Becoming a more efficient, customer-centric and sustainable metro

STREAM B - DAY 2 - Wednesday 28 March 2012

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DAY 3 - Thursday 29 March 2012

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ANCILLARY REVENUE GENERATION

2.25pm Chairman’s opening remarks

Matthias Lohmann, Business Development Consultant, DELCAN

2.30pm Keynote Opening Address: Maximising non-fare revenue streams in Dubai metro

Dubai metro network implementation and feedback on operations to date
Evaluating options for funding the metro network
Non-fare revenue – naming rights and other strategies
Lessons learnt and strategy for future expansion
Eng Abdul Redha Hussain Abu Al Hassan, Rail Planning & Development Department Director, Roads & Transport Authority

2.50pm Keynote address: integrated mobility and developing secondary revenues to ensure stable funding: the example of ATM Milano

The increasing importance of generating finance through non-fare revenue sources; one of the five pillars of UITP’s PTx2 strategy
Leveraging the revenue streams available to public transport operators
Developing new processes and acquiring new capabilities to enable operators to derive additional value from existing assets
Maximising the potential of in-house expertise and know-how
Mr Giampaolo Codeluppi, Director for Strategic Planning, ATM Milano

3.10pm Informed insight: generating incremental non-farebox revenue through corporate partnership programmes

The need to raise funds: options to explore
Introduction to corporate partnership programmes
Station and line naming rights strategies: examples
Key strategic and operational aspects to bear in mind
Mr Carles Canto, Vice President, Head of Public Sector and Tourism, IMG Consulting

3.30pm Panel discussion: strategies available to operators to generate non-farebox revenue in order to increase funding

As a public service, the need to reach a balance between economic, marketing and social objectives
The importance of designing and deploying a process to fulfill legal and administrative requirements as public entities
Metro companies in different regions: same needs but different approaches?
• Naming rights for stations and lines: new versus existing metro networks
  - Mr Giampaolo Codeluppi, Director for Strategic Planning, ATM Milano
  - Mr Carles Canto, Vice President, Head of Public Sector and Tourism, IMG Consulting
  - Eng Abdul Redha Hussain Abu Al Hassan, Rail Planning & Development Department Director, Roads & Transport Authority

4pm  Afternoon refreshments