



## Viajeo Newsflash 4 - 05 September 2011

Viajeo's newsflash gives you an update of the project activities in Europe, Brazil and China. To learn about the project scopes please visit our [website](#). For more information [contact our team](#).

### 18th ITS World Congress, October 16-20 in Orlando, Florida

Viajeo will host two Special Sessions at the Orlando World Congress

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### SIMEA 2011 – XIX Automotive Engineering International Symposium

Viajeo partner AEA organises annual event in São Paulo Brazil on 21-22 September 2011

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### Viajeo's Shanghai demo site restructured

PTV AG becomes new Shanghai demo site leader

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### Lyon hosted the 8th European Congress on ITS

Presentations from Viajeo Special Session are available

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### Viajeo present at 2nd Seminar on ITS - Tecnology for Urban Mobility

The event took place in Rio de Janeiro, Brazil on 24 and 25 of May 2011

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### Viajeo webinar, 19 April: Presentations now available!

Webinar focused on International Cooperation on ITS

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### Viajeo & B.BiCe Seminar: "Brazil-EU Cooperation on Sustainable Transport"

Presentations are now available

[Read the entire story](#)

### Upcoming Viajeo events

[Viajeo Workshop, Beijing, China, 08 September 2011](#)

### Viajeo in the News

Read what is being written about Viajeo in the media. [Access our press review](#)

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## 18th ITS World Congress, October 16-20 in Orlando, Florida



In 2011, the U.S. will host the World Congress on Intelligent Transport Systems from October 16-20 in Orlando, Florida. This World Congress will also feature ITS America's 22nd Annual Meeting & Exposition. Orlando is the hub of one of the great centers of commerce and tourism and Florida has become a leader in Intelligent Transportation Systems by developing a strong partnership between government agencies and public and private sector entities.

### About the World Congress on Intelligent Transport Systems

The World Congress on Intelligent Transport Systems is an international meeting and exhibition that rotates among three major geographic regions (Americas, Europe, Asia Pacific), and is therefore held in or near the U.S. once every three years. This event is co-sponsored by ITS America, ITS Japan, and ERTICO-ITS Europe. Thousands of the world's leading transportation and technology experts travel the globe each year to participate in this important gathering with a goal of bringing greater levels of safety, reliability and accessibility to transportation systems worldwide. Delegates to the World Congress include legislators, ministers of transportation, transportation officials, international standards experts, engineers, manufacturers, and other ITS stakeholders.

### Two special sessions will be organized for the Orlando Congress

The **SS06** under the theme *"Integration of traveller information services for intermodal journeys"* will take place on Monday, 17 October, 15:30 - 17:00

Organiser:

- Dr. Yanying Li, Project Manager, ERTICO – ITS Europe

Moderator:

- Patrick Mercier-Handisyde, Project Officer, European Commission, Directorate-General for Research, Belgium/EU

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Speakers:

- Axel Burket, Senior Consultant, PTV, Germany
- Dr. Nour-Eddin EL FAOUZI, research director, INRETS – ENTPE, France
- Vassilis Spitadakis, R&D manager, Forthnet S.A, Greece
- Prof. Pengjun Zheng, Director of Faculty of Maritime and Transportation, Ningbo University, China
- Dr. Stephane Dreher, Business Development Manager, Belgium/USA

The **SS39** under the theme "*International Cooperation in Mobility Management to Address Global Sustainability*" will take place on Tuesday, 18 October, 16:00 - 17:30

Organiser:

- Dr. Yanying Li, Project Manager, ERTICO - ITS Europe, Belgium

Moderator:

- Vincent Blervaque, Director of Development and Deployment in ERTICO – ITS Europe, Belgium

Speakers:

- Patrick Mercier-Handisyde, Project Officer, European Commission, Directorate-General for Research, Belgium/EU
- Marcelo Cardinale Branco, Transport Secretary, City of São Paulo, Brazil
- Vladimir Kruchkov, Chairman, ITS Russia, Russia
- Stephanie Jin, Director of International Affairs, ITS China, China

For more information visit: <http://www.itsworldcongress.org/>

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## SIMEA 2011 – XIX Automotive Engineering International Symposium

SIMEA is an annual event organised by AEA (the Association of Automotive Engineers) which has as main objective a reflection about the future of the automotive engineering.

The event provided an opportunity to discuss the technological state of the art of the art of engineering in relation to Mobility, its expectations on local and global point of view. SIMEA will provide a forum for debate, a space for presentation of strategies, solutions and innovation related to Mobility technology.

Technical papers were presented focused on Automotive technology, on issues related to safety, pollution, fuel, noise, materials, electronics, desing, production processes, logistics, quality among others.

SIMEA gathered engineers, experts, sector professionals, government representatives, universities, business leaders and opinion makers linked to mobility engineering. The gathering promoted the strengthening of the Brazilian Industry.

This year in its 19th edition, SIMEA focused on "Competitiveness in Brazilian Automotive Industry: the future is now". The event will take place on 21-22 September 2011 in São Paulo.

Viajeo was represented at SIMEA 2011. Download the presentation:  [.pdf](#) (4.9 MB)

More information [here](#)

## Viajeo's Shanghai demo site restructured

Viajeo's Shanghai demo site has been recently restructured with Viajeo partner [PTV AG](#) now taking the lead. PTV AG provides software, consulting and research for travel, traffic and transportation planning in the B2B field. Other demo site partners include: SCCTPC, RIOH and TSSS from China and CERTU from France.

An updated open platform chart as well as a description of the activities can be found [here](#).

For more information about the Shanghai demo site activities please contact [our team](#).

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## Lyon hosted the 8th European Congress on ITS

Viajeo partners took part in a Special Session at the ITS European Congress under the title: "**A more harmonised environment for traffic data collection and exchange**" (SS43) on Tuesday, 07 June 2011, 16:00 - 17:30 in Room Saint Clair 3A.

### Organiser

- Yanying Li, Project Manager, ERTICO – ITS Europe






### Description of the session

Modern mobility management requires huge amounts of data on usage of the transport network. Heavy investment into data collection has been made. Traditional methods, such as roadside units to collect traffic flow/speed and new methods, such as floating vehicle data, have been used to provide traffic data. Integration of such data is essential in order to maximise the benefits of these data. However, information from specific modes or even from specific transport operators is often not shared, neither in terms of real-time data, nor in terms of historical data, despite providing the same or a similar service, even though such sharing has the potential to enhance efficiency of individual transport modes and overall mobility management. Many efforts have been made, mainly through EC funded projects such as Viajeo and In-Time, to address the issue above. This session presented the concept of an open platform, standardised interfaces and best practices.

### Invited moderator

- Patrick Mercier-Handisyde, Project Officer, European Commission, DG RTD

### Invited speakers

- Jens Peder Kristensen, Chief Executive Officer, KeyResearch, Denmark .pdf (550.5 KB)
- Michael Ortgiese, Senior Consultant, PTV AG, Germany .pdf (850.1 KB)
- Manuel Milli, Research Project Manager, Mizar Automazione S.p.A, Italy .pdf (789.3 KB)
- Yannick Denis, Project Manager, Centre d'études pour les réseaux, les transports, l'urbanisme et les constructions - CERTU, France .pdf (1.4 MB)
- Zhu Hao, Director of ITS centre, Shanghai City Comprehensive Transportation Planning Company, China .pdf (814.2 KB)

For more information visit [www.itsineurope.com](http://www.itsineurope.com)

[www.viajeo.eu](http://www.viajeo.eu)





## Viajeo present at 2nd Seminar on ITS - Technology for Urban Mobility

*The event took place in Rio de Janeiro Brazil on 24 and 25 of May 2011*

The seminar discussed technologies and traceability of cargo vehicles that promise a leap in the management of traffic in major cities and roads, plus security, control and reduction of tax evasion in Brazil.



The search for solutions to improve the Urban Mobility Vehicle and Cargo in large cities was the central theme of the Seminar Intelligent Transportation Systems - Technology for Urban Mobility, Vehicle and Cargo on the 24 and 25 May, at the Convention Center RB1 (RJ). The seminar was organized with support from the Transportation Engineering Program at COPPE (PET) from Federal University of Rio de Janeiro (UFRJ), State University of Rio de Janeiro (UERJ) and Planeja & Informa Comunicação e Marketing .

In addition to creating an opportunity to assess the impacts of the deployment of ITS in Brazilian cities, the event discussed new equipment and deploying innovative tools and reliable transportation management and development. The new concepts of traceability and Cargo Vehicles should enable a technological leap in the management of traffic in major cities and roads and to improve security and control of freight transport in Brazil.

Viajeo was represented at the event by Katia Castilho from BSE Sistemas Eletrônicos on behalf of Mizar who gave a presentation about the project activities in Brazil. The presentation can be downloaded here: [📄.pdf](#) (11.1 MB)

To read more about the event, click [here](#)

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## Viajeo webinar, 19 April: Presentations now available!

A Viajeo Webinar took place on the topic of “**International Cooperation on ITS: the Viajeo Project and Beyond**” Tuesday 19 April.

Cities face ever increasing demands on their transport systems, especially in developing regions with growing car ownership and rapid urban migration. To be able to deliver effective travel planning and implement the plans, a great amount of data on the usage of transport network is required. The challenge is to integrate data from various sources and owners in order to support real-time traveler information and long term planning. The challenge is to provide adaptable data exchange interfaces to connect a variety of entities needed for traveler information services. The Viajeo project, co-funded by the EC DG Research, addresses the challenge and aims to design, implement and demonstrate an open platform for enhancing the efficiency of urban mobility in Europe, China and Brazil.

The webinar presented an overview of the project and technical developments at demo sites. Local characteristics, data availability and planned demonstration at the demo sites were presented. Challenges of international cooperation in sustainable mobility were discussed.

Speakers:

- Dr. Yanying Li, ERTICO - ITS Europe, coordinator of Viajeo  [.pdf](#) (882.7 KB)
- Mr. Manuel Milli, Mizar, demo site leader of São Paulo  [.pdf](#) (877.6 KB)
- Mr. Paolo Squillante, demo site leader of Beijing  [.pdf](#) (2.4 MB)

For further information please contact the [Viajeo team](#)

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## Viajeo & B.BiCe Seminar: "Brazil-EU Cooperation on Sustainable Transport"



B.BiCe

## Viajeo & B.BiCe Seminar: "Brazil-EU Cooperation on Sustainable Transport"

IPT - Institute for Technological Research  
Av. Prof Almeida Prado 532, Cid. Universitária  
São Paulo, Brazil

Tuesday 12th April 2011, 9:30 - 16:30

**Presentations now available!**

A seminar was organised on 12 April in São Paulo at the premises of Viajeo partner [IPT - Institute for Technological Research](#) with the support of [B.BiCe](#) (FP7), the Brazilian Bureau for Enhancing International Cooperation with the European Union. Aimed at sharing best practices in the field of traveller information, ITS for large events and electric mobility.



From left Mr Angel Landabaso, Science and Technology Counsellor, Delegation of the European Union to Brazil and Dr João Fernando Gomes de Oliveira, President of IPT

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At the seminar opening, the city of São Paulo was addressed by Angel Landabaso, Counsellor for Science and Technology at the EC delegation in Brazil: "If we find a solution for São Paulo, which is at the top of the list of cities with transport problems, then we will find a solution for the whole world". The counsellor highlighted the need for stakeholders to focus during events such as this seminar on real solutions to be applied in the future, and not only on the discussion of problems and previous results.



The seminar also focused on the application of intelligent solutions for transport used in large events such as the FIFA World Cup 2014 and the Olympic Games 2016 (both of which will take place in Brazil).

João Fernando Gomes de Oliveira, president of IPT, commented: "These are two big examples of business opportunities, and a platform such as this seminar is important for the spread of knowledge, especially when a city like São Paulo is facing huge mobility problems". CET (the São Paulo Traffic Engineering Company) was invited to present how it currently manages large events in the city of São Paulo, while [STADIUM](#) shared their experiences concerning a handbook under preparation for mobility planners and the project's demonstrator in South Africa.

The European Commission represented by Frédéric Sgarbi, Head of Sector "Advanced Road Vehicles", DG Research and Innovation, explained the available FP7 instruments for international cooperation between the EU and third countries such as Brazil. He underlined that the EC is looking for more balanced cooperation namely through coordinated calls or twinning between the EU and Brazil.







#### Viajeo in São Paulo: update

Viajeo will integrate its open platform with local components and demonstrate the use of the open platform in four cities: Athens, São Paulo, Beijing and Shanghai. In São Paulo the platform will collect floating vehicle data and integrate it with existing data sources from the traffic control centre. São Paulo site partners are Mizar (leader), AEA, IPT, Magnetti Marelli and USP.

A [user needs survey](#) was performed targeting business travellers and local residents. Their views were collected on the available traveller information services, taking note of what kind of improvements could be achieved. At this stage partners are addressing the design and implementation of the platform, which should be completed by September 2011, and kicking off the last stage: the operation and validation of the platform. By the end of the first semester of 2012, the demonstration results will be made available and a public final event will be organised in São Paulo.










Seminar's Documentation:

<b>Minutes</b>		 <a href="#">.pdf</a> (575.3 KB)
<b>Final Agenda</b>		 <a href="#">.pdf</a> (812 KB)
<b>List of Participants</b>		 <a href="#">.pdf</a> (161.3 KB)
<b>Presentations:</b>		
<b>Opening and keynote presentations</b>		
<b>Welcome and introductory remarks</b>	Ms Irina Silva, Project Manager, ERTICO - ITS Europe	 <a href="#">.pdf</a> (1.1 MB)
<b>Welcome</b>	Dr. João Fernando Gomes de Oliveira, President, Institute for Technological Research (IPT)	
<b>Welcome</b>	Mr Angel Landabaso, Science and Technology Counsellor, Delegation of the European Union to Brazil	
<b>Upcoming Research cooperation opportunities within the Transport theme FP7</b>	Mr Frédéric Sgarbi, Head of Sector "Advanced Road Vehicles", DG Research and Innovation, European Commission	 <a href="#">.pdf</a> (599.1 KB)
<b>Instruments and Mechanisms to enhance scientific cooperation in the Transport field between Brazil and the European Union</b>	Mr Paulo Egler, Advisor for International Cooperation Activities, Brazilian Institute of Information in Science and Technology Information, Ministry of Science and Technology B.Bice project coordinator	 <a href="#">.pdf</a> (659.4 KB)



**Best practices of EU-Brazil cooperation in the sustainable transport, Moderator: Yanying Li, Project Maanger, ERTICO - ITS Europe**  
Transport Planning and Travel Information

<b>Viajeo project – Brazilian Demo site activities</b>	Mr Gino Franco, Head of Unit Innovation, Mizar Automazione S.p.A. (Swarco group), leader of the Viajeo Brazilian demosite	 <a href="#">.pdf</a> (6.8 MB)
<b>Intelligent transport fiscalization using an information control center for São Paulo state</b>	Mr Marcos Fonseca, Operation Manager from Transport Regulatory Agency for São Paulo State	 <a href="#">.pdf</a> (3.5 MB)
<b>São Paulo state highways in the Viajeo project</b>	Mr. Alessandro Santiago dos Santos, Research and Manager from Network and Information Security at the Institute for Technological Research (IPT)	 <a href="#">.pdf</a> (4.8 MB)
<b>ITS for Large Events</b>		
<b>Transport operation for Large events in the Sao Paulo city</b>	Eng. Valter Vendramin, Company Director of Traffic Engineering of the City of Sao Paulo – CET - Brazil	 <a href="#">.pdf</a> (14.9 MB)
<b>STADIUM project: Handbook for large events</b>	Mr Andrea Ricci, Vice President, Institute of Studies for the Integration of Systems (ISIS)	 <a href="#">.pdf</a> (415.3 KB)
<b>STADIUM project – experiences from the EU &amp; South African stakeholders</b>	Ms Monica Giannini, Director of international cooperation, PluService leader of South Africa demo site of the STADIUM project	 <a href="#">.pdf</a> (1 MB)
<b>Electric mobility</b>		
<b>The Brazilian power distribution system and our experience in the EV project</b>	Mr Marcelo Rodrigues Soares, Coordinator for Electric Vehicle, CPFL Energy - Brazil	 <a href="#">.pdf</a> (6.7 MB)



**Infotainment & Telematics for the new Hybrid and Electric car generation - Importance and dependence**

Mr Ricardo Takahira, Telematics & New Business Manager, Magnetti Marelli

 [.pdf](#)  
(2.9 MB)

More photos of the event: [click here](#)

For more information contact the [Viajeo team](#)

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