

It's no coincidence that the keynote speaker at Busworld Europe's Opening Ceremony this year is Peter Hirszen, one of the most sought-after thought leaders on radical innovation, leadership and the impact of all things digital on society and business. He will speak about his latest book 'The Day After Tomorrow' and explain what he thinks the day after tomorrow looks like for the bus and coach industry.

#### Relocation to Brussels in 2019

It was a difficult decision for the Board of Busworld to move from its traditional base in Kortrijk to Brussels, but there was no alternative. As Mieke Glorieux, Director of Busworld explained: "The family has become too large for the house!"

Year after year, each exhibition has become bigger than the previous one. The waiting list for Busworld Europe 2017 includes more than 80 exhibitors, simply owing to a lack of space. As much as the Busworld team, together with all exhibitors and visitors, love Kortrijk, it's now simply too small. Busworld wanted to stay in Belgium, so relocation to Brussels Expo was a logical next step, as it has a floor area more than twice the size of Kortrijk's.

The Kortrijk Xpo team will partly continue to work with Busworld in Brussels. They will continue to provide the extra services for exhibitors who will be able to rely on all the experience accumulated by Kortrijk Xpo in previous years.

For the Busworld team the main challenge is to relocate the typical Kortrijk atmosphere to Brussels, but since the people and the vision of Busworld will remain the same, the atmosphere is sure to remain, too.

#### Busworld Awards

Busworld recently changed the name of its awards competition ECW (European Coach and Bus Week) to Busworld Awards. The new name speaks for itself: these awards aim to guide visitors to the exhibition, as well as readers of articles that are subsequently published around the world towards its specialties.

The general organisation of the Busworld Awards is left untouched. During one test day on Saturday 14 October 2017, a combination of road tests and stationary tests will be performed in Kortrijk. Dedicated teams of international and Belgian experts each focus on their specialty, using a carefully prepared checklist. In total more than 180 aspects of the vehicles are being evaluated. The different jury groups are Driving Test, Driver Comfort, Passenger Comfort, Guide Comfort (for coach only), Ecology and Maintenance, Emissions, Safety, and last, but not least, Design. All jury groups will carry out their evaluation on the Saturday, with only the Design team waiting until the following Thursday, so that it can take into consideration all vehicles that are present at the exhibition.

The Busworld Awards consist of two overall prizes for vehicles: the Grand Award Coach and the Grand Award Bus. On top of these awards, vehicles can also be awarded one of the following labels when they excel in a certain field: an Ecology Label, a Safety Label, a Comfort Label or a Design Label.

Since Busworld is not only about vehicles, the same Busworld Awards jury also grants Innovation Labels to the accessories, spare parts and service companies present at the exhibition. All exhibitors can apply for a label if they think their product or service is innovative enough. For Busworld, this is a way to guide all visitors and readers to

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## EUROPE KORTRIJK

### 20-25 OCT 2017

Busworld Europe, one of the largest B2B exhibitions dedicated exclusively to buses and coaches, returns to Kortrijk, Belgium, between 20-25 October 2017, and brings with it a heavy focus on sustainability and autonomous vehicles.

Since its inception in 1971, Busworld Europe (Kortrijk), has been dedicated solely to buses and coaches, giving the industry the attention it deserves and making the exhibition a true celebration of bus and coach.

From Friday 20 October to Wednesday 25 October 2017, vehicle manufacturers and their suppliers will showcase the latest products and services at Kortrijk Xpo in Belgium.

Busworld Europe (Kortrijk) 2015 welcomed 411 exhibitors from across 36 countries, with the exhibition seeing an attendance of 35,000 visitors from a variety of 118 countries. With such an incredible overall attendance, Busworld is the ideal two-yearly international networking platform for all industry professionals.

#### Changing times

These are very interesting times; the global bus industry is at a turning point towards zero emission, and in the later stages of testing autonomous vehicles.

There is a strong political demand for city buses with zero or very low emissions. In recent years, Busworld Europe has seen hybrid and all-electric buses trending upwards, and in 2017, that is set to continue dramatically.

The hype around autonomous driving continues to grow, and with several tests taking place all over the world, the question is not whether autonomous vehicles will come, but when will they come.




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This year's Busworld will hone in on sustainability and autonomy

the 'must see' innovations present in the Busworld exhibition. A shortlist will be communicated at the beginning of September.

**Awards night**

On the eve of the exhibition's opening, the Busworld Awards will be announced during an awards night. Next to Busworld's own exhibition related awards, other industry awards will be given, namely, the renowned Coach of the Year award and the new Sustainable Bus Awards.

Since its introduction in 1989, the Coach of the Year award has been announced at the Busworld Europe shows. The jury consists of a group of professional journalists representing 21 bus and coach magazines from 21 different countries, and this year one new candidate magazine from the Czech Republic is joining in too. They will test the vehicles during four full days on public roads. A 'Bus Euro Test'

and a 'Coach Euro Test' are performed on alternating years, with buses tested on even years, and coaches on odd years.

The tests take place in the different member countries, and this year's 'Coach Euro Test' will be performed in Sweden. The participants for the Coach of the Year 2018 award are: Carrozzeria Barbi Galileo HD; Irizar i8; the Iveco Bus Evadys; the Mercedes-Benz

**Facts and figures**

- Busworld Europe was launched back in 1971, but 2019 marks the first time the event will take place outside Kortrijk
- This year's event will feature 350 exhibitors from across 33 countries – without taking into consideration the waiting list
- The previous Busworld Europe in 2015 featured 411 exhibitors from 36 different countries
- 2015 brought a huge 34,932 visitors to Busworld Europe from 118 countries across the world

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The Busworld Awards will be presented the night before the exhibition opens

Tourismo: the Neoplan Tourliner, the Scania Interlink HD, and the VDL Futura FDD2. The Sustainable Bus Awards, meanwhile, are new to Busworld. These awards were born in 2016 and focus on the sustainable aspects of buses and coaches. The prize aims to play a role in promoting a new culture of mobility, not only encouraging the use of the most advanced technologies in terms of low environmental impact, but also taking into account the safety of vehicles, i.e. the capability of the vehicle to reduce the danger for passengers, pedestrians and the driver. Sustainability also lends itself to establishing a positive image of the vehicle in the eyes of the general public, which brings several aspects, such as noise, recyclability of components and the general environmental commitment of the manufacturer, into play. The Italian magazine Autobus initiated this award and developed a sustainability index, 'Mobility Revolution', together with LifeGate and Professor Giulio Ceppi of the Politecnico University in Milan. Today, the jury consists of four professional bus and coach magazines, which will award a Sustainable Urban Bus 2018, a Sustainable Intercity Bus 2018 and a Sustainable Coach 2018.

**Congresses for coach and for bus by IRU and UITP**

A first conference, 'Tourism by Coach, Today and Tomorrow', is organised by the IRU and Busworld Academy – Busworld's knowledge platform – on Friday 20 October. The conference will bring together



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Busworld Kortrijk 2017 marks the last time the event will be held in Kortrijk ahead of a move to Brussels in 2019

leading coach operators, city representatives and authorities to discuss the present and future challenges and opportunities of the coach sector. The discussions will revolve around three main themes: 'The Coach and the City', 'The Coach of the Future' and a vision for 'Coach Travel and Tourism in 2030'.


Another world-class event, 'UITP-Busworld International Bus Conference,' combines Busworld and UITP's unrivalled major bus

events. The two-day conference (23-24 October) will highlight the major trends and developments affecting the bus industry, from connected and autonomous buses to the rollout of clean electric bus fleets. A third day of sessions will be devoted to present supporting guidelines for electric bus deployment. It will address the decision making process through four key phases: if, what, when and how. The ZEUS partners will share their key achievements, first results and



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experiences in e-bus exploration in the 10 cities to have demoted them: Barcelona, Bonn, Cagliari, Eindhoven, London, Münster, Paris, Pízen, Stockholm and Warsaw. Growth and distribution projections of the European urban market share by propulsion type will also be highlighted, confirming the progress of e-bus deployment in Europe in an integrated mobility strategy.

Not only will this year's exhibition provide a fitting goodbye to Kortrijk before moving to Brussels in 2019, it promises once more to deliver the exclusive show that the bus and coach industry both expects and deserves. 

### How to reach Busworld Europe 2017

By coach – there is a drop-off zone at Kortrijk's north entrance (Doorniksesteenweg), with dedicated coach parking available at the Beneluxlaan.

By car – car parks 2-7 which are near the Xpo are reserved for exhibitors, but there are visitor car parks nearby with a free shuttle service to the event's main entrance.

By train – the Xpo is just 2km from the Kortrijk train station, which has good connections from all Belgian towns, and also from Lille. A number of buses are available from the station to get visitors to the Xpo in around eight minutes, while a taxi ride will take just five.

For more information on getting to Busworld Europe 2017, including details on reaching the event by plane, please visit [www.busworldeurope.org/visitors](http://www.busworldeurope.org/visitors)

### Eurotransport is pleased to be Media Partner for Busworld Europe 2017

Date: 20-25 October 2017  
Location: Kortrijk Xpo, Kortrijk, Belgium  
Website: [www.busworldeurope.org](http://www.busworldeurope.org)

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