

PRESS RELEASE

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EU BUSINESS SCHOOL AND UITP HOLD THEIR FIRST INTERNATIONAL CONFERENCE ON ELECTRIC MOBILITY

- **EU Business School (EU) and the International Association of Public Transport (UITP), brought together 100 industry experts, authorities, academics and students in their first international conference on electric mobility in Munich.**
- **The conference was the first initiative undertaken jointly by UITP and EU in line with the MoU signed by both organizations earlier this year**

On October 26 and 27, in collaboration with the International Association of Public Transport (UITP), EU Business School (EU) held its first international conference on electric mobility in Munich. In line with its goal to bring innovative and thought-provoking conferences to its students, and prepare them for future careers and internships, EU invited leading industry experts, authorities and academics to this world-class conference which was a resounding success: 100 participants actively debated the future and challenges of the industry in round table sessions, keynote speaker presentations and speed chats throughout this illuminating, two-day event.

The conference was the first initiative undertaken jointly by both organizations after signing a Memorandum of Understanding (MoU) earlier this year, the aim of which is to promote educational programs, skills and share expert knowledge in the public transport sector.

In his keynote speech, Dr. Frommer, Honorary Chair of the UITP Sustainable Development Commission, spoke of the need to have a systems level approach to a public transport system and urban development, using Hong Kong and its railway system as an example for others to follow. Dr. Frommer is currently collaborating with EU on its joint educational program with UITP.

During this stimulating event, participants were given the chance to see firsthand the new electric mobility stations in Munich, and had the fantastic opportunity to be among the first to ride on the Munich Transportation Corporation's (MVG) new electric bus. In addition to the talks, activities and interactive sessions, participants had ample opportunity to network and make new and meaningful connections. Mr. Luc Craen, Vice-President of EU Business School said, *"we are delighted to have brought so many experts and keen minds together at our first electric mobility conference. Through this event, we have opened the eyes of our students and exposed them to trends in a key sector. This forms part of our experiential learning experience which prepares students for success in their future careers."*

About EU: EU Business School (EU) is an international, professionally-accredited, multi-campus business school established in 1973. In addition to small classes offered in English by its expert faculty, EU students enjoy an international environment. EU is ranked among the top business schools in Europe and has the honor of being recognized by the Academy of Business in Society (ABIS) for its consistent dedication to corporate social responsibility. Students may also benefit from state-recognized degrees from the University of Derby and the University of Roehampton in the U.K. and the Universidad Católica de Murcia in Spain.