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Press release Busworld Latin America 2017

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Busworld Latin America presents the Busworld Academy Conference: 'Passenger Focused Mobility'

The main focus of the second edition of the bus and coach event Busworld Latin America will be the Busworld Academy Conference. For this edition, already taking place one year after the first exhibition, it was decided to organise a big conference with a smaller version of the exhibition next to it.

The Conference has a full three-day programme starting on the morning of 5 December 2017 with an Inauguration Ceremony at 10.30 am and closing with a last seminar on 7 December at 5 pm.

The conference and exhibition will be opened in attendance of Germán Cordona Gutiérrez, Colombian Minister of Transport, Humberto Iglesias, Mobility Secretary of Medellín, Jana Zikmundova, Belgian Ambassador in Colombia and Didier Ramoudt, President of Busworld International.

The key note will be given by Hernan Cavarra, Industry Analyst at Frost & Sullivan. It will present a Latin American market analysis for buses and coaches and a prognosis for the future.

The most relevant topics for the Latin American market will be highlighted by over 40 international experts in one of the five half-day seminars: three debates and 2 seminars. A manufacturers debate focuses on future trends from the vehicle side including the evolution towards low and zero emission buses and coaches.

A passengers debate highlights the expectations of the passenger.

And last but not least an operators debate discusses realistic business models of today and tomorrow.

Next to these debates, visitors can follow two topical seminars, one about Digitalization and one about Safety, a recurring yet extremely important issue that can never disappear from the Busworld Academy agenda.

The conference is organised by Busworld Academy, Busworld's worldwide knowledge platform for the bus and coach industry. Being active from 2013, Busworld Academy has built an impressive network of local and international experts. This way Busworld Academy is capable of cross linking best cases and connecting local experts from different regions with each other, the perfect way to exchange knowledge.

For this conference, Busworld Academy can count on its international partners UITP, GPN and RISE.



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Jan Deman, Director of Busworld Academy, adds: *“This second edition of the Busworld Academy conference in Latin America coincides with massive changes in the bus and coach market situation: fast technological developments and a legislation in transition are shaking the industry. Bus owners and operators are in a difficult position at the moment: which vehicle should they buy, when should they buy it and how should they adapt their business models? This conference in Medellin will help all stakeholders to get a clearer overview and have better insights to be able to prepare for the future.”*

The congress and the adjacent exhibition take place from 5 December 2017 to 7 December 2017 in the Plaza Mayor Medellin Convention and Exhibition Center. The entrance is free of charge but it is recommended to register your entrance badge in advance on the website www.busworldlatinamerica.org in the visitor section, so your seat is guaranteed.

Note to the editors

- Please apply for accreditation if you want to visit the congress & exhibition via [this link](#)
- The full Busworld Academy programme is available here: [full programme](#)
- More general information can be found on the website: www.busworldlatinamerica.org
- Pictures will be downloadable after the event in the Busworld Latin America collection on Flickr (if you have special requests, please contact inge@busworld.org): [click here](#)
- More information about UITP (Union Internationale des Transports Publics): [website](#)
- More information about GPN (Global Passenger Network): [website](#)
- More information about RISE (Research Institutes of Sweden): [website](#)

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