

As of September 19, 2016

Draft programme for the Busworld Academy and IRU Congress

Moscow, 25–27 October 2016

25 October

10:15 – 10:45 Opening Ceremony

11:00 – 13:30 Coaches & Tourism

Moderator: to be determined

- 1) Long-term coach tourism policy in the Russian Federation
Mr Nikolai Asaul, Deputy Minister of transport of the Russian Federation (tbc)
- 2) Presentation by the Moscow Department of Tourism
Mr Vladimir Chernikov, Head, Department of National Policy, Interregional Relations and Tourism, Moscow Government (tbc)
- 3) A new concept for bus and coach tourism in Moscow
Mr Yuri Sveshnikov, Head, Moscow Transport Union
- 4) Bus and coach tourism in EU
Mr Yves Mannaerts, Vice-President, Head of Passenger Transport Council, IRU
- 5) The potential for and limits of bus and coach tourism in Russia
Mr Mikhail Boleguzov, Head, Sub - Committee on Tourism, Moscow Chamber of Commerce and Industry
- 6) Development of inclusive tourism in the Russian Federation
Mr Alexey Sesiolkin, Professor, Russian State Social University

12:00 – 12:20 Networking coffee

- 7) The potential for international bus and coach tourism in Belarus
Belarus Transport Union
- 8) An entrepreneur's view on bus and coach tourism development
Mr Sergey Lavrentiev, President, Worldwide City Sightseeing representative office in Russia
- 9) QR codes for increasing public transport image for the citizens and guests of a city
Mr Vladimir Ishkov, Deputy Head on development "Passazhiravtotrans", Saint Petersburg
- 10) "Guest card" as an element of city tourism programme in Saint Petersburg
Mr Evgeny Pankevich, Director General "City Tourism and Information Bureau", Saint Petersburg
- 11) **Panel discussion: Passenger transport management during big international events**
Mr Allan Edmondson, Managing Director for Transport Partners Ltd, UK

Mr Nikolay Odintsov, Head, Corporate Sales, GAZ Group

Ms Julia Samoilova, Representative of Transport Management Directorate (Sochi Olympic Games 2014)

Mr Terentiy Mescheryakov, Head of Transport Management Directorate (FIFA 2018 in Russia) – (tbc)

14:15 – 15:30 Foresight session “Image of bus and coach transport”

Organised by **Moscow Automobile and Road Construction State Technical University**

26 October

10:30 – 12:30 Bus & the City

Moderator: Ms Victoria Gerami, Higher School of Economics

- 1) Panel discussion: Sustainable city mobility
Mr Alexei Bakirei, Head, Department for State Policy in road and city passenger transport, Ministry of transport of the Russian Federation (tbc)
Mr Maksim Liksutov, Head, Department of Transport, Moscow Government (tbc)
Mrs Valentina Leonchik, Deputy Head, Belarus Transport Union, Belarus
Mr Oleg Kamberski, Head, Passenger transport, IRU
- 2) Market situation in the bus and coach industry
Mr Sergei Udalov, Executive Director, Autostat
- 3) The importance of ITS in the future of passenger Transport
Mrs Ingrid Nueland, CEO, Keolis, Belgium
- 4) Mobility as a Service
Mr Sampo Hietanen, CEO & Founder MaaS Ltd, Finland
- 5) Inclusive mobility
Mr Mark D’eigens, Mandelcar, Belgium
- 6) The Rapid Bus Transport System in Moscow
Mr Mikhail Nokhrin, Strategy Partners Company (tbc)

12:30 – 13:00 Networking coffee

13:00 – 14:30

Round table “Payment of fares on passenger transport”, organised by Passazhiravtotrans, Saint Petersburg

14:30 – 16:00 Safety in bus & coach transport

- 1) Fire safety in the bus & coach sector
Mr Fredrik Rosen, SP Technical Research Institute of Sweden – Fire Research
- 2) Lessons to be learned from accidents with buses and coaches
Mr Patrick Botto, Accidentologist, France
- 3) The importance of the safety belt in buses and coaches
Mr Peter Lawrence, Doctor of Education, Certified Director of Pupil Transportation, USA

- 4) Prevention of terrorism in buses and coaches
Dick Fischer, President/CEO, Trans-Consult, Worldwide Bus Consultant Service, USA
- 5) Bus and coach safety on the roads – lessons to be learned
Mr Vadim Melnikov, Director General, Road Safety Expert Centre
- 6) Use of Tachographs in providing safety for passenger transport
Mr Andrey Kozyakov, Director General, “Tachograph+”
- 7) **Mr Egor Kunin**, Director General, KLAvto
- 8) **Mr Maxim Rosenberg**, Director General, BusinessBuss

27 October

10:30 – 12:30 Bus & Financing

Moderator: Mr Sergei Tselikov, Avtostat

- 1) Lobbying bus and coach industry issues
Mr Oleg Starovoitov, President, Russian Road Transport Union
- 2) Renewing vehicle fleets: How can financial institutions help?
Mr Victor Novochenko, Head of the Department for cooperation with the State agencies, SberLeasing
- 3) Progressive financing and renewal of buses and coaches fleet on Public Private Partnership bases
Mr Oleg Ershov, Director, Leasing and Sales development, KAMAZ - Director General, KAMAZ-Leasing
- 4) A new doctrine for international bus and coach passenger insurance
Mr Oleg Lebedinets, Deputy Head of FEA Operators Insurance Division, Department of Insurance for Transport Operators, Ingosstrakh

12:00 – 12:00 Networking coffee

**12:20 – 14:00 Round table discussion “Road transport operators would like to know...”
Questions and answers**

Participants to be invited to the discussion

Representatives of the Ministry of Transport of the Russian Federation
Department of transport and infrastructure of Moscow
Russian Road Transport Union
Rosavtotrans
Insurance companies
State Inspection for Road Safety
Bus and coach operators