the heart of the industry but our digital platforms allow leading suppliers to the industry to demonstrate thought leadership, ensure brand recognition and stay a step ahead of competitors.

Keep up with the latest rail and metro technology innovations and subscribe for free today at www.smartrailworld.com

SMARTRAIL WORLD: IN NUMBERS



SmartRail World
17,000+ unique visitors
a month



SmartRail World News e-zine sent to
32,000+ contacts
twice a month



19,000+ members of our LinkedIn groups



48% annual increase in page views (2015 vs 2016)



A truly global perspective with key markets served: Asia, Europe and North America

AGENDA WEDNESDAY 5TH APRIL 2017

- 8:00 **Registration**
- 9:00 **Welcoming address**
- CROSS FUNCTION PLENARY**
C-suite fireside chats: Shaping the rail revolution
 It is no longer business as usual. The European rail industry is changing now and it is changing quickly. Exploiting advancing technology in a time and cost efficient manner is crucial in order to increase safety, capacity and revenues. This requires a collaborative, integrated and system wide approach. In this session, C-level speakers from rail operators, infrastructure managers, and European government bodies will give their own views on these key challenges.
 Moderator: **Luke Upton**, Editor, **SmartRail World**
- 9:10 **Interview 1:**
Geir Isaksen, Chief Executive Officer, **Norwegian State Railways**
- 9:25 **Interview 2:**
Pavel Krtek, Chief Executive Officer, **CD Czech Railways**
- 9:40 **Interview 3:**
Marjon Kaper, Managing Director, **NS International**
- 9:55 **Interview 4:**
Frank Jost, Senior Administrator, **European Commission DG Move**
- 10:10 **Ask the Leaders:** Your chance to interact with our C-level panel and pose your questions on our interactive Q&A system. Delegates can vote for their favourite questions and get unparalleled industry insight.
Geir Isaksen, Chief Executive Officer, **Norwegian State Railways**
Pavel Krtek, Chief Executive Officer, **CD Czech Railways**
Marjon Kaper, Managing Director, **NS International**
Frank Jost, Senior Administrator, **European Commission DG Move**
Libor Lochman, Executive Director, **CER**

10:40 Networking Coffee Break

 SMART ANALYTICS: DATA & ASSET MANAGEMENT BIG DATA TO ACTIONABLE ANALYTICS Whereas maintenance has traditionally been a reactive, disruptive, and time consuming necessity, data analytics enables asset managers to move from a reactive to a proactive model, using predictive maintenance, condition based monitoring, and sensors across the network. This session will examine how data can be used to make timely and relevant service decisions. Moderator: Andrea Giuricin , Managing Director of CRIET-Transport, University Milan Bicocca 11:20 The potential of the Internet of Things for smarter rail networks Vincent Weeda , Performance Analyst, ProRail 11:35 Real-time data: improving the train-track interface Christian Schang , Director of Operations, SNCF 11:50 Connectivity-as-a-service for asset management and onboard solutions Speaker TBC, Lilee Systems 12:10 Predictive analytics using condition-based monitoring data Wan-Jui Lee , Data Scientist/Researcher, NedTrain 12:25 Smart energy trains: Harvesting energy to reduce costs and improve reliability Asghar Bahramali , Project Director, IIRR 12:40 PANEL DISCUSSION: Wan-Jui Lee , Data Scientist/Researcher, NedTrain Christian Schang , Director of Operations, SNCF Asghar Bahramali , Project Director, IIRR Speaker TBC, Lilee Systems	 SMART COMMUNICATION & CONTROL NETWORKS NEXT GENERATION COMMUNICATION NETWORKS Rail is in need of high-speed, upgraded communication networks in order to support many applications simultaneously for mission critical safety, asset management, and passenger Wi-Fi. This session will explore the challenges of financing and procurement, combining cross functional needs, and maintaining the safety and security of the network. Moderator: Armand Toubol , Vice President, New Opera 11:20 Building the digital railway of the future Libor Lochman , Executive Director, CER 11:35 Case study: Implementation of TAF TSI in Romania Ugo Dell'Arciprete , Commercial Manager, HIT Rail BV 11:50 Sponsor presentation 12:10 Case study: Delivering the digital railway – traffic management technology for increasing capacity Vish Kalsapura , Principle Engineer, Digital Railway, Network Rail 12:25 Creating a cohesive investment plan for communications technology Gavin James , Head of Telecoms, Tech & Data, Rail Digital Services, Department for Transport 12:40 PANEL DISCUSSION: Libor Lochman , Executive Director, CER Ugo Dell'Arciprete , Commercial Manager, HIT Rail BV Vish Kalsapura , Principle Engineer, Digital Railway, Network Rail Javier Goikoetxea , Technical Leader of the Roll2Rail Initiative, CAF Gavin James , Head of Telecoms, Tech & Data, Rail Digital Services, Department for Transport	 SMART PASSENGER EXPERIENCE KNOWING YOUR PASSENGER Digital channels such as mobile apps and social media platforms are becoming the channel of choice for customer interactions, and offer new opportunities for the collection of passenger data, personalisation, and ancillary revenues through advertising. This session looks at ways of building up the passenger relationship, and how this can be monetised. Moderator: Jim Baker , Founder & CEO, Xentrans 11:20 Building a direct and personalised relationship with the passenger: where are operators missing out? Ian Wright , Head of Insight, Transport Focus 11:35 Understanding your customer: using passenger data to surprise and delight rail users Andreas Willich , Head of Passenger Traffic, BLS AG 11:50 Learning More About Your Passengers While Improving Their Journey Experience Felix Gerdes , Global Segment Lead - Rail / Industry Sales Group – Transportation, Intel 12:10 The business case for wifi and infotainment Claudia Schmid , Wi-Fi Project Manager, OEBB 12:25 Overcoming the challenge of the final mile Trevor Garrod , President, European Passengers Federation 12:40 PANEL DISCUSSION: Ian Wright , Head of Insight, Transport Focus Felix Gerdes , Global Segment Lead - Rail / Industry Sales Group – Transportation, Intel Claudia Schmid , Wi-Fi Project Manager, OEBB Andreas Willich , Head of Passenger Traffic, BLS AG Trevor Garrod , President, European Passengers Federation
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13:10 Networking Lunch

INTIMATE WORKSHOPS
 The workshop sessions offer a perfect platform for interaction, debate and best practice sharing. Led by specialist facilitators, delegates will sit on tables of no more than 10 delegates and following the moderators' introductory presentation, will discuss on their tables, the challenges presented. Each table will then feedback to the whole group their conclusions, so you can take practical information back to the office to improve your business!

- | | | |
|-------------------------------------|---|---|
| 14:20 Predictive maintenance | 14:20 Connectivity & communications
 | 14:20 Getting passengers from A to B |
|-------------------------------------|---|---|

15:20 Networking Coffee Break

16:00 **Cross function Interactive roundtables**
 The roundtables sessions promote niche and open discussion amongst delegates. Each table in the conference room will have a separate cross function challenge. Delegates sit on the table with the challenge wish to discuss. Each table leader to lead 40 minutes of discussion on this topic with fellow table members, providing a perfect networking and learning opportunity.
 Following the discussion, each table leader will feedback to the whole group, their key conclusions from the session.

The future of 5G	Video surveillance and security Teleste
Smart ticketing centre	Monetising passenger services

- 17:15 **Cross function Chairman group feedback**
 The Chairmen from each of the three tracks will share a summary of the insights discussed throughout the day, giving the different interest groups a chance to learn from each other and encourage collaboration within the industry.
- 17:45 **SmartRail World Innovation Awards**
 Bringing the whole industry together, the annual SmartRail World News Awards honour key innovations making breakthroughs and transforming the industry. The two categories this year are: SmartRail Product of the Year, and SmartRail Project of the Year.

18:00 Networking Drinks Reception and end of Day One

AGENDA THURSDAY 6TH APRIL 2017

- 8:00 **Registration**
- 9:30 **Welcoming address**
- CROSS FUNCTION PLENARY:**
Leadership Panel: data integration & analytics as a business imperative
 Rail operators are becoming increasingly digital organisations, generating huge quantities of data from sensors to social media. Yet data is of little use if it is isolated in individual silos; it must be aggregated and analysed in real-time to develop a clear picture of the network and deliver actionable insights. This raises questions of who is responsible for developing a digital strategy and allocating IT spend. This session will bring together business leaders and specialists from individual functions to discuss ways of tackling these challenges:
 • Developing a company-wide IT strategy across passenger experience, asset management, and mission critical functions
- 9:40 **Networking Coffee Break**
- 9:40 **SMART ANALYTICS: DATA & ASSET MANAGEMENT**
PRESSURE POINTS FOR DIGITIZATION
 Digitised assets, operations, and passenger management systems opens up railways to new opportunities as well as new threats and challenges. With the Internet of Things it is no longer enough to secure your servers; operators need to secure all digital devices across the network. This session will explore the standards, processes, and technology needed to survive in a digitised world.
 Moderator: **Andrea Giuricin**, Managing Director of CRIET-Transport, **University Milan Bicocca**
 11:10 **From cyber crime to international terrorism: identifying and combatting new threats to passengers and infrastructure**
Thomas Kritzer, Head of Business Unit Operations Control and Customer Service, **Wiener Linien**
 11:25 **Case study: the development of management processes for introducing new technologies to the workforce**
Giovanni Costanza, Professor, **Sapienza University of Rome**
 11:40 **Sponsor presentation**
 11:55 **IoT Connected freight wagon solutions to efficiently reach ETCS level 3**
Prof. Dr. Raphael Pfaff, Chair of Rail Engineering, **FH Aachen University of Applied Sciences**
 12:10 **Data fusion analytics: applications for the rail industry**
 Speaker tbc
 12:25 **PANEL DISCUSSION:**
Vincent Weeda, Performance Analyst, **ProRail**
Thomas Kritzer, Head of Department Security and Service, **Wiener Linien**
Prof. Dr. Raphael Pfaff, Chair of Rail Engineering, **FH Aachen University of Applied Sciences**
Giovanni Costanza, Professor, **Sapienza University of Rome**
- 9:40 **SMART COMMUNICATION & CONTROL NETWORKS**
SAFETY & CONTROL SYSTEMS
 As European populations increase there is increased demand for a sustainable, high capacity rail network. ERTMS is crucial to delivering this growth while maintaining high standards of safety and reliability. This session will look at some of the challenges of ERTMS implementation, from cross-border interoperability to the internal preparations needed for a smooth implementation process.
 Moderator: **Armand Toubol**, Vice President, **New Opera**
 11:10 **Preparing for ERTMS implementation: How can technology aid a smooth transition?**
Paul Boyle, Head of ERTMS, **Virgin Trains**
 11:25 **Case study: Planning the new high speed system in Sweden**
Stefan Engdahl, Executive Director, Marketing and Planning, **Trafikverket**
 11:40 **Sponsor presentation**
 11:55 **Case study: ETCS cross border interoperability**
Urs Mosele, Project Manager of ERTMS Projects, **SBB**
Stefano Marconcio, ERTMS Team Leader, **RFI**
 12:10 **What's next? What is necessary to create a positive business case for ETCS users?**
Thomas Bayrhopf, Head of Rolling Stock Technology, **Deutsche Bahn**
 12:25 **PANEL DISCUSSION:**
Stefano Marconcio, ERTMS Team Leader, **RFI**
Urs Mosele, Project Manager of ERTMS Projects, **SBB**
Paul Boyle, Head of ERTMS, **Virgin Trains**
Wim Fabries, Director of ERTMS Programme, **Dutch Ministry of Infrastructure and the Environment**
Ernst Kleine, EUG Lead Engineer, **ERTMS User Group**
Stefan Engdahl, Executive Director, Marketing and Planning, **Trafikverket**
- 9:40 **SMART PASSENGER EXPERIENCE**
END-2-END JOURNEY
 Passengers do not think of their journey in terms of a particular mode of transport, but are more concerned with getting from A to B. This session will explore ways of delivering seamless journeys, from collaborating with other modes of transport for the first and last mile, to smart ticketing and better journey management.
 Moderator: **Jim Baker**, Founder & CEO, **Xentrans**
 11:10 **Changing rail tickets as you know them today: reducing passenger interactions to create smoother passenger journeys**
Rutger Fenkes, Head of European Projects and Committee Work, **Deutsche Bahn**
 11:25 **Case study: Lezzgo – intermodal mobile ticketing for seamless journeys**
Andreas Kronawitter, Head of IT-Strategy, Enterprise Architecture and Portfolio Management; Deputy CIO, **BLS Netz AG**
 11:40 **Sponsor presentation**
 11:55 **Case study: The local benefits of good transportation links and connected passenger journeys**
Eric Jukes, Councillor, **London Borough of Enfield**
 12:10 **Case study: Mobility as a service advancements in Greater Manchester, UK**
Rafael Cuesta, Head of Innovation, **Transport for Greater Manchester**
 12:25 **PANEL DISCUSSION:**
Rutger Fenkes, Head of European Projects and Committee Work, **Deutsche Bahn**
Bas Van Weele, Director External Affairs, **Arriva NL**
Andreas Kronawitter, Head of IT-Strategy, Enterprise Architecture and Portfolio Management; Deputy CIO, **BLS Netz AG**
Eric Jukes, Councillor, **London Borough of Enfield**
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9:40 Networking Coffee Break

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ERTMS is crucial to delivering this growth while maintaining high standards of safety and reliability. This session will look at some of the challenges of ERTMS implementation, from cross-border interoperability to the internal preparations needed for a smooth implementation process. Moderator: Armand Toubol , Vice President, New Opera 11:10 Preparing for ERTMS implementation: How can technology aid a smooth transition? Paul Boyle , Head of ERTMS, Virgin Trains 11:25 Case study: Planning the new high speed system in Sweden Stefan Engdahl , Executive Director, Marketing and Planning, Trafikverket 11:40 Sponsor presentation 11:55 Case study: ETCS cross border interoperability Urs Mosele , Project Manager of ERTMS Projects, SBB Stefano Marconcio , ERTMS Team Leader, RFI 12:10 What's next? What is necessary to create a positive business case for ETCS users? Thomas Bayrhopf , Head of Rolling Stock Technology, Deutsche Bahn 12:25 PANEL DISCUSSION: Stefano Marconcio , ERTMS Team Leader, RFI Urs Mosele , Project Manager of ERTMS Projects, SBB Paul Boyle , Head of ERTMS, Virgin Trains Wim Fabries , Director of ERTMS Programme, Dutch Ministry of Infrastructure and the Environment Ernst Kleine , EUG Lead Engineer, ERTMS User Group Stefan Engdahl , Executive Director, Marketing and Planning, Trafikverket <td style="background-color: #008080; color: white;">  SMART PASSENGER EXPERIENCE END-2-END JOURNEY Passengers do not think of their journey in terms of a particular mode of transport, but are more concerned with getting from A to B. This session will explore ways of delivering seamless journeys, from collaborating with other modes of transport for the first and last mile, to smart ticketing and better journey management. 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12:50 Networking Lunch

INTIMATE WORKSHOPS
 The workshop sessions offer a perfect platform for interaction, debate and best practice sharing. Led by specialist facilitators, delegates will sit on tables of no more than 10 delegates and following the moderators' introductory presentation, will discuss on their tables, the challenges presented. Each table will then feedback to the whole group their conclusions, so you can take practical information back to the office to improve your business!

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| 14:10 Cyber security: Protecting digital networks | 14:10 Technology investment & futureproofing
 | 14:10 Onboard infotainment & passenger experience |
|--|--|--|

15:10 Coffee Break

- 15:55 **Legacy systems and the interaction with new, disruptive technologies**
Andrea Giuricin, Managing Director of CRIET-Transport, **University Milan Bicocca**
- 16:10 **Panel discussion:**
Guy Levin, Public Policy, **Uber**
Andrea Giuricin, Managing Director of CRIET-Transport, **University Milan Bicocca**
- 16:55 **Cross function Chairman group feedback**
 The Chairmen from each of the three tracks will share a summary of the insights discussed throughout the day, giving the different interest groups a chance to learn from each other and encourage collaboration within the industry.

17:10 End of SmartRail Europe

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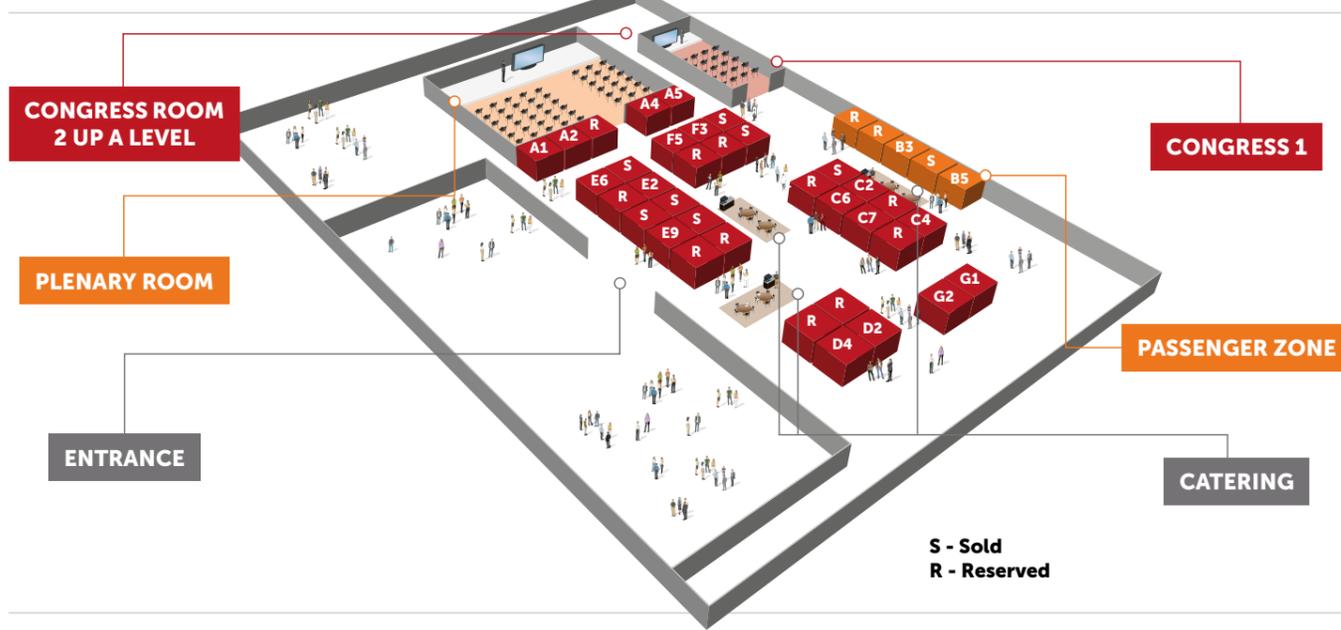
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