

## INDUSTRY PROGRAM

*Taipei, 29/2 – 2/3*

We prepared a handy agenda for the cycling industry to roam Velo-city Industry Days and Taipei Cycle Show. For more information don't hesitate to **contact Elina Baltatzi** ([e.baltatzi@ecf.com](mailto:e.baltatzi@ecf.com))

Monday 29 <sup>th</sup> February	
08:00	Welcome/Registration
09:00 - 10:30	<b>Bikenomics: the Impact of Cycling</b> (Room 201) <ul style="list-style-type: none"> <li>■ Shih-Chao Cho, Deputy Minister of Ministry of Economic Affairs</li> <li>■ Mark Major, Urban Mobility Expert</li> <li>■ Armin Landgraf, Director of Pon Bicycle Group</li> </ul>
Parallel Sessions	
11:00 - 12:00	<u>Public Bike Sharing World Tour</u> (3F, South Lounge)
	<u>Oiling the Economic Chain</u> (4F VIP Room)
	<u>Future Perspectives and Trends in Cycling Tourism</u> (Room 102)
	<u>Danish Cycling Embassy</u> (3F, Banquet Hall)
	<u>Shifting Gears: How to Change Behaviour</u> (Room 103)
12:30 - 13:30	<b>Lunch Break in Exhibition Area</b>
13:30 - 14:30	<b>Keep Turning: the Role of the Cycling Industry</b> (Room 201) <ul style="list-style-type: none"> <li>■ John Burke, President of Trek</li> <li>■ Robbert de Kock, Secretary General of World Federation of the Sporting Goods Industry (WFSGI)</li> <li>■ Antony Lo, Chairman of Taiwan Bicycle Association</li> </ul>
Parallel Sessions	
15:00 - 16:00	<u>Tandem Investments: Public-Private Partnership</u> (3F, South Lounge)
	<u>E-Bikes – A new Industrial Revolution for Cycling</u> (Room 103)
	German Cycling Embassy (4F, VIP Room)
	UITP (3F, Banquet Hall)
	<u>Creativity in Cycling: New Designs</u> (Room 102)
16:30 - 18:00	<b>Designing the City for All</b> (Room 201) <ul style="list-style-type: none"> <li>■ Francine Houben, Architect of Mecanoo</li> <li>■ Riccardo Andrea Marini, Director, Gehl Studio</li> <li>■ Julia Nebrija, Urban Specialist-Consultant of the World Bank</li> <li>■ Anne Chung, Commissioner of Department of Transportation, Taipei City Government</li> </ul>

19:30 - 22:30	Gala Dinner
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## Tuesday 1<sup>st</sup> March

8:00 -	Welcome/Registration
09:00 - 10:30	<b>Design in Motion</b> (Room 201) <ul style="list-style-type: none"> <li>■ Han Wu, CEO, Design Capital 2016</li> <li>■ Claus Fleischer, CEO, Bosch eBike Systems</li> <li>■ Joshua Hon, Founder and Team Captain of Tern</li> <li>■ Monica Kuo, Chair of Department and Graduate Institute of Landscape and Architecture, Chinese Culture University</li> </ul>
<b>Parallel Sessions</b>	
11:00 - 12:00	<u>Road Safety</u> (Room 103)
	Dutch Cycling Embassy (3F, Banquet Hall)
	<u>Social Mobilization and the Power of Cycling Advocacy</u> (4F, VIP Room)
	<u>Sub-Plenary: Design Exhibition-Prize Winner Presentation</u> (Room 102)
12:00 - 13:30	<b>Lunch Break</b>
13:30 - 15:30	<b>Closing Plenary</b> (3F, Plenary Hall) <ul style="list-style-type: none"> <li>■ Pascal Smet, Minister of the Government of the Brussels-Capital Region, responsible for Mobility and Public Transport</li> <li>■ Bernadia Irawati Tjandradewi, Secretary General of UCLG ASPAC</li> <li>■ Manfred Neun, President of ECF (3F, Plenary Hall)</li> <li>■ Ko Wen-Je, Major of Taipei</li> </ul>
	<b>Handover Ceremony</b> (3F, Plenary Hall) <ul style="list-style-type: none"> <li>■ Herman Kaiser, Mayor of Arnhem &amp;</li> <li>■ Harriet Tiemens, Vice Mayor of Nijmegen</li> </ul> Host cities of Velo-city 2017

## Wednesday 2<sup>st</sup> March

14:00 - 16:00	<b>Advocacy Summit: The Leaders' Panel</b> (VIP Conference room 401, 4F, Nangang Exhibition Hall)
Programme Summary	The panel aims at global coverage with speakers from Taiwan, US and Europe. Structured like a typical TV talk show, the goal is to evoke valuable information from world renowned panellists and to trigger a discussion. The discussion will focus on the future of advocacy, products and consumer trends.
Speakers	<ul style="list-style-type: none"> <li>■ Klaus Fleischer (Bosch E-bike Systems)</li> <li>■ Tony Lo (Giant/Taiwan Bicycle Association)</li> <li>■ Robert Wu (KMC/Cycling and Health R&amp;D centre)</li> <li>■ John Burke (Trek and People for Bikes - TBC)</li> </ul>