Societal demand
- the 21st century

Automated vehicles

HTS

MCB

AVERE/EVAAP

MCB

E

MCB

MCB

Connected

Innovative mobility ecosystems

Convergence in multi-modality

France Technology

IRF / FIA

MCB

SICHUAN

BLUENOVE

CCUD (Chinese Door Mobility)

BCG/MCB

IEA

CRTA (China Road Transportation Association)

MCB

OLIVER WYMAN

MCB

TOTAL

VIVAPOLIS

MCB

Targeted public policies

UN

SINOCHEM

our partners' booths,

SINOTRANS

CAR CREATOR CLUB

Winning technologies

IHS

CN/FR

MOBILITY EXPERIENCES

... and have fun!

Hackathon
Encourage talents to create innovative apps for future sustainable mobility.

Innovation Center
Meet us at the Bibendum Café and the networking area to discover:
- our partners' booths,
- the automotive design exhibition

Intercity and City Bus Rallies

Mobility experiences
4 different ways to feel and experience mobility:
- E-mobility
- Energy efficiency
- Automated vehicles
- Connected mobility

Ride & Drive
Come and drive with us! Discover the latest vehicles and innovations in mobility.

Smart city exhibition
Experience the city of the future!

Start-up Village
Meet the start-ups innovating in the space of sustainable mobility

Leaders' Forum

Leaders' Round Table

Concluding session and Closing Ceremony

ASSOCIATED EVENTS
... and go further with our partners

- ARTHUR D.LITTLE: The Future of Urban Mobility 2.0
- AVERE/EVAAP - China and France Cooperation on Electric Mobility
- BIPE - Serious Gaming session: what scenario for an ideal urban mobility in China?
- BLUENOVEL - Open data for smarter mobility
- CAR CREATOR CLUB - Internet car development and business startups
- CEC - The economics of low carbon mobility
- CRTA (China Road Transportation Association) - Efficiency of the purchasing system in public transport
- CCLUD (Chinese Centre of Urban Development)/MCB - Comprehensive transportation strategies for sustainable urbanization: the government’s vision
- France Technology - Open innovation and intellectual property
- HTS - Best Practices for Door-to-Door Mobility Solutions
- IHS - Personal and Sustainable Mobility in China
- IEA - Presentation of the World Energy Outlook
- IRF / FIA - Building Happy Cities, Meeting the Challenge of Urban Mobility
- MCKINSEY & COMPANY / MCB - The Plant of the Future
- MCB - Compliance to regulations
- MCB - WS14 - Inclusive mobility
- MCB - Practical roadmap for freight efficiency in growing markets
- MCB - Road safety & connected mobility
- MCB - A Circular Economy for sustainable mobility
- MCB - Sustainable Mobility for Tourism
- MCB - Are Standards, in Automotive Sector, a hurdle for innovation?
- MCB - Racing Today for a better Mobility Tomorrow
- MCB - Accelerating deployment of Hydrogen in urban transportation
- Michelin and Partners Press Conferences
- OLIVER WYMAN - The Connectivity Revolution: new business opportunities but with which Business Models?
- POLIS & SOLUTIONS - Innovative solutions for smart sustainable urban mobility
- SICHUAN PROVINCE - Investment and Promotion
- TOTAL - The clean fuel for tomorrow: Gas
- UN-HABITAT - Presentation of the annual report
- VIAJEOL - Sustainable Urban Mobility sharing experiences between Europe and China
- VIVAPOLIS - Meeting with French Companies and Chengdu Authorities

PRIVATE WORKING MEETINGS

- BCG/MCB - WS12 - Convergence in Transport Modes and Keys to Co-Mobility Development
- CN/FR bilateral automotive industry meeting
- FROST & SULLIVAN - Global megatrends and impact on the car of the future
- MCB - WS10 - 2-wheeler safety
- MCB - WS15 - Automotive design
- MCB - WS9 - Energy efficient vehicles: latest advances towards 50g CO2/km
- MCB - WS 6 - From ADAS to Fully Autonomous Vehicles
- MCB - WS 7 - Latest Advances in E-Mobility
- MCB - New economic models related to Green Paper game changers (in cooperation with NERA Economic Consulting and Oliver Wyman)
- MCB - WS 5 - Smart grids: How and when?
- MCB - WS 8 - Benefits to expect from Intelligent Transport Systems
- SINOCHEM - The sustainable development of tire industry
- SINOTRANS - Best practices for green logistics
- 21st Century Business Herald - Which kind of electric vehicles are appropriate for China market?
Pre-official opening activities

ASSOCIATED EVENTS

9:00 - 13:00
**MCB - Road Safety & Connected Mobility (part 1)**
About 15 international Road Safety experts who have been working on Connected Mobility for over 12 months will share their recommendations on how to leverage connectivity to save lives.

9:00 - 18:00
**POLIS & SOLUTIONS - Innovative solutions for smart sustainable urban mobility**
What can mobility do to make cities smarter? Polis and the EU-funded SOLUTIONS project will discuss with experts from Curitiba, Barcelona, Budapest and Hangzhou in an interactive session. Ask your questions to the top performing cities on smart urban mobility, integrated solutions and international transfer of experience.

VIAJEO+ - Sustainable Urban Mobility Sharing Experiences between Europe and China
The event aims at facilitating knowledge exchange and experience sharing between China and Europe on sustainable urban mobility. It will gather technical experts, policy makers and researchers to present their achievements on sustainable urban mobility solutions, to discuss their needs and to exchange their experiences with implementation of innovative technologies or policies.

14:00 - 17:00
**IHS - Personal and Sustainable Mobility in China**
Trends in urban mobility, future developments in advanced powertrains in China, long term evolution of Chinese vehicle park vs CO\textsubscript{2} emissions, autonomous cars and unanticipated consequences of fuel change for the automotive market will be analyzed.

14:00 - 18:00
**MCB - Inclusive Mobility**
How to develop inclusive mobility to provide affordable, accessible, safe and clean mobility choices for all sections of society even its poorest and most vulnerable? Does inclusive mobility have equal relevance for the developed world as for the developing world?

EXPERIENTIAL ACTIVITIES

9:00 - 17:00
**Intercity rally**
Two routes, 110km or 170km, on main & secondary roads

8:00 - 18:00
**Innovation Center**
- our partners' booths,
- the automotive design exhibition

**Smart city exhibition**
Experience the city of the future!

**Start-up Village**
Meet the start-ups innovating in the space of sustainable mobility.

13:00 - 15:30
**City Bus Rally**
50km inside Heritage Park
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Venue</th>
<th>Details</th>
</tr>
</thead>
</table>
| 9:00 - 13:00 | **MCB - Automotive Design**                                              | Convention Center   | Convention Center Level 1 Room A  
What impact could "autonomous" technologies have on design, based on possible onboard human behavior and activities? What design evolution to switch from driving time to free time? What New Urban vehicle design for Last-Mile Delivery?  
9:00 - 13:00 | **MCB - Smart Grids: How and when?**                                     | Convention Center   | Convention Center Level 1 Room E  
The foreseeable increase in the number of EVs will generate a related increase in power demand. This makes the implementation of smart grids necessary in order to manage the electricity distribution network. What are the needs of the utility suppliers?  
9:00 - 13:00 | **MCB - Benefits to expect from Intelligent Transport Systems**          | Convention Center   | Convention Center Level 1 Room G  
What benefits can ITS bring to road safety and, on a broader scale how can they contribute to reducing energy consumption, pollution and congestion?  
9:00 - 18:00 | **MCB - Latest Advances in E-Mobility**                                  | Convention Center   | Convention Center Level 1 Room B  
What's new in powertrain, battery, fuel-cell and supercap technologies? What about new progress in hydrogen storage and electric roads? How to increase energy and/or power density? Other progress?  
9:00 - 18:00 | **MCB - Energy efficient vehicles: latest advances towards 50g CO₂/km** | Convention Center   | Convention Center Level 1 Room D  
By increasing vehicle fuel efficiency, will we be able to meet 50g CO₂/km target? When?  
14:00 - 18:00 | **MCB - From ADAS to Fully Autonomous Vehicles**                        | Convention Center   | Convention Center Level 1 Room G  
Beyond Advanced Driving Assistance Systems (ADAS) what technologies must be implemented for vehicles to become fully autonomous? What additional benefits could these technologies offer?  
14:00 - 18:00 | **MICHELIN - Hackathon**                                                 | Hackathon Square    | Hackathon Square Level 1  
Ideation and pitch preparation, prior to competition |
MCB BACKBONE SESSIONS

13:15 - 15:00  The TED City 2.0 salon
Six international speakers will share their stories on urban ingenuity and interdependence from across the globe. How can the dense metropolises of the future be healthier and more sustainable and inspire people to feel more connected and engaged?

15:30 - 16:30  Official Welcome Ceremony
Welcome speech by Michelin Group C.E.O. J.D. Senard and Chinese official representatives. Opening of the 12th Michelin Challenge Bibendum with experts’ vision and official handing over of the MCB Green Paper to the participants.

17:15 - 18:15  Societal Demand
How can the needs of the general population, economic actors and government agencies in charge of public well-being be determined and how can an economic balance among all stakeholders be achieved?

Set ambitious global CO2 emission reduction targets and implement the relevant economic instruments
Set ambitious CO2 emissions global reduction objectives for all anthropogenic activities over the medium and long term; implement the relevant economic instruments in transport.

Innovative Mobility Ecosystems
New promising ecosystems are taking shape to address growing consumer mobility needs and complex modern mobility challenges. This Backbone Session will analyze some of them, examine how stakeholders can interact with them, and explore the business model transformations they will entail.

ASSOCIATED EVENTS

9:00 - 11:30  CAR CREATOR CLUB - Internet car development and business startups
How will the design, manufacture and business model of the Internet cars evolve? What benefits will the internet bring to the customer in the field of after-sale services?

9:00 - 12:30  MCB - Sustainable Mobility for Tourism
Tourism is a growing sector, viewed by consumers and policy makers alike as one of the main pathways for job creation. Yet tourism can have negative impacts on the environment. How can mobility and sustainable tourism be reconciled? What possible dedicated mobility for tourism? What is at stake? What solutions are technically available and when will they be implemented on a massive scale?

MCB - Accelerating deployment of Hydrogen in urban transportation
This event will highlight existing initiatives which will contribute to accelerate the deployment of non-polluting vehicles with greater autonomy without requiring heavy investment in the infrastructure. It will address how in several countries stakeholders decided to share their knowledge in order to develop coordinated deployment scenarios for vehicles and hydrogen stations, and to emphasize the clear benefits and costs of this transition.

MCKINSEY & Company / MCB - The Plant of the Future
How will digital manufacturing shape the Plant of the Future? Will mass production still exist in a world of big data and customization? Will there actually still be production lines at all? Top executives will share their visions on these hot topics and provide an outlook on how global trends and disruptive technologies (e.g., 3D printing, advanced robotics...) will shape the future of manufacturing.

MCB - Road Safety & Connected Mobility (part 2)
Focused on connected mobility, this creative Lab will tackle some emblematic case studies. Selected political leaders will share the issues they face in their territories and you will participate in building solutions through a collaborative work session.

10:00 - 12:00  TOTAL - The Clean Fuel for Tomorrow: Gas
Overview of current status and discussions on clean fuel development, with a focus on natural or synthetic gas. Gas capacity, gas engine challenges and new lubricant solutions will be addressed.

17:00 - 18:00  AVERE/EVAAP - China and France Cooperation on Electric Mobility
The Chinese and French Electric Vehicle Associations will share their view on electric mobility

9:00 – 11:00 (tbc)  SICHUAN PROVINCE - Investment and Promotion
The Sichuan Province Investment and Promotion Bureau will discuss the benefits for foreign companies involved in sustainable mobility area to invest or build a branch/plant in the Sichuan province or enter into a business cooperation with local enterprises.
## EXPERIENTIAL ACTIVITIES

### 8:00 - 18:00

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td><strong>Hackathon</strong>&lt;br&gt;Encourage talents to create innovative apps for future sustainable mobility</td>
<td>Convention Center Hackathon Square Level 1</td>
</tr>
<tr>
<td>9:00</td>
<td><strong>Innovation Center</strong>&lt;br&gt;• our partners' booths,&lt;br&gt;• the automotive design exhibition&lt;br&gt;• multi-stakeholder presentations (“The Plant of the Future” in collaboration with McKinsey &amp; Company, “Connected mobility” with Roland Berger)</td>
<td>Convention Center Level 1</td>
</tr>
<tr>
<td>10:00</td>
<td><strong>Mobility Experiences</strong>&lt;br&gt;4 different ways to feel and experience mobility:&lt;br&gt;• E-Mobility&lt;br&gt;• Energy Efficiency&lt;br&gt;• Automated Vehicles&lt;br&gt;• Connected Mobility</td>
<td>Century Dance</td>
</tr>
<tr>
<td>10:00</td>
<td><strong>Smart City Exhibition</strong>&lt;br&gt;Experience the city of the future!</td>
<td>Convention Center Level 1</td>
</tr>
<tr>
<td>10:00</td>
<td><strong>Start-up Village</strong>&lt;br&gt;Meet the start-ups innovating in the space of sustainable mobility.</td>
<td>Convention Center Level 1</td>
</tr>
<tr>
<td>10:00</td>
<td><strong>Ride &amp; Drive</strong>&lt;br&gt;Come and drive with us! Discover the latest vehicles and mobility innovations.</td>
<td>Century Dance Heritage Park Track</td>
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### PRIVATE WORKING MEETINGS*

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td><strong>BCG/MCB - Convergence in Transport Modes and Keys to Co-Modality Development</strong>&lt;br&gt;How can co-modality among the different types of transportation means be enhanced? What energy sources will be the most broadly used? Can a common evolution leading to convergence be expected?</td>
<td>Convention Center Level 1 Room D</td>
</tr>
<tr>
<td>10:00</td>
<td><strong>SINOCHEN - The sustainable development of tire industry</strong>&lt;br&gt;Sinochem International, GMG Global and Sinochem will invite experts from different market sectors to debate on the sustainable development of the tire industry.</td>
<td>Convention Center Level 1 Room C</td>
</tr>
<tr>
<td>10:00</td>
<td><strong>SINOTRANS - Best practices for green logistics</strong>&lt;br&gt;Sharing the best practices of Sinotrans on reducing carbon emissions by ways of technologies, innovations or improved operations.</td>
<td>Century Dance Museum area Room 4</td>
</tr>
<tr>
<td>10:00</td>
<td><strong>FROST &amp; SULLIVAN - Global mega trends and impact on the car of the future</strong>&lt;br&gt;Sharing best practices from recognized global mobility experts and identifying the most applicable and scalable opportunities for the global automotive industry, particularly for China.</td>
<td>Convention Center Level 1 Room E</td>
</tr>
<tr>
<td>16:45</td>
<td><strong>21st Century Business Herald - Which kind of electric vehicles are appropriate for China market?</strong>&lt;br&gt;The advantages and operation of “Time-sharing lease”; Low-speed electric vehicles (set the standards/ sell the right to use); Business operating model of electric vehicles (with specific cases); Deconstruction for electric vehicles in internet thinking</td>
<td>Convention Center Level 1 Room C</td>
</tr>
</tbody>
</table>
### MCB BACKBONE SESSIONS

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>08:45 – 09:45</td>
<td><strong>Ultra low-emission zones &amp; road safety zones in urban areas with relevant infrastructure and vehicles</strong>&lt;br&gt;What efficient solutions can city centers adopt to reduce congestion, air pollution and to enhance safety. This session looks at the technologies, instruments and economic tools required for such initiatives to be successful.</td>
<td>Convention Center&lt;br&gt;Level 1&lt;br&gt;Room 1</td>
</tr>
<tr>
<td>10:15 - 11:15</td>
<td><strong>New Economic Instruments</strong>&lt;br&gt;What are the new efficient economic instruments that could be developed to support a low carbon economy? Attributing a real value to CO₂, developing and fostering pay-per-use, land-value capture, public &amp; private association…</td>
<td>Convention Center&lt;br&gt;Level 3&lt;br&gt;Room 2</td>
</tr>
<tr>
<td>11:15 - 11:45</td>
<td><strong>Convergence in Multi-Modality</strong>&lt;br&gt;From a road mobility focus to a global mobility approach (co-modality, energy sources, ITS…), conference organized in cooperation with BOSTON CONSULTING GROUP</td>
<td>Convention Center&lt;br&gt;Level 3&lt;br&gt;Room 2</td>
</tr>
<tr>
<td>11:45 - 12:15</td>
<td><strong>Innovative urban Last-Mile Logistics systems</strong>&lt;br&gt;This Backbone Session will investigate promising solutions such as freight pooling schemes and new services, vehicle loading optimization, modular vehicles, new ITS opportunities…</td>
<td>Convention Center&lt;br&gt;Level 3&lt;br&gt;Room 3</td>
</tr>
<tr>
<td>12:15 - 12:45</td>
<td><strong>Mobilizing Private investment for sustainable transport infrastructure</strong>&lt;br&gt;Public budgets are not sufficient to face the huge infrastructure costs needed to transform low carbon mobility… What role for private investment through different business and financial models?</td>
<td>Convention Center&lt;br&gt;Level 3&lt;br&gt;Room 3</td>
</tr>
<tr>
<td>13:15 - 13:45</td>
<td><strong>Winning Technologies</strong>&lt;br&gt;What winning technologies could be quickly and massively deployed to achieve sustainable mobility in acceptable economic conditions and with significant benefits on society?</td>
<td>Convention Center&lt;br&gt;Level 3&lt;br&gt;Room 2</td>
</tr>
<tr>
<td>13:45 - 14:15</td>
<td><strong>Door-to-Door Solutions with Corresponding Web-Based Applications</strong>&lt;br&gt;Providing people with door-to-door mobility solutions means addressing their individual needs, leveraging the Internet and connected tools, and collectively encouraging a sustainable mobility. This Backbone Session will scout the vast array of existing and future door-to-door solutions.</td>
<td>Convention Center&lt;br&gt;Level 3&lt;br&gt;Room 3</td>
</tr>
<tr>
<td>14:15 - 14:45</td>
<td><strong>Massive Deployment (in cooperation with NERA Economic Consulting and Oliver Wyman)</strong>&lt;br&gt;What positive impacts on growth, pollution and CO₂ reduction can be expected from the massive deployment of our selected game changers? This topic will be explored with macro-economic experts.</td>
<td>Convention Center&lt;br&gt;Level 1&lt;br&gt;Room 1</td>
</tr>
<tr>
<td>14:45 - 15:15</td>
<td><strong>Targeted Public Policies</strong>&lt;br&gt;Private and public actors must work together to introduce appropriate targeted public policies to support the emergence of new solutions, create the conditions for broader and fairer competition, stimulate individual and collaborative initiatives and set ambitious emission reduction objectives.</td>
<td>Convention Center&lt;br&gt;Level 3&lt;br&gt;Room 2</td>
</tr>
<tr>
<td>15:30 - 16:00</td>
<td><strong>Leaders’ Forum</strong>&lt;br&gt;The Green Paper will serve as a basis for a panel of Leaders to share their priorities and offer suggestions on how to move forward, at a global level and, more specifically in China.</td>
<td>Convention Center&lt;br&gt;Level 3&lt;br&gt;Forum</td>
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<tr>
<td>16:00 - 17:00</td>
<td><strong>Trophy Ceremony Dinner</strong>&lt;br&gt;Trophy Ceremony Dinner</td>
<td>Hotel Shangri La</td>
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### Associated Events

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9:00 - 10:00</td>
<td><strong>Michelin Press Conference</strong></td>
<td>Convention Center Level 3 Forum</td>
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<tr>
<td>9:00 - 10:30</td>
<td><strong>BLUENOYE - Open Data for Smarter Mobility</strong></td>
<td>Convention Center Level 1 Room E</td>
</tr>
<tr>
<td>9:00 - 12:00</td>
<td><strong>MCB - Practical roadmap for freight efficiency in growing markets</strong></td>
<td>Convention Center Level 1 Room B</td>
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<tr>
<td></td>
<td><strong>MICHELIN - Start-up Pitch Session</strong></td>
<td>Convention Center Level 1 Room D</td>
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<tr>
<td>9:00 - 12:30</td>
<td><strong>France Technology - Open innovation and intellectual property</strong></td>
<td>Convention Center Level 1 Room F</td>
</tr>
<tr>
<td>9:30 - 11:00</td>
<td><strong>HTS - Best Practices for Door-to-Door Mobility Solutions</strong></td>
<td>Convention Center Level 1 Room A</td>
</tr>
<tr>
<td>10:00 - 11:00</td>
<td><strong>CEC - The economics of low carbon mobility (Part 1)</strong></td>
<td>Century Dance Museum area Room 4</td>
</tr>
<tr>
<td>10:15 - 13:15</td>
<td><strong>MCB - A Circular Economy for sustainable mobility</strong></td>
<td>Convention Center Level 1 Room 1</td>
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<tr>
<td>11:00 – 12:00</td>
<td><strong>Essilor Press Conference</strong></td>
<td>Convention Center Level 1 Room E</td>
</tr>
<tr>
<td>11:30 - 12:30</td>
<td><strong>MCB - Racing Today for a better Mobility Tomorrow</strong></td>
<td>Century Dance Museum area Room 4</td>
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</tbody>
</table>

**9:00 - 12:00**

**MCB - Practical roadmap for freight efficiency in growing markets**

Is there a greater challenge in growing markets than freight efficiency? An international task force launches its 18 month-long work stream during this Backbone Session. In this workshop, you will have the opportunity to contribute and to draw-up guidelines.

**9:00 - 12:30**

**France Technology - Open innovation and intellectual property**

This seminar is conducted by the Comité France Chine (CFC). Following the 2013 Franco-Chinese scientific cooperation, the objective is to promote cooperation between France and China on technology and to introduce an innovation Award.

**9:30 - 11:00**

**HTS - Best Practices for Door-to-Door Mobility Solutions**

What are the key success factors for the implementation of door-to-door solutions? What are the successful business models for such services? How to foster winning partnerships in order to provide fully integrated door to door solutions and web-based applications? Participants will be invited to collectively answer these challenging issues during an active and lively game animated by HTS Consulting.
ASSOCIATED EVENTS

11:30 - 13:00  
**OLIVER WYMAN** - The Connectivity Revolution: new business opportunities but with which Business Models?  
During this workshop, Oliver Wyman’s experts will share the key results and open the discussion with participants; all the potential new services have been screened and have been segmented them in 7 families; these families have been ranked according to their business potential. An assessment of the positioning of key players in the value chain and their winning strategies will be discussed.

**ARTHUR D.LITTLE** - The Future of Urban Mobility 2.0  
This event, organized in collaboration with the UITP – the international association of public transport –, will give the opportunity to get the latest insights from Arthur D. Little’s global study and exchange views around the following questions: (1) To which extent are cities currently well equipped to cope with urban mobility challenges? (2) What are strategic imperatives for Chinese cities to shape the future of urban mobility?; What are real opportunities for business in future mobility ecosystems?

13:00 - 15:00  
**CFTA (China Road Transportation Association)** - Efficiency of the purchasing system in public transport  
Chinese and European public transport companies, equipment manufacturers and OEMs will share best practices and discuss ways to improve the transparency and process rigor of purchasing systems.

13:00 - 14:00  
**Solvay Press Conference**  
Convention Center  
Level 1  
Room E

13:30 - 14:45  
**CCUD (Chinese Centre of Urban Development)/MCB** - Comprehensive transportation strategies for sustainable urbanization: the government’s vision  
China needs an efficient transportation system in place for a sustainable urbanization. The country already has the world biggest high-speed railway network built, and is also largest automobile buyer; but how it could make a multi-modal system work well through comprehensive transportation planning? Chinese Centre of Urban Development of National Development and Reform Commission (NDRC) and their selected experts will illustrate this picture and identify potential market opportunities.

16:00 - 18:30  
**CEC** - The economics of low carbon mobility (Part 2)  
Meeting chaired by the Climate Economics Chair from the Paris Dauphine University.

17:30 - 19:00  
**Workshops Report-out session**  
Conclusion of the workshop debates

Convention Center  
Level 1  
Room A

Century Dance Museum area  
Room 4

Convention Center  
Level 1  
Room A

Convention Center  
Level 1  
Room E
EXPERIENTIAL ACTIVITIES

8:00 - 18:00

**Hackathon**
Encourage talents to create innovative apps for future sustainable mobility.

**Innovation Center**
- our partners’ booths,
- the automotive design exhibition

**Mobility Experiences**
4 different ways to feel and experience mobility:
- E-Mobility
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**Smart City Exhibition**
Experience the city of the future!

**Start-up Village**
Meet the start-ups innovating in the space of sustainable mobility

**Ride & Drive**
Come and drive with us! Discover the latest vehicles and mobility innovations

PRIVATE WORKING MEETINGS*

9:00 - 10:00

**Michelin Press Conference**

9:00 - 13:00

**MCB - 2 Wheeler Safety**
2-wheelers are the most efficient and affordable individual transport mode in congested cities. The Safety issue is clearly viewed as a drawback. This workshop aims at providing public authorities with a list of recommendations to tackle the issue.

17:30 - 18:30

**MCB - New economic models related to Green Paper game changers (in cooperation with NERA Economic Consulting and Oliver Wyman)**
Modeling the impacts of massive deployment on reducing CO₂ emissions, local pollution and boosting economic growth and employment.
**PROGRAM**
Chengdu 2014, 12th Global Summit

**MCB BACKBONE SESSIONS**

<table>
<thead>
<tr>
<th>Time</th>
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<th>Location</th>
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<tbody>
<tr>
<td>10:45-12:45</td>
<td>Leaders' Round Table*</td>
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<td></td>
<td>Debate among high-level speakers to reach a consensus on initiatives to be launched towards modern mobility. Moderated by Pat Cox (former President of the European Parliament).</td>
<td>Century Dance Museum area Room 4</td>
</tr>
<tr>
<td>14:00-15:30</td>
<td>Concluding Session and Closing Ceremony</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Activities wrap-up and Global Summit highlights with guest speakers.</td>
<td>Convention Center Level 3 Forum</td>
</tr>
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<td>8:30-12:30</td>
<td>MCB - Are Standards, in Automotive Sector, a hurdle for innovation?</td>
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<td>Experts will benchmark the example of Europe with UN/ECE standards and will test the same approach for ASEAN countries.</td>
<td>Convention Center Level 1 Room B</td>
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<tr>
<td>8:30-10:00</td>
<td>VIVAPOLIS - Meeting with French Companies and Chengdu Authorities</td>
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<td>VIVAPOLIS brings together French stakeholders - both public and private - seeking to promote a shared ambition for sustainable urban development at international level.</td>
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<td>During this session, we will have discussions between French companies and Chengdu authorities, moderated Mrs Pappalardo - Coordinator for Sustainable Cities, French Ministry for Foreign Trade.</td>
<td>Convention Center Level 3 Room 3</td>
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<tr>
<td>8:45-9:30</td>
<td>UN-HABITAT - Presentation of the annual report</td>
<td>Convention Center Level 3 Room 2</td>
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<td>Presentation of the Planning &amp; Design for Sustainable Urban Mobility Global Report.</td>
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<tr>
<td>9:00-10:00</td>
<td>GDF Suez Press Conference</td>
<td>Convention Center Level 1 Room A</td>
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<tr>
<td>9:00-12:00</td>
<td>IRF / FIA - Building Happy Cities, Meeting the Challenge of Urban Mobility</td>
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<td>Catering to the transport and mobility needs of urban dwellers while providing a pleasant, comfortable, safe and healthy urban environment. This conference will look at current trends and future challenges and discuss solutions.</td>
<td>Convention Center Level 1 Room 1</td>
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<td>8:30-12:30</td>
<td>MCB - Compliance to regulations</td>
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<td>In the automotive industry, regulations are designed to improve safety, CO₂, and noise emissions, energy efficiency... But their actual impact heavily depends on product manufacturer compliance. This workshop looks into different ways of improving regulatory impact, including through compliance enforcement.</td>
<td>Convention Center Level 1 Room F</td>
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<tr>
<td>9:30-10:30</td>
<td>SICHUAN PROVINCE - Investment and Promotion</td>
<td>Convention Center Level 1 Room C</td>
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<td>The Sichuan Province Investment and Promotion Bureau will discuss the benefits for foreign companies involved in sustainable mobility area to invest or build a branch/plant in the Sichuan province or enter into a business cooperation with local enterprises.</td>
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<tr>
<td>9:45-10:30</td>
<td>International Energy Agency (IEA) - Presentation of the World Energy Outlook</td>
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<td>The International Energy Agency (IEA), an autonomous organization that works to ensure reliable, affordable and clean energy for its 28 member countries and beyond will present its annual report.</td>
<td>Convention Center Level 3 Room 2</td>
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<td>10:00-11:00</td>
<td>La Poste Press Conference</td>
<td>Convention Center Level 1 Room E</td>
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<tr>
<td>10:30-12:30</td>
<td>BIPÉ - Serious Gaming session: what scenario for an ideal urban mobility in China?</td>
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<td>BIPÉ teams will interact with the audience in order to build a reasonable and efficient path towards ideal mobility focused on China. What technical innovation, policy measures, environmental incentives and societal evolutions are most likely to impact urban mobility in Chinese cities by 2025?</td>
<td>Convention Center Level 3 Room 3</td>
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</tbody>
</table>
EXPERIENTIAL ACTIVITIES

8:00 - 18:00

Innovation Center
- our partners’ booths,
- the automotive design exhibition

Mobility Experiences
4 different ways to feel and experience mobility:
- E-Mobility
- Energy Efficiency
- Automated Vehicles
- Connected Mobility

Smart City Exhibition
Experience the city of the future!

Start-up Village
Meet the start-ups innovating in the space of sustainable mobility

Ride & Drive
Come and drive with us! Discover the latest vehicles and mobility innovations.

10:00 - 12:00

Opening Ceremony Students’ Day

14:00 - 18:00

Students’ Day

PRIVATE WORKING MEETINGS*

8:30 - 12:30

CN/FR Bilateral Automotive Industry meeting
A group of public and private partners will share views on automated vehicles: roadmap, norms and regulations.