

A symposium as part of the Smart Mobility Summit:

Mobility as a Service (MaaS) at the Academia-Industry-Government Junction

Institute for Innovation in Transportation & Shlomo Shmeltzer Institute for Smart Transportation
Tel Aviv University

29th October, 9:30-12:00

Habima Theater: Bertonov Hall

Opening Remarks

Dr. Anat Bonshtien, Director, Fuel Choices and Smart Mobility Initiative

Dr. Ilit Oppenheim, Director, Shlomo Shmeltzer Institute for Smart Transportation, Tel Aviv University

Dr. Shula Goulden, Research Manager, Institute for Innovation in Transportation, Tel Aviv University

Introductory lecture

“MaaS - The missing building block” **Israel Ronn**, President & Founder, Spotam

Opportunities and Challenges of MaaS, from the perspective of three different sectors

- “Demand responsive transit system as a feeder service” **Dr. Tal Raviv**, Head of Shlomo Shmeltzer Institute for Smart Transportation and the Department of Industrial Engineering, Tel Aviv University
- “MaaS challenges for implementing new technologies” **Gady Shlasky**, Founder of GS Innovation and former CEO of Optibus
- “Innovative policies for innovative technologies” **Becky Shliselberg**, Head of Strategic Planning, Master Plan Division, Ayalon Highways

Cooperation between sectors

“From congestion tolls to positive incentives: overcoming the political barrier”
Prof. Hillel Bar-Gera, Department of Industrial Engineering & Management, Ben Gurion University of the Negev (joint paper with Galit Cohen-Blankshtain and Yoram Shiftan)

Panel Discussion: critical points in cross-sector cooperation

Chair: **Prof. Manuel Trajtenberg**, Eitan Berglas School of Economics, Tel Aviv University

Participants: **Prof. Sigal Kaplan**, Associate Professor, Department of Geography, Hebrew University of Jerusalem; **Asi Shmeltzer**, Chairman of Shlomo Holdings; **Zeev Shadmi**, ITS and Research Program Manager, Chief Scientist’s Office, Ministry of Transport

Keynote

Assaf Biderman, Senseable City Lab, MIT & Founder of Superpedestrian

“Advancing mobility at the intersection of academia, business and government”

12:00 Close (main event opens at 12:30)