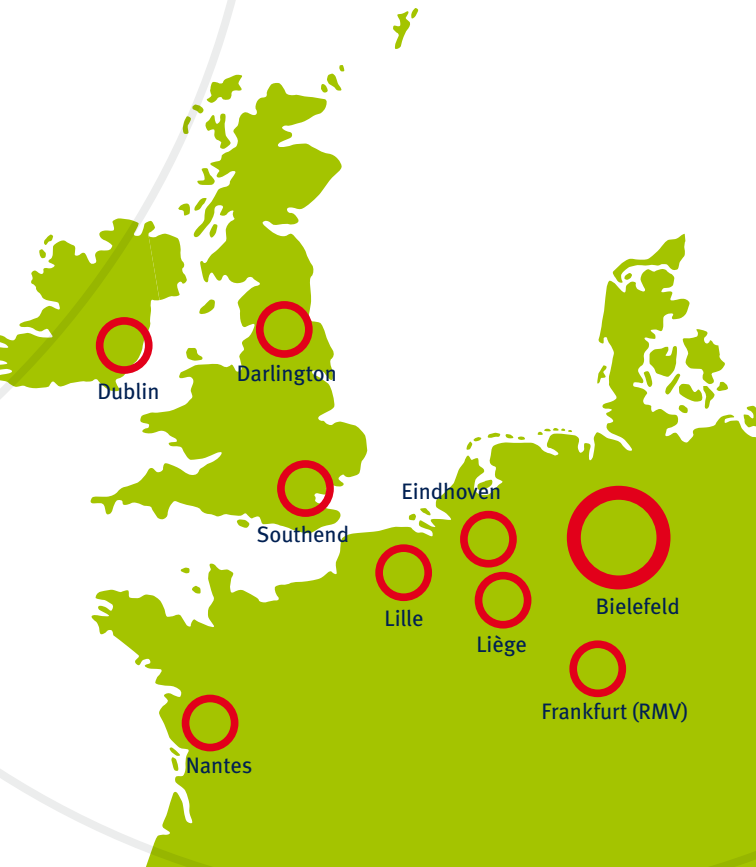




Boosting Advanced Public
Transport Systems

– BAPTS –

Launch Event in
Bielefeld, Germany
on Tuesday May 12, 2009



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On May 12, 2009, the INTERREG IVB funded project BAPTS will be launched in Bielefeld, Germany. I am very glad that Bielefeld is the host of the launch event of a project that is dedicated to giving new and innovative impulses to public transport systems by transnational cooperation.

Together with the cities of Darlington and Southend on Sea from England, Lille and Nantes from France, Dublin from Ireland, Eindhoven from the Netherlands, Liège from Belgium and Frankfurt am Main from Germany (represented by Rhein-Main-Verkehrsverbund, RMV), Bielefeld will work to make public transport systems more attractive, more convenient, more secure, more reliable and more ecological, because it is expected that public transport systems will become more important to ensure our mobility in the future.

It is an honor for Bielefeld to be appointed as lead partner for the technical and organizational project management of the BAPTS-project by the other project partners and I am looking forward to a good cooperation.



Eberhard David, Oberbürgermeister



Agenda

09.00 Registration

10.00 Welcome and introduction to BAPTS

Eberhard David, Lord Mayor of the City of Bielefeld

10.15 Sustainable public transport as cross-cutting policy objective from the regional and European perspective

Elmar Brok, Member of the European Parliament

NN, Directorate General Regional Policy, European Commission

Günter Kozłowski, Undersecretary, Ministry for Building and Transport of North Rhine-Westphalia

Lambert van Nistelrooij, Member of the European Parliament

11.15 Signing of the NWE Accessibility Declaration of the BAPTS, ROCK and ICMA Projects

Introduction by **Erik van Merrienboer**, Vice Mayor, City of Eindhoven

11.45 Dialogue on local requirements for European urban transport and the spatial policy framework

Gregor Moss, Transport Commissioner, City of Bielefeld

David Lyonette, Councillor, City of Darlington

Michael Looby, Chair of the Regional Traffic Management Group, Dublin

Erik van Merrienboer, Vice Mayor, City of Eindhoven

Knut Ringat, CEO of Rhein-Main-Regional Public Transport Authority



Willy Demeyer, Mayor, City of Liège
Eric Quiquet, Deputy President, Region of Lille
Jean-Francois Retiere, Vice President, Region of Nantes
Anna Waite, Councillor, City of Southend

13.00 **Buffet Lunch & Press Conference**

14.00 **The BAPTS contribution to better accessibility in North-West Europe**

Gregor Moss, Transport Commissioner of the City of Bielefeld

14.20 **“Multimodality and Interoperability”**

Presentations by Liège and Eindhoven

14.50 **“Integrated Transport Planning”**

Presentations by Nantes and Southend

15.20 **Coffee break**

15.50 **“Marketing and Mobility Awareness”**

Presentations by Dublin and Darlington

16.20 **“Intelligent Transport Systems”**

Presentations by Lille and Frankfurt/RMV

16.40 **Summary and reflections**

Ruut Louwers, INTERREG NWE Programme Director

17.00 **Close of conference**





BAPTS – an integrated model for solutions for modern and environment friendly public transport.

Public transport is the best and most environment friendly means to access work, school, leisure facilities or inner cities. Because of the increasing importance of public transport also in the future, it is important to improve public transport systems today and to win the customers' loyalty through a range of new offers. Based on this understanding, nine North-West European cities from six countries will cooperate within the BAPTS project between 2008 and 2011 towards developing ways for making urban transport systems more attractive.

Along the themes “Multimodality and Interoperability”; “Integrated Transport Planning”; “Marketing and Mobility Awareness” and “Intelligent Transport Systems” the BAPTS partners will jointly develop and implement public transport model solutions such as new contactless ticketing systems (incl. the application of near-field technology), modern and reliable passenger information and infotainment schemes or innovative and ICT-based vehicle location technologies. As regards marketing various new ways will be tested for better meeting the needs of the customers and to winning-over the hearts and minds of new public transport users. Last but by no means least several approaches will be jointly tested to better connect bus and rail traffic with non-motorised means such as walking or cycling.



Registration

Please make your registration online until April 10, 2009.
You will find the registration form at www.bapts.eu

Hotel reservations with special conditions can be made
online by Bielefeld Marketing GmbH. Please book online:
www.bielefeld-zimmervermittlung.de

When booking, please enter the specific congress-code
BPS09.

More information is available at www.bapts.eu.

We are looking forward to seeing you in Bielefeld!

Olaf Lewald
BAPTS Project Manager

Venue:

Ravensberger Spinnerei
Heeper Straße 37
33602 Bielefeld
Germany



Bielefeld