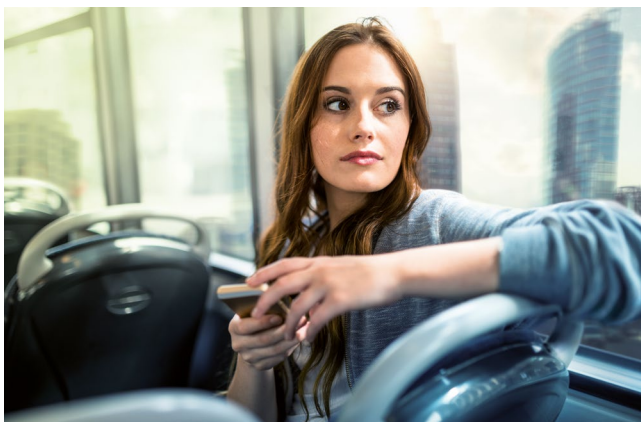


# **BUS<sub>2</sub>BUS**

Trade Show and Congress



**NEXT STOP:  
FUTURE**

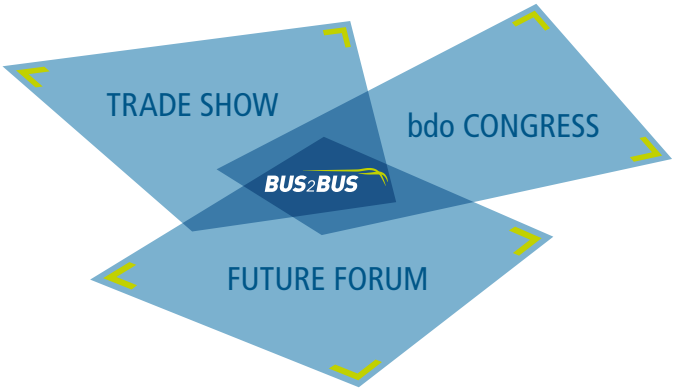
**19–21 MARCH 2019**

**BERLIN EXHIBITION GROUNDS**

**VISITOR INFORMATION**

# BUS2BUS

## THREE EVENTS UNDER ONE ROOF



### Success Factor #1:

#### Trade Show with a Focus on Innovation

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- Central meeting place for industry professionals who are offering or searching for something new
- Focus on modern buses, accessories and digital services
- Outdoor area where buses can be tested ,live in action'

### Success Factor #2:

#### bdo CONGRESS with Top-notch Exchange of Knowledge

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- Main communication forum of the German Association of Bus- and Coach Operators (bdo) and its 3,000 members
- Top platform for future topics, strategies and trends in the private bus industry with more than 500 participants expected
- Close integration with the BUS2BUS Trade Show and Future Forum

### Success Factor #3:

#### The Future Forum Points the Way to Future Markets

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- Discover tomorrow's opportunities today
- High-profile players meet new partners from the technology and start-up sectors
- Keynotes, workshops, discussions and startup pitches

# BUS2BUS

## WHERE THE INDUSTRY MEETS


### Trade Visitors from the Following Sectors:

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- Long-distance transport
- Tour bus operators
- Public transit and municipal service providers
- Mobility providers
- Services
- Policymakers and media

### TOP Themes at the Trade Show:

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- E-buses, hybrids, autonomous compact buses
- Modern mini- and compact buses
- Retrofitting/conversion of diesel buses
- Startup Area
- Planning and management tools
- Fleet management, logistics, modern payment systems
- Digital solutions for on-demand ride pooling
-  Trendy designs and comfort solutions for coaches, innovative on-board services, travel and booking tools, new food and beverage concepts



# BUS2BUS PERFECTLY PREPARED

## Virtual Market Place® – Information 365 days a year

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- Digital exhibitor and product details – with search and filter options
- Ideal communication channel between exhibitors and trade show visitors – before, during and after BUS2BUS
- Perfect BUS2BUS Trade Show planner
- More info: [virtualmarket.bus2bus.berlin/en](http://virtualmarket.bus2bus.berlin/en)



## BUS2Spotlights

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BUS2Spotlights on the [bus2bus.berlin](http://bus2bus.berlin) website gives you a regularly-updated overview of exhibitor highlights. Check it out!

# PROGRAM OVERVIEW BDO CONGRESS

## TUESDAY, 19 MARCH 2019

10:00 – 17:00 Trade Show

### bdo CONGRESS

10:30	<p><b>OFFICIAL BUS2BUS OPENING</b></p> <p><b>10:30 Exclusive Tour of the Trade Show</b> with Andreas Scheuer, Federal Minister of Transport and Digital Infrastructure</p> <p><b>11:15 Welcome Address Dr. Christian Göke</b>, CEO, Messe Berlin GmbH</p> <p><b>11:25 Welcome Address Karl Hülsmann</b>, President, bdo – German Association of Bus and Coach Operators</p> <p><b>11:35 Address Federal Minister of Transport and Digital Infrastructure, Andreas Scheuer</b></p> <p><b>12:00 Keynote: Trend and Future Researcher Dr. Jörg Wallner</b>, Director of the Institute for Transport Economics</p>
12:30	Lunch break
14:00	<p><b>PANEL I: ENVIRONMENT AND TECHNOLOGY</b></p> <p><b>Market or Regulation? Who Decides in the Race between Diesel, Electric, Hydrogen &amp; Co.?</b></p> <p>Impulse lecture: Dr. Andreas Cornet, Senior Partner &amp; Automotive Sales and Marketing Group Manager, McKinsey Europe (tbc)</p> <p><b>Discussion:</b></p> <p>Dr. Kurt-Christian Scheel, Managing Director, VDA</p> <p>Cem Özdemir, MP, Chairman of the Bundestag's Committee on Transport (tbc)</p> <p>Oliver Wolff, Managing Director, VDV – Association of German Transport Companies e.V.</p> <p>Ulrich Lange, MP and Deputy Chairman of the CDU/CSU Parliamentary Group</p> <p>Jos Sales, CTP President, IRU</p> <p>Dr. Sandra Schnarrenberger, Vice President, bdo – German Association of Bus and Coach Operators e.V.</p>
15:00	Coffee break
15:30	<p><b>PANEL II: LONG-DISTANCE TRANSPORT</b></p> <p><b>Farewell to Competition? Back to State-Organized Long-Distance Passenger Transport?</b></p> <p>Impulse lecture: Matthias Maedge, General Delegate of the IRU Permanent Delegation to the EU</p> <p><b>Discussion:</b></p> <p>André Schwämmlein, Managing Director, FlixBus GmbH</p> <p>Prof. Dr. Justus Haucap, Director Duesseldorf Institute for Competition Economics (DICE), Heinrich-Heine University (tbc)</p> <p>Dr. Heike van Hoorn, Managing Director, German Transport Forum (DVF)</p> <p>Kirsten Lühmann, MP, Spokeswoman for Transport Policy of the SPD Parliamentary Group</p> <p>Enak Ferlemann, Parliamentary State Secretary, Federal Ministry of Transport and Digital Infrastructure</p> <p>Representative, Mobility and Transport Department, EU Commission (tbc)</p>
17:00	Closing Day 1
17:30	<b>Future Night</b> (Congress participants, exhibitors, invited guests)

# AND FUTURE FORUM

## FUTURE FORUM

Minister of Transport and Digital Infrastructure, press and invited guests

Association of Bus and Coach Operators e.V.

**Andreas Scheuer**

Minister of Innovation & Change, 2b AHEAD ThinkTank

13:00	Press Event
13:30	<p><b>BLOCK 1: WELCOME</b> WELCOME TO THE FUTURE FORUM 2019 – BEFORE WE LOOK AHEAD, LET'S TAKE A MINUTE TO LOOK BACK AND REVIEW WHAT HAS HAPPENED SINCE BUS2BUS 2017.</p> <p><b>Back to the Future – Review and Outlook</b> Don Dahlmann, Editor, NGIN Mobility talks with the BUS2BUS organizers</p> <p><b>Wake-Up Call – What does Digitalization mean for the Mobility Industry and how does Innovation work?</b> Maks Giordano, Managing Director and Co-Founder, Kreat</p>
14:05	<p><b>BLOCK 2: DIGITALIZATION</b> DIGITALIZATION EVERYWHERE – HOW DO NEW TECHNOLOGIES AFFECT DAILY BUSINESS IN THE BUS SECTOR?</p> <p><b>FlixMobility – Why We Should Continuously Reinvent Ourselves</b> Fabian Stenger, Managing Director, FlixBus DACH GmbH // CEO, FlixTrain GmbH</p> <p><b>Better Together – Innovative Ideas for Everyday Life</b> For many companies, working with startups is nothing more than a pipedream and has no place in day-to-day business. But a number of startups are already influencing work processes with their innovative products and can offer substantial added value. Moderator: Marco Weimer, NGIN Mobility</p> <p><b>Learning Session</b> What are the others doing? It's important to look ahead, but also to the left and right. What progress have other bus companies made? What tools are they using to drive their companies forward?</p>
15:50	<p><b>BLOCK 3: BUS2Pitch</b> BUS2BUS START-UP PITCHES WITH AWARD CEREMONY BY A JURY OF JOURNALISTS, VENTURE CAPITAL PROVIDERS AND REPRESENTATIVES OF THE BUS INDUSTRY</p>
17:00	Closing Day 1

# WEDNESDAY, 20 MARCH 2019

10:00 – 17:00 Trade Show

## bdo CONGRESS

10:30	<b>bdo General Meeting</b> (internal event)
12:00	Lunch break
13:00	<b>PANEL III: COACH TOURISM</b> <b>Will the Platform Economy also Prevail in Coach Tourism? How Can Medium-Sized Businesses Make a Leap into the Future?</b> Impulse lecture: Prof. Dr. Heinz-Dieter Quack, National Competence Centre for Tourism <b>Discussion:</b> Dirk Inger, Managing Director, DRV – German Travel Association Oliver Luksic, MP, Spokesman for Transport Policy of the FDP Parliamentary Group (tbc) N.N., Founder, GetYourGuide (tbc) Markus Tressel, MP, Spokesman of the Tourism Policy of the Greens Parliamentary Group Representative of the Federal Ministry for Economic Affairs and Energy (tbc) Klaus Schmidt, Chairman, bdo – German Association of Bus and Coach Operators e.V.
14:00	Coffee break
14:30	<b>PANEL IV: LOCAL PUBLIC TRANSPORT AND DIGITALIZATION</b> <b>On the Way to the Brave New World of Mobility? What Does Digitalization Mean for Public Transport?</b> Impulse lecture: Jörg Niemann, Rödl & Partner GmbH <b>Discussion:</b> Dr. Jan Schilling, Managing Director, VDV – Association of German Transport Companies e.V. Ole Harms, CEO, MOIA Dr. Tom Kirschbaum, Co-CEO, door2door GmbH Sören Bartol, MP, Deputy Chairman of the SPD Parliamentary Group Steffen Bilger, Parliamentary State Secretary, Federal Ministry of Transport and Digital Infrastructure Christiane Leonard, Chief Executive, bdo – German Association of Bus and Coach Operators e.V.
15:30	Résumé bdo CONGRESS
17:00	Closing Day 2

17:00 – 22:00: **BUS2Connect** in the Volkswagen We Space  
Networking event for next-generation bus operators, manufacturers and startups, with p

# FUTURE FORUM

10:00	<p><b>BLOCK 1: INTERNATIONAL BEST PRACTICE</b> A LOOK AT OTHER COUNTRIES. WHAT'S WORKING ALREADY? WHERE ARE THE CHALLENGES? THIS COMPARISON IS IMPORTANT TO KEEP AN EYE ON WHAT IS HAPPENING ON THE INTERNATIONAL MARKET. BUT WHERE DOES GERMANY REALLY STAND? WHAT ROLE DO WE PLAY ON AN INTERNATIONAL SCALE?</p> <p><b>Silicon World</b> In cooperation with the World Road Transport Organisation – IRU we want to take a closer look at what is happening outside of Germany. How is digitalization working in major international cities and metropolitan areas? What does Germany need to join those at the top?</p>
12:20	<p><b>BLOCK 2: BUS2Pitch</b> BUS2BUS STARTUP PITCHES WITH AWARD CEREMONY BY A JURY OF JOURNALISTS, VENTURE CAPITAL PROVIDERS AND BUS INDUSTRY REPRESENTATIVES</p>
13:20	<p><b>BLOCK 3: SMART CITY</b> WHAT WILL THE CITIES OF TOMORROW BE LIKE? WHAT ROLE DOES THE BUS PLAY IN THE MULTIFACETED CONCEPTS FOR NEW URBAN MOBILITY?</p> <p><b>City of Tomorrow</b> What are the challenges for megacities? Which tools and programmes are available for modern urban planning? What will the mobility and network concepts of today and tomorrow look like?</p> <p><b>Focus on Municipalities</b> In cooperation with the VKU (German Association of Local Utilities) and its digital platform, the focus is on further development of municipalities with the help of new mobility concepts and collaboration with start-ups.</p> <p><b>Electric City</b> What role does electricity play in the future? What will grid expansion look like when all vehicles switch to electric drive systems? What hurdles have to be overcome in order to achieve this vision of the future?</p>
15:10	<p><b>BLOCK 4: SMART COUNTRY</b> MOST VISIONARIES AND DEVELOPERS OF NEW MOBILITY CONCEPTS FOCUS ON CITIES. BUT WHAT ELSE IS HAPPENING? CAN THESE VISIONS BE ADAPTED FOR RURAL AREAS?</p> <p><b>Connected City Concept</b> Which concepts and technologies are most likely to prevail?</p> <p><b>SPLENDID.SENSES.KITE – 3 Words to Address the World</b> Clare Jones, CCO, what3words</p>
17:00	Closing Day 2



# THURSDAY, 21 MARCH 2019

10:00 – 16:00 Trade Show

## FUTURE FORUM

10:00	<p><b>BLOCK 1: DRIVE SYSTEMS AND TECHNOLOGY</b> THERE IS CURRENTLY A LOT OF FOCUS ON ELECTRIC DRIVES, BUT IS THE FUTURE ON THE ROAD REALLY ELECTRIC?</p> <p><b>Electric Drives for Buses</b> In cooperation with the Vision Mobility Think Tank, electric drives for buses will be brought into focus. How does that change the bus industry? Moderator: Claus Bünningel, Editor, busplaner</p> <p><b>Future Driving</b> <b>Which Technologies are Prevailing?</b> The mobility industry is focusing on autonomous driving, gesture and speech recognition, and the question of which drive system is best. The discussion focuses on the suitability of existing technologies for everyday use, what has the potential to become standard equipment, and what will remain pie in the sky.</p>
11:25	<p><b>BLOCK 2: BUS2Insights</b> WHICH INNOVATIONS PUSH THE INDUSTRY? SESSION WITH BUS2BUS 2019 EXHIBITORS</p>
12:30	<p><b>BLOCK 3: AI / MACHINE LEARNING</b> WHAT CAN ARTIFICIAL INTELLIGENCE DO FOR FUTURE MOBILITY CONCEPTS? WHICH VISIONS WILL BRING PROGRESS?</p> <p><b>Old Ideas in a New Guise</b> We hope to roll into a better future with new technologies. In particular, we expect advanced developments in automobiles – electric, self-driving and shared – to solve problems that have arisen with the passenger car. Can this work? Christian Uhle, Philosopher</p> <p><b>Autonomous Driving – An Ethical Perspective</b> The interaction between human-machine and machine-human is an undying topic in the mobility industry. What is the current state-of-the-art in terms of AI? How does Germany compare on an international scale? Moderator: Christian Uhle, Philosopher</p>
13:45	<p><b>BLOCK 4: FRESH TRAVEL</b> EVERYONE'S TALKING ABOUT INNOVATIVE SOLUTIONS FOR BUSES. BUT HOW IS THE BUS ITSELF CHANGING? WHAT WILL BUS TRAVEL BE LIKE IN THE FUTURE?</p> <p>Moderators: Anja Ludwig, Deputy Managing Director, bdo e.V. and Don Dahlmann, NGIN Mobility</p> <p><b>Inside the Bus</b> How will the bus develop further? What new technologies will be available to change the bus? Together we will take a closer look at the bus of the future</p> <p><b>Comfort Plus</b> Not only bus technology is changing, but also everything else related to the bus. This panel looks at how digital services and new partnerships will affect the bus. It also examines how new business models for bus travel develop.</p>
15:15	<p><b>BLOCK 5: CLOSING</b> THREE DAYS AND A LOT OF INSIGHTS. WHAT DID WE LEARN FROM BUS2BUS 2019?</p> <p><b>Résumé and outlook by the organizers</b> Moderator: Don Dahlmann, NGIN Mobility</p>
16:00	Closing Day 3

# BUS2BUS SPECIALS

## **Future Night – BUS2BUS Networking Party**

19 March 2019 | 17:30

Marshall-Haus, Berlin Exhibition Grounds

For congress participants, exhibitors and invited guests.

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## **BUS2Connect – Networking Event**

20 March 2019 | 17:00 – 22:00

Volkswagen We Space, Unter den Linden 17A, 10117 Berlin

Networking event for next-generation bus operators, manufacturers and startups.

Registration via [www.bus2bus.berlin/en/BUS2Connect](http://www.bus2bus.berlin/en/BUS2Connect) (spaces limited)

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## **BUS2Insights – Exhibitor Presentations**

21 March 2019 | 11:25

Future Forum

See exhibitors present their solutions in the BUS2Insights panels on the Future Forum stage.

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## **BUS2Pitch**

19 March 2019 | 15:50

20 March 2019 | 12:20

Future Forum

Ten startups will have a chance to present their products and services on the main stage. In five-minute elevator pitches followed by Q&A, the startups can try to convince the jury and take home the award from the evening ceremony.

**Moderator bdo CONGRESS:**

Volker Wieprecht, Moderator and Author, radioeins

**Welcome Address and Moderator for the Future Forum:**

Don Dahlmann, Editor, NGIN Mobility

# BUS2BUS

## TICKET INFORMATION

Visit our  
online ticket shop at:



[bus2bus.berlin/en/Ticketshop](https://bus2bus.berlin/en/Ticketshop)

TICKET	PRESALE	AS OF 19 MARCH 2019
TRADE SHOW VISITOR PASS (1 DAY) *	30.00 EUR	48.00 EUR
TRADE SHOW VISITOR PASS (ALL DAYS) *	50.00 EUR	78.00 EUR
CONGRESS PASS (1 DAY) **	220.00 EUR	270.00 EUR
CONGRESS PASS (ALL DAYS) **	320.00 EUR	370.00 EUR
CONGRESS PASS (1 DAY) ** bdo member	170.00 EUR	205.00 EUR
CONGRESS PASS (ALL DAYS) ** bdo member	220.00 EUR	260.00 EUR
CONGRESS PASS (ALL DAYS) ** Group-minimum 15 people, only available in pre-sale	200.00 EUR	

DISCOUNTED TICKETS FOR TRAINEES, APPRENTICES AND STUDENTS	ONLINE AND ON-SITE
TRADE SHOW VISITOR PASS DISCOUNTED (1 DAY) *	10.00 EUR
CONGRESS PASS DISCOUNTED (1 DAY) **	50.00 EUR
CONGRESS PASS DISCOUNTED (ALL DAYS) **	80.00 EUR

\* Admission to Trade Show and Future Forum

\*\* Admission to Trade Show, Future Forum, Congress and  
Future Night

# BUS2BUS AT A GLANCE

## Date

BUS2BUS | Trade Show and Congress  
19–21 March 2019  
Tue & Wed 10:00–17:00, Thu 10:00–16:00

## Venue

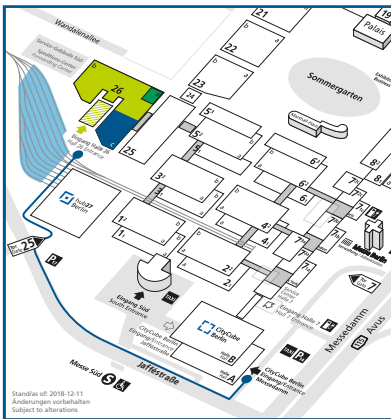
Berlin Exhibition Grounds, Entrance Hall 26

## Partner Hotels

We have reserved a limited number of rooms in centrally located hotels at very attractive rates with easy access to the public transportation system. Hotel rooms in the BUS2BUS allotment are now available for booking. Reservations can be made for the period from March 18 to 21, 2019. For details and rates, go to: [www.bus2bus.berlin/accomodation](http://www.bus2bus.berlin/accomodation)

## Getting There

S-Bahn rail: Line S3 and S9 to S-Bahn station "Messe Süd"  
Shuttle bus from the S-Bahn station to Hall 26 entrance  
Paid parking, access via Jafféstraße – Gate 25  
We recommend arrival via public transport.



- ↑ Hall 26 Entrance
- Trade Show
- bdo CONGRESS
- Outdoor Display
- Future Forum
- Test Display
- Shuttle Service

[bus2bus.berlin](http://bus2bus.berlin)



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