



CYCLING INDUSTRIES EUROPE 2020 SUMMIT

Cycling in the lead: From COVID-19 Recovery to the EU Green Deal

April 28, 2020 at 2:30-5:30pm CEST | virtual conference

CIE 2020 Summit is a high-level policy event where the leading experts of the cycling industries will get together with key Brussels stakeholders. **Cycling industries are gamechangers for decarbonised mobility in Europe. At this summit the impact of the sector and its new innovations will be put in the spotlight.**

During the Coronavirus outbreak cycling has showed all the resilience that makes it the transport and health choice of COVID-19 recovery and shows a pathway that takes the EU through to the objectives of becoming the world's first climate-neutral continent. Top keynote speakers will show this pathway, from the current crisis to the European Green Deal, highlighting the role of industry, technology and cycling.

Our first expert panel will create a vision for post-coronavirus cities. We have seen diminishing levels of air pollution during the lockdown in most parts of the world. We have seen nature getting back to life. There seems to be an increasing understanding that there's no going back to the pre-coronavirus era. Are we going to see mode shift away from cars and what is needed to make it a reality?

Our second panel looks at innovation, investment, business and recovery. We will hear why and how cycling innovations can pave the way towards the transition to greener and sustainable mobility. We will also hear how this matches the needs of investors, from the EU's SME and innovation programmes to venture capital funders.

CIE's 2020 Summit is where the cycling led recovery starts. Join us.

DRAFT SUMMIT AGENDA

Welcome remarks by Tony Grimaldi, President, Cycling Industries Europe

KEYNOTES:

Cycling - Megatrend of the 2020's

- **Paul Lee**, Global Head of Research for the technology, media and telecommunications industry, Deloitte

Cycling industries transforming urban mobility and delivering goals for the European Green Deal

- **Kevin Mayne**, CEO, Cycling Industries Europe

Response by the European Commission: The role of Sustainable Urban Mobility in the EU Green Deal

- **Matthew Baldwin**, Deputy Director General for Mobility and Transport, European Commission

PANEL 1: What will post-coronavirus cities look like? Is a shift away of car-centric world possible?

- Insights about the impact of the European Green Deal on transport
- European cities delivering the Green Deal goals
- Paris leading by example
- Bike sharing as an integral part of urban transit
- eBikes enabling mode shift away from cars

Moderator:

- **Philippe Crist**, Advisor on Innovation and Foresight for the International Transport Forum, OECD

Panellists:

- **Daniel Mes**, Member of Timmermans' cabinet, European Commission
- **Karen Vancluysen**, Secretary General, Polis
- **Christophe Najdovski**, Deputy Mayor, Transportation and Public Space, Paris
- **Erdem Ovacik**, CEO, Donkey Republic
- **Herman Van Beveren**, Head of the city and electric bicycle segment, Decathlon

PANEL 2: Innovation and recovery

Scene setting discussion between Jill Warren and Jean-Eric Paquet, Director-General for Research & Innovation, EU Commission

Mr. Paquet will answer questions about the role of EU Research and the Horizon Europe programme in the Green Deal, Urban Mobility and post COVID-19 recovery.

- EASME's funding opportunities for innovative companies
- Multimodal cooperation puts cycling in the heart of Mobility as a Service
- Jump by Uber Covid19 recovery strategy
- See.Sense uses data to transform cities
- Why investors are choosing cycling as one of the most important innovation & investment areas

Moderator:

- **Jill Warren**, co-CEO, European Cyclists' Federation

Panellists:

- **Daniel Gassman**, Head of Sector, Innovation Support, EASME
- **Raymond Gense**, Director Director Future Technology & Public Affairs, Pon
- **Laureline Serieys**, General Manager in France and Benelux, JUMP by Uber
- **Irene McAleese**, Co-founder and Chief Strategy Officer, See.Sense
- **Vincenzo Russi**, CEO, e-Novia

Concluding remarks by Tony Grimaldi, President, Cycling Industries Europe