

Press release

Maastricht, 3 June 2016

Maastricht to host European Conference on Mobility Management 2017

ECOMM, the annual conference that took place from 1-3 June this year in Athens, will be held in Maastricht in 2017. The European Platform on Mobility Management announced this today during the closing ceremony of the 2016 conference.

The city of Maastricht and Maastricht Bereikbaar will work together on the organisation of ECOMM 2017 and this collaboration will be supported by the Ministry of Infrastructure and the Environment, Hasselt University and Breda University of Applied Sciences.

Three-day conference

ECOMM is the most important European conference for policy makers, traffic experts and scientists in the mobility industry. The first conference took place in 1997 and since then it has been held each year in a different European city. In 2017, the intention is to encourage the involvement of market players in mobility industry. The three-day conference that will take place next year at the MECC should attract approximately 500 participants, host more than 50 lectures as well as offer excursions and a cultural programme. Besides the exchange of knowledge, this conference is also of economic importance to the city of Maastricht.

Smart Mobility

The theme for the 2017 conference will be Public-Private Partnerships in the field of smart mobility. Both government and industry benefits from the development of mobility services and enabling commuters and tourists to travel smart. Consider mobility services such as apps that offer commuters live travel advice - some days it is smarter to travel by public transport than by car. Or the introduction of a reward system that encourages commuters to make their work journeys by bicycle, e-bike or public transport.

Utilising Public-Private Partnerships in the development of these techniques is essential. Governments offer businesses financing opportunities as well as legal frameworks in areas such as provision of privacy. Businesses reciprocate by offering innovative technology and expertise through working with various disciplines within IT, mobility, marketing and traffic engineering.

Optimising Use Maastricht Bereikbaar

Governments, employers and mobility service providers work together to keep Maastricht and its surrounding areas accessible. Maastricht Bereikbaar encourages a structural shift in the travel and work behaviours of commuters, tourists and goods traffic. Maastricht Bereikbaar also offers products and services to help you travel and work smart. Maastricht Bereikbaar is supported by the Ministry of Infrastructure and the Environment.

Optimising Use means less traffic congestion, rail growth and better utilisation of waterways, so that the economy can grow and improve the traveller's journey. The State, the region and industry are taking measures to improve accessibility in the region's busiest areas. For more information about the Optimising Use programme, please visit www.beterbenutten.nl.



In addition to the fact that 2017 is the 25th anniversary of the Maastricht Treaty, it is also the final year of the Ministry of Infrastructure and the Environment's follow up to the Optimising Use programme. Maastricht is one of the twelve Optimising Use regions where in Maastricht Bereikbaar has worked in close collaboration with businesses, industry, government and public transport on more than 20 projects – all with the aim of making Maastricht accessible now and keeping it accessible in the future.

IMMA

Maastricht is also the predominant region in terms of Integral Mobility Management Architecture (IMMA). IMMA combines the knowledge and experience gained nationwide on intelligent transport systems, reducing peak hour traffic, cycling projects and travel behaviours. Market players intending to carry out government projects in these areas must be qualified via a national IMMA framework agreement. More than 20 parties or groups have achieved these qualifications and have commenced work on the first influential projects. IMMA will be part of the discussions at ECOMM 2017.

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