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# Presentation of the Busworld Academy

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**“A developed society is not a place  
where the poor have cars,  
It is where the rich take the bus.”**

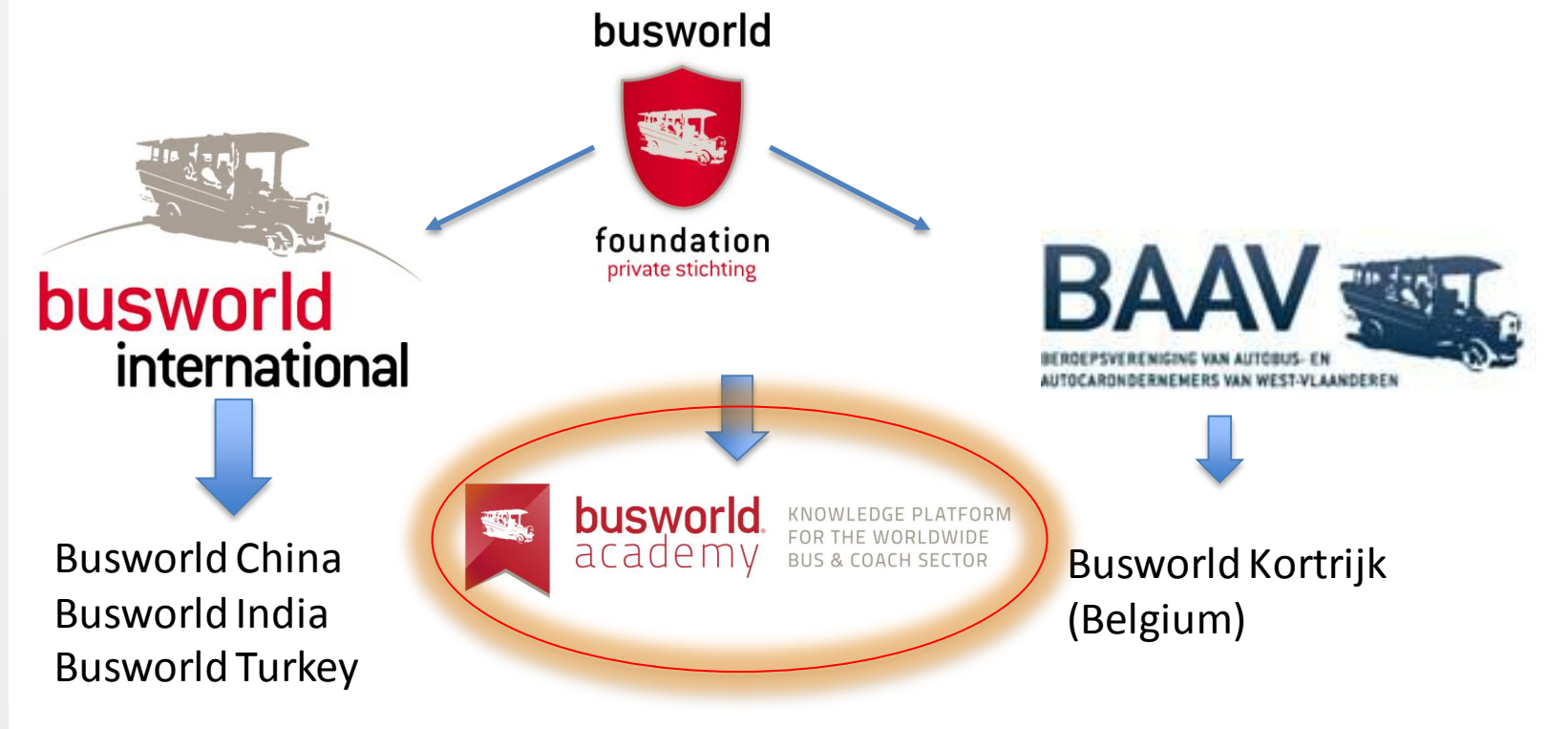


A close-up photograph of Gustavo Petro, Mayor of Bogotá, speaking at a podium. He is wearing glasses, a brown jacket, and a patterned shirt. He is gesturing with his right hand while speaking into a microphone. The background is dark and out of focus.

*“A developed country is not a place where the poor have cars. It’s where the rich use public transportation.”*

**GUSTAVO PETRO, MAYOR OF BOGOTÁ**

# Busworld Academy : our youngest





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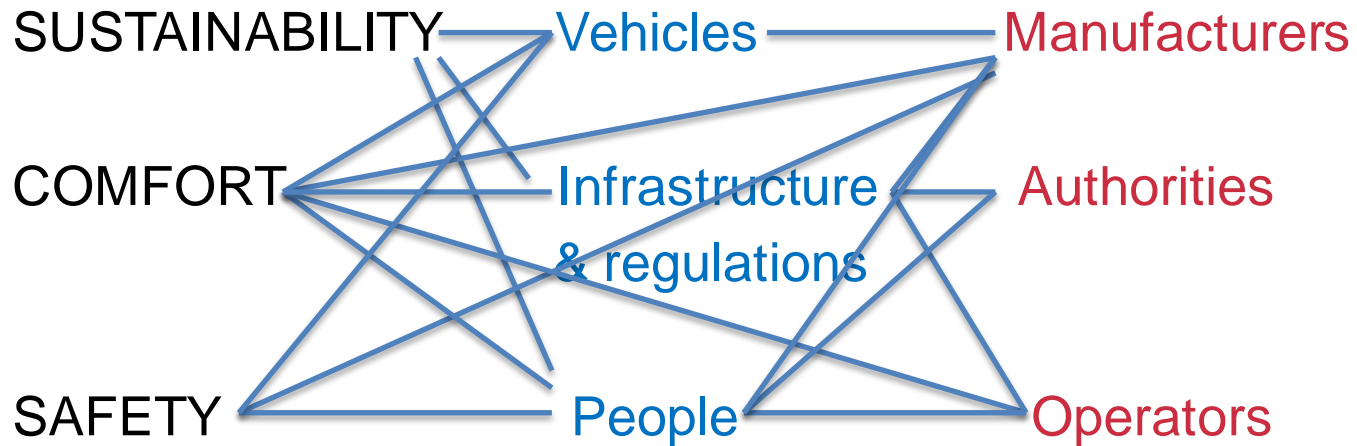
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focus on

THEMES

TOPICS

TARGET GROUPS



## 5 mayor trends for this rise

- The expansion of the urban population
- Rising government investments in public transportation
- Growth in niche models
- Growing private transportation companies
- Rise of the alternative powertrains



# 10 trends

- Experience economy
- Ageing
- Technology
- Diversity
- Traffic congestion
- Kids rule
- Smart marketing
- Personification



# Recommendations of non-believers

- Internet-access is obvious
- Find niche markets
- Everybody VIP
- Offer “à la carte”
- It has to be fun
- The added value of the fellow traveler







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**Thank you for your attention !**

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