



Association Européenne des Concessionnaires
d'Autoroutes et d'Ouvrages à Péage

4th ASECAP MARKETING WORKSHOP

Marketing campaigns and actions to promote TOLL ROAD INFRASTRUCTURE



COPENHAGEN

27th of February 2017

Hosted by:

Sund ≈ Bælt
Sund ≈ Bælt

WELCOMING

Mogens Hansen

Chief Financial Officer, Sund & Bælt Holding A/S

Welcoming speech:

Digital Disruption & Preparing for uncertainty

Jens Poder

Director of innovation, Peytz & Co Peytz & Co

ASECAP Introductory message

Kallistratos Dionelis
ASECAP Secretary General

1st Panel:

Innovative mobility services for customers

Moderator:

Emanuela STOCCHI

Director of International Affairs, AISCAT

1st Panel:

Innovative mobility services for customers

Moderator: EMANUELA STOCCHI, AISCAT

- **Deployment of an electric fueling framework along the AISCAT network**
ANDREA MANFRON, AISCAT
- **New Mobility Services on French Motorway - Deployment of Electromobility**
MALIKA SEDDI, ASFA
- **Changing customer habits and its effects on the “classic” offers of a Service Center**
FRITZ WERNER, ASFINAG MAUT SERVICE GMBH
- **Brisa new marketing approach**
LUIS D'EÇA PINHEIRO, BRISA
- **Applying integrated data driven approach to Marketing and Customer Care on Toll Roads.**
CHRISTOS KOULOURIS, HELLASTRON
- **A different approach towards a client - social responsible motorway**
ANNA KORDECKA, Gdansk Transport Company S.A.
- **S2WAY: A new Service Provider**
BETTONI FRANCESCO, Brebemi SPA

Walking lunch

1 Hour

13:45 2nd Panel

2nd Panel:

Innovative actions concerning service areas

Moderator:

Malika SEDDI

Director of International Affairs, ASFA

2nd Panel:

Innovative actions concerning service areas

Moderator: MALIKA SEDDI, ASFA

- **Cross Border Marketing**
KARSTEN LÄNGERICH, Sund & Bælt Holding A/S
- **Good practices and innovative actions concerning service areas, parking facilities (secure parking), rest areas**
DAVID KOLLENHOFER, ASFINAG
- **Service Areas – New Partnership Model**
PATRICIA MOTA, BRISA
- **Mobile Application DarsTraffic+**
ANDREJA SKROZA, DARS
- **Motorcycle Segment –New Offer**
JOAQUIM LIMA, BRISA

CLOSING REMARKS

Conclusions and Key Messages

by the MODERATORS

1st Panel

Innovative Mobility Services for customers

Moderator: Emanuela STOCCHI

2nd Panel

Innovative actions concerning Service Areas

Moderator: Malika SEDDI



*Association Européenne des Concessionnaires
d'Autoroutes et d'Ouvrages à Péage*

4th ASECAP MARKETING WORKSHOP

Thank you

