

Good to know

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Busworld has begun in style

Vice prime minister Vande Lanotte: "Buses are hidden treasures"

New location, new approach, new host. The traditional opening ceremony of the 22nd edition of Busworld in Kortrijk and the 50th Busworld fair worldwide was smoother, quicker and more professional than ever before. Redgy De Schacht, president of BAAV organising the fair, told the large audience in the city theatre of Kortrijk that the number of exhibitors and the number of visitors to Busworld is still growing. Thanks to the biggest fair in the sector, the public transport has become a topical subject in the news and in the press every day - a statement which, moments later, was endorsed by the Belgian vice prime minister Johan Vande Lanotte in his speech.

After the opening speech television host Kurt Van Eeghem had a short discussion with Didier Ramoudt, president of Busworld International and Mieke Glorieux, CEO of Busworld International, about the wind of change that is blowing through Busworld International. This change does not only apply to the locations, but it also goes for the actual content: Busworld International has taken a new turn with the foundation of the Busworld Academy.

The locations of a number of fairs abroad will be changing as well. Next year, Busworld in Russia will be relocated to Kiev in Ukraine. The same goes for India, where Busworld India will no longer take place in Mumbai but in Bangalore. Furthermore, Busworld will be starting a new fair in Bogotá, Columbia. Thanks to the three shaking Colombian beauties that turned up on the stage in the city theatre, we were able to already have



The Colombian dancers let the audience have a taste of the sensual Latin-American atmosphere.



Vice prime minister Vande Lanotte thinks that buses are hidden treasures.

a taste of the Latin-American folklore. Despite the negative perception, Mieke Glorieux is confident that this new fair will be successful.

After signing the contracts with the Ukrainian and Colombian ambassadors, the secretary-general of the IRU, Umberto de Pretto, and Didier Ramoudt, president of Busworld International, put their signature on a "memory of under-

standing". Good choice, because doubling the passenger transport by bus and coach in the whole of Europe is a mission that you can never complete on your own. The vice president of the IRU, Yves Mannaerts, then explained why the IRU gave a prize to Skopje for being the best city for group tourism, to the Rumanian company for public transport in Alba Iulia for being the best European bus company and to the Danish coach operator Papuga for its innovative approach in the coach tourism.

After Yves Mannaerts the founder of Busworld, Luc Glorieux, handed out the award for coach tourism. This time, the lucky winner was the tourism sector Ruhr district, which has made some very serious efforts in order to promote, preserve and restore the region's heritage.

Bottlenecks

Redgy De Schacht, Umberto de Pretto and Jean Wyns, president of the Belgian federation, talked about the bottlenecks in the sector. There is nothing new under the sun, as the bottlenecks have already been identified before. The strict driving times and rest periods still have a negative impact on the good functioning in the tourism sector, politicians still do



Didier Ramoudt and Mieke Glorieux told more about the wind of change blowing through Busworld International.

not think of bus and coach transport as a priority and the problem of unfair competition with the airline sector has not been solved yet either, not even after a quarter of a century.

During his short speech vice prime minister Vande Lanotte mentioned that Belgium and, by extension the whole of Europe, is facing a number of enormous challenges with regard to mobility. Figures of the Planning Office show that the mobility increases by 1% each year. Taking the current traffic jam issue in mind, it would not be surprising if we

start having gridlocks everywhere soon. "That is why", Vande Lanotte said, "it is high time that we reduce our ecological footprint. I would like to congratulate Busworld for keeping this topic alive in the media. Buses are hidden treasures", the vice prime minister concluded.

At the end the Grand Awards were distributed. EvoBus received the Grand Award Coach for its Setra TopClass and Van Hool got the Grand Award Bus for its ExquiCity. MAN was honoured as Busbuilder of the year 2013.



The city theatre of Kortrijk was the new location for the opening ceremony.

The snorkelman

Right before the opening of Busworld several bus and coach drivers got the shock of their life when suddenly at the wash installation, an unrecognisable man wearing flippers, diving goggles and



a snorkel doomed up in front of them. Little did they know that Dominique Janssens had dressed like this for fun. Dominique Janssens forms part of the security team (it will be his sixth time now) but he has also been the operator of the wash installation for five editions. Basically, he makes sure that the buses and coaches are spick and span before they drive to the stands. For the 2013 fair he washed more than eighty buses and coaches. To that occasion Mieke Glorieux, manager of Busworld, gave him an appropriate outfit consisting of flippers, diving goggles and a snorkel.

A small miracle ...

Every time it's a little short of a miracle that the Busworld stands are ready on time. Panic breaks out with all of those who are not familiar with the fair routine when they look at the halls the day before the official opening. Complete and utter chaos. Fork lifts, ladders, garbage containers and packaging material blocking every corridor, trucks and lorries driving back and forth, workmen hammering, sawing, patching, painting and cleaning until every screw and detail of the stand is right. And still, it has never happened that we did not get ready on time. Indeed, a small miracle ...



New concept of ECW catches on

Setra and Van Hool are the big winners



The new concept of the European Coach and Bus Week, better known as ECW, catches on. With its new approach ECW aims at the future, more specifically at innovation. The first new edition was a huge success with a record number of participants. The change of Awards to Labels for specific themes was received with loud applause.

The number of Grand Awards was reduced to a Grand Award Coach and a Grand Award Bus. Setra was given the Grand Award Coach for the Setra TopClass and Van Hool received the Grand Award Bus for its ExquiCity. Furthermore, both constructors also raked in several Labels. Another important finding: the electric buses have been given the right to exist.



The winners of the Grand Award Coach and Bus and Ecology label: Setra and Van Hool.

Emmanuel Vansteelandt, president of ECW, is extremely happy with the new concept. Vansteelandt: "We put in a great deal of effort to get the new concept ready. Numerous meetings and discussions about the change of Awards to Labels were necessary. The Grand Awards per former category (bus, coach, minibus) have disappeared and have been replaced by Labels for the five new basic themes: ecology, innovation, safety, design and comfort. The two overarching Grand Awards for Bus and Coach have been retained, but the classification on the basis of the type of vehicle is no longer used. For example, there was no longer a Grand Award for minibuses." The judging on Saturday went by very smoothly. Emmanuel Vansteelandt:

"There have been little to no problems. What struck me though was the increase of electrically driven vehicles. That is perfectly in line with the new concept, as we really want to let the competition evolve along with the time. We had nineteen entries, which is a very successful beginning. This is not that self-evident: we are launching a new concept while the sector is still in a crisis. However, the evaluation is very positive. The constructors really appreciate the specific themes." After the many detailed tests on Saturday it was pretty clear who would win the Grand Awards for Coach and Bus. Emmanuel Vansteelandt: "We are very pleased with the winners. With regard to the Labels there were a number of surprises. I have seen many things that were

innovative and that offered an added value. Furthermore, I also noticed several promising new developments. In short, ECW is the road to the future for the constructors, who can show the innovation to their customers. It is also interesting for stakeholders to get an insight in the types of vehicles that are to be launched on the market."

During previous editions the issue of innovation simply did not come up for discussion; standard vehicles seemed to be the norm back then. But thanks to his new approach, the constructors are now able to introduce themselves with their most revolutionary vehicle. In this way the different actors across the sector – from the government to the customers – see what the bus and coach sector is capable of and get an insight in the buses and coaches of the near and distant future.

To conclude: not all the Labels were awarded. No label was given for design or for innovation for bus and coach, as ECW does not want to hand them out 'just like that'.



The inspections are all very professional. Some even lie down for it.

The winners

- ECW Comfort Label Coach 2013 **TX 16 Astron Van Hool**
- ECW Comfort Label Bus 2013 **ExquiCity Van Hool**
- ECW Safety Label Coach 2013 **Setra TopClass**
- ECW Safety Label Bus 2013 **Citro Low Entry**
- ECW Ecology Label Coach 2013 **Setra TopClass, TX 16 Astron**
- ECW Ecology Label Bus 2013 **BYD Electric, Ebusco, Van Hool Fuel Cell**
- ECW Design Label Bus 2013 **ExquiCity Van Hool**
- ECW Grand Award Coach **Setra TopClass EvoBus**
- ECW Grand Award Bus 2013 **ExquiCity Van Hool**



ECW president Emmanuel Vansteelandt.

We are at your service

The whole team of Busworld is at your disposal ...



From left to right:

- Mieke Glorieux, managing director of Busworld
- Jan Deman, responsible for the seminars
- Conny Desmet, accounting
- Annelies Verslype, responsible for the secretariat
- Mageli Maes, managing assistant of Busworld
- Gerrit vander Wiele, responsible for tours
- Sonja Vande Wiele, press attaché of ECW
- Eline Degryse, secretariat
- Riet Espeel, responsible for the Busworld stand

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Enjoy a nice meal in the Mirror Palace

Just like during the previous edition of Busworld, the Schouwburgplein in the centre of the city of Kortrijk is again adorned with a Mirror Palace. In this Mirror Palace you can enjoy a meal and a drink, served by restaurant Botero, every evening as from 7.30 p.m. Today, Friday 18 October, the special Busworld evening takes off at 7.30 p.m. All kinds of dishes and drinks that are typical of the countries in which Busworld organises its fairs will be served. Unfortunately, this event is completely sold out.

Daily newspaper

Do you have something to report for the daily newspaper? Please send an e-mail to jps@busworld.org.

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