



TRUCK&BUS WORLD FORUM

TRANSPORTS FOR A BETTER LIFE

12/14 DECEMBER 2007

2007
AUTOMOTIVE
STRATEGIC
FORUM

LYON | FRANCE
CITÉ INTERNATIONALE

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The Truck & Bus World Forum will bring together a global assembly of on- and off-road professionals in an open international forum to exchange cutting-edge strategies and technical information, address industry issues and challenges to develop sound business solutions.

The first Truck & Bus World Forum will be focusing on "Transports for a better life". The multiplication of extremely dense urban sites generates growing environmental constraints, which imposes new ways of mobility of goods and people. The forum will focus on global issues and solutions to the myriad and complex challenges facing the industry now and in the future. It will address subtopics related to urban areas accessibility, integrated and intelligent safety functions, mobility invoice and the challenges of joining business profitability and sustainable Development. The Truck & Bus World Forum will offer a prospective reflection, crossing the challenges of metropolitan policies of displacements with industrial innovations. It will provide international strategic thinking through plenary sessions thanks to the analysis of key international strategic partners and speakers from Europe, America & Asia.

Aimed at worldwide managers & executives with stakes in the challenges of urban mobility, the forum has the ambition to generate a strong networking between participants. It also intends to generate a white book, global reference as the state of the art and prospective for transport solutions issues. At last innovative products will be introduced thanks to show cases.

FRIEND PARTNERS



Who Should Attend

- Worldwide corporate leaders from the Truck & Bus manufacturers, Automotive Tier 1 & 2 suppliers.
- Key decision makers involved in the policies of displacement.
- Private companies taking care of public transportations.
- Experts from international bodies.
- Academic researchers in Economy, Technology and Social Sciences.
- In short, all professionals part of the Commercial Vehicle & Bus industry.

Organisers

The Truck & Bus World Forum is co-organised by the Rhône-Alpes Region & the Grand Lyon, together with the support of the Rhône-Alpes Automotive Cluster, the Lyon Urban Truck & Bus 2015 cluster & Automotive Sweden.

The forum also associates three key international strategic partners: the Society of Automotive Engineers, Global Insight & the Chinese Automotive Review.

Pre-list of speakers

Jean-Jack Queyranne, **President of the Rhône-Alpes Region**

Elios Pascual, **Former CEO Mack Trucks & Irisbus**

Phil Gott, **Global Insight, Director**

Richard Walles, **Global Insight, Director**

Dominique Césari, **INRETS Bron, Director**

Alexandre Rojey, **French Petroleum Institute, Director Sustainable Development**

Michel Laramée, **Keolis, Senior Vice-President Development**

Wayne Xing, **CBU/ Chinese Automotive Review, Editor & Publisher**

Bernard Favre, **Renault Trucks, Director of Research**

Juan Ramos Garcia, **UNECE Transport Division, Chief of the Technology Section**

Valéry Cervantès, **Irisbus, Director Public Affairs**

Marty-Gauquié, **European Investment Bank, Group Representative in Paris**

Yves Crozet, **Laboratoire Economie des Transports, Director**

Patrick Coroller, **ADEME, Transport Technologies Department**

Pascal Diaz, **Inoplast, CEO**

Edward Jobson, **Environmental Manager Volvo Bus**

Olivier Mossé, **ITS Congress Association**

Top executives from the Society of Automotive Engineers

Top executives from the European Union

Top executives from Chinese & American Truck Manufacturers ...

Contact:

Tnb2007@erai.org +33 4 72 38 33 64