

# Busworld South East Asia to include exciting Busworld Academy Congress programme with high-level speakers

The first Busworld South East Asia exhibition and congress will be held during March 20-22, 2019 at the Jakarta International Expo (JIEXPO), Kemayoran. This exhibition will open its doors for the first time in the Busworld history.

It is not the only new exhibition for Busworld in 2019: Busworld Central Asia has its premiere in Almaty, Kazakhstan, and Busworld Europe, the mother exhibition, which is celebrating its 25th edition in 2019, is having its own premiere by moving from Kortrijk to Brussels.

Busworld decided to land in Jakarta for two main reasons. First, Indonesia a country with a big population of 260 million that likes to use the bus. A lot of people implies a lot of vehicles. Indonesia is continuously improving the public transport system with, for example, a Bus Rapid Transit system in Jakarta, Yogyakarta, Solo and other provinces. This creates a huge potential for the bus manufacturers, together with the fact that the current bus fleet is old and needs to be renewed urgently. The Ministry of Transportation is in the process of regulating the maximum age.

Secondly, Indonesia is actively aiming to reach 20 million visitors by the end of 2019. Coach tourism is the next big thing in Indonesia. Since 2016 coach operators also started introducing double-decker coaches.

Again, a lot of tourists means a lot of vehicles. Some sources are talking about introducing 5,000 new coaches in 2019.

## The Busworld Academy Conference

Even for the very first edition in Jakarta, Busworld Academy wants to start with a bang. It has foreseen a long list of prominent partners and speakers for the three-day-programme called "Making bus transport systems attractive, efficient and affordable in South-East Asia".

The programme is aimed at operators, authorities, schools, research and development departments, etc. Everybody that is active in the bus and coach industry and eager to know what is going on today and tomorrow has a place here. The programme consists of a normal cocktail of international and local best

cases and issues that are presented to and discussed with the participants. The vision of Busworld Academy is to inform and be informed with the final goal to help developing the bus and coach operations and businesses around the world. This time in South-East Asia.

One of the newest partners of Busworld Academy is UCLG ASPAC. They are the key knowledge management hub on local government issues in the Asia Pacific region with linkages to more than 7,000 local governments, representing over 3.76 billion people making up more than half of the world's population and incorporate economically fast developing countries such as



China, India and Indonesia. On March 20, they will moderate the "South-East Asian Mayor's Forum" where several mayors will have a panel discussion on sustainable mobility.

Another unmissable event is the CEO round-table, moderated by Busworld Academy and chaired by Budi Setiyadi, General Director of Land Transport in the Ministry of Transport. The main topic in this event will be "Shaping Tomorrow's Public Transport in ASEAN countries".

Joining the Busworld Academy Conference will be a very insightful experience in combination with a visit to the exhibition where the latest vehicles of Laksana, Daimler and Volvo will be presented. ♦