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Transports Publics 2014, the European Mobility Exhibition

Brazil comes to Paris: guest of honour Curitiba and its transport network

The guest of honour at Transports Publics 2014, the European Mobility Exhibition, will be the Brazilian city of Curitiba, a “model Latin American city”, along with its transport network URBS. Curitiba exemplifies successful urban planning dating back to the 1940s, as well as a transport network that has played a key role on the development of the city.

Curitiba has been ranked as the third smartest city in the world by Forbes magazine for its excellent management encompassing the environment, quality of life and economic development. Innovations that have helped establish the reputation of the city (population 3.2 million) include its high-performance public transport system, developed since the 1980s: a ‘bus rapid transit’ network in secure, urban right-of-way corridors extending over a total of 81 km. This ‘surface metro’ infrastructure is the only one of its kind in the world, and has won over local inhabitants – 70% of them use it.

Although this is the first time the exhibition has honoured a transport network from another continent, the event’s reputation has already spread well beyond Europe, drawing visitors from 55 countries.

Over 10,000 participants comprising professionals and decision-makers come to find solutions for the urban, inter-urban and regional mobility of the future, with 250 international exhibitors including representatives of manufacturers, OEMs, service providers, telephony, ICT, parking, self-service car schemes and so on.

Public transport remains one of the essential keys to local development. Local authorities and operators are constantly striving to offer effective, innovative solutions that meet public demand and enhance local economic attractiveness. The various intermodal solutions implemented will be highlighted at the event, which is a real marketplace for tomorrow’s transport.

GIE Objectif transport public was set up by GART and UTP to promote public passenger transport and raise awareness of sustainable mobility issues among professionals and the general public.

GART (French Transportation Authorities Group) is a non-profit association of elected officials with responsibility for public transport. It brings together 280 transport organising authorities, including district councils, departments and regions.

The UTP (French Public and Rail Transport Union) is a professional body bringing together public transport companies, rail freight and passenger firms and infrastructure management companies in France.

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