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ANCILLARY REVENUE GENERATION

2.25pm Chairman's opening remarks



> **Matthias Lohmann**, Business Development Consultant, **DELSCAN**

2.30pm Keynote Opening Address: Maximising non-fare revenue streams in Dubai metro



- Dubai metro network implementation and feedback on operations to date
- Evaluating options for funding the metro network
- Non-fare revenue – naming rights and other strategies
- Lessons learnt and strategy for future expansion

> **Eng Abdul Redha Hussain Abu Al Hassan**, Rail Planning & Development Department Director, **Roads & Transport Authority**

2.50pm Keynote address: integrated mobility and developing secondary revenues to ensure stable funding: the example of ATM Milano



- The increasing importance of generating finance through non-fare revenue sources; one of the five pillars of UITP's PTx2 strategy
- Leveraging the revenue streams available to public transport operators
- Developing new processes and acquiring new capabilities to enable operators to derive additional value from existing assets
- Maximising the potential of in-house expertise and know-how

> **Mr Giampaolo Codeluppi**, Director for Strategic Planning, **ATM Milano**

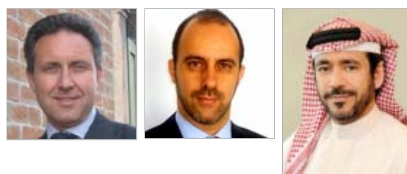
3.10pm Informed insight: generating incremental non-farebox revenue through corporate partnership programmes









- The need to raise funds: options to explore
- Introduction to corporate partnership programmes
- Station and line naming rights strategies: examples
- Key strategic and operational aspects to bear in mind

> **Mr Carles Canto**, Vice President, Head of Public Sector and Tourism, **IMG Consulting**

3.30pm Panel discussion: strategies available to operators to generate non-farebox revenue in order to increase funding



- As a public service, the need to reach a balance between economic, marketing and social objectives
- The importance of designing and deploying a process to fulfil legal and administrative requirements as public entities
- Metro companies in different regions: same needs but different approaches?

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- Naming rights for stations and lines: new versus existing metro networks
- > **Mr Giampaolo Codeluppi**, Director for Strategic Planning, **ATM Milano**
- > **Mr Carles Canto**, Vice President, Head of Public Sector and Tourism, **IMG Consulting**
- > **Eng Abdul Redha Hussain Abu Al Hassan**, Rail Planning & Development Department Director, **Roads & Transport Authority**

4pm Afternoon refreshments

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