

20<sup>th</sup> EPA Congress and Exhibition in Brussels

# Major topics of the Congress – Exhibitor & Sponsorship offers launched

The 20<sup>th</sup> EPA Congress and Exhibition will be held in Brussels from 6th to 8th October 2021 and throws its shadows ahead. The Scientific & Technical Committee has defined major themes of the Congress, the official logo of the event has been published and exhibitor and sponsorship packages have been put together.

**P**arking professionals who already joined an EPA Congress know the advantages of this event. Not only the transfer of knowledge, but also the opportunity to meet or get to know experts from all over Europe are the outstanding arguments for participation. An experience that Vaclav Lukes, City of Prague, has made as a delegate: “ITS solutions are key to the management of cities. The only one thing still being more important than ITS is the people passionately helping the cities to change. The EPA Congress is the ideal platform where these two elements meet and where anyone can exchange knowledge and listen to expert speakers.”

Theo Thuis, Chairman of the Scientific and Technical Committee, is responsible for the contents of the planned presentations: “Our interdisciplinary team approach to define the themes and the programme for this



The new logo

**The EU Green Deal and the Future of Parking**  
*Integrated Solutions for Dynamic Urban Management*

6-8 October 2021 • Brussels, Belgium

congress reflects the dynamic change our industry experiences in these days. Cities are looking for more liveability for their residents and accessibility for their visitors. What is parking of all kind of vehicles in connection with other modes of transport able to contribute? Parking as a Service in

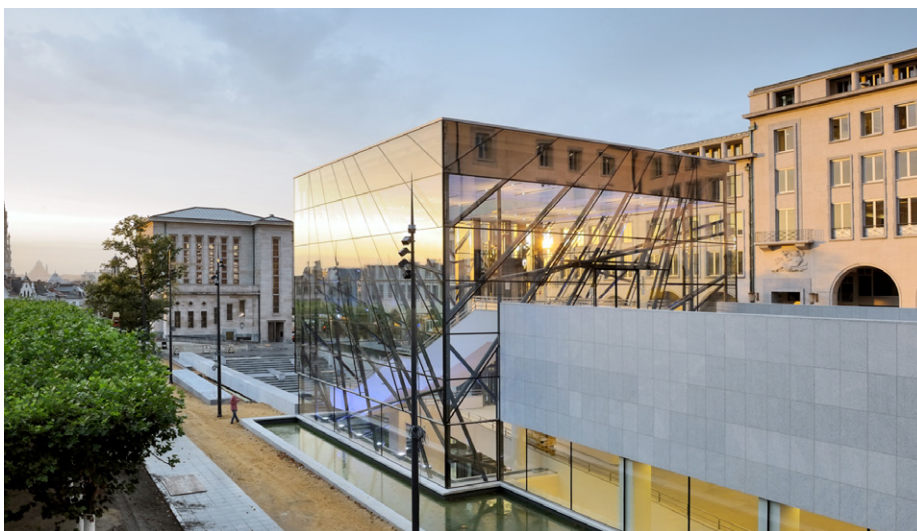
the context of sustainable urban mobility plans, management of more urban green space, urban attractiveness, new business models, new behaviour and new digital technologies are key trends to be discussed during the congress programme.”

### Topics of the Congress

Members of the Scientific and Technical Committee have defined the major topics of the Congress as followed:

#### MANAGEMENT OF URBAN SPACE:

- Role of parking in mobility after the COVID-crisis
- Urban space management – parking demand of logistic operators is quite different from parking demand of visitors
- Curb side management/ management of urban space
- Managing urban space
- Curb side management
- Health and vitality – Other modes of transport (cycling and walking)
- Proper use of urban space
- Individual vs collective transport



Photos: SQUARE

Venue of the 20<sup>th</sup> EPA Congress 2021: Square Meeting Centre in the historical Kunstberg – Mont des Arts – area of Brussels (Glass Entrance, Mont des Arts/ Kunstberg, B-1000 Brussels, [www.square-brussels.com/en/](http://www.square-brussels.com/en/))



More than 500 visitors are expected, amongst others from parking companies, public sector, international institutions, project developers and investors, architects, operators of parking facilities and software developers.

#### URBAN ATTRACTIVENESS:

- Economic strategies for urban recovery (after the COVID-crisis)
- Parking and economic attractiveness of cities (retail/ e-commerce/...)
- Decline of retail activities in cities / urban attractiveness
- New Normal (after the COVID-crisis)

#### NEW BUSINESS MODELS:

- New business models for transport operators
- Future-proof infrastructure – what kind of infrastructure do we need to build?
- And how can we use existing infrastructure in a different way?
- New business models for parking (both private and public sector)
- Logistic facilities in parking structures (garages, P&R, mobility hubs...)
- Mobility hubs
- New business models for urban mobility
- Future of parking infrastructure – what other functions can they have?
- New role of (off-street) parking in urban areas
- EV's charging infrastructure

#### PARKING AND TECHNOLOGY

- MaaS (also for goods)
- Technology
- Pre-booking and reservation in parking
- Parking and automatization
- Technology and Digitalization
- Data standardization

#### INFLUENCING BEHAVIOR

- Understanding and influencing customer behavior

- Understanding human behavior (citizens, visitors, drivers...)

#### Opportunities for networking with decision makers

On the other hand companies have the chance to draw attention to themselves and their products and services. James Toal from Skidata says: “We were happy to be a main sponsor at the 19th EPA Congress & Exhibition. This international event provides valuable and excellent opportunities for networking with all the decision makers in the parking and mobility world.”

A tailored sponsorship package is a cost-effective opportunity to reach a large number of delegates within the target market. Exhibitors can choose between a Standard, Bronze, Silver, Golden or Platinum Exhibition Stand Package. The corresponding booths are 3m x 3m (Standard/Bronze), 4m x 4m (silver), 6m x 3m (Gold), 6m x 6m (Platinum) large. Quick decision makers benefit from early bird prices, which are valid until 30 October 2020.

In addition, there are many other sponsorship opportunities to attract attention. This includes lanyards – amongst others – Wi-Fi sponsoring or the sponsoring of the Conference mobile app. Coffee and lunch breaks, a welcome reception and also the gala dinner can also be sponsored. A very special sponsoring relates to the carbon neutral certification of the EPA Congress and Exhibition.

#### EPA Congress history

Previous congressional gatherings have been attended by about 500 delegates from 32 different countries around the world.

EPA congresses have taken place in Madrid in 1983, Stockholm in 1986, Amsterdam in 1988, Nice in 1990, Berlin in 1992, Rome in 1994, Budapest in 1996, Barcelona in 1997, Lisbon in 1999, Oslo in 2001, London in 2003, Geneva in 2005, Madrid in 2007, Vienna in 2009, Turin in 2011, Dublin in 2013, Berlin in 2015, Rotterdam in 2017 and Málaga in 2019. ■

## Dates

#### 20<sup>th</sup> EPA Congress:

From 6 to 8 October 2021

#### Exhibition Set up:

Tuesday 5 October 2021 \*

Exhibition Dismantling:

Friday 8 October after the Closing Ceremony

#### EPA Congress website

All the latest information about the EPA Congress and Exhibition:  
[www.epacongress.eu](http://www.epacongress.eu)

#### Contacts

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#### EPA CONGRESS & EXHIBITION SECRETARIAT

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