



ITS in daily life



Stockholm



21 -25 September 2009



2009



ITS World Congress Stockholm 2009 Useful Information

Ikuko Okada

ITS Japan, ITSAP-BOD Meeting in Stockholm, 21 September, 2009

Useful Information for:

- Opening Ceremony and Ministerial Plenary Roundtable
- Industrial Plenary Roundtable Session Programs
- Exhibition Opening Ribbon Cutting
- VIP Dinner
- Closing Ceremony



Opening Ceremony & Ministerial Plenary Round Table

Opening Ceremony

Date: 21 September (Mon)

Warm Welcome: 13:30-14:30

Opening Ceremony: 14:30-15:30 (Sharp!)

Venue: Viktoria Hall (Satellite: K1+K2)

MC: Ms. Melinda Crane

Opening: Warm Welcome to Sweden and the ITS World Congress 2009

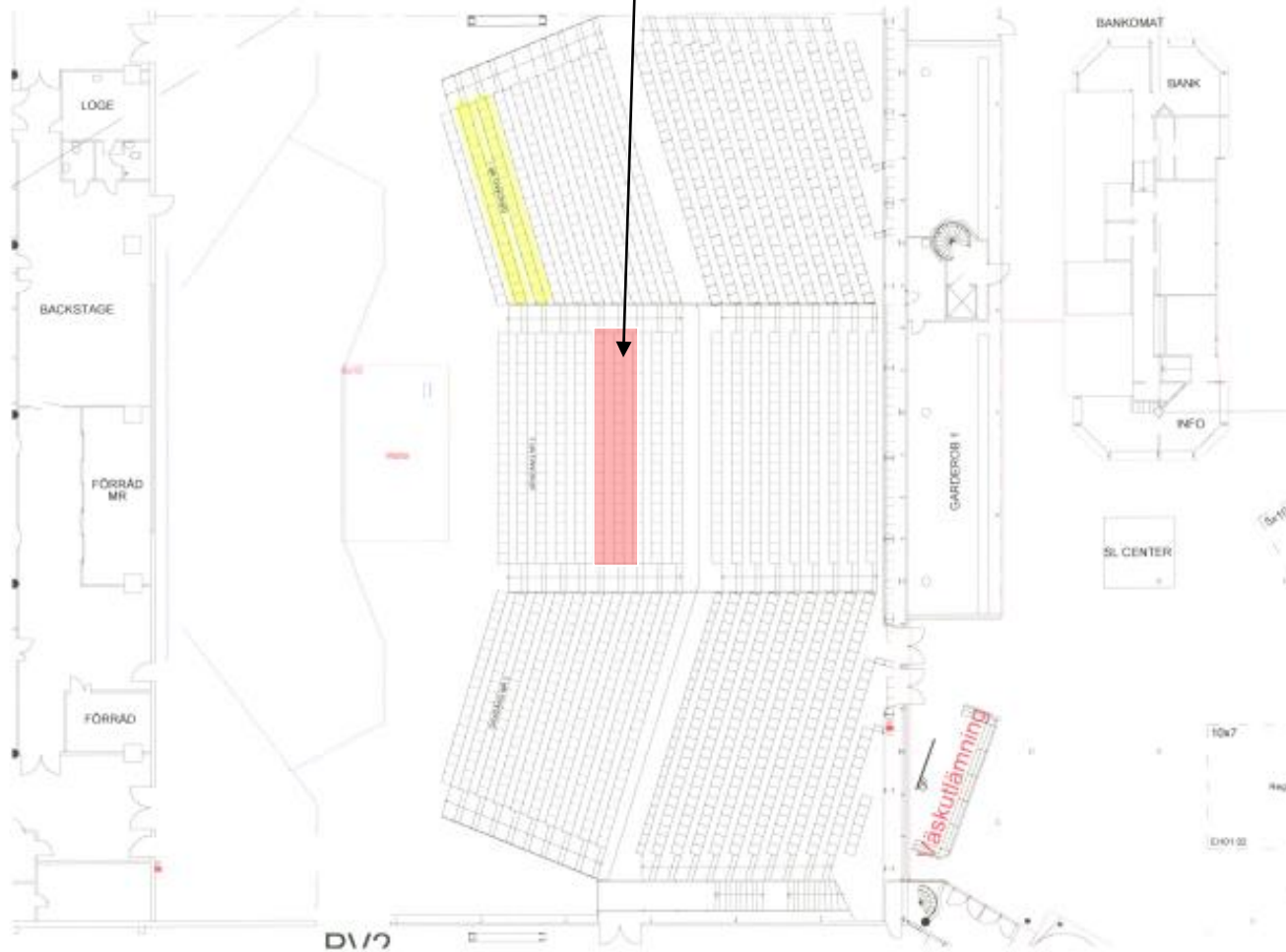
- **Ms. Åsa Torstensson, Minister for Communications,
Ministry of Enterprise, Energy and Communications, Sweden**
- **Mr. Günther Zimmermeyer, Supervisory Board Chairman, ERTICO**
- **Mr. Michael Huerta, Chairman of the Board of Directors, ITS America, USA**
- **Dr. Hiroyuki Watanabe, Chairman, ITS Japan**

Opening Cocktail: 17:00-18:00

Special Train Departure to Central Station: 18:35

Opening and Ministerial PL

One person from each AP-BOD country/area is invited to VIP Seating area.



Ministerial Plenary & Round Table

"Economic growth with a sustainable climate response"

Date: 21 September (Mon) : 15:30-17:00

Moderator: Ms. Melinda Crane

Speakers:

- Ms. Åsa Torstensson, Minister for Communications, Ministry of Enterprise, Energy and Communications, Sweden (Introduction)
- Mr. Antonio Tajani, Vice-President responsible for Transport, European Commission
- Mr. Hakan Ericsson, Senior Vice President and general Manager, Ericsson, Sweden
- Mr. Peter Appel, Administrator, Research and Innovative Technology Administration, US Department of Transportation, USA
- Mr. Masatoshi Fukakusa, Deputy Director General of the Traffic Bureau, National Police Agency, Japan

Roundtable Speakers:

- Mr. Michael Huerta, Chairman of the Board of Directors, ITS America, USA
- Dr. Hiroyuki Watanabe, Senior Technical Executive, Toyota Motor Corporation, Japan

Industry Plenary & Round Table

“Future transport – a multimodal challenge.

ITS solutions ensuring environmental friendly transport”

Date: 22 September (Tue) : 9:00-10:30

Moderator: Ingemar Skogö, Director General, Swedish Road Administration

Speakers:

- Mr. Leif Zetterberg, State Secretary, Ministry of Enterprise, Energy and Communications, Sweden (Introduction)
- Mr. Zoran Stancic, European Commission
- Mr. Andy Green, CEO, Logica, UK
- Mr. Lawrence Yermack, President, Telvent Ferradyne, USA
- Mr. Chullho Lieu, CEO, Korea Expressway Corporation, Korea

Roundtable Speakers:

- Mr. Steve Heminger, Executive Director, Metropolitan Transportation Commission, San Francisco, USA
- Mr. Zhongze Wu, Chairman, ITS China

Rehearsal: 21 September (Mon) : 17:30-18:30

Venue: Room K1

Executive Sessions with AP Speakers

- **ES02 Logistics and multimodal transportation**
Ms. Hui Tang, Vice Director, Research Center of Logistics Engineering and Technology, Ministry of Transport, China
- **ES03 Removing barriers to ITS deployment**
Mr. Kim, Seong Tak, Director, ITS & Road Environment Division, Office of Transport Policy, Ministry of Land, Transport and Maritime Affairs, Korea
Dr. M. Ramachandran, Hon'ble Secretary, Ministry of Urban Development, Government of India
- **ES04 Urban mobility**
Dr. Kyung Soo Chon, Professor, Seoul National University, Korea
- **ES05 Towards a common approach to Cooperative Systems**
Mr. Xiaojing Wang, Deputy Director General, Research Institute of Highway, Ministry of Transport, China
- **ES08 Policy, strategy and standards for future ITS communications**
Mr. Sing Mong Kee, Vice President, ITS & International Business, ST Electronics (Info-Comm Systems) Pte Ltd, Singapore
- **ES09 ITS markets & marketing**
Dr. Young-Jun Moon, Research Fellow, The Korea Transport Institute, Korea
Dr. Hau Chen Mike Lee, President, FETC, Chinese-Taipei
- **ES10 Driver distraction**
Mr. Brian Negus, General Manager, Public Policy, Royal Automobile Club of Victoria Ltd, - RACV, Australia
- **ES11 Funding for transportation infrastructure and ITS**
Mr. Brian Negus, General Manager, Public Policy, Royal Automobile Club of Victoria Ltd, - RACV, Australia
- **ES 12 Cross industry solutions for volume deployment of Electrical and Hybrid Vehicles (EHVs)**
Mr Ambuj Sharma, IAS, Joint Secretary, Department of Heavy Industry, Govt. of India

(Other from Japan)

Special Interest Sessions

Especially,

SIS57: Regional ITS progress in Asia Pacific Region

Date: 24 September (Thu) 2009 16h00-17h30 Room A6

Moderator:

- S. K. Jason Chang (Zhang Xue-kong), Professor, Department of Civil Engineering, National Taiwan University, Chinese-Taipei

Speakers:

- Gino Dompietro, General Manager for ITS, SKM, Australia
- Keung-Whan Young, President and CEO, Korea Institute of Transportation Systems (KITS), Korea
- Amitabh Bajpai, President, AITS India, India
- Passakon Prathombutr, Director of ITS Program, NECTEC, Thailand
- Nobukazu Kanesaki, Director , ITS Japan, Japan

Don't miss it!

Exhibition Opening Ribbon Cutting Ceremony

Date: 22 September (Tue) : 10:35-11:00 (Sharp!) Venue: Room K1
(VIP Exhibition Tour follows: 11:00-13:00)

AP VIP on the Stage:

Speakers:

- Dr. Hiroyuki Watanabe, Chairman, ITS Japan, Japan
- Mr. Chulho Lieu, President, Korea Expressway corporation; Chairman, ITS Korea; Chairman, 17th ITS World Congress Organizing Committee, Korea

Participants

- Mr. Masatoshi Fukakusa, National Police Agency, Japan
- Mr. Zhongze Wu, Chair of ITS China, China

Speakers are requested to meet in

Room K1 at 10:30 am on 22 September (Tue)

VIP Dinner

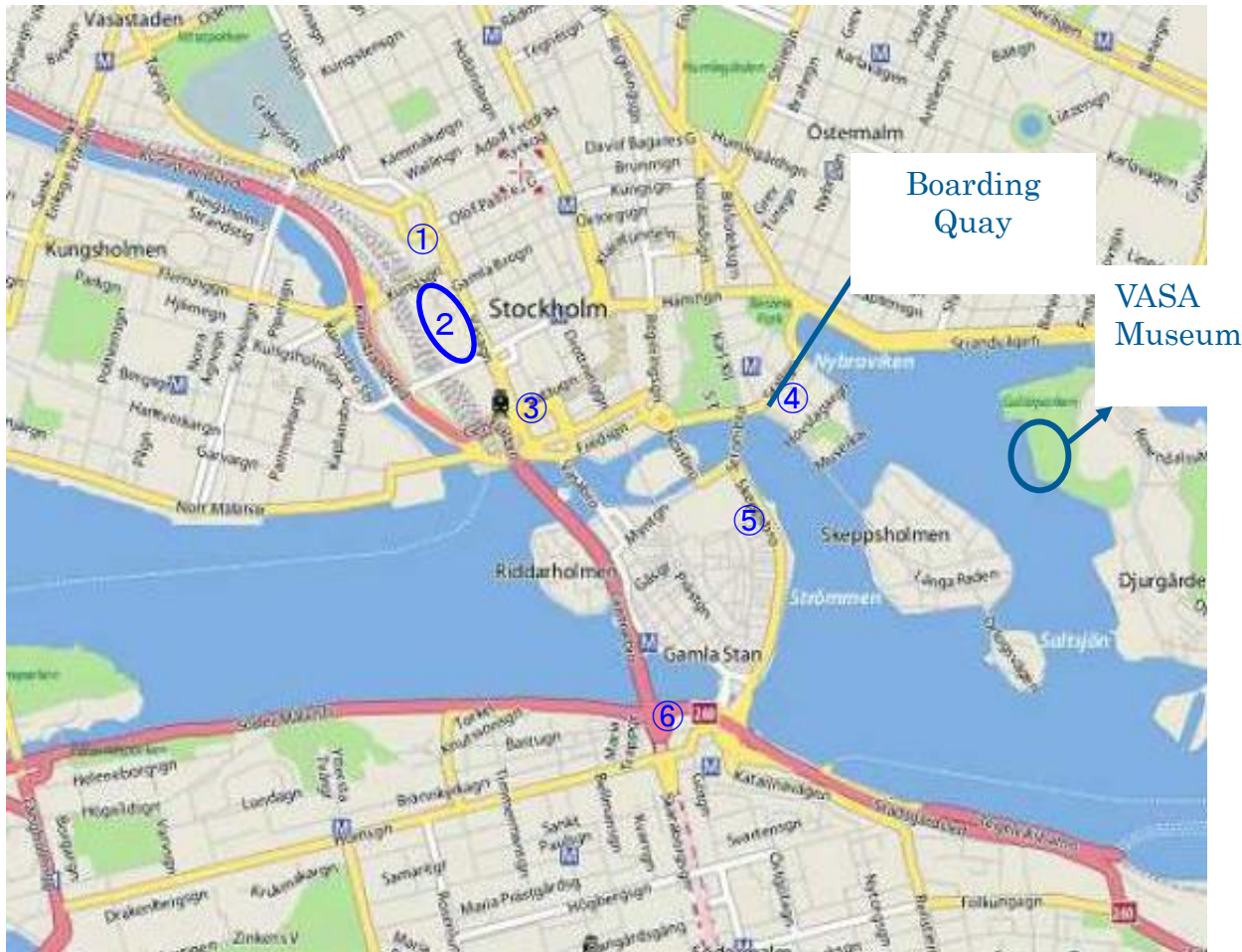
Date Time: 22 September (Tue)

- Reception and a guided tour: 19:00-19:45
- Boarding quay is close to the *Grand Hotel*
- *** *The ship will depart at 7.00 pm (sharp!)***
- Dinner: 20:00-22:30 (with the entertainment)

Venue: Vasa Museum

Address: Galärvarvsvägen 14, Stockholm

VIP Dinner Returning Bus Stopping Points:



- ① Clarion Sign Hotel
- ② Radisson SAS Royal Viking, Nordic Light, Nordic Sea et al. Sheraton Stockholm Hotel
- ④ Grand Hotel, Radisson SAS Strand Hotel
- ⑤ First Hotel Reisen
- ⑥ Hilton Slussen

Meeting for Global Co-operation Discussion

Date Time: 24 September (Thu)

- Meeting: 16:00-17:00
- Venue: Room 278

- Cocktail: 17:30-19:00
- Venue: ERTICO Stand H20



The flyer features a blue background with a white curved shape on the right side. At the top left, there is a logo for the 16th ITS World Congress Stockholm 2009. The main title is 'Cocktails@ERTICO' in a large, bold, white font, followed by 'during the ITS World Congress in Stockholm' in a smaller white font. Below this, there is a paragraph of text in white: 'ERTICO - ITS Europe cordially invites you to the ERTICO stand for an hour - or more! - of stimulating conversation, free-wheeling networking and sumptuous complementary refreshments.' This is followed by 'When? On Thursday 24 September @ 17:30' and 'Where? at the ERTICO stand H20 in the exhibition area of the ITS World Congress, Stockholm'. On the right side, there is a yellow circular badge with the text 'Stand H20'. Below the text, there is a cartoon illustration of a man in a suit holding a martini glass. At the bottom left, there is the iMobility logo with the tagline 'Bringing intelligence into mobility for people and goods across Europe'. At the bottom right, there is the ERTICO ITS EUROPE logo.

16th ITS WORLD CONGRESS
STOCKHOLM 2009

Cocktails@ERTICO

during the ITS World Congress in Stockholm

ERTICO - ITS Europe cordially invites you to the ERTICO stand for an hour - or more! - of stimulating conversation, free-wheeling networking and sumptuous complementary refreshments.

When? On Thursday 24 September @ 17:30

Where? at the ERTICO stand H20 in the exhibition area of the ITS World Congress, Stockholm

Stand H20

iMobility
Bringing intelligence into mobility
for people and goods across Europe

ERTICO
ITS EUROPE

Closing Ceremony :

Date: 25 September (Fri) 13.30-15.00

Venue: Room K1

Videos

- Awards
- Closing Statements
- Invitation to Future World Congresses
- Passing of the Globe
- Entertainment

**Ceremony Participants are requested to meet in the
VIP Room at 12:45 on 25 September (Fri)**



Thank you!