

# 27<sup>e</sup> Rencontres nationales du transport public

Nantes, October 1-3, 2019



**A STRATEGIC  
MEETING-PLACE  
FOR MOBILITY**

[www.rencontres-transport-public.fr](http://www.rencontres-transport-public.fr)

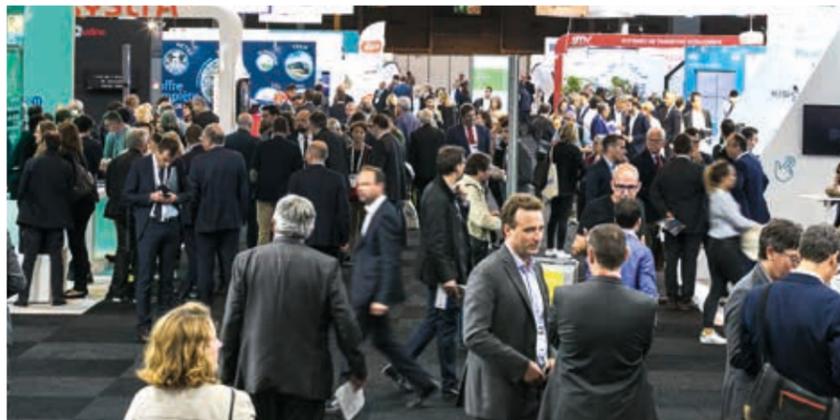
## MOBILITY AND INNOVATION ON THE MENU

France's National Public Transport Conference (Rencontres nationales du transport public) is a strategic meeting-place — the perfect occasion for glean information, sharing best experience, and discovering the most appropriate solutions for the development of mobility and travel policy.



“The Conference enables local authorities to meet professionals who can provide them with practical mobility solutions. Councillors and technicians are facing increasingly complex issues; this exhibition is characterised by discussion and friendly exchanges, so they come here to seek genuine expertise that addresses their needs.”

Louis Nègre, Chairman - GART



“The Conference is a key event, with all the mobility professionals in attendance. These three days are an opportunity to be actively involved in a market in a constant state of flux, see what manufacturers, service companies, startups, and other players have on offer, find out more, and anticipate the challenges in our fast-changing sector.”

Thierry Mallet, Chairman - UTP

### ONE VENUE — TWO MOBILITY EVENTS

#### GART and UTP Congress

Over the course of three days, the Congress brings together some 800 delegates (politicians, members of local authorities, operators, manufacturers, entrepreneurs, researchers, institutional players, and journalists), along with close to 100 contributors, all there to share their vision and build the mobility of the future. The 2019 Congress will be structured around plenary sessions, workshops, topical talks, and technical visits.

#### Key figures for an Exhibition focusing on innovation

- 6,000 professionals in attendance,
- 200 exhibitors (including major-account customers),
- 16,000 sqm of exhibition space,
- Over 100 journalists.

## COME AND MEET YOUR FUTURE CLIENTS

#### VISITOR PROFILE<sup>2</sup>

58% of all visitors are policymakers and/or are involved in purchasing decisions

#### ■ By structure

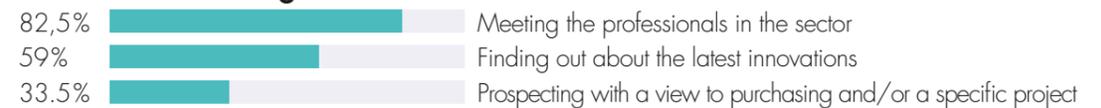


**95%** of those attending in 2017 said they were “satisfied” with their visit.

#### ■ By position



#### ■ Reasons for visiting<sup>2</sup>



## DESTINATION NANTES: A GREEN CITY WITH ITS EYE ON THE FUTURE

Nantes is a step ahead when it comes to public transport, with a pioneering, innovative, friendly mindset. The city has an efficient, dense intermodal network that takes into account sustainable development and the fight against climate change, and delights in taking a distinctive approach to serving local residents. Travel is a central concern – and a daily activity – for everybody, and the challenges are immense. Every day, over 2.3 million journeys take place; by 2030, a further 270,000 daily journeys are forecast.

The issue is that of building the city of tomorrow: one that's characterised by short journeys, favours green mode travel, encourages alternatives to car use, and incites people to change their mobility habits, all whilst factoring in new challenges – in short, a fresh approach to designing the transport systems of the future. The 2019 National Public Transport Conference in Nantes will be a strategic event at which to gather information and talk with other transport professionals. Together with Nantes Métropole and the Pays de la Loire Region, other local authorities in Western France will be involved with the event: Rennes, Brest, and Saint-Nazaire Metropolitan Councils, as well as the Bretagne Region.



### EXHIBITION PR TO MATCH YOUR AMBITIONS!



Major media presence: over 500 media sightings; over 50 pages of publicity.



Increasingly connected communication. Enriched online catalogue, e-news, etc. 20% increase in unique visitors to the website.<sup>1</sup>



Media plan geared to maximum visibility: PR kit, advertising, partnerships, on and offline media relations, and more.



An increasingly active digital community: 87% increase in Twitter followers.

# EXHIBITORS: RAISING THEIR PROFILE AND HIGHLIGHTING THEIR CAPACITY FOR INNOVATION

Exhibitors will be presenting their innovations and expertise in urban, interurban, regional, road, rail, and green mode transport. The entire mobility chain and its related businesses can be found at the exhibition: industrial players, manufacturers, operators, consultants, engineering, ITS, street furniture, passenger information systems, e-money and e-ticketing, infrastructures, public works, parking, telephony, funding, and more.

France's National Public Transport Conference allows enterprises to fulfil a number of key aims:

- meet qualified decision-makers and establish useful sales contacts
- promote their latest innovations and expertise
- raise their profile and enhance their image with industry stakeholders
- meet other professionals in a friendly, human-sized environment
- benefit from the Congress to gather information, discuss current affairs, and anticipate upcoming issues

**83%**

of exhibitors say they are "fully satisfied" with their participation.<sup>3</sup>

Two-thirds of exhibitors report that the Conference is an excellent place for making worthwhile sales contacts relating to public transport in France.<sup>3</sup>

## WHAT THE EXHIBITORS SAY

Whether you're an emerging company or a market leader, the Exhibition offers a way of achieving your goals.

"We're longstanding exhibitors at the event. Through its successive editions, we've seen the public transport sector take up the major transformations that we'd previously dealt with in our R&D programmes: digital technology, self-driving shuttles, SaaS, and so on. ENGIE Ineo makes the most of the event to meet its clients and discuss new solutions and trends with partners and new stakeholders alike."

**Delphine Chauvin, Communication & Customer experience - ENGIE INEO**

"We're delighted to be present at this Exhibition. It's an excellent way for us to meet our clients, listen to their concerns, and garner their ideas and feedback; this then serves to enrich our innovation. This in turn allows us to offer solutions geared to market needs and anticipate forthcoming trends, particularly as regards user experience."

**Owen Griffith, Managing Director, Transport Intelligence Business Unit - FLOWBIRD**

"It's a not-to-be-missed event for the profession, and a golden opportunity for us to meet all our contacts — both transport authorities and operators. It's also the ideal place to introduce visitors to the various products and innovations we have to offer on the market."

**Frédéric Lahitte, Director of Institutional Relations - IVECO**

"Partnerships allow us to further enhance our visibility, in addition to our stand. For instance, we've been able to promote Keolis self-driving vehicles in real-life conditions for visitors. They can share their impressions and chat with our personnel. Having a location outside the exhibition hall itself has given us more exposure, too."

**Frédéric Baverez, CEO - KEOLIS FRANCE**

"Taking part in the exhibition is an opportunity to raise awareness of our solution and give our news; it's also a very good place to have conversations with our clients, prospects, and the eco-system as a whole. Being present at the exhibition offers opportunities for discussion with colleagues and indeed competitors, and for gleaming fresh ideas."

**Nicole Louvat, business development officer - WIZWAY**

## NOW TELL US YOUR GOALS!

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#RNTP19

Organised by

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