

Future of Mobility!

Program

MOBI Seminar & 10th anniversary – 26th of October 2017 – Le Bouche à l'Oreille

13h30 Registration

14h00 Welcome by prof. dr. Joeri Van Mierlo and prof. dr. Cathy Macharis

14h20 Keynote

- *Mobility as a Service* by **Sampo Hietanen - Founder and CEO of MaaS-Global, Finland**
- *The Human City* by prof. dr. **Cathy Macharis - Director MOBI (VUB)**

15h00 Break and to parallel sessions

15h15 Three parallel sessions

(each presentation 15min, followed by Q&A)

A) The city of the future

Chaired by André Céron - Director Logistics at Dreamland, Dreambaby, Collishop - Group Colruyt:

- *Deliveries of tomorrow* – Dr. Sara Verlinde
- *The city car of the future* – Prof. dr. Lieselot Vanhaverbeke
- *Challenges for new (freight) transport technologies in the city of tomorrow*– Prof. dr. Tom Van Lier

B) Citizens Science

Chaired by Xavier Verhaeghe - Vice President Technology Solutions at Oracle

- *Measurements by the crowd* – Dr. Imre Keserü
- *Evaluation 2.0* – Dr. ir. Maarten Messagie
- *Artificial intelligence in transport* – Prof. dr. Tias Guns

C) Technology 2.0

Chaired by Jan Vliegen - Senior Vice President at Umicore

- *Electric busses: The next generation public transport technology* – Prof. dr. ir. Thierry Coosemans
- *The battery of the future* – ir. Shovon Goutam
- *Energy Efficient Routing* – Dr. ir. Cedric De Cauwer

16h15 Break

16h40 Keynote

- *Reinvent mobility in the 4th industrial revolution* by **Thierry Geerts -Country Director Belgium at Google**

17h00 Debate: Urban mobility of the future: how will it look like?

Moderator: **Thierry Coosemans – MOBI (VUB)**

- **Pascal Smet - Brussels Minister for Mobility**
- **Antoine Aubert** - Director Public Policy and EU Strategy at **Uber**
- **Sampo Hietanen** – Founder and CEO of **MaaS-Global**
- **Laurent Willaert** - Director Public Affairs at **FEBIAC**
- **Umberto Guida** - Director Research and Innovation at **UITP**
- **Joeri Van Mierlo** – Director **MOBI (VUB)**
- **Sara Verlinde** – Senior Researcher **MOBI (VUB)**
- **André Céron** - Director Logistics at **Dreamland, Dreambaby, Collishop - Group Colruyt**

18h30 Reception and walking dinner for MOBI's 10th anniversary!