



Introduction

Australian cities are growing rapidly, and are looking to solve challenges that they face in the areas around mobility, accessibility, CO2 reduction, automating and upgrading the highway and other roads with the latest technology to provide real-time data and information that facilitates the traffic on their way. There are many opportunities for companies that offer solutions in the fields of smart mobility, smart cities and Mobility as a Service.

In recent years, several Dutch business delegations have travelled to Australia to explore the opportunities mentioned above. In 2016, a large Smart Cities business delegation travelled to Australia with the King and Queen of the Netherlands. This mission provided much benefit and a positive image amongst Australians of Dutch knowledge and skills around these themes. Since then, additional Dutch business delegations visited various cities within Australia with a select group of Dutch Smart Cities organisations. Now, a new delegation is planning on travelling to Australia late October / early November 2019. The focus of this delegation will be on smart mobility and MaaS, as we have concluded that there is a clear demand for specifically these two themes/solutions in the Australian market.

The purpose of this document is to create an overview of the activities that have already been completed, as well as the activities that have yet to take place in order to make this mission successful. In addition, the participating Dutch companies aim to instigate a Partnerships in International Business (PIB) programme, valued at EUR 400,000. A couple of years ago, some first steps were made to set up a PIB but the aim is to conclude the programme proposal by the end of this year.

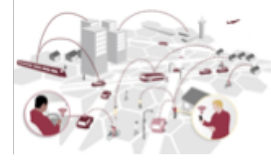
Goal

The purpose of this mission is to find real business opportunities for Dutch participating companies. We will build on the contacts and knowledge we acquired during past trips, as well as visit those cities where we know we can add real value to existing challenges and projects in the field of smart mobility and MaaS.

Participants

The organisations who are interested to come along are:

- Atos; smart city – smart mobility.
- City of Amsterdam; Amsterdam smart city
- City of Den Hague; smart mobility;
- Connected; Mobility as a Service, self driving cars. Community building in the area (marketing and communication) in the area of smart mobility and smart city.



- Lynnx
- NEA; part of the Dutch Ministry of Foreign affairs. The Netherlands Enterprise Agency stimulates entrepreneurs in sustainable, innovative and international business.
- Philips; Signify smart lightening – smart mobility

This trip is supported by the Dutch Consulate General in Australia, Sydney.

When?

In the last week of October 2019/beginning of November, Smart City Council organises a Smart city week in Sydney, Australia. This is a good time to visit because many Australian municipalities will be present at this conference.

In addition, various individual cities around Australia that offer clear business opportunities to the Dutch delegates will also be visited. The complete list of cities is added to this document. It is important to actually visit the large cities to share knowledge and information and visit the projects and programs. Direct personal contact promotes doing business.

There is already contact with a broad range of relevant Australian organisations, territories and cities. Cities and projects to visit: Perth, Adelaide, Brisbane, Melbourne and Sydney (incl. wider New South Wales).

Perth

The Department of Transport and Public Transport Authority is exploring various MaaS possibilities at the moment, so a 2019 visit would be very timely.

Melbourne

Melbourne has become the most congested city in Australia and is looking at alternative ways of arranging transport systems and incorporating smart mobility.

Sydney

Sydney's ultimate goal is intelligent, data managed transport networks, with personalised customer interaction. Future: connected, automated vehicle platforms that foster shared, demand responsive services. Sydney sees MaaS as key enabler for the future of urban mobility. Sydney is building a whole new 'third' city west of the current city, including a second major airport. It will need new infrastructure and MaaS systems that are ready for the future.



Adelaide

The South Australian government is conducting a major transport review at the moment so here as well, a smart mobility delegation would be timely. The Committee for Adelaide is currently looking at holding a panel discussion on transport with panellists including Lime, RAA, Uber etc. This could be another opportunity.

Brisbane

Project TBC

Target groups

We aim at meeting different kind of target groups; representatives of relevant territories/cities such as the Deputy Mayor, Aldermen, program managers, project managers, project leaders of the various projects in the cities and territories. Local companies involved in projects are potential consortium partners.

Already in contact with....

Both with ASCA as well as with Smart City Council, there is already contact to discuss and plan the different kind of opportunities at hand. Particularly in the area of the self-driving cars and Mobility as a Service (MaaS) are important features within the area of smart mobility.

The Dutch Consulate General in Sydney already approached various Australian cities to discuss the interest in meeting with the Dutch delegation. Cities such as Perth, Adelaide and Sydney have replied positively and are giving feedback with regards to what challenges they face and where Dutch businesses can add value. This follows from promotional activities that the Consulate General of the Netherlands in Sydney has organised in the Netherlands last year as well as the Smart Cities network we have built during the visit of various trade delegations in previous years.

Also polled: CGI, Deloitte, NXP and VDL.