17th EPA Congress and PARKEN
International congress and trade exhibition on planning, construction and operation of on- and off-street parking
Berlin, 23 – 25 September 2015

Congress brochure
Welcome to Berlin! And welcome to the 17th EPA Congress! This year, by working with the congress and exhibition of the Bundesverband Parken, we have created the biggest EPA Congress ever, in the heart of one of Europe’s greatest cities.

The quality of our Congress is also the best ever and we have attracted many influential, thought provoking and notable speakers, as well as some of the future stars of the parking world. Not forgetting that there is play, as well as work, we have put together our usual social program to keep you entertained outside working hours.

Berlin also offers much for visitors to see and experience as a very vibrant city with a great heritage and historic features both old and new.

I hope you find our Congress this year interesting, informative, valuable and fun!

Nick Lester-Davis
president of the board of
europeanparking.eu

The 17th EPA Congress is hosted by the German Parking Association Bundesverband Parken this year in combination with the exhibition Parken. The congress presents and discusses current and especially future trends and developments in the parking industry.

>“Parking in the World of Tomorrow” and the relevance of parking for urban mobility are major themes. The trade exhibition Parken offers extensive opportunities for information and networking. I wish the congress and the exhibition a good progress and to all visitors a lot of useful insights.

Dr. Karl-Ludwig Ballreich
chairman of the board of
Bundesverband Parken e.V.
parken.de

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Scientific and Technical Committee

Chairman
Laurence A. Bannermann
Vice President, European Parking Association, Italy

Members
Ivo Cré
Project manager, POLIS, European network of cities, Belgium
Guido Dedene
Professor, KU Leuven, academic expert business information, Belgium
Martin Kammler
Managing Director, Scheidt & Bachmann, equipment, Germany
Michael Kesseler
Managing Director, Contipark, private operator, Germany
Unni Larsen
Managing Director, Smartcity Baerum, municipalities, Netherlands
Edouard Lecomte
Secretary General, FNMS, international expert, France
Nick Lester-Davis
President, European Parking Association, international expert, United Kingdom
Peter Martens
Policy and Strategy Committee, European Parking Association, international expert, Netherlands
Giuliano Mingardo
Senior Researcher and Lecturer, Erasmus Univ. Rotterdam, acad. behavioral research expert, Netherlands
Antonio Musso
Professor, Univ. La Sapienza, Rome, academic mobility expert, Italy
Oscar Puigdollers
Head of R+D, BSM, mobility expert, Spain
Petra Schäfer
Professor, Frankfurt University of Applied Sciences, academic expert transport planning, Germany
Andrzej Szarata
Head of Department of Transportation Systems, University of Cracow, academic expert, Poland
Gerhard Trost-Heutmekers
Secretary General, Bundesverband Parken e.V./European Parking Association, Germany
Belinda Webb-Blofeld
Head of Communications, NSL Ltd., marketing communications, United Kingdom

Coordinator
Elisabeth Herles
Secretariat European Parking Association/Press Bundesverband Parken e.V., Germany
**Programmübersicht**

**Wednesday, 23 September 2015**

- **09:30 Uhr** Registrierung
- **10:30 Uhr** Official Opening of Congress
  - Moderation: Peter van der Waerden, Eindhoven University of Technology

- **11:00 Uhr** Coffee Break

**Key Note Presentations**

- **11:30 Uhr** Podiumsdiskussion
  - Moderation: Giuliano Mingardo, Erasmus University Rotterdam; Nick Lester-Davis, European Parking Association

**Key Note Vorträge**

- **12:30 Uhr** Verleihung der EPA Awards
  - Moderation: Giuliano Mingardo, Erasmus University Rotterdam; Nick Lester-Davis, European Parking Association

**Thursday, 24 September 2015**

- **09:30 Uhr** Registration
- **10:05 Uhr** E-payment for parking IPIPS
  - Richard Thome, Altancard Ltd.; Nigel Williams, British Parking Association

- **10:30 Uhr** Coffee Break

**Parking in the digital age**

- **11:00 Uhr** Park Now: Betriebsmodelle, Vertragsaspekte und technische Umsetzung
  - Joachim Hauser, BMW Group

- **11:20 Uhr** Digitalisierung von außerbahnhaltigen Parkplätzen: Der praxisbezogene Ansatz
  - Joachim Hauser, BMW Group

- **11:40 Uhr** ParkNow: eine Plattform für das Parkverhalten
  - Martin Senkerk, ParkingCloud Ltd.

- **12:00 Uhr** reviewer for parking and retail
  - Jan Willem Donkers, The Frame Holding

- **12:30 Uhr** Coffee Break

**Parking and urban mobility**

- **13:00 Uhr** Preiselastizität der Nachfrage beim Parken: Das Beispiel der Stadt Hoorn, Niederlande
  - Edgar Bijl

- **13:20 Uhr** Green Parking: Wie parkt man nachhaltig? Eine Studie aus dem Münchner Parken
  - Dr. Karl-Ludwig Ballreich, Bundesverband Parken e.V.; Nick Lester-Davis, European Parking Association

- **13:40 Uhr** Anwendungsbereiche bei der Parkabfertigung und im Einzelhandel
  - Joachim Hauser, BMW Group

**Friday, 25 September 2015**

- **09:30 Uhr** Making parking popular
  - Giuseppe Morigi, European Parking Association

- **10:30 Uhr** Coffee Break

**Parking and urban mobility**

- **11:00 Uhr** Briefing and overview of selected European cities and parking operators
  - Presenter: Nick Lester-Davis, European Parking Association

- **11:20 Uhr** Final statement, announcement of the next venue of the 18th EPA Congress 2017 and closing of the congress
  - Nick Lester-Davis, European Parking Association

**as of August 2015 | subject to change without notice**
Wednesday, 23 September

09:00 hrs Registration
10:00 hrs Lunch Break
14:30 hrs Official opening of congress
  Dr. Karl-Ludwig Balteswinkel, Bundesverwaltungsamt
  Nick Lester-Davis, European Parking Association
  Herbert Barthel, Federal Ministry of Transport and Digital Infrastructure
  Christian Gaebler, Berlin’s Senate Department for Urban Development and the Environment

Key Note Presentations
15:30 hrs Comparative research on parking policies in European cities from 2004 to 2015
  Prof. Dr.-Ing. Petra K. Schäfer, Frankfurt University of Applied Sciences

16:00 hrs From brick to click – challenges of the digitalization process and the role of the parking operator
  Ralf Bender, APCOA PARKING Holdings GmbH

16:30 hrs Presentation of EPA Award Shortlist and Award Ceremony
  Presenters:
  Guido Mengerke, ENSAM University of Technology
  Nick Lester-Davis, European Parking Association

17:30 hrs End of day one

19:45 hrs Welcome Reception, Spindler & Klatt

Thursday, 24 September

09:00 hrs Registration
10:00 hrs Coffee Break
10:30 hrs On-street parking as a mobility management tool in Barcelona – estimation of the effects of a carsharing system
  Adrián Gómez, Ayuntamiento de Barcelona
  For a sustainable mobility, the city of Barcelona improves access to the city by public transport and discourages the private vehicle. Since 2005 a regulated system
  of road-side parking is working, with two objectives: to discourage private vehicle trips and facilitate residents parking. In 2015 the surface sites are 133,420 to car,
  of which 80% of them are regulated. The implementation of a carsharing system would mean a change in the conditions of demand for parking in the city.

11:00 hrs The effect of parking zone extension in Cracow on inhabitants’ travel behavior
  Andżel Kosmala, Cracow University of Technology
  The parking problems state one of the most important challenges for decision-makers in modern agglomerations. City sprawling and enlargement of travel
  distances imply on mode choice decisions. In the result, one can observe increasing traffic and decreasing of public transport share in total trips. Within the paper it
  will be shortly characterized the paid parking system in Poland with special interest of Cracow case with the brief analysis of its operation. Important part would be
  devoted to Polish legal regulations which affects the effectiveness of the implemented parking policy. On the case of Cracow, it will be described a proposal how to
  instigate the parking zone and how to convince citizens to it.

11:45 hrs Park Now: the parking process, contractual aspects and technical realization
  Jonathan Planner, BMW Group
  Global trends in urban mobility clearly can be summarized as »mobility goes digital«. More easy access via internet and mobile devices is a key driver for changes
  in current and new business models. BMW’s Strategy Number ONE is taking global trends into account and gives a clear statement: »BMW will become the leading
  premium mobility provider of individual premium mobility.« Therefore, BMW is engaged and is further investing into Digital Mobility Services. As a next step BMW
  successfully established the first free floating carsharing service DriveNow. Highest customer satisfaction and profitability do guarantee market success throughout
  Europe.
Thursday, 24 September 2015 (Cont.)

12:00 hrs  Congress program Thursday, 24 September 2015 (Cont.)

12:30 hrs  Lunch Break

14:00 hrs  Discovering unknown unknowns in parking data by formal concept analysis based data mining

Guido Dedene, DEMOIT/University of Antwerp

Formal Concept Analysis (FCA) techniques for Data Discovery in Big Data. In this paper, first-hand experiences with Formal Concept Analysis of Parking Data for a mid-size Dutch municipality are presented and discussed. The results support improvements for the Parking Policies of the municipality in the study. This study was performed with open source discovery tools. The results invite for further and deeper applications of FCA for Parking Data, whereby privacy in the data remains a non-trivial factor.

14:20 hrs  Real time parking data management: collection, integration, publication and visualization

Ali Lattunen, Finnpark Ltd.

Parking has become an information-centric industry operating on real-time data. Collecting valuable real-time parking data from all forms of parking necessitates utilizing of different state-of-the-art sensing technologies and interfacing disparate data sources. Such parking data are, however, in great demand both inter-organizational and by external systems to support operational decision-making, dynamic guidance, payment processes, and parking enforcement. Real-time data originated by separate systems are typically behind diverse interfaces, in different forms and available in unstructured or semi-structured data format. Thus, data must be bridged together in order to be utilized, visualized and further published through standardized interfaces.

14:40 hrs  Prebooking: choice, preferences and attitudes of the customer

Valentins Maskis, ParkCloud Ltd.

The aim is to discuss the efforts of all pre-booking services on parking trends and customer decisions. As a provider of pre-booking systems, ParkCloud has gathered data over the past 6 years from around 750,000 per year, from over 10million website visitors per year, which has allowed comprehensive analysis of hundreds of statistics and trends.

15:00 hrs  Beacons for parking and retail

Jan Willem Verdonk, The France Holding

A neutral overview on the relevance and potential of this technological context and the opportunities related to the parking context considering as well the integration with other systems. Business and operation possibilities possible examples from case studies or research initiatives.

15:30 hrs  Coffee Break

16:00 hrs  Parking and urban mobility

16:00 hrs  Price elasticity of demand for parking: the case study of Hoorn, the Netherlands

Edgar Rob

Nowadays, parking pricing is a very useful tool for cities in order to have an efficient parking policy. This thesis aims to investigate the effect of tariff changes on parking demand in the city of Hoorn, the Netherlands. Price elasticities are used to analyze the sensitivity of demand in terms of parking duration and the amount of parkers. Internal and external factors are used to explain the results. For the on-street locations, inelastic demand in terms of parking duration and amount of parkers. For the garages, the demand is elastic in terms of parking duration. Contrary to the theory, elasticities larger than zero in terms of the amount of parkers are obtained for the garages. The overall conclusion is that the municipality of Hoorn should not be afraid to raise their tariffs, since the demand for parking is considered to be inelastic in general.

16:30 hrs  Push and Pull: Parking management and incentives as successful and proven strategies for energy-efficient urban transport

Guillaume Minigakis, EconomiX Rotterdam

The strategic objective of the EU-funded project PUSHPULL is to promote sustainable urban mobility by combining parking space management (PUSH) with mobility management (PULL). Introduction and parking, increasing fees, reducing supply will push drivers to use more sustainable transport. The income from parking is used to improve and promote alternatives, thus pulling users towards more sustainable transport. PUSHPULL develops good argument, case studies and organizes training sessions for practitioners all over Europe.

17:00 hrs  A summary on current trends – how is EPA contributing?

Peter Mariani, European Parking Association

Discussion on trends in urban development and mobility, relevant for the parking industry. Over the last few years EPA has set up some project groups, delivering guidelines or contributing to standards, to facilitate the trends. Future focal points are the role of on line information providers and parking service providers, multiple (public) usage of private parking facilities and the future impact of autonomous vehicles for parking.

17:30 hrs  End of day two
**EPA Award 2015**

The European Parking Award has been established by the European Parking Association (EPA) as a biennial award for excellence in parking.

The EPA Award is structured into five categories:

- Category 1 New parking structures
- Category 2 Renovated parking structures
- Category 3 Public space on-street parking projects
- Category 4 Innovative schemes in off-street parking
- Category 5 Marketing & communication on parking

Out of 38 entries the board selected the following shortlist:

<table>
<thead>
<tr>
<th>Category Name</th>
<th>Location</th>
<th>Operator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pré-aux-Pêcheurs</td>
<td>F-Antibes</td>
<td>Q-Park France</td>
</tr>
<tr>
<td>Platanos Parking</td>
<td>GR-Kifisia</td>
<td>Platanos Square Parking SA</td>
</tr>
<tr>
<td>Markthal</td>
<td>NL-Rotterdam</td>
<td>Interparking Nederland</td>
</tr>
<tr>
<td>Stachus Car Park</td>
<td>D-München</td>
<td>Contipark</td>
</tr>
<tr>
<td>Allhallows Car park</td>
<td>GB-Bedford</td>
<td>Makers Construction Ltd.</td>
</tr>
<tr>
<td>Q-Park Oxford Street</td>
<td>GB-London</td>
<td>Q-Park Ltd.</td>
</tr>
<tr>
<td>areaDUM</td>
<td>ES-Barcelona</td>
<td>Barcelona de Servies Municipals, S.A.</td>
</tr>
<tr>
<td>Measure to stop Blue Badge Fraud</td>
<td>GB (nationwide)</td>
<td>APCOA PARKING Holdings GmbH</td>
</tr>
<tr>
<td>Betoscan</td>
<td>D (nationwide)</td>
<td>Contipark</td>
</tr>
<tr>
<td>Vinci Park Mobility center</td>
<td>F-Paris</td>
<td>VINCI Park</td>
</tr>
<tr>
<td>Open Data Loket</td>
<td>NL (nationwide)</td>
<td>Q-Park Netherlands</td>
</tr>
<tr>
<td>My Vinci Park Mobile App</td>
<td>F (nationwide)</td>
<td>VINCI Park</td>
</tr>
<tr>
<td>Social Customer Care</td>
<td>I-Brescia</td>
<td>Brescia Mobilita</td>
</tr>
</tbody>
</table>

All shortlisted entries were visited by an international expert jury and the jury decided who wins an award. In addition there will be a discretionary jury's award if a non-winning entrant is considered of particular merit.

The objective of the awards is to promote qualitative improvements in public car parking both on- and off-street including contribution of parking policy to Sustainable Urban Mobility Plans. In particular, the awards seek to promote improvements in services provided to the customers, effective and sustainable management of the facilities and contribution to urban development. The awards also promote the development of good working practices in on-street parking. Publicity for the awards will also improve the image of the parking sector.

The awards will be presented in a special ceremony during the 17th EPA Congress in Berlin on Wednesday, 23 September 2015, at 16:30 hrs. The panels of the shortlisted entries will be presented in the foyer 1 of the Estrel Convention Center.

**Networking**

**Welcome Reception**

Let the first day of the event end in a relaxed atmosphere and take the chance to enlarge your network.

Wednesday, 23 September 2015
19:45 – 23:00 hrs
Club »Spindler & Klatt«
120,00 EUR per person

The former army bakery offers the ideal setting for this evening event. Spindler & Klatt combines sophisticated interior design and impressive lighting and is one of the most beautiful outdoor locations in town with its year-round accessible terrace and the pontoon. Look forward to an evening with typical Berlin specialties at one of the most popular locations in Berlin’s nightlife scene. (Source: Spindler & Klatt)

**Gala Dinner**

The highlight of the event is the Gala Dinner. Meet friends and partners and enjoy the evening in a historical ambience!

Thursday, 24 September 2015
19:45 – 24:00 hrs
Deutsches Historisches Museum
250,00 EUR per person

The Deutsches Historisches Museum (German Historical Museum) is Germany’s national historical museum. Located in Berlin’s district of Mitte, it sees itself as a place of active communication and discussion of history. The museum proves itself as an ideal venue for events and offers a view towards the Berliner Dom. It rates among the most representative places of Berlin playing host to a high-quality event. (Source: Deutsches Historisches Museum, locationportale GmbH)

Tickets for the evening events are available at the congress counter on-site (subject to availability).

**Social program**

Take part in the social program of the EPA Congress and Parken 2015 and discover the German capital. Berlin is rich with cultural and historical monuments, e.g. of the German reunification of Eastern and Western Germany. Another tour leads you through Berlin along the two rivers »Landwehrkanal« and »Spree« by boat. Prussian history can be experienced during a tour to Potsdam and Sanssouci Palace. A unique nature experience offers a trip to the Spreewald with its labyrinth of waterways and tributaries of the river »Spree«. Detailed information about the various trips are available at the congress counter on-site.
Associated events

Fifth EPA – Polis Parking Workshop in association with the Push & Pull Project
Smart parking: Technology meets Policy
22 September 2015, 14:00 – 18:00 hrs
Deutsches Institut für Urbanistik, Zimmerstr. 13 – 15, 10969 Berlin
Free pre-EPA-Congress seminar

Polis and the European Parking Association invite you to a joint event in Berlin in the afternoon of the 22 September 2015. The event will focus on smart parking solutions that can help to implement parking policies.

For this event, EPA and Polis cooperate with the Push & Pull Project. This project aims to improve urban mobility by means of parking space management combined with mobility management measures.

Speakers currently confirmed:
City of Gent (BE), City of Krakow (POL), DIFU (DE), AMOR (AT), ERASMUS University Rotterdam (NL), PLUSERVICE (IT) and EVOPARK (DE).

This event is aimed at the main stakeholders in urban parking policies:
• urban and transport planners
• local authorities representatives
• parking operators and service providers
• urban ITS professionals
• anyone who sees the value of parking as a tool to manage transport

Separate registration via POLIS required.

GPALs Summit
23 September 2015, 10:30 – 12:30 hrs
Estrel Convention Center, room no. 30241

The Global Parking Association Leaders Summit (GPALs) is an annual gathering of parking association leaders from around the world. Established by the International Parking Institute in 2012, the GPALs Summit is a unique opportunity for those leaders to gather, share information, and learn from each other in a friendly forum that encourages discussion and dialogue on a wide range from topics.

Separate registration required via EPA, at epa@europeanparking.eu.

Mitgliederversammlung Bundesverband Parken e.V.
23 September 2015, 10:30 – 12:30 hrs
Estrel Convention Center, room ECC5

General meeting European Parking Association
25 September 2015, 14:00 – 15:30 hrs
Estrel Convention Center, room ECC5

Separate registration required via EPA, at epa@europeanparking.eu.

Sponsors

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as of August 2015 /subject to change without notice
The speakers of the 17th EPA Congress

**Ralf Bender** Paralleling his job with Deutsche Bank, Ralf Bender enrolled in a degree program in banking and finance. Until 1996, he served as Head of Retail Non-Food and Consumer Goods Europe at Deutsche Morgan Grenfell Frankfurt/London, among other positions. Next, he worked for METRO in a variety of positions, most notably as Head of Finance and Investor Relations and most recently as Managing Director Real Estate for METRO Group Asset Management. He was eventually appointed to the supervisory boards of various group subsidiaries. Following a stint as CFO of Majul Fattah Properties LLC (2006 through 2010), he moved on to become CFO of APCOA PARKING. In May 2011, he was appointed CEO of the European APCOA PARKING Group.

**Guido Dedene**, born in 1956, has a PhD in Sciences Mathematics from the Catholic University of Leuven (KU Leuven, Belgium). He is full professor in Management Informatics at the KU Leuven and a professor in Development of Information and Communication Systems, section Accounting/Auditing at the University of Amsterdam Business School. Guido Dedene is involved in ICT innovation companies, such as imeo (Board Member/ Auditing Committee/Advisor Council), SDENOW (Knowledge Partner), Colbitra (Somatic Technologies, Board Member) and SAI (Board Member). He became recently member of the Scientific Advisory Board of the European Parking Association, researching innovative solutions for Parking and Mobility in Large Municipalities.

**Jan Willem Doornbos** is working closely with the BLE and Beacon manufacturing community in the development of effective use cases. Mr. Doornbos specializes in the use cases for proximity marketing in the connection of parking and retail environments. At this time Mr. Doornbos follows a couple of interesting developments in the realm of parking and retail. In his home country The Netherlands Mr. Doornbos is setting up a concept store environment in order to analyze customer adoption and changing customer behavior as a result of proximity marketing technology. He was actively involved in cutting edge ICT developments with the support of the EC. One of which was the first VR animation project in 1999 together with SARA – the computing center of the University of Amsterdam. Another one was the total redesign of the Eurostat data display which is now in use as TableGraphMaps.


**Ali Lattasen** is a technology specialist at Finnpark Helsinki. He graduated from the Lappeenranta University of Technology, Finland, in the year 1995 with master degrees in mathematics and computer science. He spent 16 years at IT-Techinalic R&D and Local Sustainable Transport Fund evaluation. In addition to my role as Research Fellow, I am also the project manager for UWE’s Student Capital project, as a part of Bristol Green Capital 2015. Before starting my post as a Research Fellow I completed my PhD in transport studies.

**Peter Martens**, O-Pack NV Corporate Director Business Intelligence, obtained a Master Degree in civil engineering, transportation planning at the Technical University Leuven and a professor in Development of Information and Communication Systems, section Accounting/Auditing at the University of Amsterdam Business School. Guido Dedene is involved in ICT innovation companies, such as imeo (Board Member/ Auditing Committee/Advisor Council), SDENOW (Knowledge Partner), Colbitra (Somatic Technologies, Board Member) and SAI (Board Member). He became recently member of the Scientific Advisory Board of the European Parking Association, researching innovative solutions for Parking and Mobility in Large Municipalities.

**Giovanni Mingiardo** is a senior researcher and Lecturer at the Ciaccio University of Technology and vice director of Institute of Road and Railway Engineering. The author of over 60 scientific papers covering many transport investment areas. Doctoral dissertation (2006) was devoted to Park and Rides modeling and was first scientific analysis of such system in Poland. Habilitation monograph is focused on induced demand modeling. He was involved in many EU projects (the most important: Caravel, MAX, TRACT, GIS and others) and is trustee of Polish Association of Engineers and Technicians of Transportation as well as member of board of advisors to the Mayor of Cracow.

**Valentina Maise** joined ParkCloud in summer 2011 as head of Italian business development. After leading this market to one of the company’s most profitable, she stepped into the same position at Q-Park. Today, as Business Development Manager ParkCloud, Valentina is fully involved in both the company’s expansion and the development of their pre-bookings offer. Her background in anthropology and teaching also has proved invaluable in increasing the company’s international coverage and translating an effective business model from one market’s culture to the next.

**Robert Presid** is employed by Austrian Mobility Research FGM-AMOR since its founding in 1993. He has a University degree in Geography. The main fields of work are active transport, mobility management and marketing, innovative transport concepts, as well as project developer, coordination, know-how-transfer and dissemination of EU projects. He is the co-ordinator of the ongoing Push & Pull project. Among others he co-ordinated for 7 years (2006 – 2013) the transport information portal ELITS – (inclus. the platform on Sustainable Urban Mobility Plans).

**Petra Schäfer** Professor for Transport Planning at FH Aachen, Germany. Her field of research and leading projects related to systems and applications for road traffic, mobility and especially parking. She joined Finnpark in 2011 and is currently working with RA-H on customer services, data management, information systems, and governance for car parking, as well as leading major car parking equipping projects.

**Donald Shoup** is a Distinguished Professor of Urban Planning at UCLA, where he has served as Chair of the Department of Urban Planning and as Director of the Institute of Transportation Studies. His book, The High Cost of Free Parking, has drawn widespread praise for revealing how better parking policies can improve cities, the economy, and the environment. In the book, Shoup recommends that cities charge fair market rates for on-street parking, including the use of meter revenue to finance added public services in the metered neighborhoods, off-street parking requirements. Shoup is a Fellow of the American Institute of Certified Planners, an Honorary Professor at the Beijing Transportation Research Center, and the Editor of ACCESS Magazine.

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**Edgar Bijl** is a recently graduated economist. His specialization in Urban, Port and Transport Economics. Currently he is looking for an opportunity to launch his career in the logistics sector.

**William-Billy Clayton** is a Research Fellow working in the Centre for Transport and Society, at the University of the West of England, Bristol, UK. I am interested in studying and understanding contempor- ary social issues in relation to our transport systems, and my work to date has focused on a range of different topics, including: passenger experiences of public transport, travel-time activity and technology, transport and Park and Ride usage patterns, family experiences of cycling, and mapping people’s travel using GIS. I am currently working on two projects: an IKT-transport study of Local Sustainable Transport. He was actively involved in cutting edge ICT developments with the support of the EC. One of which was the first VR animation project in 1999 together with SARA – the computing center of the University of Amsterdam. Another one was the total redesign of the Eurostat data display which is now in use as TableGraphMaps.

**Pascal Spaepen** is a recently graduated economist. His specialization in Urban, Port and Transport Economics. Currently he is looking for an opportunity to launch his career in the logistics sector.

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General plan – Estrel Berlin

Parken exhibition – floor plan
General information

Date
23 – 25 September 2015

Venue
Estrel Convention Center
Sonnenallee 225
12057 Berlin, Germany
estrel.com

How to get to the city center

You can reach the city center easily by public transport or by taxi.

The bus stop »Ziegrastraße« and a taxi rank are located right in front of the Estrel. Take the M41 bus line directly to Potsdamer Platz.

The »Sonnenallee« S-Bahn commuter train station can be reached on foot in only three minutes. Take the S42 S-Bahn commuter train line (Ringbahn) to the »Ostkreuz« stop or the S41 to the »Südkreuz« stop. From »Ostkreuz«, transfer to the S3 or S5 to get to the city center. From »Südkreuz«, transfer to the S2.

Public transport tickets
You will require a single journey ticket for the AB zone costing 2.70 euros. You can purchase tickets at the BVG service counters, the BVG ticket vending machines located in the S-Bahn and U-Bahn stations or on busses directly from the driver (please have change ready for bus drivers).

Public transport journey duration: roughly 40 minutes
Taxi journey duration: roughly 20 minutes
Taxi price: roughly 20 euros