

AIR//RAIL

Air//Rail 2011

*Investing in New and Enhanced Air-Rail Facilities:
Planning, Evaluation and Justification*

CONFERENCE PROGRAMME

Venice Marco Polo Airport

Wednesday 26 - Thursday 27 October 2011

Host:



Sponsored by:

ONWORKS:

RE:SYSTEMS

Oxera

Under the Patronage of:



Organised jointly by:



International Air Rail Organisation
Joining Railways Joining Airports

Wednesday 26 October 2011

- The IARO Annual General Meeting
- Tour of Venice Airport and Venice People Mover
- Welcome Reception

- 09:30** **Technical session: IT solutions for the travel industry**
in Venice Airport Airside Conference Room
- **Steve England**, Founder, RE:Systems - UK
 - **David Classey**, Corporate Planning & Programmes Director, Travelport - UK
 - **Fulvio Bignone** and **Richard Marchlewski**, Eporedia - UK
- 11:00 *Break*
- 11:30** **Annual General Meeting of the the IARO**
Airside Conference Room
- 12:45 *Delegate Registration and Lunch*
in Venice Airport Airside Business Lounge
- 13:45** **Welcome and Introduction from Venice Airport**
in Airside Conference Room
Paolo Simioni, Chief Executive Officer, SAVE Group
- 14:20** **Venice People Mover: a technical presentation**
- **Alfred Fruewirth**, Director After Sales & Operations, Doppelmayr Cable Car, Austria
- **Ivano Dossi**, Account and Project manager, Doppelmayr Italia
- 14:45** **Tour of Venice Airport**
- 15:45 *Depart for Venice Tronchetto by dedicated bus*
- 16:15** **Technical Site Visit to Venice People Mover and Passenger Terminal**
- Presentation about the Venice Passenger Terminal
- Journey on People Mover to Venezia Piazzale Roma.
- 17:00 *Transfer to hotels*
- 18:15** **Waterbus Evening Cruise: Venice Grand Canal**
- 19:00** **Evening "Welcome to Venice" Cocktail Reception**

Thursday 27 October 2011

Full Day Air//Rail Conference

Investing in New and Enhanced Air-Rail Facilities: Planning, Evaluation and Justification

08:00 **Technical Visit to Mestre Light Rail System**

- Visit includes transfer on a dedicated bus to the depot and trip on the light rail;
- Alternative transfer to Airport via shuttle bus leaving Venice at 08:50;

09:30 *Arrival at the Airport and transfer through security
Welcome refreshments*

10:15 **Welcome Addresses**

- Ministry of Infrastructure and Transport
- SAVE Group
- **Andrew Sharp**, Director General, the IARO
- **Giuseppe Rizzo**, Directorate General for Mobility & Transport - European Commission

10:35 **Session 1: Focus on Italy**

- **Alessandro Cardi**, Central Director of Airport Infrastructure
ENAC - Italian Civil Aviation Authority - Rome
- **Paolo Cambula**, Head of Planning & Development Infrastructure - Fiumicino, Rome

11:15 *Refreshment break*

11:45 **Session 1: Focus on Italy (continued)**

- **Giulio De Carli**, Chief Executive Officer, One Works – Venice, Dubai
- **Antonio Stifanelli**, President, PMV Mestre Tram - Venice
- **Joerg schweizer**, Full time researcher, Engineering Faculty University of Bologna





12:45 *Lunch*

13:40 *Delegates will be invited to Air//Rail 2012 that will be co-located with the ILA aerospace event, at the new Willy Brandt International Airport (Berlin).*

13:45 Session 2: Refurbishment design - really worth the money?
- **Elisabeth Landrichter**, Managing Director, City Airport Train (CAT)- Vienna
- **Tania Baharyan - Pfeiffer**, Designer and Project Manager, CAT - Vienna

14:20 *Refreshment Break*

14:35 Session 3: Case Studies in Planning and Implementation
- **Jeff Zupan**, Senior Fellow for Transportation, Regional Plan Association - New York
- **David Jevons**, Managing Consultant, Oxera - Oxford, London, Brussel
- **Pierfranco Romano**, Head of Sales & BD Northern Europe, Ansaldo STS - Genoa
- **Rommel Gavieta**, Vice President, Metro Rail Transit Development - Manila
- **Huh Joon-Young**, Chairman of the UIC Asian Regional Assembly
President of Korail Airport Express - Seoul

16:30 *Close of Conference Sessions*

Technical Opening Session - 26th October (morning)

IT solutions to the travel industry

The increasing availability of IT technologies is permitting integrated and seamless travel experiences. Today, Telematic Applications for Passengers provide innovative solutions for mobile ticketing, of crucial interest for Air/Rail connections. This flexibility, however, should be balanced against the potential threats to IT security, for both travellers and operators.

Steve England,

Founder and managing director

RE: Systems - UK

Mr. England is one of the founders of the RE: Group of Businesses. He will illustrate the adaptable nature of mobile ticketing, a technology Re:System first launched together with Heathrow Express and subsequently introduced for Gatwick and Stansted Express. The technology allows a variety of marketing and promotional offers to be associated seamlessly with the ticketing solution, opening up a vast array of CRM activities and encouraging user loyalty. RE:Systems' ticketing solutions are used as an add-on purchase by airlines to fulfill onward journey from the airport. This sees the ticketing solution integrating with various airlines including Virgin and EasyJet.

David Classey

Corporate Planning & Programmes Director

Travelport - UK

Active since 1971, Travelport provides travel technology solutions to travel agencies, travel suppliers, airlines, car rental companies and rail networks. Travelport is also a major participant in ETSA, the European Global Distribution Systems (GDS) and Online Agent Association and is active in the EU TAP TSI programme to improve data exchange across rail suppliers and ticket vendors.

Mr. Classey will describe this programme and illustrate the next generation Universal API (developed by Travelport), that is being rolled out to major European rail suppliers to enable sales via standard and corporate applications.

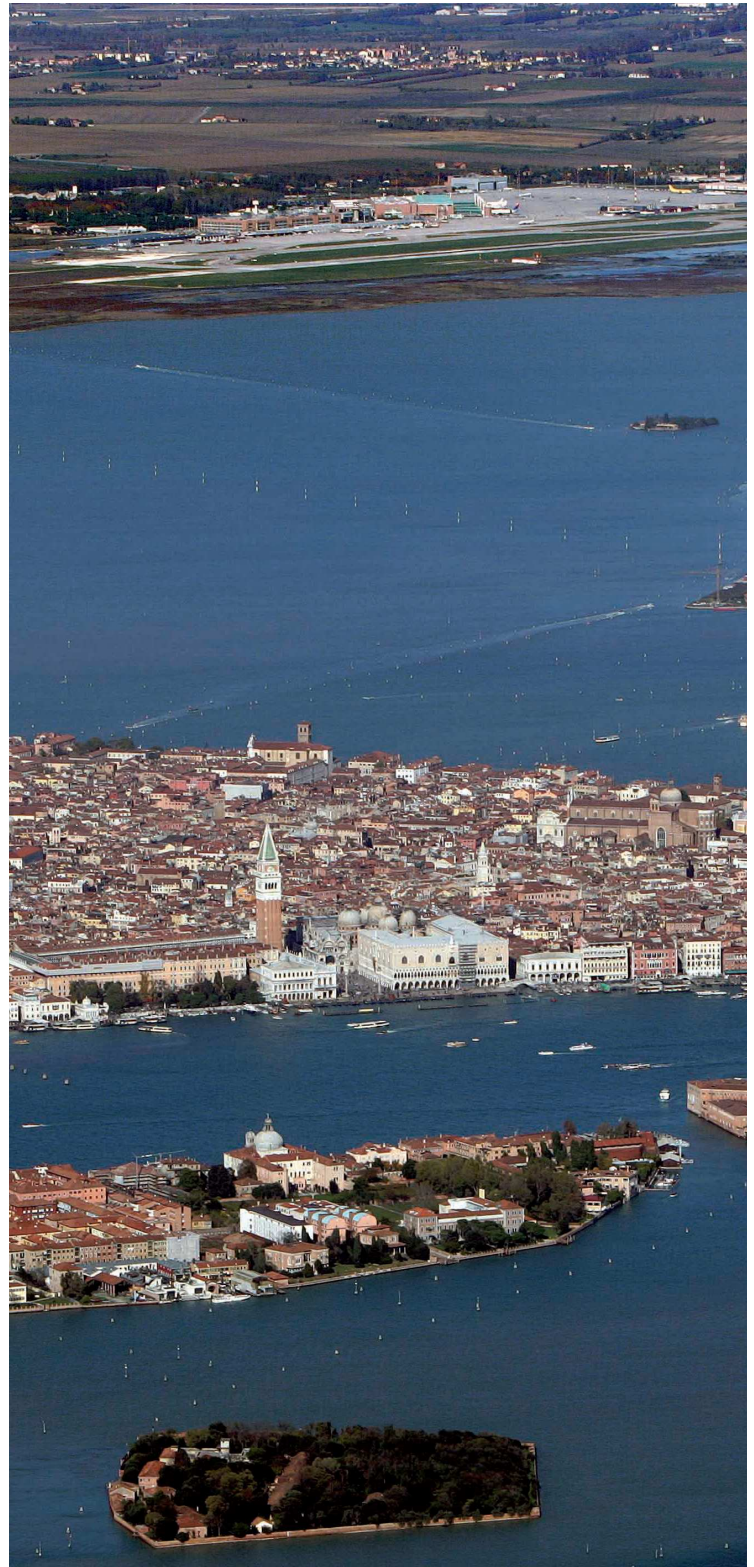
Fulvio Bignone and Richard Marchlewski

Operations and Technical Directors

Eporedia - UK

Eporedia was founded in 2001. Since its inception Eporedia has specialised in the transport sector and delivered several critical security solutions for a number of major UK air/rail/road transport operators on both their ticketing/payment and operational systems. Today, Eporedia asks, 'how secure is your website'? 'Will you risk an attack'? 'Who is the attacker'? 'Are my safety critical systems at risk'?

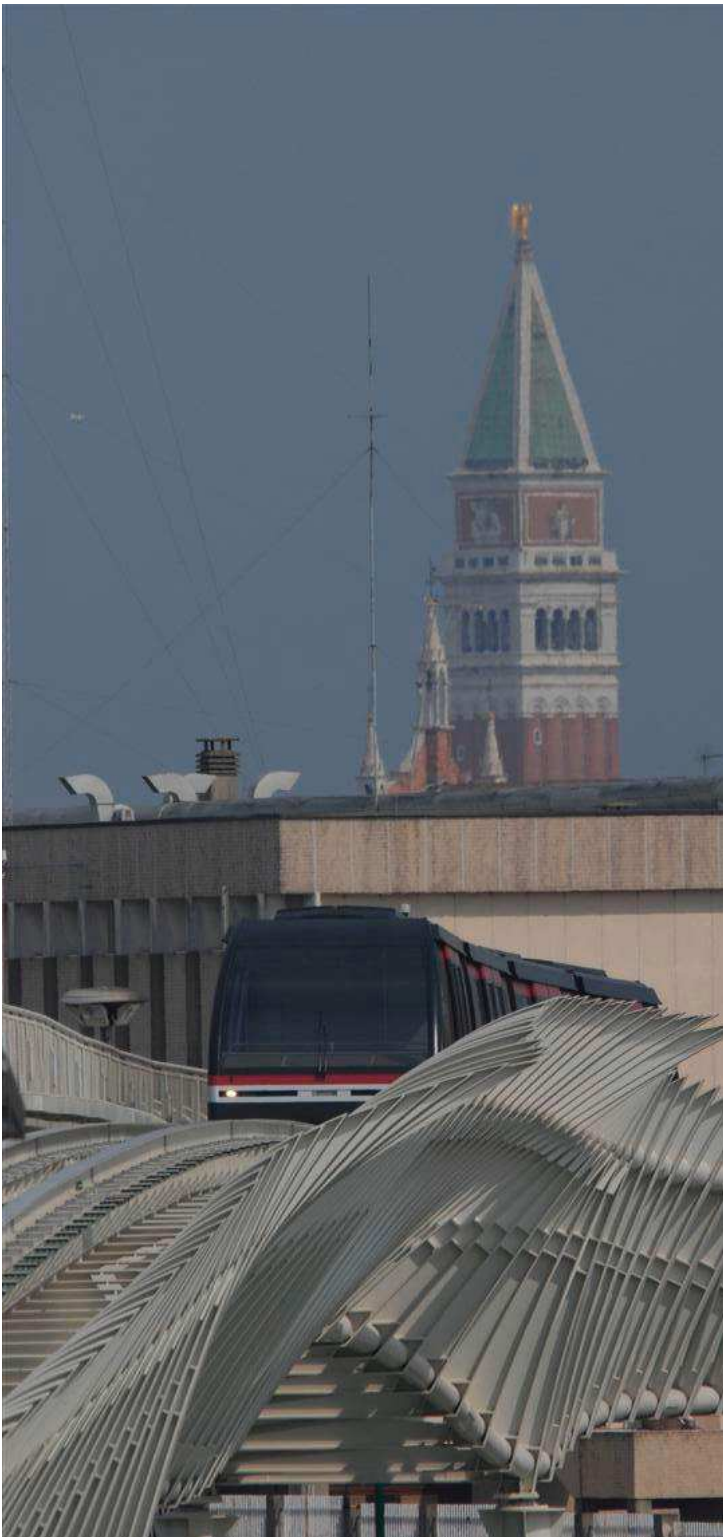
Richard and Fulvio will discuss the risks and threats that organisations face in today's world thanks to the ever more increased sophistication of IT systems. They will also demonstrate how these risks can be turned into opportunities and the significant benefits of operating in a secure environment.



26th October (afternoon) and 27th October (Morning)

Site visits to Venice transport excellences

The conference will include special visits to the excellences of Venice transport system. On the first day of conference, SAVE's CEO will guide delegates through a visit of Marco Polo Airport. After that, the People Mover connecting Tronchetto to Venice will be described by their designers and managers, to prepare for a thorough site visit. On the second conference day, delegates will visit the recently opened light rail system in Mestre.



Paolo Simioni,
Chief Executive Officer
SAVE Group - Venice

Mr. Simioni is a member of SAVE's management board since 2007. He will welcome delegates and provide an overview of SAVE group and Venice Marco Polo Airport. His presentation will also cover the Masterplan for airport's local, regional and long-distance rail connection, developed within the EU TEN-T Networks framework.

Alfred Fruewirth,
Director After Sales & Operations
Doppelmayr Cable Car, Austria

With a degree in mechanical engineering, Mr. Fruewirth has been associated with Doppelmayr since over 30 years and joined DCC Doppelmayr Cable Car in 1998. He has been involved in several APM Projects as Senior Project Manager and serves as O&M Director for the AirRail Link at Birmingham International Airport, UK, for the APM at Toronto International Airport, CAN, and for the Aerotren at the International Airport of Mexico City.

Ivano Dossi,
Account and Project manager
Doppelmayr Italia (a Branch of Doppelmayr Group)

Mr. Dossi holds a degree in mechanical engineering. He was responsible for the delivery of Venice People Mover, being in charge for the management of commercial issues related to this project. He will join Mr. Fruewirth in the description of one of the nine Automated People Mover commissioned to Doppelmayr Group worldwide.

Mestre Light Rail site visit

Sponsored by PMV - Mestre

Delegates will leave Piazzale Roma (Venice) at 8:00 on 27th October, to reach the light rail depot in Mestre. After a brief visit of the structure, delegates will be taken on a demonstration trip on the tram, and will be later transferred to Venice Marco Polo Airport (9:30).

Alternatively, delegates can use the regular, non-stop shuttle bus connecting Piazzale Roma to Venice Airport. Trip will take 20', with bus departing at 8:50 from Venice.

Session 1 - 27th October (morning)

Focus on Italy

A series of speakers from a variety of industries (air regulation, airport consultancy, airport planning and asset management) will discuss the developments of the air//rail markets in Italy, in light of the Master Plan for the Italian airports network.

Alessandro Cardi,

*Central Director of Airport Infrastructure
ENAC Italian Civil Aviation Authority - Rome*

Mr. Cardi is a senior aviation engineer, former member of the management board of the European Aviation Safety Agency (EASA) and panel member of several Italian Governmental committees for air safety legislation.

Giuseppe Rizzo,

*Project Manager (Airports Unit)
DG for Mobility & Transport- European Commission*

Mr. Rizzo is EC the reference officer for passenger air/rail intermodality and TEN-T Airport funding. Despite Air and Rail remain two very distinct transport modes, looking at each other mainly as competitors on the short haul, some good practices of integration in Europe do exist. His presentation will highlight what the Commission has done and is doing in this field in particular through the Community Observatory on Airport Capacity and its WG 3 (Intermodality).

Joerg Schweizer,

*Full time Researcher
Civil Engineering Faculty - Bologna University*

Mr. Schweizer is an Electrical Engineer, now teaching courses in Transport Planning at Bologna University. His presentation will cover some special applications of Personal Rapid Transit (PRT) in Italy, including Rimini Conference Centre and the Bologna Airport - HSR Station PRT now under construction. He will explore the requirements for employing current PRT technology, its potential advantages and its risks.

Paolo Cambula,

*Head of Planning & Development Infrastructure
AdR (Aeroporti di Roma) - Fiumicino, Rome*

Mr. Cambula is a Civil Engineer with extensive experience in airport management. His presentation will outline the planning process involving Fiumicino airport, focusing on the people mover project included in the Airport Masterplan. The APM will connect the terminal with the long term car park, the light rail station and, in a second phase, the Northern terminal (currently planned).

Giulio De Carli,

*Chief Executive Officer
One Works - Venice, Dubai*

Mr. De Carli is one of the most experienced aviation architects in Italy and an established consultant in airport planning and related infrastructures and facilities. He has coordinated the Master plan for the Italian airports network and worked on several international airports including Venice, Milan, Bergamo, Pisa, Jeddah, Charleroi and Madinah.

Antonio Stiffanelli,

*President and Managing Director
PMV Mestre Tram - Venice*

With an economics and statistics background, Mr. Stiffanelli has extensive public utility managerial experience. Since 2006 he has been President of PMV (Venice public transport network and asset owner); the company will deliver the Mestre tramway project, with a planned connection to Venice Airport.



27th October (afternoon)

Refurbishment design: really worth the money?

The recent refurbishment of Vienna City Airport Train raises the question of the strategic value of refurbishment design. How can operators balance the cost of the investment with the design and aesthetic benefits, which are often intangible. This session will take the form of a debate between the Managing Director of City Airport Train and the CAT Design Manager. The topics will include issues such as Brand Development, Customer Requirements, Functionality, Efficiency and Profit. Delegates will be invited to join in the discussion.

Elisabeth Landrichter,
Managing Director
CAT City Airport Train - Vienna

With an economics background, Mrs. Landrichter joined Flughafen Wien Group in 1992, initially in the Aircraft Service area. She is now head of controlling unit (handling services) and managing director of City Air Terminal.

Tania Baharyan-Pfeffer,
Designer and Project Manager
CAT City Airport Train - Vienna

Mrs. Baharyan-Pfeffer has started in 2003 as a project manager as part of the implementation team of City Airport Train. Since 2010 she has been head of quality management of operation, with main focus on airline & terminal operations, corporate identity and brand.

27th October (afternoon)

Planning and implementation case studies

The conference will close with an array of worldwide best practices, illustrated by prominent planners and project managers. The focus will be on both sides of the Atlantic (New York and the UK) and Asia (Korea and the Philippines).

David Jevons,
Managing Consultant
Oxera - Oxford, London, Brussel

Mr. Jevons is a senior economist specialized in comparative efficiency, forecasting using time series techniques, modelling consumer choices and econometric modelling and forecasting. He will provide insights from Oxera's recent work advising Heathrow Express on how to value consumer's preferences and the review of the UK government's plans for a new HSR line, as well as other consultancy work with GB train operators on business planning.

Rommel Gavieta,
Vice President for Asset and Project Management
Metro Rail Transit Development - Manila

With an MSc Eng degree in Airport Finance, Mr. Gavieta joined Metro Rail Transit Manila in 1999 and is now vice president and Special Assistant to the Chairman. He is research associate at the York Center for Asian Research and Senior Professorial Lecturer at the De La Salle University College of Business and Economics.

Pierfranco Romano,
Head of Sales & Business Development Northern Europe
Ansaldo STS - Genoa

Mr. Romano joined Ansaldo in 1982. His areas of expertise cover railway signalling, fail-safe equipment and mass trans-

it systems pricing and bids. He will provide an overview on Ansaldo STS wholly automated systems and their application worldwide. He will focus on Copenhagen Cityringen driverless metro currently under construction, by providing technological outline of the system alongside with the results of a passengers' survey on service performance.

Jeffrey M. Zupan,
Senior Fellow for Transportation
Regional Plan Association - New York

Mr. Zupan has wide range of experience in transportation planning gained in his 48 years in the field. He is project manager for RPA's efforts in examining the future of the New York region's airports. Co-author of major books on public transportation and interaction with land use, his work covers a variety of topics including transportation financing, pricing and demand management.

Huh Joon-Young,
President
Korail Airport Express - Seoul

Mr. Huh is president of Korail, the national rail operator of South Korea. Since 2009 he has been Asian regional head of International Union of Railways (UIC). Korail has recently launched a high speed rail system KTX and is managing through a subsidiary the air-rail link from Seoul city centre to Incheon airport.

Accommodation

Special Hotel Rates are available to Conference Participants, in a conveniently located hotel in Venice. Delegates can book their accommodation through a dedicated website:

www.bookingvenice.eu/index.php?cstz=iaro

For further information, please call Oltrex Travel Agency
(Tel +39.041.2411151, Fax +39.041.5334870, www.oltrex.it)



Sponsorship Opportunities

Air//Rail 2011 provides excellent opportunities for companies wishing to promote their equipment, services or consultancy expertise to the air-rail sector.

Promotional packages include: Tabletop Displays, Sponsorship and Delegate Bag inserts.

Contact stefano@oakhillmedia.com for further information.

Registration Form

To participate in Air//Rail 2011, you need to register as a Conference Delegate. Delegate registration includes:

Wednesday 26 October 2011

- Technical session: IT solutions for the travel industry
- Lunch in Venice Airport airside business lounge
- Introduction and Tour of Venice Airport
- Transfer from Airport into Venice
- Venice People Mover technical site visit
- Waterbus Cruise Tour of Venice
- "Welcome to Venice" Reception

Thursday 27 October 2011

- 1-day Air//Rail Conference
- Conference presentations (on memory stick), lunch and all refreshment breaks.

REGISTRATION FEE

The Registration Fee to participate in Air//Rail 2011 is:

- **IARO Members: €355**
- **Non-Members: €455**

PAYMENT

Payment may be made by one of the following methods. Please indicate in the relevant box which method you will use:

- 0 Bank Transfer
- 0 Cheque
- 0 Credit Card (PayPal)

Please state amount payable: _____

1. Bank Transfer Payment

An invoice will be sent on registration with bank transfer details

2. Cheque Payment

Cheques should be made payable to Oakhill Media Ltd, and sent to the Registration Office (details below)

3. Credit Card Payment

Delegates wishing to pay by credit card will be sent a form to complete and return

REGISTRATION OFFICE

Registration forms should be returned by email, fax or post to the **Air//Rail 2011** Registration Office:

Oakhill Media Ltd, Oakhill House, 22 Williams Grove, Surbiton KT6 5RN, UK

Tel: +44 (0)20 8390 0036
 Fax: +44 (0)870 7620434
 Email: airrail@oakhillmedia.com
 Web: www.air-rail.co.uk

REGISTRATION DETAILS

To register for Air//Rail 2011, complete and return this form to the Registration Office.

Organisation: _____

VAT Number: _____

Address: _____

Tel: _____

Fax: _____

Title (Mr. / Ms. / Mrs. / Dr): _____

Name: _____

Job Title: _____

Email: _____

Title (Mr. / Ms / Mrs. / Dr): _____

Name: _____

Job Title: _____

Email: _____

Please confirm participation in the following events on 26 & 27 October:

- 0 Technical session: IT solutions for travel (26 October);
- 0 Airport Tour and Bus transfer to Venice (26 October);
- 0 People Mover site visit (26 October);
- 0 Waterbus cruise and Reception (26 October);
- 0 Mestre Tram site visit (27 October);

CANCELLATIONS & SUBSTITUTIONS

Cancellations received in writing before 13 October 2011 will be subject to a 10% handling charge. For cancellations after 14 October 2011, the full conference fee is payable. Substitutions may be made at any time.