

BUS₂BUS

THE MOBILITY TRADE SHOW

**GET YOUR PRE-SALE TICKET NOW
AND SAVE UP TO 50%**



**DRIVEN BY
THE FUTURE!**

24 – 25 APRIL 2024
BERLIN EXHIBITION GROUNDS

BUS2BUS 2024

MOBILITY SOLUTIONS OF THE FUTURE

BUS2BUS is a business platform and trend barometer for the European bus, coach and supplier industry with a clear focus on future technologies and sustainable solutions. BUS2BUS presents the entire range of products and services for the bus industry through a combination of trade show, stage program, workshops, networking events and digital services – which in turn boosts momentum in the mobility market.

BUS2BUS APP

EVERYTHING YOU NEED

Your smart companion for your trade show visit! With exhibitor, product and program information, bookmarks and matchmaking. The interactive hall plan serves for a quick and easy orientation.

BUS2BUS PLUS

ONLINE PLATFORM

All Day Passes and Permanent Passes provide access to the BUS2BUS plus Online Platform. The exhibitors will present their products here. Use this platform with its extensive networking opportunities to plan your trade show visit!

TARGET GROUPS

Bus and Coach Manufacturers
Mobility Providers
(Private Sector, Public Transport)
System Providers
Suppliers
Technology Companies
Digital Economics
Coach Tourism
Politics
Media

TRADE SHOW

FOCUS ON INNOVATION

At BUS2BUS 2024 you will get a comprehensive overview of the market. International exhibitors will present their latest innovations and products. Future partnerships are created in the Startup Area, where young companies from the mobility scene present themselves. The adjacent outdoor area offers live demonstrations and test drives.

THE TOP TOPICS

- ✔ Alternative Drives
- ✔ Artificial Intelligence
- ✔ Fresh Travel
- ✔ Next Gen Mobility Hubs
- ✔ Intelligent Design Solutions
- ✔ Smart Accessories
- ✔ Sustainability and Innovations
- ✔ The Autonomous Bus
- ✔ New Infrastructures
- ✔ Conversion Options
- ✔ Digital Services



PROGRAM · WEDNESDAY, 24 APRIL 2024

FUTURE FORUM STAGE

OPENING BUS2BUS 2024

KEYNOTE

What Value Does Innovative Mobility Have for Society?

In times of economic uncertainty, it is essential for the bus and coach industry to know how the general economic conditions will affect the mobility sector, especially in regards to the financing of the transport and energy transition, the personal responsibility of companies and the role of the state in connection with subsidies and/or support measures.

100% ELECTRIC? IS THE TECHNOLOGY QUESTION STILL OPEN?

The changing drive landscape poses new challenges for companies in fleet management and along the travel chain. Reliable drive systems and infrastructure are essential for a climate-friendly drive world. Developments in battery-electric drive systems with longer ranges are progressing. What about hydrogen and other technologies? The question of sufficient investment for long distances and the tourism sector remains. The panel will also discuss smart diagnostics and bus depot concepts.

Battery vs. Hydrogen vs. E-Fuels: The Long Haul is Becoming Climate-Friendly

Energy Transition and Safe Investments: The Biggest Challenges in the Transformation of Vehicle Fleets (in cooperation with VISION mobility THINK TANK)

Mobility Transformation on Site: Requirements for Depots, Vehicle, and Charging Park Management (in cooperation with DVV Media Group)

EXCLUSIVE TOUR WITH THE GERMAN FEDERAL MINISTER FOR DIGITAL AND TRANSPORT

bdo | POLITICAL TALK:

Unexploited Treasure: Deutschlandticket – A New Beginning Through Digitalization. How Can the Deutschlandticket Data Resource Be Utilized?

The Deutschlandticket, which is used by more than ten million people every month, has not yet been fully exploited digitally despite its popularity with customers. In addition to digital ticketing, efficient revenue sharing could leverage digital opportunities to maximize the potential. The discussion will focus in particular on the benefits of data protection-compliant digital journey recording as well as the necessary steps and challenges.

FRESH TRAVEL: A MODERN PUBLIC TRANSPORT FOR THE CITIES OF THE FUTURE

Public transportation is facing new challenges, including the impact of New Work, platforms, and autonomous mobility. The changes in the spatial structure of cities and regions due to New Work are leading to decentralization, making the city region the central point of reference, and this will strongly influence the demands on public transport, especially in terms of seamless mobility.

What Role Does the Bus Play in Shaping Sustainable Mobility in the City?

Multimodal, Seamless Mobility: City, Country, Region (in cooperation with AUTONOMY MOBILITY WORLD EXPO)

BUS2PITCH

Startups present themselves to a jury and the audience in five-minute elevator pitches. They will be judged on innovation (technological breakthrough), scalability (demand and supply) and impact (environmental, social, economic).

FUTURE NIGHT starting at 6 pm | Marshall-Haus

In a relaxed and informal atmosphere, the Future Night is the meeting place for the bus industry after the first day of BUS2BUS. Take advantage of this popular networking platform for customer care and look forward to seeing acquaintances and business partners! Tickets at bus2bus.berlin

DEEP DIVE STAGE

OPENING PRESS CONFERENCE

BUS2BUS highlights are presented.

FUTURE FORUM DEEP DIVE

Future Forum speakers dive deeper into their topics in interactive and intimate discussion sessions.

YOUNG MOBILITY NETWORK

The Young Mobility Network presents exciting and innovative topics.

PRODUCTS AND INNOVATIONS

Exhibitors and partners showcase their solutions for the mobility transition.

VISION mobility THINK TANK

What to consider when managing an e-bus fleet.

STAGE PROGRAM

SUPPORTING PROGRAM

YOU CAN FIND THE CURRENT
AND DETAILED VERSION
OF THE PROGRAM ON
[WWW.BUS2BUS.BERLIN](https://www.bus2bus.berlin)



PROGRAM · THURSDAY, 25 APRIL 2024

FUTURE FORUM STAGE

KEYNOTE

AI in Work and Society – Opportunities and Challenges for the Bus Industry

AI seems to be the only promise of technological progress for the future. Autonomous driving, personalized customer service, and the integration of sensor data for vehicle monitoring are just a few aspects. What are the opportunities for the bus industry? Despite all the certainties and uncertainties, it remains clear that the future of the bus industry is inconceivable without the intelligent use of AI.

THE SELF-DRIVING BUS

Mobility is becoming autonomous, and so is the bus. The shortage of drivers is becoming a threat. Are autonomous operator models the answer? On long-distance routes, autonomy can meet travel needs, increase safety on the highway, and create an efficient travel chain. Is the bus industry prepared for future concepts?

The Legal Framework for Autonomous Mobility in Germany

The Driverless Coach: When Will It Start?

Connecting the Countryside – AI-Supported Concepts for Rural Areas

EXCLUSIVE TOUR WITH THE PARLIAMENTARY COMMITTEE FOR TOURISM

bdo | POLITICAL TALK:

AI and/or Humans: Autonomous Driving to Combat the Skills Shortage?

The driver shortage is a key issue for bus companies. The question is whether autonomous driving can solve the driver shortage in the near future and what steps need to be taken to do so. Possible reforms in the area of driver licensing and professional driver qualification are discussed in order to remedy the situation in the short term.

FRESH TRAVEL: NEXT GEN MOBILITY HUBS

Mobility spaces are changing: gas stations are becoming less important, bus depots are emerging from their niche existence – Mobility Hubs are the new access to mobility, both in the city and in long-distance transportation.

The New Space in the City: Mobility Hubs

The Future of the Travel Hub

bdo | POLITICAL TALK:

Parliamentary Bus Circle, Timetable 2030: Where Does the Bus Go?

Buses play an important role in Germany's public transportation system, carrying the most people and offering the most flexibility. Despite this has received little attention in the public debate compared to rail. The Parliamentary Bus Circle is discussing how to strengthen the role of the bus in the mobility transition and in achieving climate goals.

FRESH TRAVEL: GREENWASHING TO GREEN MARKETING – HOW DO SUPPLIERS DIFFERENTIATE THEMSELVES IN THE TRAVEL (BUS) MARKET?

Does the coach market need new sustainable offerings and concepts to meet the needs of the of the younger generation? What are the strategies? How sustainable is the coach compared to other modes of transportation? Do new customer segments develop on the basis of sustainable offers from suppliers?

Greenwashing vs. Green Marketing: The Importance of ESG for the Bus Industry

Changes in Travel Behavior: Is the Bus a Beneficiary of Climate Change?

FRESH TRAVEL: SUSTAINABLE MOBILITY AS AN OPPORTUNITY

Insights into the future of coach tourism. How can travel experiences be innovative and sustainable? The desire for individualization and personal expression has increased significantly in the age of digitalization. This trend also influences mobility. How can new target groups be attracted to coach tourism and how can existing customers be convinced again and again?

Is Sustainability a Business Model?

How Design and Technology Can Revolutionize Bus Tourism and Attract New Target Groups

PRESENTATION OF THE BUS2BUS START UP AWARD AND BUS2BUS FRESH TRAVEL AWARD

DEEP DIVE STAGE

PRODUCTS AND INNOVATIONS

Exhibitors and partners showcase their solutions for the mobility transition.

WOMEN IN MOBILITY

Women in Mobility offers exciting insights from the perspective of business women.

FUTURE FORUM DEEP DIVE

Future Forum speakers delve deeper into their topics in interactive and intimate discussion sessions.



- Trade Show
- Stage Program
- Outdoor Display

DATE

24–25 April 2024
 Wed 10 am–6 pm
 Thu 10 am–5 pm

EVENT LOCATION

Berlin Exhibition Grounds
 Hall: hub27
 Access: Gate 25 (Jafféstraße)

ARRIVAL

S-Bahn:
 S3, S9 Messe Süd
 Parking lots:
 P17, P18 (public)

TICKET PRICES	UNTIL 23 APRIL	FROM 24 APRIL
PERMANENT PASS	EUR 40.00	EUR 80.00
DAY PASS	EUR 30.00	EUR 55.00
DAY PASS <small>discounted</small>	EUR 10.00	EUR 10.00

Online tickets only.

YOUR TICKET INCLUDES:

- ✔ Trade Show
- ✔ International Exhibitors
- ✔ Stage Program
- ✔ Workshops
- ✔ Test Drives
- ✔ Networking
- ✔ Digital Services

TICKETSHOP

