

# 150<sup>o</sup> EPA CONGRESS TORINO 2011



## *Parking: the new deal*

*Torino, 14<sup>th</sup> -16<sup>th</sup> September 2011*

1<sup>st</sup> ANNOUNCEMENT

Under the auspices of





I should like to extend a warm invitation to you to attend the 15<sup>th</sup> European Parking Congress in Torino.

The theme of this Congress is ***Parking: the New Deal*** and this neatly summarises the approach that has been taken towards the Congress.

Parking has moved on from simply considering new parking garages and the like. Management of parking is increasingly being seen as integral to the whole management of movement in the city and any city transport planning must deal with parking in the same way as it deals with public transport or highways management and investment. This Congress provides a focus for this.

At the same time, the parking industry must see itself as a service industry and must constantly look at the offer it makes to the public and how it is perceived.

The 15<sup>th</sup> European Parking Congress will provide an essential opportunity to discuss these issues with the leading players in the industry and in our cities. At the same time, the Congress will be an enjoyable experience in a beautiful and unique city.

I look forward to seeing you there.

Nick Lester  
President  
European Parking Association

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- Dates** 14<sup>th</sup> – 16<sup>th</sup> September 2011
- Website** [www.epacongress.eu](http://www.epacongress.eu)
- Venue** Lingotto Congress & Exhibition Centre, Via Nizza 280, Torino, Italy.
- Language** The official language of the Congress is English. Simultaneous translation will be provided in French, Italian, German and Spanish.
- Registration** Registration fees: prices are in Euros.
- Delegates:** Payment by 15<sup>th</sup> April 2011 € 800,00  
Payment after 15<sup>th</sup> April 2011 € 900,00  
The fee includes: access to all the Congress proceedings, delegate's bag with documents and CD with Congress presentations, coffee / tea, lunches and participation in the social programme.
- Accompanying persons:** Payment by 15<sup>th</sup> April 2011 € 350,00  
Payment after 15<sup>th</sup> April 2011 € 390,00  
The fee includes: participation in the social programme.
- Payment** Registration can be paid by credit card or bank transfer.
- Confirmation of registration** The confirmation of the registration will be sent only upon receipt of payment.
- Cancellations and refunds** The Congress Secretariat AXEA Conferences and Events must be notified of any cancellation in writing. For cancellations made by 15<sup>th</sup> July the registration fee will be refunded, less € 90,00 administrative charge. No refund will be made for cancellations made after 15<sup>th</sup> July 2011. Refunds will be made after the Congress has ended.
- Information-point** An information point will be available on site in the hall of the Hotel NH Lingotto, to give assistance to delegates and accompanying persons. There will also be a telephone help-line.

**The registration form for delegates and accompanying persons will be available on the Congress website from 1st February. Registration can be made either on-line or by downloading the form and sending it to the Congress Secretariat.**

## Venue



The Lingotto Congress Centre was originally built as the Fiat car factory between 1915 and 1920. At the end of the 1980s the building was remodelled and became an advanced multifunctional centre, designed by Renzo Piano, the world famous Italian architect.

The Lingotto complex facilities include two hotels, an exhibition centre and a conference centre offering the very best technical facilities. There is also the '8 Gallery', a shopping centre which features a multiplex cinema, galleries, restaurants and cafes.

## Conference Hotels:

Hotel NH Lingotto (4\*)

Via Nizza, 262 - [www.nh-hotels.it](http://www.nh-hotels.it)

Hotel NH Lingotto Tech (5\*)

Via Nizza, 230 - [www.nh-hotels.it](http://www.nh-hotels.it)

AC Hotel (4\*)

Via Bisalta, 11 - [www.ac-hotels.com/1110-AC\\_TORINO.html](http://www.ac-hotels.com/1110-AC_TORINO.html)

Hotel NH Lingotto and Hotel NH Lingotto Tech are within the Congress complex. The AC Hotel is in the immediate vicinity of the complex. Alternatively downtown hotels with a range from 3\* to 5\* are available. Detailed information concerning the conference hotels and the booking procedure will be available on the Congress website.

The professional programme of the 15<sup>th</sup> EPA Congress has been developed by a Scientific and Technical Committee composed of 20 members from 6 different countries, representing 15 different disciplines related to the general field of urban mobility.

The Committee is a highly qualified interdisciplinary group looking at parking from many professional viewpoints to create a wider perspective of the issue. The results have been very exciting: the parking industry and its essential contribution to the development and functioning of European cities has been discussed over a period of nine months.

This group has discussed managed parking as an integral part of urban mobility and the potential in considering parking provision as a component of urban mobility infrastructure and possible ways of transforming an issue which is frequently seen as a problem into an opportunity.



The conference programme will deal with topics related to the following four over-arching themes:

## **Perception**

There are three aims in this theme: to understand how parking is perceived by the various stakeholders; to improve the image of the parking industry amongst the stakeholders (such as operators, decision makers, users, retail associations) and to establish an agenda for the future development of parking policies.

## **Technology**

This theme is directly related to providers of parking and its related activities and has a number of facets: future vehicles for future parking; sustainable parking construction and transformation; car parking and electric mobility; real time information systems; and new services, energy suppliers and car designs.

## **Management**

The way cities will be accessed in the future will change and the management of parking can have an important role. This theme will discuss: local authorities and the parking operators; the integration of on and off street parking; enforcement; transforming parking management into mobility management; sustainability and flexibility; innovative services for the future.

## **Economics**

This theme considers economics at an urban scale, the cost of congestion and the contribution made by parking management. Topics to be discussed include: a parking business model for on street and off street parking to illustrate what goes into managing parking and the costs involved; new parking products and benefits; cost saving and growing markets; pricing as a tool and a comparison of parking charges with a critical look at tariffs and taxes.

## WEDNESDAY 14<sup>TH</sup> SEPTEMBER 2011

9.30	REGISTRATION OPENS
<b>12.30 – 13.00</b>	<b>OFFICIAL OPENING OF THE EXHIBITION IN PIAZZA ITALIA</b>
<i>13.00 – 14.30</i>	<i>LUNCH IN PIAZZA ITALIA</i>
<b>14.30 – 15.00</b>	<b>OFFICIAL INAUGURATION OF THE CONGRESS IN THE SALA 500</b>
15.00 – 15.30	FIRST KEYNOTE SPEECH
15.30 – 16.00	SECOND KEYNOTE SPEECH
<i>16.00 – 16.30</i>	<i>COFFEE BREAK IN PIAZZA ITALIA</i>
16.30 – 17.00	THIRD KEYNOTE SPEECH
17.00 – 17.30	FOURTH KEYNOTE SPEECH
<b>18.30</b>	<b>CITY TOUR</b>
<b>20.00</b>	<b>WELCOME COCKTAIL OFFERED BY THE CITY OF TORINO</b>

## THURSDAY 15<sup>TH</sup> SEPTEMBER 2011

09.00 – 10.45	FIRST MAIN THEME: PERCEPTION
<i>10.45 – 11.15</i>	<i>COFFEE BREAK IN PIAZZA ITALIA</i>
11.15 – 13.15	SECOND MAIN THEME: TECHNOLOGY
<i>13.15 – 14.45</i>	<i>LUNCH IN PIAZZA ITALIA</i>
<b>14.45 – 15.45</b>	<b>PRESENTATION OF THE FINALISTS OF THE EPA AWARD 2011 AND AWARDING CEREMONY</b>



# Preliminary programme



15.45 – 16.15  
16.15 – 17.35

*COFFEE BREAK IN PIAZZA ITALIA*  
THIRD MAIN THEME: MANAGEMENT

**20.00 – 24.00**

**GALA DINNER AND DANCE AT LA VENARIA REALE**

## **FRIDAY 16<sup>TH</sup> SEPTEMBER 2011**

09.00 – 09.40

THIRD MAIN THEME: MANAGEMENT

09.40 – 10.45

FOURTH MAIN THEME: ECONOMICS

10.45 – 11.15

*COFFEE BREAK IN PIAZZA ITALIA*

11.15 – 12.15

FOURTH MAIN THEME: ECONOMICS

**12.15 – 12.30**

**PRESENTATION OF THE CONCLUSIONS OF THE CONGRESS**

**12.30 – 12.45**

**PRESENTATION OF THE HOST FOR THE 16<sup>TH</sup> EPA  
CONGRESS 2013**

**12.45 - 13.15**

**OFFICIAL CLOSURE OF THE CONGRESS**

13.15 – 14.30

*BUFFET LUNCH IN PIAZZA ITALIA*

14.30

EPA GENERAL ASSEMBLY

**PARALLEL SESSIONS RELATED TO MAIN THEMES  
WILL BE HELD IN ADJOINING CONFERENCE ROOMS**



## For Delegates and Accompanying Persons

**Wednesday 14<sup>th</sup> September**

**18.00 – 20.00**

### **Guided City Tour**

A guided tour by bus to discover Torino (host of the XX Olympic Winter Games in 2006), a beautiful city situated on the River Po and surrounded by stunning alpine scenery, with over two thousand years of history that today looks to the future. A tour through the city, its wonderful hills and some of the most spectacular Olympic sites.

**Wednesday 14<sup>th</sup> September**

**20.00 – 21.30**

### **Welcome Cocktail (venue to be confirmed)**

The Welcome Cocktail will be offered by the City of Torino and the "Italia 150 Committee". The celebrations for the 150 years of national unification will be centred in the city of Torino and the welcome cocktail will be held in one of the key "Italia 150" sites.

**Thursday 15<sup>th</sup> September**

**19.30 – 24.00**

### **Gala dinner and dance at La Venaria Reale**

The gala evening will take place in the enchanting Royal Palace of Savoy, La Venaria Reale, the recently restored mansion which is part of a UNESCO World Heritage site. This palace, designed in 1658, is dedicated to Diana, the goddess of hunting. A unique environmental and architectural construction of extraordinary sumptuousness that evokes magical suggestions and atmospheres, taking visitors back to the elegance and charm of ancient courts.

The gala dinner will be held in the magnificent Great Gallery, also known as "the Gallery of Diana", an impressive 80 meters long gallery which has become the symbol of the residence.

*Dress:* lounge suit.

## Additional Social Programme for Accompanying Persons

**Thursday 15<sup>th</sup> September**

**8.30 – 15.00**

### **Visit to the Royal Residences: Palazzo Reale, Villa della Regina**

In the heart of Torino, facing onto the splendid Piazza Castello, **Palazzo Reale** was the city residence for the royal court. In 1946 the palace was made a Museum of the life and works of the Royal House of Savoy. After the visit enjoy a moment of relaxation in the **Caffé Reale** with the Merenda Reale, a delicious break with hot chocolate and fine pastries. The **Villa della Regina** is a wonderful royal palace

built on the hills above Torino at the beginning of the 17th century as a private villa for the Savoy family, and based on the design of a Roman villa. It is at the centre of a collection of Italian gardens with grottos and fountains, wooded and cultivated areas, gardens and a vineyard, with spectacular views of the Alps and the city. At the end of the tour participants will enjoy a special lunch at the restaurant of **Circolo Canottieri Esperia** (a rowing society whose head office is part of the historical heritage of the city). An exclusive and elegant place looking onto the river Po, with a beautiful view on Torino and the famous Murazzi. These embankments lining the river Po now are one of the centres of Torino's nightlife with live music, DJ sets, clubs and bars. (See costs in registration form and website).

## Additional Social Programme for Delegates and Accompanying Persons

**Friday 16<sup>th</sup> September**

**14.30 – 16.00**

**Visit to the Centro Ricerche FIAT**

**Friday 16<sup>th</sup> September**

**16.30 – 18.30**

**Visit to the National Automobile Museum "Carlo Biscaretti di Ruffia"**

This is one of the most important museums dedicated to the automobile in Europe. It will reopen in Spring 2011 after a complete renovation. The new layout has been designed by the famous French-Swiss stage designer François Confino, who will link the development of the car with important historical and cultural events. (See costs in registration form and website).

**Saturday 17<sup>th</sup> September**

**9.30 – 11.30**

**Visit to the best car parks in Torino**

**Saturday 17<sup>th</sup> September**

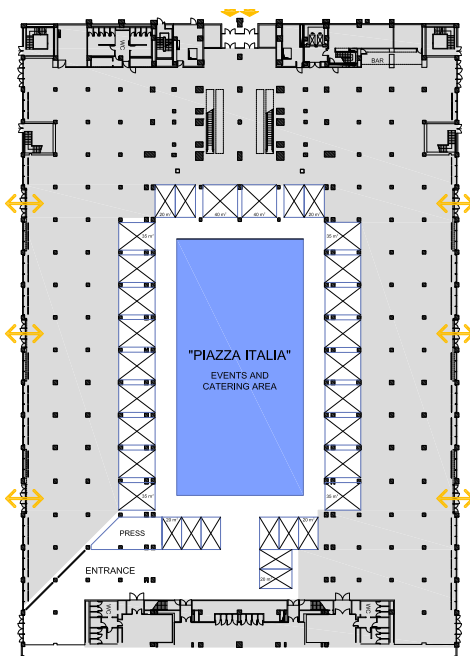
**9.30 – 17.30**

**Excursion to the Langhe**

An unforgettable gastronomic tour in the wonderful landscape of the Langhe region (among vineyards, hills and medieval castles) famous all over the world for its excellent products: great wines (Barolo, Barbaresco, Nebbiolo and Barbera), good food and truffles. The programme includes a visit to the WIMU, **Wine Museum of Barolo**, and the wine cellars of the Marchesi di Barolo and wine tasting; **lunch in the castle's restaurant** (Foresteria Marchesi di Barolo) with typical Piedmontese dishes; transfer to Costigliole d'Asti to experience the traditional "truffle picking"; **visit to the house of a trifulau** (truffle hunter) to taste truffles and local wines. (See costs in registration form and website).

An important part of the Congress is a major professional showcase exhibition intended to promote the best of the parking and urban mobility sector. The exhibition area will be an integral part of the Congress in a true Italian style. The exhibitors will have stands around a central *Piazza Italia*, where events will take place during the three-day programme. The exhibition will be in Pavilion 5 of Lingotto Fiere Exhibition Centre.

## PAVILION 5 Provisional Layout



## Exhibitors' package includes:

- Shell scheme stand with the company's name on the front, one table with two chairs, one basket, one hat stand, one cabinet with lock, spotlights, power supply, fitted carpet. Additional pieces of furniture will be available (with a charge);
- 1 full delegate place (including access to all the Congress proceedings, coffee breaks, lunches, participation in the social programme, delegate's bag with documents and CD with Congress presentations);
- 1 full accompanying person's place in the social programme;
- The company's logo on the Congress website with link to the company's own website;
- List of exhibitors in the second announcement and the final programme of the Congress.

**For more information  
and to book a stand,  
please  
visit the Congress website  
[www.epacongress.eu](http://www.epacongress.eu)  
"Exhibition" section**

**Further exhibitors' guests or staff  
can be registered at a reduced fee,  
which includes four coffee breaks  
and three lunches.**

## Climate

September is at the end of summer in Italy and average temperatures are around 15-20° C during the day and 10° C at night. Days are usually sunny but showers are possible at this time of the year.

## Time zone

GMT + 1 (+ 2 in summer).

## Visas

Italy is part of the Schengen zone, and citizens from countries which are part of this area and citizens from elsewhere in the EU do not need visas to enter the country. Citizens of other countries should check Italy's visa requirements before departure.

**Information on visa requirements** can be found on the Italian Foreign Affairs Ministry's website [www.esteri.it/visti/home\\_eng.asp](http://www.esteri.it/visti/home_eng.asp) including whether you need a visa to enter Italy and which documents are needed to apply for your visa. Please note that when entering Italy, even if you have already obtained a visa, the border authorities may wish to inspect the documentation you provided when applying for the visa.

**Visa fees:** for further information on entrance visas for Italy and the Schengen area: [www.esteri.it/mae/en](http://www.esteri.it/mae/en).

**Where to apply for a visa:** for the list of Italian Embassies and Consulates: [www.esteri.it/visti/rilascio\\_eng.asp](http://www.esteri.it/visti/rilascio_eng.asp).

**Request for an invitation letter:** participants needing a special invitation letter to obtain a visa or exit permit from their own country may request it from the Congress Secretariat. Requests should be made at least 4 months in advance to allow sufficient time for formalities to be completed.

## Arriving by air

Torino's Sandro Pertini airport is 16 km from the city centre and can be reached in 30/45 minutes by taxi, in 20 minutes by train ([www.gtt.it](http://www.gtt.it)) or in 45 minutes by bus ([www.sadem.it](http://www.sadem.it)). Taxi fare is about € 35-45 depending on traffic, train fare is € 3,80 and bus fare is € 6,00.

## Arriving by train

There are three main railway stations in Torino: Lingotto, Porta Nuova and Porta Susa. The Lingotto station is the nearest to the Lingotto Congress Centre, and the venue is linked to Porta Nuova and Porta Susa stations by metro.

Detailed information can be found on the website  
[www.epacongress.eu](http://www.epacongress.eu)

# Organizers



**European Parking Association**



**Associazione Italiana tra gli Operatori  
nel Settore della Sosta e dei Parcheggi**

**Corso Giuseppe Garibaldi, 7 - 00039 Zagarolo, Roma - Italy  
Tel. +39 06 95.76.245 Fax +39 06 95.24.198  
E-mail: [epacongress.torino2011@aipark.org](mailto:epacongress.torino2011@aipark.org)**

## **Congress Secretariat**



**AXEA Conferences and Events  
Via Caboto, 44 - 10129 Torino - Italy  
Tel. +39 011 591.871 or 599.498  
Fax +39 011 590.833  
[info-epatorino2011@axeacongress.com](mailto:info-epatorino2011@axeacongress.com)**

**[www.epacongress.eu](http://www.epacongress.eu)**