



## Press Release

Over the last ten year's Public Bike Sharing Systems have mushroomed in more than 1.200 cities across the world and have become a vital part of the citizen's life. Being a low investment but high impact mobility service PBS play a decisive role in first-mile / last mile connectivity, especially when being seamlessly integrated into mass transit systems.

nextbike GmbH in collaboration with the European Cyclists' Federation / World Cycling Alliance is delighted to announce our special agenda on Public Bike Sharing. We are looking forward to welcome everybody who is interested in the New Urban Mobility to a constructive dialogue about the following topics:

### **Monday, October 17th 14:00 - 15:30 - Combining a 19th century vehicle with 21st century technology - Bike Sharing in Latin America (Spanish) - nextbike / ECF booth B52 - expo area**

"Nuevas perspectivas y promoción de la bici pública en América Latina - New perspectives of bike sharing promotion in Latin America", Daniel Santín (Managing Director nextbike Mexico) & JP Amaral (Co-Founder & President, Bike Anjo Brazil) - **Spanish language**

"La nueva BiciQuito: Prospectivas del Nuevo esquema de bici pública en Ecuador - The new BiciQuito: prospectives of future bike sharing schemes in Ecuador", Frank Fuentes, David Alcívar & Alex Puente (CER Promotora de Ciclismo, Ecuador) - **Spanish language**

### **Tuesday, October 18th 14:00 - 15:30 Bike Share and Public Transport - A Strategic Alliance - nextbike / ECF booth B52 - expo area**

"Bike Share Feeder System for High Capacity Transit Systems - Piloting the New Urban Mobility Agenda in India" - DV Manohar (World Cycling Alliance and Chairman of the Board Hyderabad Bicycle Club, India) & Sebastian Schlebusch (Director International Business Development nextbike GmbH, Germany)

"Cycling for Change - How Cycling meets the Sustainable Development Goals (SDG)" Marcio Deslandes, Global Policies Director European Cyclists' Federation, Belgium)

### **Wednesday, October 19th 14:00 - 15:30 Bike Share into your Community - nextbike / ECF booth B52 - expo area**

"Bike Share and Sponsorship - Opportunities for Brand Activation through Bike Share", Kristian Brink (International Business Development nextbike GmbH, Germany)

"The engagement of companies on cycling and Bike Share promotion - the case of Itaú Bank from Brazil", JP Amaral (Co-Founder & President, Bike Anjo, Brazil)

**Please also visit the ECF networking event**



**Thursday, October 20th 14:00 - 16:00 ECF Networking Event - MR18**

14:00 - "Cycling in the New Urban Agenda" - Dr. Bernhard Ensink, Secretary General of European Cyclists's Federation / Worl Cycling Alliance, Belgium

14:10 - "Bike Share Feeder System for High Capacity Transit Systems - Piloting the New Urban Mobility Agenda in India" - DV Manohar (Board Member World Cycling Alliance and Chairman of the Board Hyderabad Bicycle Club, India) & Sebastian Schlebusch (Director International Business Development nextbike GmbH)

14:45 - Instructions and part of group activities

15:25 - Panel discussion based on outcome of group activities

- Kristie Daniel, HealthBridge, Canada
- Marcelo Cintra, de Amaral, BHTrans Belo Horizonte, Brazil
- Walter Figueiredo de Simoni, Instituto Clima e Sociedade, Brazil
- Zoé Kruchten, European Cyclists's Federation / Worl Cycling Alliance, Belgium
- Carolina Salazar, YoutHub, Quito

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