A short summary of the MaaS conference, Rotterdam, February 2019
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The one-day conference attracted about 500 participants mostly from Belgian and Dutch municipalities, transport/maas operators, and smart city and mobility) consultancies.

The main topics that were presented and discussed:

- In ARVAL’s vision, MaaS is not a threat for car ownership (or leasing). MaaS would be sometimes the second choice for those who own a car
  - In this presentation they referred to the three future mobility models proposed by Mckinsey (2016)\(^1\):\(^2\):
    1. Clean and Shared;
    2. Private Autonomy;
    3. Seamless Mobility
    - Model 1 + Model 3 = eMaaS!

- GVB in Amsterdam is facing difficulties with integration of QR for opening the metro gates
  - This is one of the challenges/difficulties for Whim to start operations in Amsterdam <- Whim is exploring to offer a limited solution for tourists but it is not the main goal of the company
  - For tram and buses the users could show the ticket to the driver (like with the Tranzer app) but for the metro this is not feasible
    - GoodMoovs\(^1\) is exploring the idea of implementing QR readers in buses in Utrecht, NL in order to integrate PT offer in its app (in collaboration with WeDriveSolar)
- Contrary to what currently happening in NL, the position of Whim and Antwerp’s municipality regarding MaaS is against tenders and pilots: "Let the market take care of business!"

- Interesting presentation about EU-H2020 funded research project on MaaS: “MyCorridor”\(^3\)
  - Strong focus on interoperability and regulations
    - Example: New data policies for transport providers are being implemented.
      - In Finland already happened with the new act for transportation
      - In the UK is taking place too --> "No (PT) data sharing, no service allowed!"

About our participation:

- In general, good reception from the audience 😊
  - Special interest shown to the levels of MaaS and the business models’ examples.

- Some good input from the audience:
  - Users of NS Business Card can now use GreenWheels cars and the bill will be invoiced together with the rest of the other services charges.
  - Whim app also offers planning. In some cases not possible to buy all means of transport but part(s) it.
  - hely also integrates PT in their MaaS solution (they expect it to come into the Dutch market this year)

- We were invited to combine our work with the MaaS providers overview shown in MaaSKaart.nl
  - I checked the website and I believe they have already included all the providers that we have in our data base (even more maybe).

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\(^1\) One of th eMaaS consortium partners
Dear eMaaS partners,

please find below the opportunity to present eMaaS at the EVS 32. Could you send me short note if you are going to attend that event?