

# ***The New Mobility Industry Forum***

*a ground-breaking conference about the emerging New Mobility Industry*

***Metro Toronto Convention Centre >> June 10, 2003***

***Industry Working Sessions to follow at Metro Hall >> June 11 to 13, 2003***

***Moving the Economy***

New Mobility Industry Forum  
590 Jarvis Street, 4<sup>TH</sup> Floor  
Toronto Ontario Canada  
M4Y 2J4

***“Data suggest  
a global market demand  
for New Mobility services and technologies  
that is already measured  
in the tens of billions of dollars annually  
and growing rapidly.”***

*—Building a New Mobility Industry Cluster in the Toronto Region, 2002*

# The New Mobility Industry Forum

**Dynamic Presentations >> Virtual Trade Exhibit Launch >>**

## **Businesses are benefitting from growth in New Mobility markets**

You may already be connected with New Mobility. The range of businesses capitalizing on New Mobility markets includes:

- Telecommunications and Wireless Technologies
- E-business and New Media
- Information Technology
- Tourism and Retail
- Transportation Operations and Services
- Goods Movement and Supply Chain Management
- Intelligent Transportation Systems
- Real Estate, Construction, Planning and Operations
- Geomatics
- Financial Services, Banking and Investment
- Transportation Equipment

The New Mobility Industry Forum will be a unique occasion for professionals with an interest in New Mobility to come together and:

**learn** about some of the latest service, product, and technology developments in the global New Mobility Market

**meet** with a broad range of industry players at the forefront of New Mobility to connect and exchange ideas

**join** a growing network to keep abreast of the latest developments and innovations in New Mobility

***more Forum details on back >>***

## ***New Mobility: a new industry cluster where transportation meets the new economy***

New Mobility is supported world-wide by a cluster of industries that are responding to the emerging sustainable transportation needs of urban regions. It provides real life solutions for moving people, moving goods, and moving less, in ways that are integrated, clean, smart, service oriented, safe, and user-focused.

Participants at the New Mobility Industry Forum will hear from the experts about advances that are spurring the growth of New Mobility development and deployment. The Forum will also offer ample networking opportunities with professionals in related fields, as well as key government

representatives, investors, and other acquisition decision-makers involved in investments for “next generation” transportation products, services and technologies.

Rapidly evolving systems and technologies in New Mobility mean that specialists working in distinct sectors increasingly need to work together to exchange knowledge and keep abreast of developments. The New Mobility Industry Forum will bring together proponents of a wide range of New Mobility products and services.

## Networking >> Industry Working Sessions >>



### **The New Mobility industry is moving the economy by:**

#### **Moving Goods**

Streamlined intermodal connections, 3<sup>RD</sup> party logistics, route and load optimization, freight campuses and GPS tracking are just some of the New Mobility advances that are changing the way goods are transported. The New Mobility Industry Forum will explore the range of business opportunities that are emerging as New Mobility transforms urban goods movement.

#### **Moving Minds**

Networks are evolving that support innovation, knowledge transfer, employment and capacity-building, and a public profile for New Mobility.

#### **Moving People**

Advances like mobility service packages, smart cards, and real-time traveller information are changing the way people get around. The New Mobility Industry Forum will provide an overview of the latest developments.

#### **Moving Less**

Markets for smart growth development, telework-ready intelligent buildings, and electronic conferencing are growing rapidly. These are just some of the solutions the New Mobility Industry Forum will showcase, demonstrating how businesses and cities are gaining competitive advantage by reducing unnecessary travel.

#### **Moving Money**

New Mobility presents opportunities for investment. The New Mobility Industry Forum will bring forward innovative financing mechanisms and partnerships that are being applied to New Mobility enterprises around the world.

## Attending the Forum

### when:

Tuesday June 10  
7:30am–7:00pm

### where:

Metro Toronto  
Convention Centre

**Industry Working Sessions** to follow from Wednesday June 11 to Friday June 13 at Metro Hall.

### For information, updates, attendance costs, or to register:

please visit our Web site at [www.movingtheeconomy.ca](http://www.movingtheeconomy.ca); e-mail [mte@toronto.ca](mailto:mte@toronto.ca) with your contact information to receive regular updates; or contact MTE by phone at 416-338-5072.

## Program highlights

### Dynamic Presentations

Come and hear about the latest developments in *New Mobility*. International and local experts from business, government, and academe will present emerging trends, on-the-ground innovations and solutions, as well as regional *New Mobility* industry cluster development strategies.

### Virtual Trade Exhibit Launch

Discover the dynamic and integrated world of *New Mobility*. Key industry players will showcase their cutting-edge services, products, and technologies. For exhibitors this will be an inspirational environment in which to promote your business to decision makers who are thinking about the future. To provide maximum exposure, the Virtual Trade Show will be projected in large-screen format during the registration as well as at all breaks and receptions. Following the Forum, the Trade Show will move online, spending six months as the feature element of the MARKETPLACE section of Moving the Economy's Web site. For more information on the Virtual Trade Show, please contact David Block at 416-338-5082 or [dblock@toronto.ca](mailto:dblock@toronto.ca).

### Networking

Your opportunity to make connections that build solutions and generate new business. Participation in the day's Networking Breakfast, Lunch, and Evening Reception are included with your Forum attendance.

### Industry Working Sessions

Moving the Economy and some of our key partners will conduct half-day working sessions. These private sessions, taking place at Metro Hall from June 11–13, will involve speakers from the Forum, providing focused development opportunities for key initiatives. Sessions include: Integrated Mobility Systems (IMS), Traveller Information (InfoMobility Network), Goods Movement, Transportation Management Associations, Toronto's Waterfront, Urban Green Tourism, Electric Vehicles, and more.

Participation in the Industry Sessions is by invitation only to partners or members of each initiative – but new partners are welcome. Contact Moving the Economy at [mte@toronto.ca](mailto:mte@toronto.ca) if you'd like to join us. We would also like to hear from potential partners interested in coordinating additional Industry Sessions.

### Sponsorship Opportunities

A great opportunity to raise your profile. Choose from a selection of sponsorship levels designed to fit your marketing needs. Sponsor a specific speaker, an Industry Session, a luncheon, or a networking break. For more information on sponsorship opportunities, please see our online SPONSORSHIP INFORMATION, or contact Vincent de Tourdonnet at 416-338-5086 or [vdetour@toronto.ca](mailto:vdetour@toronto.ca).



## Moving The Economy

Moving The Economy (MTE) is a partnership of the City of Toronto, Transportation Options and the Federal Government, that works to promote and develop economic opportunities and innovations in *New Mobility*/sustainable transportation. **Visit our Web site at [www.movingtheeconomy.ca](http://www.movingtheeconomy.ca) to find out more about our projects and our recent *New Mobility* research reports.**

Moving the Economy would like to gratefully acknowledge the generous contributions of our Advisory Group whose support and ongoing input have contributed to our thinking and informed the program for this Forum (see [www.movingtheeconomy.ca/content/mte\\_nmifAvis.html](http://www.movingtheeconomy.ca/content/mte_nmifAvis.html)). We would also like to thank our generous sponsors (see [www.movingtheeconomy.ca/content/mte\\_nmifSpon.html](http://www.movingtheeconomy.ca/content/mte_nmifSpon.html)).

