Welcome to InformNorden 2019

InformNorden is a cooperation between the five Nordic countries organizing a yearly conference and exhibition focusing on the use of IT and Smart Technology in Public Transport.

This year the InformNorden conference is hosted by UITP as part of the Global Summit with a specific InformNorden stream covering 4 innovative sessions with 18 speakers on Tuesday 11 of June:

- Innovative Ticketing
- Artificial Intelligence and smart technology in Public Transport
- Different Models to go ahead with MaaS in Scandinavia
- Open Data and data-driven business

InformNorden main sponsor

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IVU Traffic Technologies, Telia, multiQ, AXENTIA, CONSAT, Luminator Technology Group, FAIRTIQ, init, FARA, RIDANGO
FROM SMART TICKETING TO ACCOUNT-BASED TICKETING

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Mobile ticketing and EMV cards are taking the lead in many large ticketing schemes in the Nordics. With 4G connectivity everywhere we see a rapid growth in innovative solutions based on smartphones and account-based ticketing. With a minimum of stationary on-board ticketing equipment and everything done digitally and online we see more satisfied customers and lower operational costs.

InformNorden

Chairperson

- Krister DACKLAND, IT Director, Stockholm Public Transport (SL), STOCKHOLM, Sweden

Speakers

- The journey towards contactless in Stockholm - Mats ELLMAN, Marketing Strategist - Sales, Stockholm County Council - Traffic Department, Stockholm, Sweden
- The new information systems - using open source, micro services and streaming technologies for realtime connectivity - Torger STOPHAUG, CIO & VP Digital Platforms and Systems, Head of IT Department, Ruter AS, Oslo, Norway
- Payment as possibilities - Dadi ASLALIGARSON, Head of IT, Strætó, Reykjavik, Iceland
- Quick start & smooth transition: How to utilise digital ecosystems with account-based ticketing - Marcike LUKEN, Head of Marketing and Product Sales, Schießl & Bachmann, Mönchengladbach, Germany
- Quick start & smooth transition: How to utilise digital ecosystems with account-based ticketing (joint presentation with Lars Rembold) - Lars REMBOLD, Director Service Sales, Schießl & Bachmann, Mönchengladbach, Germany

Moderator

- Panel - Krister DACKLAND, IT Director, Stockholm Public Transport (SL), STOCKHOLM, Sweden

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ARTIFICIAL INTELLIGENCE AND SMART TECHNOLOGY IN PUBLIC TRANSPORT

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With massive breakthroughs in smart technologies being reported every single day, it won't be long until our transport industries are dominated by Artificial Intelligence and automated processes. Learn how AI and smart technologies are utilised to create better and more reliable services.

InformNorden

Chairperson

- Kerko VANIHANEN, Programme Director, Forum Virium Helsinki, Helsinki, Finland

Speakers

- Early Incident Detection using Fusion Analytics of Commuter-centric Data Sources - Wei Yan, Christopher HOOI, Deputy Director, Land Transport Authority, Singapore, Singapore
- Annette HUET, Expert Legal Affairs, UITP, Brussels, Belgium
- Real-time bus arrival forecasts using AI and Machine Learning - Niklas Christoffer PETERSEN, PhD student, Movia Public Transport - Trafikselskabet Movia, Copenhagen, Denmark
- Forecast delays in public transport before they happen! - Wilhelm LANDERHOLM, Data Scientist, The TrainBrain, Stockholm, Sweden

Moderator

- Kerko VANIHANEN, Programme Director, Forum Virium Helsinki, Helsinki, Finland

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DIFFERENT MAAS MODELS IN SCANDINAVIA

The Nordic countries count among the most advanced in setting up Mobility as a Service (MaasS) schemes and pilot projects, but Sweden, Finland, Norway and Denmark each chose different approaches. Find out more about the different MaasS models in Scandinavia.

This is a Lunch Session. Delegates will be able to have lunch in the room.

InformNorden

Chairperson

- **Adam LAURELL**, Business Development Manager, Samtrafiken l Sverige AB, Stockholm, Sweden

Speakers

- **Reducing congestion and improving mobility - is MaasS the answer?** - Camilla STRUCKMANN, CCO, Chief Communications Officer, Movia Public Transport - Trafikselskabet Movia, Copenhagen, Denmark
- **Mobility as a Service, pilot tests in Gothenburg** - Marta ALBREKTSON, Project Manager, MaasS, Västtrafik AB, Skövde, Sweden
- **Piloting life without owning a car in Oslo** - Endre ANGELVIK, Vice President Mobility Services, Ruter AS, Oslo, Norway
- **The market driven model – in the eyes of a commercial MaasS operator** - Hans ARBY, Chief Executive Officer, UbiGo Innovation AB, Göteborg, Sweden
- **Different MaasS models in Scandinavia: Whim by MaasS Global** - Jenna POLLANEN, Head of Early Markets, MaasS Global Ltd, Helsinki, Finland

Moderator

- **Adam LAURELL**, Business Development Manager, Samtrafiken l Sverige AB, Stockholm, Sweden
OPEN DATA POLICIES TO DRIVE YOUR BUSINESS

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Open Data has been a trademark for public transport in the Nordic countries for more than a decade. Why has our sector been so keen on making as much information available for re-use as possible and how does this drive our business? Learn more about nationwide solutions and the technologies used for simplified and robust data handling.

InformNorden

Chairperson

• Kerko VANHANEN, Programme Director, Forum Vriium Helsinki, Helsinki, Finland

Speakers

• Collecting public transport data for Norway in a platform - for better customer experience and innovation - Hanne NETIUM BREVIK, Director Combined Mobility, Entur AS, Oslo, Norway
• Open Data since 2010 - Swedish Success factors and Lessons Learnt - Ulf JERSING, Chief Strategy Officer, Hagia Public Transport Systems, Stenungsund, Sweden
• Open Data since 2010 - Swedish Success factors and Lessons Learnt - Gerhard WENNERSTRÖM, Chief Executive Officer, Samtrafiken i Sverige AB, Stockholm, Sweden
• Digitransit - a platform for delivering open data transport information - Mila LAITA, Product Owner, HSL Helsinki Region Transport, Helsinki, Finland

Moderator

• Kerko VANHANEN, Programme Director, Forum Vriium Helsinki, Helsinki, Finland