

Candidature European Conference on Mobility Management 2017

Maastricht, The Netherlands

May/June 2017



Ministry of Infrastructure and the
Environment



Gemeente Maastricht



samen
houden we  **maastricht**
bereikbaar.nl

Our candidature for holding the 21st European Conference on Mobility Management in Maastricht, The Netherlands

We - the city of Maastricht, Maastricht Bereikbaar, the Ministry of Infrastructure & Environment, Hasselt University (Belgium) and international higher education institution NHTV Breda, are hereby applying to host the 21st ECOMM in 2017 in Maastricht, the Netherlands.

Over the recent years Maastricht has proven to be one of the most attractive destinations for international conventions and trade fairs in The Netherlands. Centrally located, Maastricht is an increasingly popular choice of venue for conference organisers.

The city is rather small, with an average population of about 125.000 inhabitants. Maastricht's vibrant history and its situation at a crossroad of European cultures, languages and trade routes give it a unique charm and international flavour. Foreign visitors tend to feel perfectly at home in its international atmosphere. Often referred to as a microcosm of Europe.

Looking forward working with you in the run up to the conference!

On behalf of the City of Maastricht, Maastricht Bereikbaar, the Ministry of Infrastructure and the Environment, Hasselt University and NHTV Breda



A handwritten signature in black ink, appearing to read 'John Aarts'.

John Aarts,
Alderman for Mobility, City of Maastricht

Maastricht's experience on mobility management

The city is located in the Meuse-Rhine Euregion, close to international cities such as Aachen, Düsseldorf, Liège, Brussels and Antwerp. It has its own dynamic and challenges on cross-national transport, such as bus and train connections to Belgium or Germany and large numbers of cars and trucks passing by via the main highway A2.

Optimising Use Programme

Maastricht and the Southern area of Limburg are one of the twelve regions of the national Optimising Use Programme from the Ministry of Infrastructure and Environment. The first programme ran from 2012-2014. The second is running since 2015 and will conclude at the end of 2017. Therefore 2017 will be an important year for all regions to present their results and measures realised within this Optimising Use Programme.

The Maastricht programme (Maastricht Bereikbaar) is collaboration between governments, businesses and transport companies. Through more than 20 different projects commuters are being encouraged to opt for an e-bike, bicycle, public transport or flexible of smart parking. In addition to the offers for commuters, Maastricht also targets visitors, students and the logistics sector.

The focus within Maastricht Bereikbaar lies on keeping the city accessible during three large infrastructural projects. The first is the opening of the A2 highway tunnel (end of 2016) and the renovation of the area above it, which is called 'the green carpet' (see impression below), in order to improve the connections between the former, by highway separated, neighbourhoods in the city of Maastricht.



The second is the complete restructure of the roadways on the Noorderbrug (North Bridge) in 2016-2018. Last but not least the underground bicycle parking area for 3000 bicycles at Maastricht central station during 2016-2017 (see impression next page).



Integral Mobility Management Architecture

Maastricht is the leading region in realising a national standard to facilitate demand-influencing projects and traffic surveys. Based on the lessons learned from demand-influencing projects via the Optimising Use Programme, IMMA is developing trusted products that can be used to organise and implement demand-influencing projects and traffic surveys in a more uniform, efficient and verifiable way. These products include a Programme of Requirements with clear qualifications for market parties. They also include the joint development of innovative technologies in order to recruit participants and stimulate and reward certain behaviour. IMMA is developing quickly and the project is very successful. This shows that the project is meeting the needs of market parties and public authorities.

Innovative technologies and behavioural change in mobility are closely related to safety and privacy. When innovative technologies are used to change behaviour, they must comply with statutory requirements in the area of privacy and personal protection and, where possible, they must also respond to new European requirements. Therefore within the IMMA project the IMMA Privacy Reference Architecture is formulated; it unambiguously specifies and clearly explains the numerous statutory requirements related to privacy. This guide was created in close co-operation with legal advisors. In this way, IMMA projects give travellers the assurance that their privacy will be fully protected at all times.



On March 15th 2016, Maastricht hosted an IMMA show & tell event where the first 15 IMMA qualified businesses presented themselves to the public. Delegates were related to the Optimising Use Programme throughout the different regions in the Netherlands.

Theme for ECOMM 2017 in Maastricht

Smart Mobility: Public-Private Partnership in creating innovative technologies and behavioural change in mobility

Both governments and market parties are keen on developing smart mobility services which stimulate behavioural change. Public-private partnership is more and more common on this subject. Not only for efficiency reasons, but also to combine scientific knowledge with practical solutions. This year, within the Optimising Use Programme the legal framework for these kind of projects has been established.

Data which is available to host ECOMM 2017 are:

- 31th of May and 1st and 2nd of June
- 7, 8, 9 June 2016

Global schedule programme

- Day 1: Plenary opening ceremony, key note speakers & workshops
- Day 2: Lectures or workshops in the morning, Show & Tell event with market parties after lunch
- Day 2: Closing speech and ceremony, field trips

Suggestions for field trips:

- Automotive Campus Helmond
- Hasselt University
- Bicycle parking area at Maastricht train station
- Infra project North bridge related to the IMMA integral project for bicycle and public transport



MECC Maastricht: leading in exhibitions events and conventions

As a modern exhibition and convention centre, MECC Maastricht contributes strongly to the (economic) attractiveness of Maastricht. Due to intensive collaboration with, among others, Maastricht Health Campus, Academic Hospital Maastricht (azM), University of Maastricht, and Maastricht Convention Bureau, MECC Maastricht is leading in (multi-day, international) medical conferences.



Also in non-medical conferences MECC Maastricht exceeds their partners' expectations by excelling on an operational and commercial level. MECC Maastricht is one of the top 3 conference venues in The Netherlands (next to Amsterdam and Rotterdam). In 2015, MECC even took the top position as 'Best Convention Centre of The Netherlands'.



Hosting destination: Maastricht, the Netherlands

Maastricht is an international city which is shown in a number of ways. Many Dutch visitors feel like coming to Maastricht is like going abroad. And that is taken as a compliment. For centuries Maastricht has been influenced by its bordering countries Belgium and Germany. That international character can be heard in the streets. You can hear languages from all over the globe. Many are tourists, but most are people who work, study and live here. It is for good reason that Maastricht stood at the cradle of the European Union in 1992 at the time of the signing of the Maastricht Treaty. Today, Maastricht still plays a major international role.



With a multitude of international organizations and educational institutes (like Maastricht University, Zuyd University of Applied Sciences, Maastricht School of Management, and United World College) we welcome talented people from all over the world. Maastricht is a dynamic, historic city which is easy to get around in. It offers countless historical landmarks, many and diverse shopping opportunities and renowned gastronomic experiences. Life can be thoroughly enjoyed here.



Maastricht hosts major international events like The European Fine Art Fair, André Rieu concerts, Jumping Indoor Maastricht, City Polo Maastricht, Preuvenemint, Château Maestricht, Magical Maastricht, and many international conferences. As an international conference destination, Maastricht is favoured by many organizers and delegates because of its excellent conference climate. The city is compact, which means a higher density of networking in the conference evenings. Because almost everything in Maastricht is in walking distance, the city starts on the doorstep of your hotel.

In the historical city center there are over 2100 hotel rooms within short distance from the conference center MECC. Maastricht even has more than 4500 hotel rooms when we take the whole region into account. All connected to the city center. In terms of accessibility, Maastricht is very centralized in Europe and has 8 international airports within a one hour drive. The conference center MECC has excellent and all necessary facilities to organize a successful conference.

Preliminary budget

Revenues estimate	
Delegates fee (based on 350 delegates)	€100.000,-
Confirmed support by Ministry of Infrastructure & the Environment	€100.000,-
Confirmed support by City of Maastricht	€50.000,-
Sponsors & Partners (non-confirmed)	€50.000,-
Support by the Province of Limburg (non-confirmed)	€50.000,-
Risk Budget regional partners (City of Maastricht)	€50.000,-
Total revenues	€400.000,-

Expenditure estimate (d.d. 26 may 2016)*	
Venue	€ 35.000,-
Project management (preparation)	€ 50.000,-

*a list of other expenses is about to follow



Things to do in Maastricht

Magical Monuments

There are certain sights you just have to see when you visit Maastricht. Don't miss the Helpoort, the oldest city gate in the Netherlands, which was built by Henry I of Brabant in 1229 as part of the city's fortifications. Now it houses an exhibition on Maastricht's fortifications. The city's fortifications include the pentagonal Fort St. Pieter, on the northern edge of St. Pietersberg hill, dating from 1701-1702.

You should also visit the Museum aan het Vrijthof, in the 14th-century home of the Duke of Brabant. It now houses a museum, café, and shop. The City Hall on the Markt square is also part of Maastricht's heritage. It was built in 1659-1664 by the architect Pieter Post. The tower dates from 1684 and houses a carillon with 49 bells which is still played regularly.

Maastricht caves

The tunnels made by mining for marlstone are also worth visiting. St. Pietersberg hill has the North and Zonneberg Caves; and the Jesuits' Cave, with sculptures from all over the world, is at Cannerberg hill.

Museums & More

Maastricht has several museums, each with its own characteristics and collections. A few examples:

The Bonnefantenmuseum is a museum for classical, modern, and contemporary art, with regularly changing exhibitions, various tours, and children's activities. The building, designed by Italian architect Aldo Rossi, is a defining feature of Maastricht's skyline. The museum's attractions also include the museum shop and the charming Café Ipanema. Get to know this extraordinary art museum, which continues to move on the cutting edge of tradition and innovation.

Museum aan het Vrijthof is a remarkable museum which introduces its visitors to Maastricht's cultural identity. After thorough restoration work, Museum aan het Vrijthof presents '500 Years Made in Maastricht'. Each year this collection is complemented by two exhibitions about fine and industrial art from Maastricht. The museum also has a cheerful café and shop in the covered courtyard, which beautifully combines modern and medieval architecture.

Gastronomic Capital of the Netherlands

Maastricht has plenty to interest you in terms of gastronomy, because nearly every cuisine has at least one restaurant here. From Mediterranean and Asian specialities to local delights and from Michelin-starred restaurants to traditional Maastricht working-class pubs, the countless restaurants offer hospitality and quality for every budget.

Tap your feet

Going out here is inextricably intertwined with the typical Maastricht lust for life. From grand café to trendy bar or student hangout, whether you want to have a good conversation or dance the night away, you'll find it here. And Maastricht seizes just about any opportunity to organize another event or festival. Open mic nights, live bands, and DJs provide the music.

How to get to Maastricht

8 international airports

Because of its central location in Europe, Maastricht has 8 international airports within one hour drive:

- Brussels Zaventem (intercontinental)
- Düsseldorf International (intercontinental)
- Maastricht Aachen Airport
- Eindhoven Airport
- Brussels/Charleroi Airport
- Düsseldorf/Weeze Airport
- Köln/Bonn Airport
- Liège Bierset Airport

Other alternatives:

- Schiphol Amsterdam
- Frankfurt Airport

Maastricht is located in the heart of Europe, in the Meuse-Rhine Euro region. The city is surrounded by Belgium and Germany and close to France. Cities such as Liège, Aachen, Düsseldorf, Frankfurt and Brussels are therefore very near. Maastricht is easily accessible by plane, train and car.

Excellent train connections from and to Amsterdam Schiphol

In addition to the mentioned travelling options, delegates can also fly to Amsterdam Schiphol. Maastricht has excellent train connections with Schiphol Airport, meaning that there is a direct train connection between Schiphol and Maastricht, which takes approximately 2,5 hours. The train stops at Maastricht Central Station, which is situated in the city center.

Two main conference hubs

Brussel Zaventem Airport is Belgium's main airport and is situated only 100 kilometers from Maastricht. It has a wide variety of both European and Intercontinental flights and airlines. Düsseldorf International Airport is situated approximately 110 kilometers from Maastricht and has also a wide variety of European and Intercontinental flights. Please visit the website of the mentioned airports in Brussels and Düsseldorf to see the full schedules to all destinations.

Shuttle Service from the hubs

To complete the accessibility from the airport terminal to the door step of your hotel, decent shuttle services can be provided upon request. Depending on the arrivals of the delegates, taxi's, mini-vans and coaches are available to use as a shuttle.