



# MAAS SCOTLAND ANNUAL CONFERENCE 2022 OFFICIAL PROGRAMME

THURSDAY 23RD JUNE | HILTON CARLTON EDINBURGH HOTEL

Sponsored by



- 08:45** REGISTRATION, NETWORKING AND REFRESHMENTS | **CALTON SUITE**
- 09:30** **SESSION 1: KEYNOTE PRESENTATIONS | HIGHLAND SUITE**  
Alastair McInroy, CEO, Technology Scotland  
Jenny Gilruth, MSP, Minister for Transport  
Chris Hillcoat, Programme Lead for Personal Mobility, Future Transport Zone, Solent Transport  
Deborah Paton, Head of Transport Strategy, Glasgow City Council
- 11:00** **COFFEE BREAK & NETWORKING | CALTON SUITE**
- 11:30** **SESSION 2: PANEL DISCUSSION - SCOTLAND'S MAAS INVESTMENT FUND | HIGHLAND SUITE**  
Juliet Bell, Smart Programme Manager, Transport Scotland  
Ross Basnett, Strategic Account Director, FOD Mobility  
Oz Choudhri, Head of Mobility Solutions UKI, Enterprise  
Gary McRae, Head of Electric Mobility, Urban Foresight  
Andrew Ferguson, Consultant, SEStran  
Steve Cassidy, Co-Founder, Fuse Mobility  
Dan Langford, Mobility Consultant, Urban Foresight
- 12:30** **SESSION 3: SME SHOWCASE | HIGHLAND SUITE**  
Confirmed participating companies:
- |                             |                    |
|-----------------------------|--------------------|
| Enjoy the Air               | UrbanTide          |
| FAIRTIQ                     | Via Transportation |
| HiyaCar                     |                    |
| Journeo                     |                    |
| LovetoRide                  |                    |
| Mobli                       |                    |
| Sustainable Environment Ltd |                    |
- 1300** **LUNCH, COFFEE & NETWORKING | RESTAURANT & CALTON SUITE**

- 14:00**    **SESSION 4 – WORKSHOP – GOVERNANCE & BUSINESS MODELS | CRAIGLOCKHART ROOM**  
Alan Murphy, Regional Manager, Smart Dublin  
Kate Pangbourne, Associate Professor, University of Leeds  
Hayden Sutherland, Founder, The Open Transport Initiative
- 14:00**    **SESSION 5 – WORKSHOP – BEHAVIOURAL CHANGE | HIGHLAND SUITE**  
Elena Alyavina, Lecturer in Transport, University of Huddersfield  
Andrew Broadbent, Lead, Mobility System Lab, Hitachi  
Jonathan Freeman, Professor of Psychology, Goldsmiths University London  
Siobhan Eke, Director of Strategic Partnerships, Liftshare
- 15:30**    **COFFEE BREAK & NETWORKING | CALTON SUITE**
- 16:00**    **SESSION 6 – PANEL DISCUSSION – WHO PAYS FOR MAAS? | HIGHLAND SUITE**  
James Lancaster, Head of European Mobility Innovation, Enterprise and Chair,  
Urban Mobility Partnership  
Georgia Yexley, General Manager UKI, TIER  
James Datson, Chief Revenue Officer, Mobli  
Chris Lane, Head of Transport Innovation, Transport for West Midlands
- 17:00**    **CONFERENCE CLOSE**
- 18:30**    **DRINKS RECEPTION AND CONFERENCE DINNER | MAIN BAR & LOUNGE | HIGHLAND SUITE**