

14TH OF OCTOBER 2015 (8.30 – 12.00)

MEP Merja Kyllönen cordially invites
you to the session on

MOBILITY AS A SERVICE

- New European Model
for Transportation

at **hotel Renaissance** in Brussels
(Rue du Parnasse 19, 1050 Brussels).

The topics of the session:

- **Less money, more brain:**
How to build a new European model for sustainable transport? How should the European transport policy be redesigned to maintain the leadership role in transport sector?
- **Digital Single Market:**
How is the transport policy affected by digitalization and new business models? How data and intelligent transport solutions will ease the life of passengers?



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- 8:30** Coffee
- 9:00** Opening remarks, **MEP Merja Kyllönen**, European Parliament
- 9:15** Mobility as a Service - European model of digital era transport, CEO **Sampo Hietanen**, ITS Finland
- 9:45** What do we need a new transport policy for? **Jouni Wallander**, Think Tank Lennätin
- 10:15** Regulatory point-of-view, Director **Magda Kopczynska**, European Commission
- 10:50** Case Study 1: The first MaaS services on our journey towards MaaS vision, Business Development Director **Jouni Sintonen**, TeliaSonera Finland Oy
- 11:10** Case Study 2: “PiggyBaggy” – social delivery service, Co-founder **Heikki Waris**, Coreorient Oy
- 11:30** Questions, discussions
- 11:50** Closing remarks, **MEP Merja Kyllönen**

We warmly welcome all MEPs, members of national parliaments visiting in EP, stakeholders, staff members of EU institutions and assistants to join. Please, feel free to forward this message to your colleagues.

To confirm your attendance, please send an e-mail to piiia.karjalainen@ep.europa.eu by 25th of September.

See you in October!

Kind regards,

Ms. Merja Kyllönen (born 1977) is a Finnish Member of the European Parliament in the GUE/NGL group. Ms. Kyllönen is an active member in the Committee on Transport and Tourism (TRAN), a substitute in the Committee on Environment, Public Health and Food Safety and the co-ordinator of transport issues in her political group.

Ms. Kyllönen is a former Minister for Transport in Finland (2011-2014). During her term as Transport Minister the scheme of Mobility as a Service was introduced in Finland and the focus of transport policy was shifted from capacity to customers and a more resource-

wise transport system. She started her political career at 19, and has been serving as a councillor in her home town Suomussalmi since 2000. She was a member of the Finnish parliament 2007-2014.

She commutes to Brussels from rural Northern Finland every week and is a heavy user of European transport system. Her ambition is to make transport in Europe smoother, safer and greener. She is the MEP responsible for European Parliament's TRAN committee opinion on Digital Single Market strategy and a shadow rapporteur for report on Sustainable Urban Mobility.