

## **An exhibition for Bus and Coach only**

Busworld Europe (Kortrijk), the biggest B2B bus and coach exhibition in the world, exists since 1971. It is dedicated to buses and coaches alone: no other commercial vehicles or other modes of transportation are allowed. This gives the industry the attention it deserves and makes the exhibition a real celebration of bus and coach.

Vehicle manufacturers and their suppliers show their latest products and services, six days long, from Friday 20 October till Wednesday 25 October 2017 in Kortrijk Xpo in Belgium.

## **An international audience**

In 2015, Busworld Europe (Kortrijk) welcomed 342 exhibitors, coming from 32 countries. They were visited by almost 35,000 visitors, coming from 118 countries. This makes Busworld the ideal two-yearly international networking platform for all professionals in the industry.

## **Changing times**

These are very interesting times in the global bus industry, being at a turning point towards zero emission and in a later stage autonomous vehicles.

There is a strong political demand for city buses with zero or very low emissions. Over recent years, Busworld Europe has seen the trend towards hybrid and all-electric buses and that is even going to increase dramatically in 2017.

Autonomous driving is the hype of the moment, with several tests taking place all over the world. The question is not whether autonomous vehicles will come, the question is only when will they come.

It is not a coincidence that the key note speaker at the Busworld Europe Opening Ceremony in 2017 is Peter Hinssen, a serial entrepreneur, advisor, keynote speaker, author and... grandson of a Belgian coach operator. Peter is 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 come to speak about his latest book 'The Day After Tomorrow' and how he sees the day after tomorrow 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: the 25<sup>th</sup> edition will be organised in Brussels. Mieke Glorieux, Director of Busworld explained: "The family has become too large for the house!".

Year after year, each edition was bigger than the previous one. The waiting list for Busworld Europe 2017 counts more than sixty exhibitors, simply because of a lack of space. Much as The Busworld team, together with all exhibitors and visitors, love Kortrijk, it simply became too small. Busworld wanted to stay in Belgium so that logically meant relocating to Brussels Expo, that has a floor area more than twice that of Kortrijk.

Brussels will fully meet the requirements of all who participate in Busworld Europe. It is an important transport hub with a major airport and excellent rail links to neighbouring countries. There

are many hotels in Brussels capable of meeting the demand generated by Busworld and there are excellent public transport facilities in the city, enabling people to reach the exhibition center quickly and easily. It is close to the main ring road and there are ample parking facilities.

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 will come along 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. The goal of these awards is to guide the visitors in the exhibition, as well as the readers of all the articles that will subsequently be published around the world, towards the specialties presented in the exhibition.

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 stationery tests are being 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 do their evaluation on Saturday, only the Design team waits until the following Thursday. The Design jury is allowed to take all vehicles into consideration that are presented in the exhibition.

The Busworld Awards consist of two overall prizes for the vehicles: the Grand Award Coach and the Grand Award Bus. On top of these Grand Awards, vehicles can also be awarded one of the following Labels of excellence in a certain field: an Ecology Label, a Safety Label, a Comfort Label and a Design Label. In total twenty one vehicles are participating in 2017, a record number of participants.

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 in the exhibition. All exhibitors that are presenting an innovation, could apply for this label. For Busworld this is a way to guide all visitors and readers to the must see innovations presented in the Busworld exhibition.

### **Awards Night**

On the eve of the opening of the exhibition, the Busworld Awards will be announced during an Awards Night. Next to Busworld's own exhibition related awards, other industry awards will be handed over in this show: the renowned 'Coach of the Year 2018' award and the new 'Sustainable Bus Awards 2018'.

Traditionally, and this since its beginning in 1989, the 'Coach of the Year award' is announced at the Busworld Europe shows. Busworld has always been a loyal sponsor and supporter from the beginning. The jury consists of a group of professional journalists of twenty one bus and coach

magazines coming from twenty one different countries. They test the vehicles during four full days on public roads. Every two years a 'Bus Euro Test' is performed in even years and a 'Coach Euro Test' in 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 already known. They are the Carrozzeria Barbi Galileo HD, Irizar i8, the Iveco Bus Evadys, the Mercedes-Benz Tourismo, the Neoplan Tourliner, the Scania Interlink HD and the VDL Futura FDD2.

A third and fairly new award will also be revealed during this new event: the Sustainable Bus Awards. 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 mobility culture, 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 means establishing a positive image of the vehicle in the eyes of the general public. Hence, several aspects come into play, such as noise, recyclability of components and the general environmental commitment of the manufacturer. The Italian magazine 'Autobus' initiated this award and developed a sustainability index, 'Mobility Revolution', together with LifeGate and with the help of Professor Giulio Ceppi of the Politecnico university in Milan. Today, the jury consists of four professional bus and coach magazines. They 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 the 20<sup>th</sup> of October. The conference will bring together 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'. All stakeholders are invited to take part in the debates.

Another world-class event, entitled '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 ZeEUS partners will share their key achievements, first results and experiences on e-bus exploitation in the 10 demo cities: Barcelona, Bonn, Cagliari, Eindhoven, London, Münster, Paris, Plzen, 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.