

## BMW-Informationenreise Israel 2013

### *High-tech discovery trip to Germany*

9<sup>th</sup> to 13<sup>th</sup> June 2013

## Program

### Sunday, June 9<sup>th</sup> Tel Aviv-Berlin – Arrival

- 20.50** Arrival at Airport Berlin Schoenefeld and welcome
- 22.30** Check-in hotel

Herr Thomas Nytsch  
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**Informationsreise  
Israel 2013**  
Berlin – Dresden – Rostock, 9.-13. Juni

Kooperationspartner:



Partner:



Gefördert durch:



aufgrund eines Beschlusses  
des Deutschen Bundestages

## BMW-Informationenreise Israel 2013

**Monday, June 10<sup>th</sup>, Berlin – Information and presentation event**

### TSB Innovationsagentur Berlin

Ludwig-Erhard-Haus, Fasanenstr. 85, 5<sup>th</sup> Floor, Sector B, Room K4, 10623 Berlin

- 09.00 Registration of the participants**
- 09.15 – 10.00 Welcome and short presentation of the participants**
- Mr. Thomas Meißner, TSB Innovationsagentur Berlin GmbH
  - Mr. Thomas Nytsch, SBS systems for business solutions
  - Ms. Sivan Schächter, AHK Israel
- 10.00 – 10.15 Presentation of the BMW-Markterschließungsprogramm**
- Ms. Michela Maffei, SBS systems for business solutions
- 10.15 – 10.30 Introduction to the German-Israeli business relations**
- Mr. Philip Fabian, Trade Officer, Israel Trade Center
- 10.30 – 11.00 Public transport in Israel – Opportunities for cooperation**
- Prof. Shalom Hakkert, Technion - Transportation Research Institute
- 11.00 – 11.30 Coffee break and Networking**
- 11.30 – 12.00 Innovation and its economic realization – The Cluster Transport, Mobility and Logistics in Berlin-Brandenburg**
- Mr. Thomas Meißner, Head of Department for Transport and Mobility, TSB Innovationsagentur Berlin
- 12.00 – 12.30 Intelligent urban traffic: connected mobility in the city**
- Mr. Dr. Florian Eck, Deputy Secretary General, DVF Deutsches Verkehrsforum (Association for an integrated transport system)
- 12.30 – 13.00 Company presentations: Integrative information- and management systems for public transport**
- Mr. Dr.-Ing. Volker Sustrate, CEO, HaCon GmbH
- 13.00 – 14.00 Light Lunch and Networking**
- 14.00 – 15.00 Integrative information- and management systems**
- Mr. Frank Kochanski, CFO, IVU Traffic Technologies AG
  - Mr. Ulrich Lüdtke, MD, LRTC GmbH / BLIC GmbH
- 15.00 – 16.00 Innovative powertrain technologies**
- Mr. Erik Lenz, Vossloh Kiepe GmbH - Propulsion Systems for New Generation Trolley Buses
  - Mr. Andreas Laske, Siemens AG, Head of eBus & eBRT
- 16.00 – 17.00 Consulting, planning and engineering services**
- Mr. K.-D. Abraham, CEO, VIC Verkehrs- und Ingenieurbau Consult GmbH
  - Mr. Hinrich Brümmer, CEO, ETC Transport Consultants GmbH

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## Tuesday, June 11<sup>th</sup>, Berlin – Company visits

### Berliner Verkehrsbetriebe (BVG)

Holzmarkt Str. 15-17, 10179 Berlin, Raum B515

- 9.30 – 10.00 **Welcome BVG (Public transport company Berlin)**  
**Short presentation of the Israeli Delegation (SBS/AHK Israel)**
- 10.00 – 11.00 **Public transport alliances in Germany – some key questions:**  
**Structures, Complexity, Mobility**
  - Mr. Nils Laschinsky, Head of transportation associations and statistics, Association of German Transport Companies (VDV)
- 11.00 – 11.45 **BVG – Introducing Germany’s largest local public transport company**
  - Mr. Frank Büch, BVG, Head of Department Customer Relations
- 11.45 – 12.30 **BVG – Electronic Ticketing**
  - Mr. Frank Nauschütz, BVG, Senior Project Manager Electronic Ticketing and Innovation
- 12.30 – 13.00 **Light Lunch**
- 13.15 – 14.15 **Visit of the BVG Service Site Tempelhofer Ufer**

### Deutsche Bahn AG (DB)

Potsdamer Platz 2, 10179 Berlin

- 15.00 – 15.15 **Welcome DB (German Railway Company)**  
**Short presentation of the Israeli Delegation (SBS/AHK Israel)**
- 15.15 – 16.00 **DB presentation and regional transport**
  - Mr. Norbert Kuna, President International Relations, Public Transport
- 16.00 – 17.00 **DB International GmbH – Transport and Operations Consulting**  
**Public Transportation: The structure of ÖPNV in Germany and the potential for city and regional transport**
  - Mr. Günter Koch, Transport and Operations Consulting Public Transportation, DB International GmbH

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## Wednesday, 12<sup>th</sup> June, Dresden – Institutional and company visits

**Fraunhofer Institute for Transportation and Infrastructure Systems IVI**  
Zeunerstrasse 38, 01069 Dresden

- 09.30 – 10.00 **Welcome Fraunhofer Institute IVI**  
**Short presentation of the Israeli Delegation (SBS/AHK Israel)**
- 10.00 – 10.30 **Presentation Fraunhofer IVI and the department Intermodal Traffic Information & Transport Management Systems**
- Mr. Ulf Jung, Head of Intermodal Traffic Information & Transport Management Systems, Fraunhofer-Institut IVI
- 10.30 – 11.00 **State of development of mobile information systems for the public transport, SMS-Services and real-time data service**
- Mr. Andreas Küster, Fraunhofer IVI
- 10.45 – 11.30 **Company presentations:**
- Autonavigation V-Navi, Content Marketing und intermodale Navigation**
- Mr. Martin Langhoff, Map and route GmbH
- easy.GO - the state-of-the-art-APP for public transport users**
- Ms. Susanne Frank, TAF mobile GmbH
- 11.30 – 11.45 **Coffee break**
- 11.45 – 13.00 **Sektor II: Alternative powertrain technology**
- Mr. Thoralf Knotte, Fraunhofer-Institut IVI - Auto Tram
- 13.00 – 14.00 **Light Lunch**
- 14.00 – 16.00 **Visit of the AutoTram at the Dresdner Verkehrsbetriebe (DVB)**

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## Thursday, 13<sup>th</sup> June, Rostock-Berlin – Company visit

**Rostocker Straßenbahn AG (RSAG)**  
Hamburger Straße 115, 18069 Rostock

- 10.00 – 10.10 **Welcome (Managing Board RSAG)**
- Mr. Michael Schroeder, RSAG, President of Technical Division, RSAG
- 10.10 – 10.40 **Short presentation of the Israeli Delegation (SBS/AHK Israel)**
- 10.40 – 11.00 **Presentation of the RSAG**
- Mr. Michael Schroeder, RSAG, President of Technical Division, RSAG
- 11.00 – 11.20 **Company Presentation Vossloh Kiepe GmbH**
- Mr. Martin Kuehnhenrich, Senior Project Manager Sales Rail Vehicles
- 11.20 – 11.30 **Group picture of the delegation in front of the historical Tramway**
- 11.30 – 12.00 **Light Lunch**
- 12.00 – 12.30 **RSAG – Measures for Passenger recovery**
- 12.30 – 13.30 **Presentation of 100% Vossloh Low Floor Tram:**
- Tramway Rostock 6N2**
- Mr. Ingo Wieden, Senior Project Manager Rail Vehicles
- Plattform Tramlink and concept for Israel**
- Mr. Martin Kuehnhenrich, Senior Project Manager Sales Rail Vehicles
- 13.30 – 14.30 **Inspection RSAG - Workshop / Dispatching**
- ca. 15.00 **Travel back to Berlin by bus**

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