



busworld[®]
academy



Save
the date
18.10.13

Busworld Academy launch seminar

Busworld Academy is a **new initiative of Busworld Foundation**. Throughout its existence, Busworld has been a focal point for people who want to find all kinds of information on the many aspects of the bus and coach industry. Using our worldwide network of exhibitors, operators, academics, journalists, engineers and other contacts, we have always been able to point people in the right direction. The time has come to step up a gear and formalise our abilities by establishing the Busworld Academy.

Busworld Academy has three main objectives, mainly to **acquire, bundle and share bus and coach related knowledge** about all aspects of the industry, including its participating companies, technological developments to enhance sustainable mobility, legislation, markets and more specialised topics, such as coach tourism.

PROGRAM



Busworld Academy launch seminar

09:30 Networking breakfast

10:00 Welcome

10:30 Busworld Academy introduction

11:00 3 seminars:

ON INVITATION ONLY

Stakeholders meeting

*Hosted by KAURI
www.kauri.be*

“How could passenger transport organisations collaborate to build a strong and strategic business case based on its sustainable advantages?”

OPEN SEMINAR

Sustainable Mobility

*Hosted by HyER
www.hyer.eu*

> Sustainable Mobility
> Innovative projects

OPEN SEMINAR

Safety & Fire Safety

*Hosted by Busworld Academy & FBAA
www.busworldacademy.org
www.fbaa.be*

> Safety
> Fire Safety
> School bus safety

12:30 Networking lunch

13:30 HyER EEO: status on the implementation of hybrid, electric and hydrogen in the European bus fleet

14:00 Sustainability in B-2-C marketing - possible or not?

14:30 Conclusion of the stakeholders meeting and future needs and intentions

14:45 Visit of the Busworld Kortrijk exhibition: Sustainable tour

16:00 Happy hour Meet & Greet @ Busworld booth

16:00 Official Press Conference: launch of Busworld Academy, an initiative of Busworld Foundation

Save your seat!

Register via academy@busworld.org



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