Faciliter le commerce et le tourisme dans les villes : quel rôle pour les transports publics ?

Hall 5, Level +1
Mercredi, Mai 27, 2015, 11h00 - 12h30

Organisé par UITP et la Banque Mondiale

Introduction

In an increasingly urbanised world, enhancing the competitiveness of cities is crucial for the local and the national economy, but also for social and environmental goals. The competitiveness of cities can be driven by a number of factors, among which, their economic strength and their global appeal.

The session will focus on those two factors in particular, which are closely related to the Summit theme, and will show that good transport links and efficient mobility in cities support business productivity and the attractiveness of cities for visitors – for both business and leisure.

The session will have a global focus, taking into account the situations and challenges of cities in advanced, transition and developing economies.

Event structure

Good connectivity at the metropolitan level is essential. Access to a wider and more diverse work force helps increase business productivity. Access to a wider customer market supports increased sales and economies of scale. Increased access to urban opportunities provided by public transport allows a higher concentration and clustering of activities, which may provide higher efficiency through reduced labour costs, improved communication, lower infrastructure costs, and increased interaction with similar businesses.

Transport networks and infrastructure play an essential role in tourism development. Evidence shows that the quality of public transport links makes cities particularly attractive for business travellers. Public transport often is the prime means for visitors to get around cities, to access heritage, cultural and leisure sites, and to get to local shops and restaurants.
The session will start with a series of short presentations outlining evidence from the appraisal or the evaluation of transport schemes, showing their impact on the productivity of business and the attractiveness of cities for visitors.

This will be followed by a roundtable discussion on how to optimise the economic benefits of public transport by adequately integrating it into economic development strategies, urban development, tourism and culture policies, and other aspects of urban transport policy.

**Speakers:**

- Alain Flausch, Secretary-General, International Association of Public Transport (UITP)
- Marc Juhel, Port and Transport Advisory Services, United States
- Andreas Kopp, Lead Economist, the World Bank
- Rosário Macário, President of Shareholder Assembly, TIS SA, Portugal
- Jerome Pourbaix, Head of Policy, International Association of Public Transport (UITP)

**Contacts:**

Jérôme Pourbaix
UITP
jerome.pourbaix@uitp.org

Thierry Desclos
The World Bank
tdesclos@worldbank.org