

# First International Share/Transport Forum – Kaohsiung City, Taiwan - 16 – 19 September 2010



## Introduction

If you need milk everyday would you buy a cow? Of course not – and anyway where would you keep your cow?

Why do we therefore insist on owning a car when what we actually want is mobility? Instead of parking hassles, with car-sharing we have the use a car when we need it, but none of the hassles or cost of ownership.

In some of the world's most successful and livable cities, we are already entering into a world of new mobility practices that are changing the transportation landscape. It has to do with sharing, as opposed to outright ownership.

The city of Kaohsiung together with an international team from the [Chinese Institute of Transport](#) (CIT) and supported by the [New Mobility Partnerships](#) is organizing three-day international forum to take place from 16 - 19 September 2010, in which professionals working at the leading edge of these matters will come together from a number of countries, to examine together the concept and practice of **sharing transport in the 21st century** -- and to discuss future applications for Taiwan, China, Asia and beyond.

## Who should attend -

- Researchers, city administration, operators, large public sector employers, activists, NGOs, students, consultants, media, and suppliers or products, technology and services to the sector
- From Taiwan, China, South-East Asia and all others interested
- Language: Chinese/English. Full translation of all sessions
- **Conference venue:** International Conference Hall - <http://www.gardenvilla.com.tw/eng/index.php>

**Website/Details:** [www.kaohsiung.sharetransport.org](http://www.kaohsiung.sharetransport.org) and [www.kaohsiung-sharetransport.com.tw](http://www.kaohsiung-sharetransport.com.tw) (Chinese)

## Kaohsiung welcomes first World Share/Transport Forum



"On the whole, you find wealth more in use than in ownership."  
- Aristotle. ca. 350 BC

The Mayor and City Council of Kaohsiung are pleased to announce their hosting of the first World Share/Transport Forum from 16 to 19 September this year.

Transport sharing is an important worldwide trend, one that is already starting to reshape at least parts of some of our cities. It is a movement at the leading edge of our most successful (and wealthiest and livable) cities, but one which as yet is poorly understood.

The World Forum in Kaohsiung - the first of its kind – is bringing together leading thinkers and share/transport practitioners and authorities from across Taiwan, Asia and the world, to examine the concept of shared transport (as opposed to individual ownership) from a multi-disciplinary perspective, with a strong international and Chinese-speaking contingent.

The conference will delve into innovative trends and accomplishments of specific shared transport modes and their potential applications in the Taiwanese and East Asian context.

- How can carsharing succeed in Taiwan, China and the Global South?
- Has bikesharing in Kaohsiung and Taipei been a success, and are there lessons from abroad to improve their operation?
- Can ridesharing systems be developed for Taiwanese commuters?
- Share/Transport strategies for larger employers: Worker well-being and cost savings
- How can we include the taxi as a vital element of public transport?
- Redesigning city streets for new (shared) uses
- What are links between share/transport, public transport and city planning?
- What potential do innovative ICT applications offer Share/Transport?

These are some of the questions that leading international experts are coming to Kaohsiung to discuss at the conference. Contributors thus far include representatives from public agencies, universities, research teams, public service groups and operators from China, Colombia, France, Germany, Hong Kong, Italy, Japan, Singapore, the UK, and the USA, and of course Taiwan.

Places are limited. Discounts available for CIT members, Students and Early Bird bookings.

**To book your place please complete the registration form overleaf or see further details at**

[www.registration.kaohsiung.sharetransport.org](http://www.registration.kaohsiung.sharetransport.org)

# Conference program



## Thursday, 16th September. International Conference Hall

**09:00 Opening session :** Share/Transport in the 21st century: Who is going to take the lead?

- Welcome Speeches (3)

*Keynote addresses:*

- **What is S/T - International state of the art overview.** Eric Britton (France/USA)
- **Why Share/Transport in Taiwan and Asia?** Jason Chang (Taiwan)
- **Share transport and public health - WHO rep. to be confirmed**
- **Work plan for conference and associated events** Susan Lin (Taiwan)

**11:00~12:30 Session I: Carsharing (Car clubs in Britain.)**

**Session leaders:** Michael Glotz-Richter, Germany. Lewis Chen, Singapore.

**14:00~15:30 Session II: Ridesharing/Employer Share/Transport**

**Session leaders:** Ali Clabburn (UK). Rory McMullan (UK/Taiwan)

**16:00~17:30 Session III: Bikesharing (Public bicycle systems)**

**Session leaders:** Eric Britton (France/USA). H. W. Chang (Taiwan)

## Friday, 17th September. International Conference Hall

**09:00~10:30 Session IV: DRTS and Taxi Sharing**

**Session leaders:** (To follow)

**11:00~12:30 Session V: Street-sharing. Integrating private, public and share transport in the city**

**Session leaders:** Dorothy Chan (Hong Kong). David Ta-Wei Poo (Taiwan.) Paul Barter (Singapore)

**14:00~15:30 Session VI: ICT applications for sharing transportation**

**Session leaders:** Taka Morikawa (Japan). Jason Chang (Taiwan)

**16:00~17:30 Session VII. The Fine Art of Sharing in transport: Behavior, communications, policy and practice**

**Session leaders:** CarlosFelipe Pardo (Colombia). Paul Barter (Singapore). Eric Britton (France/USA).

**17:30~18:30 Session VIII. Young researcher/cooperative program**

**Session leaders:** Enrico Bonfatti (Italy). Rory McMullan (UK/Taiwan)

## Saturday, 18th September. International Conference Hall

**09:00~10:30 Session IX: Conclusions, Recommendations, Closing Strategy, Next Steps**

**Session leaders:** CarlosFelipe Pardo (Colombia). Jason Chang (Taiwan).

**11:00~12:30 Session X: Mayor's Roundtable** (Invitational event. Contact [Help Desk](#) for application.)

**14:00~15:00 Session XI: Creating a New Mobility Management platform/network in Chinese**

**Session leaders:** Enrico Bonfatti (Italy). Rory McMullan (UK/Taiwan)

**15:30: Kaohsiung City visits** (Details to be announced)

## Speakers/Panelists

The Kaohsiung Task Force is the interdisciplinary expert team behind the conference, including the distinguished international speakers, contributors, lead panelists, and those directly involved in the organization of the event

- For latest details on the international speakers and principal panelists, click to [www.taskforce.kaohsiung.sharetransport.org](http://www.taskforce.kaohsiung.sharetransport.org)

## Conference Booking Form

Please book me for delegate participation in the 2010 World Share/Transport Forum

[ \_\_\_ ] Full Conference participation: 16-18 Sept. 2010

[ \_\_\_ ] Request invitation to Mayor's Round Table: 18 Sept. (Invitational event. Places limited)

[ \_\_\_ ] I plan to participate in the Kaohsiung Car Free Day ceremonies - 19 Sept.

### Delegate Details

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

### Accommodation:

- I will need accommodation for the nights of [ \_\_\_\_\_ ]

### Payment Details

Please invoice me to the above address.

- Early registration (before 1 September) TWD - 3,250.00 (US\$ 100.00)
- After 1 September: TWD 5,000.00 (US\$ 150.00)
- Kaohsiung residents - apply for free entry to following address
- Students: Supply proof of current registration

**To book or if you require further information please contact international project coordinator:**

Rory McMullan - [roryer@gmail.com](mailto:roryer@gmail.com) Tel. +44 (0) 7916 342 135 Skype: roryer

For online bookings please see - <http://registration.kaohsiung.sharetransport.org/>

