

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



FROM SMART TICKETING TO ACCOUNT-BASED TICKETING

T2 9.00am to 10.30am

EN

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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 or onboard ticketing equipment and everything done digitally and online we see more satisfied customers and lower operational costs.

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Chairperson

- [Kristen DACKLAND](#), IT Director, Stockholm Public Transport (SL), STOCKHOLM, Sweden

Speakers

- **The journey towards contactless in Stockholm** - [Mats ELLMAN](#), Marketing Strategist - Sales, Stockholm County Council - Trafficdepartment, Stockholm, Sweden
- **The new information systems - using open source, micro services and streaming technologies for realtime connectivity** - [Terje STORHAUG](#), CIO & VP Digital Platforms and Systems, Head of IT Department, Ruter AS, Oslo, Norway
- **Payment as possibilities** - [Dadi ASLAUGARSON](#), Head of IT, Strætó, Reykjavik, Iceland
- **Quick start & smooth transition: How to utilise digital ecosystems with account-based ticketing** - [Mareike LÜKEN](#), Head of Marketing and Product Sales, Scheidt & 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, Scheidt & Bachmann, Mönchengladbach, Germany

Moderator

- **Panel** - [Kristen DACKLAND](#), IT Director, Stockholm Public Transport (SL), STOCKHOLM, Sweden

ARTIFICIAL INTELLIGENCE AND SMART TECHNOLOGY IN PUBLIC TRANSPORT

T2 11.00am to 12.30pm

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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.

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Chairperson

- [Kerkko VANHANEN](#), Programme Director, Forum Virium Helsinki, Helsinki, Finland

Speakers

- **Early Incident Detection using Fusion Analytics of Commuter-centric Data Sources** - [Wai Yean](#), [Christopher HOOJ](#), Deputy Director, Land Transport Authority, Singapore, Singapore
- [Annabelle 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

- [Kerkko VANHANEN](#), Programme Director, Forum Virium Helsinki, Helsinki, Finland

DIFFERENT MAAS MODELS IN SCANDINAVIA

C7  12.45pm to 2.15pm

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

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

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Chairperson

- [Adam LAURELL](#), Business Development Manager, Samtrafiken i Sverige AB, Stockholm, Sweden

Speakers

- **Reducing congestion and improving mobility - is MaaS the answer?** - [Camilla STRUCKMANN](#), CCO, Chief Communications Officer, Movia Public Transport - Trafikselskabet Movia, Copenhagen, Denmark
- **Mobility as a Service, pilot tests in Gothenburg** - [Marita ALBREKTSON](#), Project Manager, MaaS, 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 MaaS operator** - [Hans ARBY](#), Chief Executive Officer, UbiGo Innovation AB, Göteborg, Sweden
- **Different MaaS models in Scandinavia: Whim by MaaS Global** - [Jonna POLLANEN](#), Head of Early Markets, MaaS Global Ltd, Helsinki, Finland

Moderator

- [Adam LAURELL](#), Business Development Manager, Samtrafiken i Sverige AB, Stockholm, Sweden

OPEN DATA POLICIES TO DRIVE YOUR BUSINESS

T2 2.30pm to 3.30pm

EN

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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.

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Chairperson

- [Kerkko VANHANEN](#), Programme Director, Forum Virium Helsinki, Helsinki, Finland

Speakers

- **Collecting public transport data for Norway in a platform - for better customer experience and innovation** - [Hanne NETTUM BREIVIK](#), Director Combined Mobility, Entur AS, Oslo, Norway
- **Open Data since 2010 - Swedish Success Factors and Lessons Learnt** - [Ulf BJERSING](#), Chief Strategy Officer, Hogia 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** - [Milla LAITA](#), Product Owner, HSL Helsinki Region Transport, Helsinki, Finland

Moderator

- [Kerkko VANHANEN](#), Programme Director, Forum Virium Helsinki, Helsinki, Finland