



Bienvenidos

#latamobilitysummit 2019

Ciudad de México - 13 y 14 de Febrero 2019



Sobre Nosotros

Latam Mobility

- ▶ Iniciativa fundada en 2017 con el objetivo de acelerar la transición hacia una movilidad más sostenible en Latinoamérica
- ▶ Presencia alta en redes sociales: LinkedIn, Twitter Facebook & Instagram: Latam Mobility
- ▶ Mayo 2018: 1er Latam Mobility Summit – CDMX
- ▶ 2019: 2 Latam Mobility Summits: Ciudad de México y Medellín



LATAM MOBILITY

Descarga la app



App Latam Mobility

- ▶ Disponible en Google Play y App Store
- ▶ Info del Evento y Agenda
- ▶ Check-in en el evento = Mensajes Directos con otros usuarios para fomentar el Networking



Welcoming Remarks

Jorge Suarez

Senior E-Mobility Manager

Engie

Master of Ceremony



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Inauguration

Christoph Klein

Director Sales & Network

Development

Porsche Latin America



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JOAQUÍN BLANCO
Santa Fe Province Deputy
ARGENTINA



ANDRÉS REBOLLEDO
Former Energy Minister
CHILE



SERGIO SÁNCHEZ
Deputy Secretary of Environment
MÉXICO



GUSTAVO MÁÑEZ
Regional Climate Change Coordinator
UN ENVIRONMENT

Is Latin America
Ready for
Electric Mobility?

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RODRÍGO DÍAZ

Undersecretary of Planning and Policies
MOBILITY SECRETARY OF MEXICO CITY



MARIO SILVA

General Director
IMEPLAN AMG

Regional Strategies
for Sustainable Mobility
in México



MODERADOR

ADRIANA LOBO

Executive Director
WRI MEXICO

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ALONSO QUINTANA
President
BYD MEXICO



OLIVER ROSENTHAL
Head of BMWi Mexico, Latin-America
& the Carribean
BMW



JORGE MARTÍNEZ
Executive President
ZACUA

Hybrids
& Electric cars:
OEM Perspectives



LEOPOLDO ORTIZ
CEO
LEORDALM&TH



KEVIN GOLDVARG
Network Development
& E-Performance Manager
PORSCHE LATIN AMERICA



JON ASIN
Manager & Founder
BEEPLANET FACTORY

Hybrids & Electric Cars: OEM perspectives

Jon Asín | Manager and Founder BeePlanet Factory

Electric vehicle boom

Aston Martin Rapide	320 km	2019
Aston Martin DBX		
Audi A3 e-tron		2021
Audi A9	500km	2020
Audi e-tron Quattro (Audi Q6)	500 km	2018
Audi Q4 e-tron	450 km	
Audi Q5 e-tron		
Audi Q7 e-tron		2017
Audi Q8 e-tron	450 km	2017
Bentley Barnato		2019
BMW 3 eDrive Sport	480 km	2020
BMW i3 V.3	450 km	2018
BMW i3S		2018
BMW i5	300 km	2018
BMW iNext		2020
BMW X3 eDrive		2019
Citroën C3		2024
Citroën C4		2021
Citroën C4 Cactus		2020
Citroën DS (Kompaktsuv, B-seg.)		2019
Citroën DS 4		2020
Citroën DS 7		2024
Citroën E-Mehari	200 km	2017
e-GO Life	140 km	2018
Ford (SUV)	500 km	2020
Ford Focus Electric v.2	225 km	2017
Honda Clarity	130 km	2017
Hyundai	400 km	2020
Hyundai Ioniq v.2	320 km	2018
Hyundai Kona	500 km	2018
Jaguar I-Pace	500 km	2018
Kia Niro	280 km	2018
Kia Soul 2.0	250 km	2018
Maserati Alfieri		2020
Mazda		2019
Mercedes-Benz C-klass		2020
Mercedes-Benz ELC		2018
Mercedes-Benz EQ	500 km	2019
Mercedes-Benz EQ A		2020
Mercedes-Benz EQ E (sedan)		2021
Mercedes-Benz EQ E (SUV)		2022

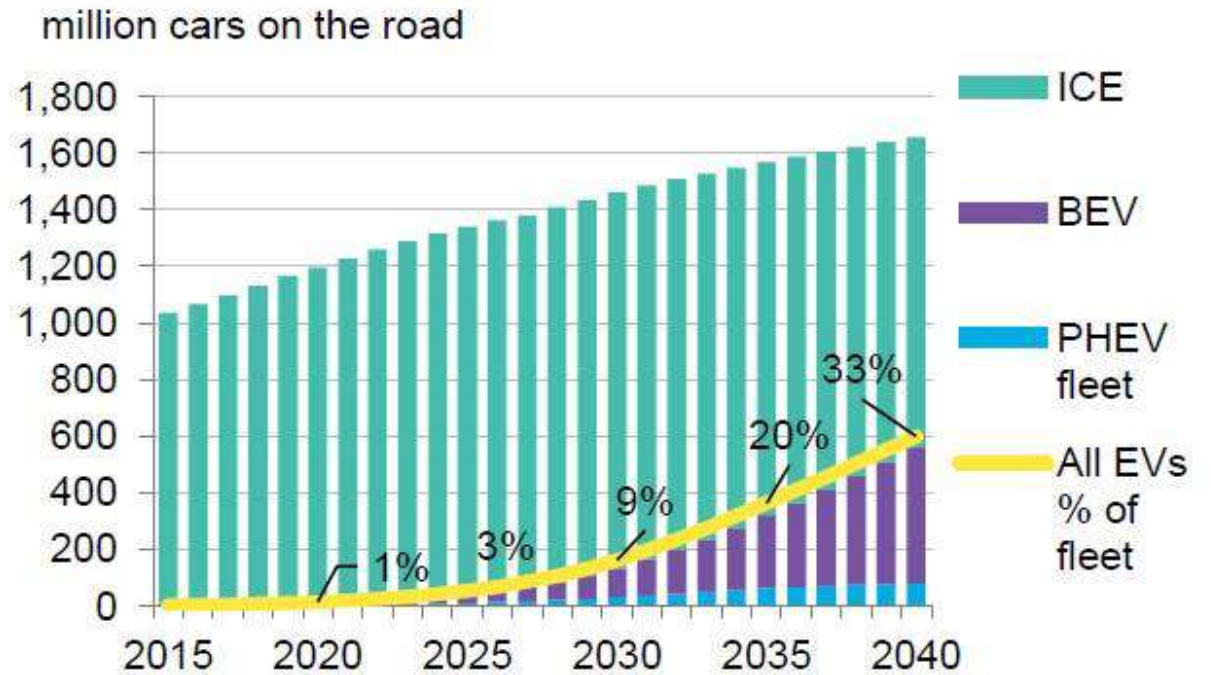
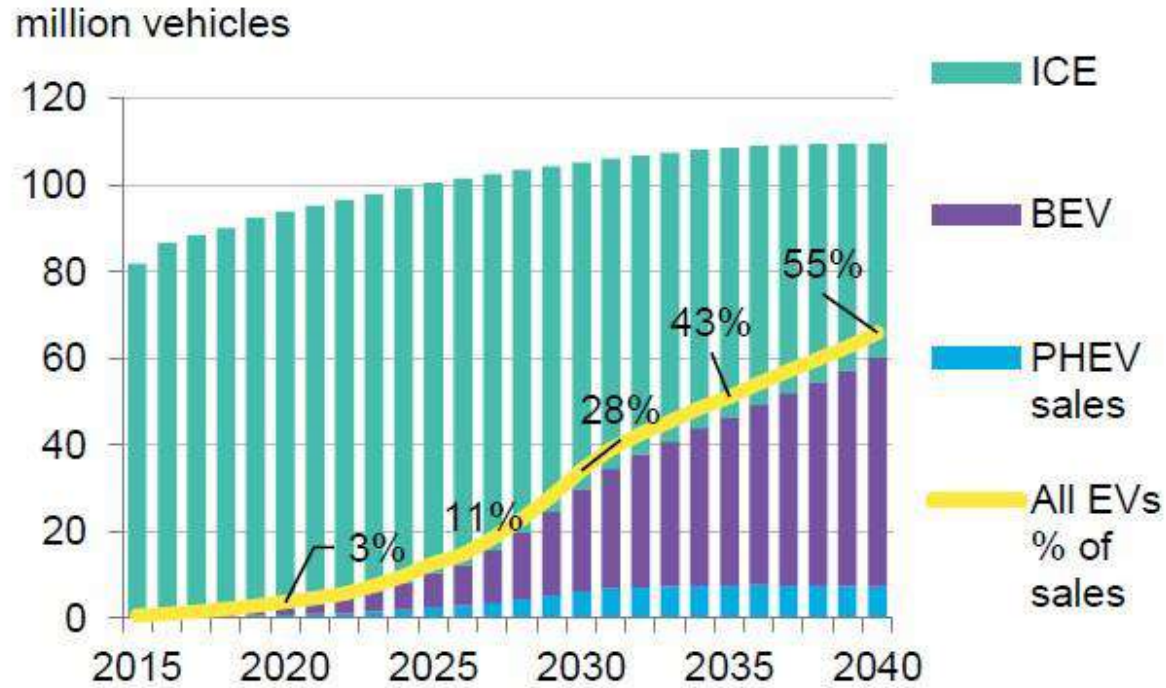


**84 models
All in 2019 – 2021
Most 300km+ range**



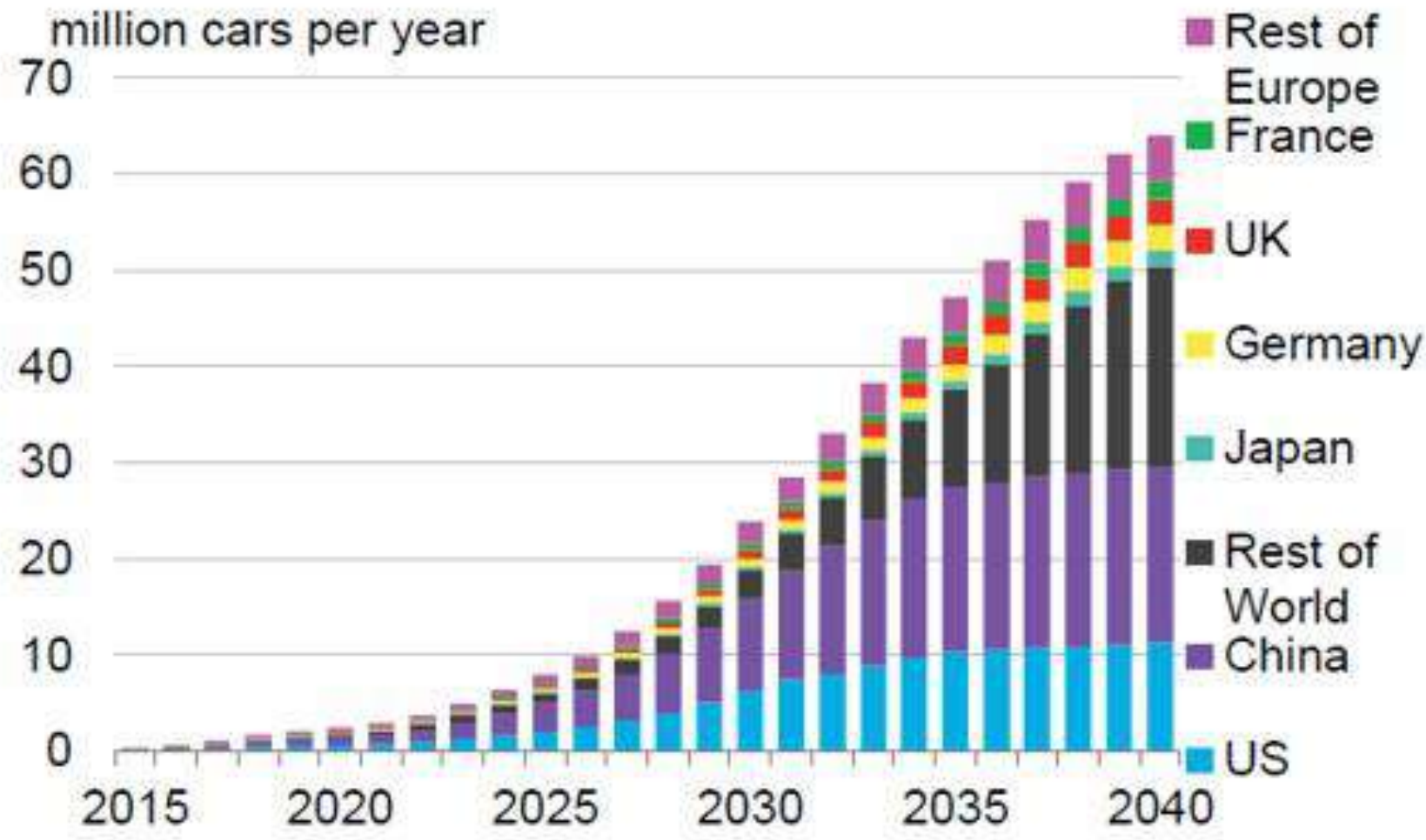
Mercedes-Benz EQ S (sedan)		2021
Mercedes-Benz EQ S (SUV)		2022
Mercedes-Benz GLA		2020
Mercedes-Benz 5-klass		2020
Mini		2019
Mitsubishi eX	400 km	2020
Nissan (SUV)		2021
Nissan Leaf IDS	500 km	2018
Nissan Leaf v.4	350 km	2017
Opel Ampera-e	520 km	2017
Peugeot (SUV B-seg.)		2020
Peugeot (SUV, C-seg.)		2022
Peugeot 2008		2019
Peugeot 208	450 km	2019
Peugeot 308		2021
Porsche Macan		2022
Porsche Mission E	500 km	2020
Renault (SUV)		2022
Renault Kangoo v.2	270 km	2017
Renault Master Z.E	200 km	
Renault Zoe V.3		2020
Seat (SUV)		2020
Seat Cupra		2019
Seat e-Mii		2019
Skoda (SUV)	500 km	2020
Skoda Citigo	200 km	2019
Skoda Felicia E		2021
Smart Forfour	155 km	2017
Smart Fortwo	160 km	2017
Smart Fortwo Cabrio	155 km	2017
Subaru (SUV)		2021
Tesla Model 3	350-500 km	2017
Tesla Model Y		2019
Tesla Roadster V.2		
Uniti	150/300km	2019
Volkswagen Budd-E	600 km	
Volkswagen I.D	400-600 km	2019
Volkswagen I.D Buzz	600 km	2025
Volkswagen I.D Cross	500 km	2020
Volkswagen Phaeton		2019
Volvo (stora plattan)	500 km	2020
Volvo V40	360 km	2019

Electric vehicle sales forecast



Source: Bloomberg New Energy Finance

Electric vehicle sales forecast



Source: Bloomberg New Energy Finance.

Electric cars are here to stay

Figure 14: Global cumulative sales of top five passenger BEV models, 2011–2017

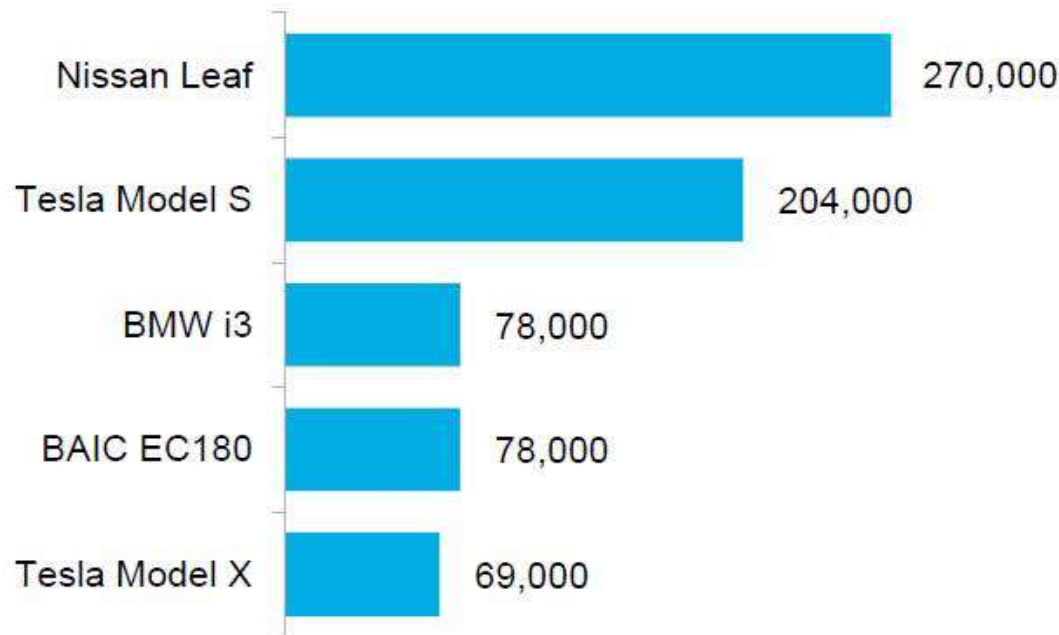
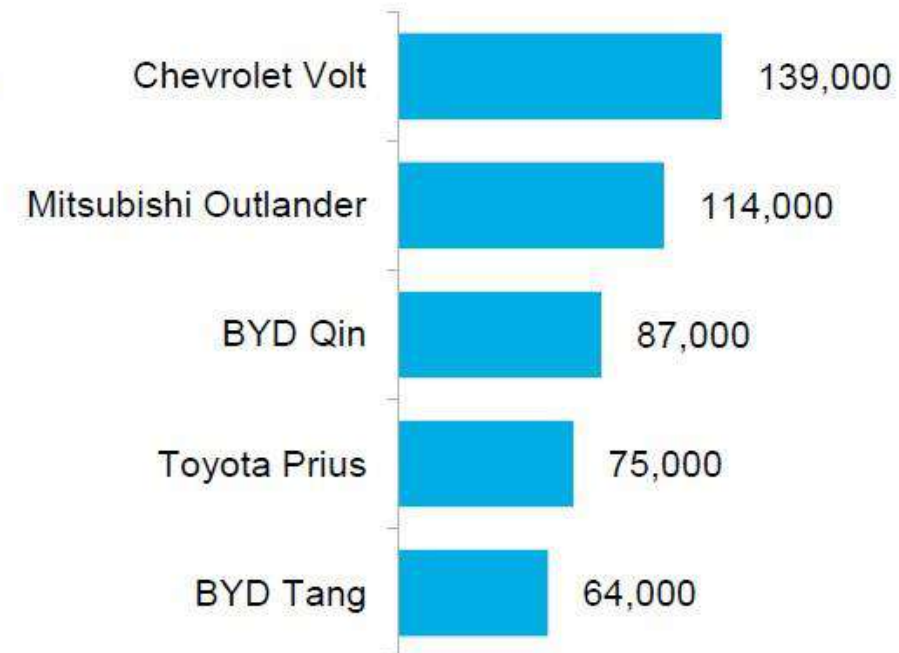


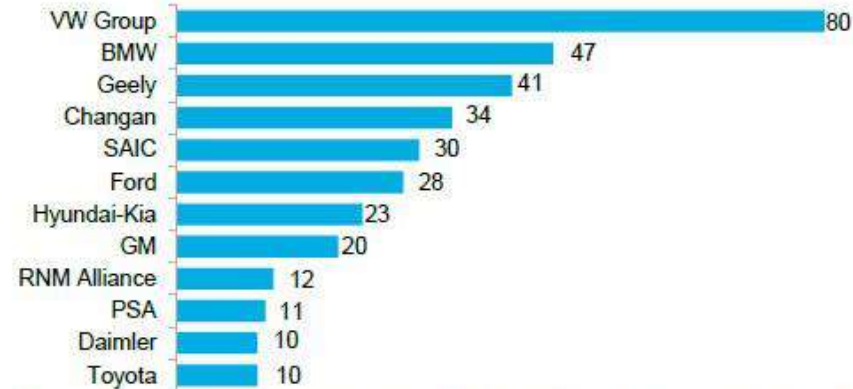
Figure 15: Global cumulative sales of top five passenger PHEV models, 2011–2017



Source: Bloomberg New Energy Finance, Marklines, various national sources. Note: data covers 24 core EV markets. As a result there may be slight discrepancies with the sales totals disclosed from respective automakers.

Electric cars are here to stay

Figure 20: Number of EV models planned from selected automakers between now and 2025



Source: Bloomberg New Energy Finance. Note: the EV model targets refer to 2025 for VW, Toyota, Chang'an, Hyundai-Kia and BMW; to 2023 for GM; to 2022 for the Renault-Nissan-Mitsubishi Alliance, Ford and Daimler; to 2020 for PSA, Geely and SAIC.

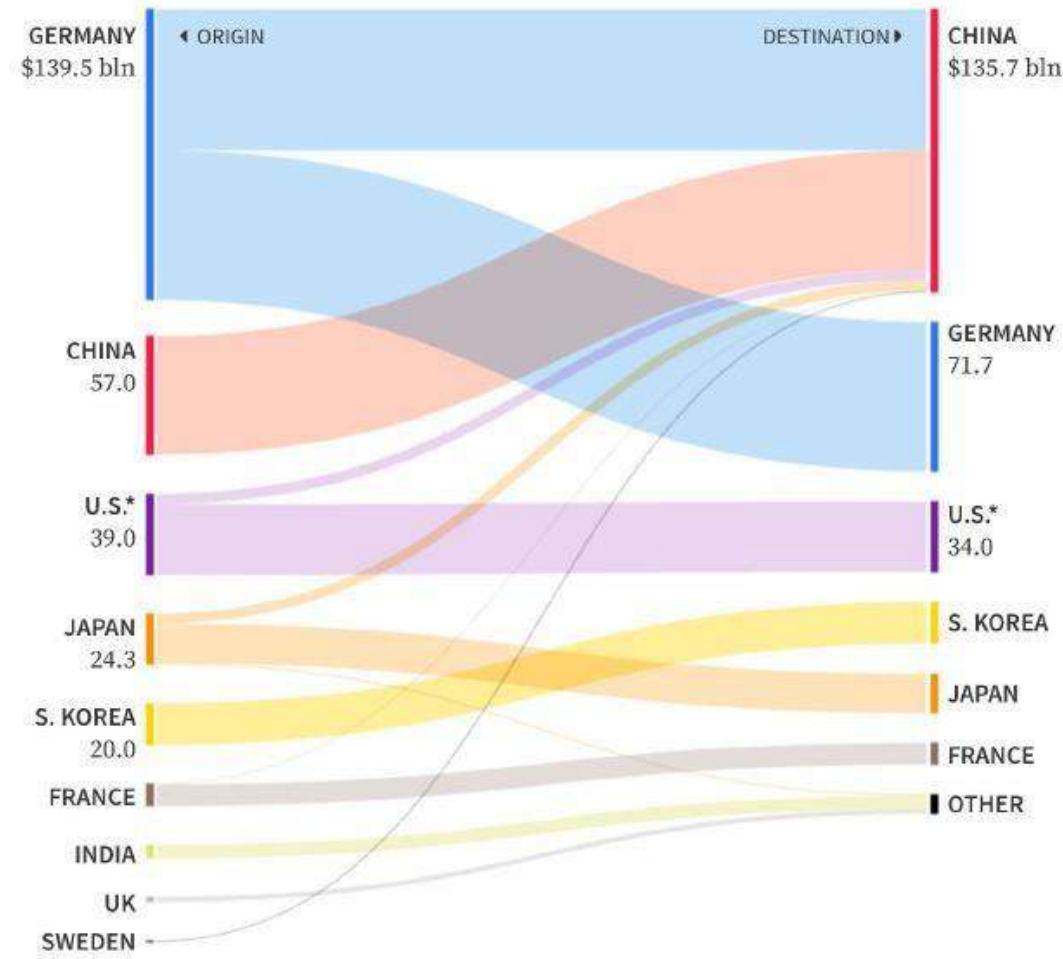
Table 1: Sales targets of selected automakers

Automaker	Target	Year
VW Group	2-3 million EVs sold annually	2025
General Motors	1 million EVs sold annually	2026
Daimler	15-25% of sales to be EVs	2025
BMW	15-25% of sales to be EVs	2025
Volvo	50% of sales to be BEVs	2025
Porsche	50% of sales to be EVs	2023
Chang'an	100% of sales to be EVs	2025
BAIC	100% of sales to be EVs in China	2025

Source: Bloomberg New Energy Finance

EV investments over 300 B\$

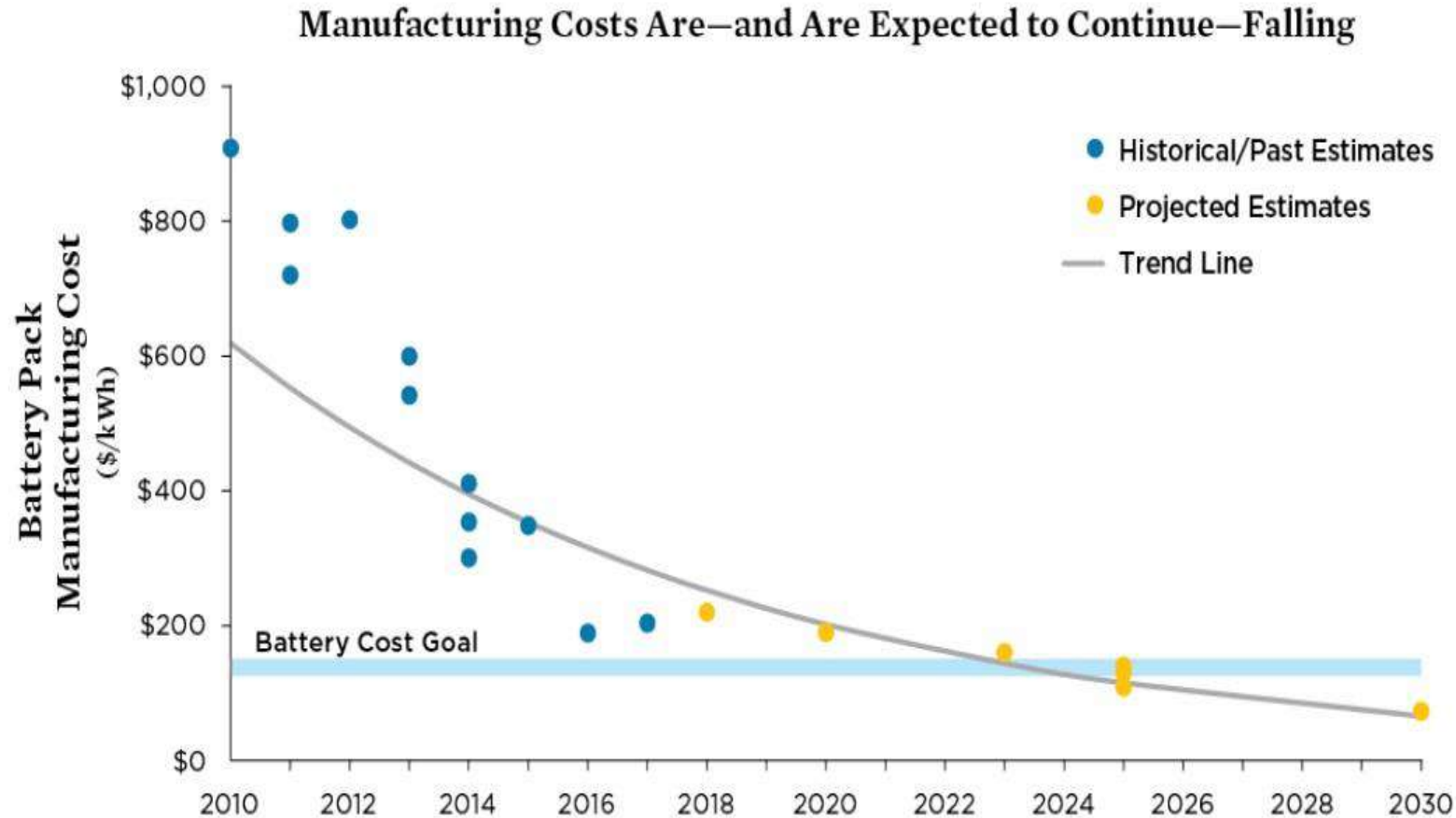
EV INVESTMENT FLOWS BY COUNTRY OF ORIGIN OF AUTOMAKER
In billions of dollars



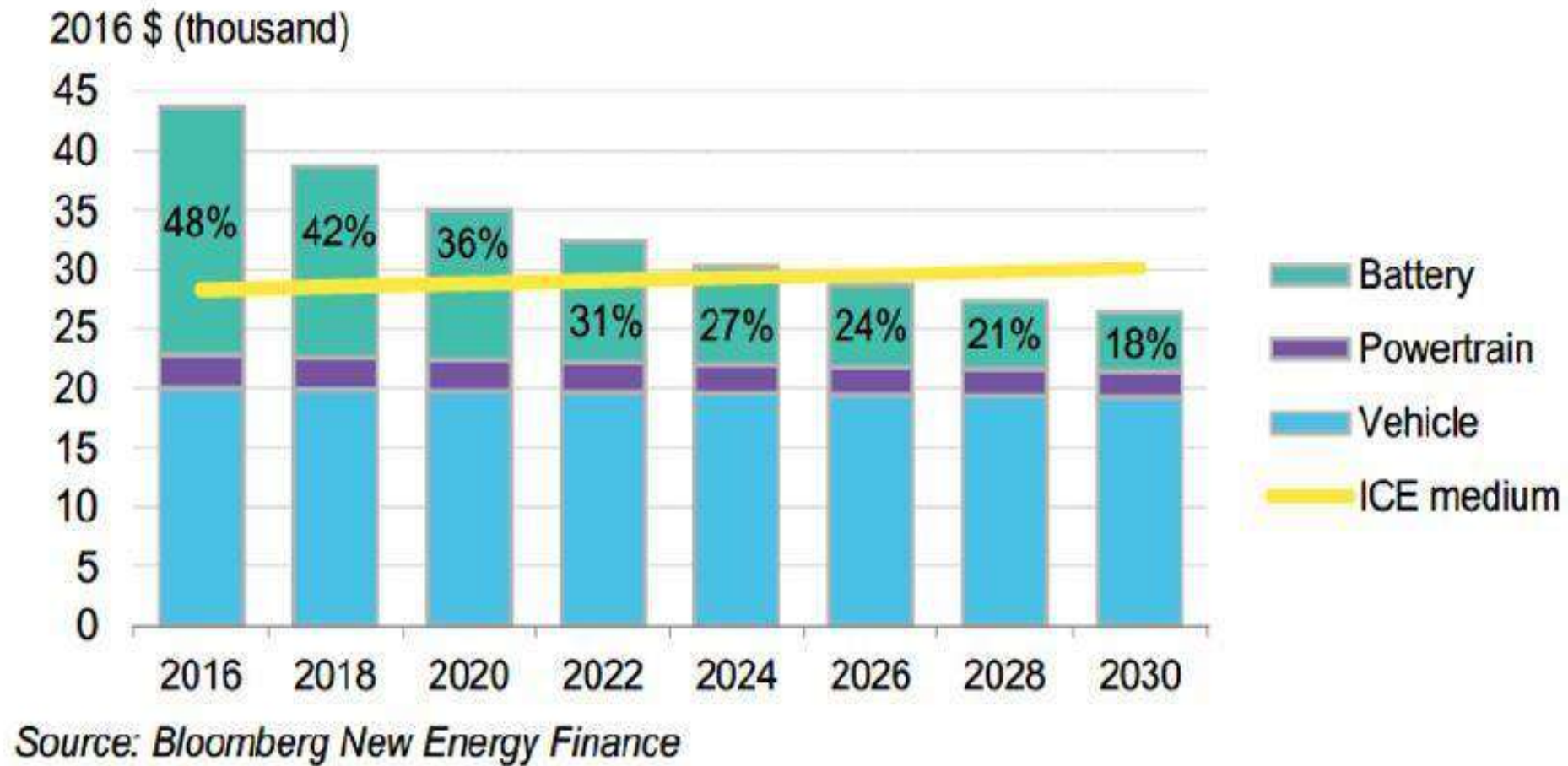
*U.S. includes Fiat Chrysler.

Reuters, January 2019

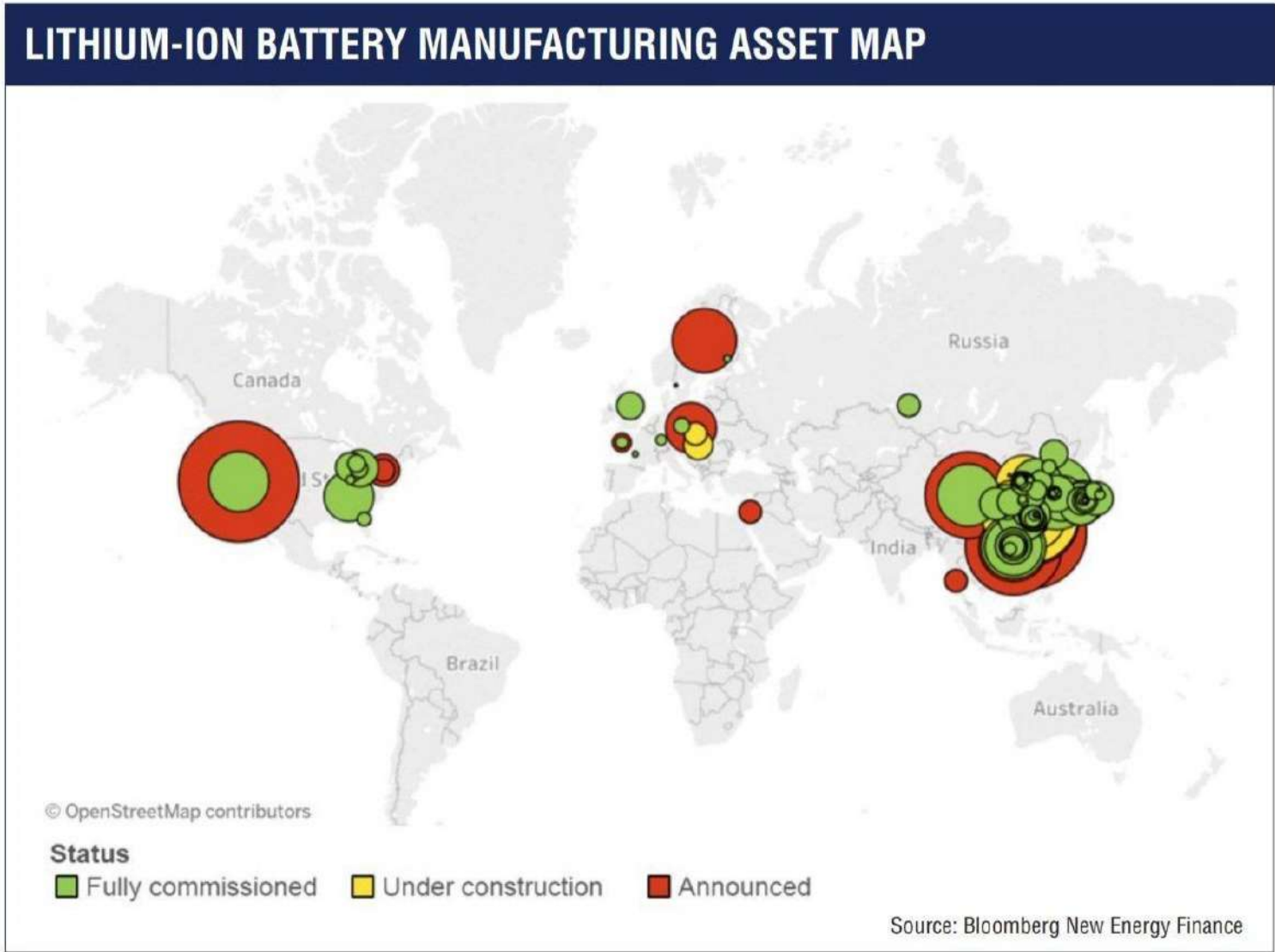
Batteries: falling manufacturing costs



Batteries: EV costs less than ICE in 2023



Batteries: Global race for manufacturing plants



Hybrids & Electric Cars: OEM perspectives

Jon Asín | Manager and Founder BeePlanet Factory

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Networking Break in Stand Area



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JUAN BUENO
CEO - MyrentGo & Institutional Relations Director
MOLO



PABLO ALVÉSTEGUI
Cofounder
ALLRIDE



ENRIQUE AGUILAR
Country Manager Mexico
VOOM



JUAN PALACIO
Country Manager Latam
MOOVIT



VICTOR COSIO
Business Development
BUSSI



ALEXANDER WIELAND
Mexico General Manager
LIME



ANDRÉS TORTORIELLO
Executive Director of the Business Market
and the Internet of Things (IoT)
AT&T MEXICO



JAIME RUIZ HUESCAR
E-mobility Expert
ALEM

Views on Battery Technologies & Charging Solutions

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LAURENT FUREDI
Senior VP Customers Solutions Smart Cities
ENGIE



SIMONE TRIPEPI
Head of South America
ENEL X

The great
opportunity for
Electric Utilities



ALFONSO RODRIGUEZ
Managing Director
SOVENTIX CARIBBEAN



ANA ANGEL
Manager Latam
HINICIO

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GILBERTO CORDOVA
VP Sales
ÉNESTAS NATURAL GAS



JOSUE HERNÁNDEZ TAPIA
Founder & CEO
NATGAS



BERNARDO DUARTE
Managing Partner
EVOLVE MANAGEMENT COMPANY



LUIS FELIPE ECHAVARRÍA
President of the Committee of Natural Gas
Vehicles and Transportation by Wheels
MEXICAN NATURAL GAS ASSOCIATION

Transition towards
Clean Mobility:
**The Role of
Natural Gas**



Networking Lunch: Salón Palenque



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LMS Talk: Mobility As A Service

Javier Amozurrutia
IT & Innovation Director
ALD Automotive





Mobility As A Service




Javier Amozurrutia

Dirección Comercial

ALD Automotive





En la Ciudad de México, se realizan **34 millones de viajes**, un aumento notable en comparación con los **29.1 millones en 2015**, con **un promedio de más de una hora** y predominan los viajes largos.





“Vehículo a demanda”

- Taxi
- Transporte público
- Taxi compartido

Car sharing

- Vehículos de empresa
- Entre iguales

Ruta compartida

- A demanda
- De empresa

Movilidad integrada

- Viaje multimodal
- Pago inteligente
- Transporte público innovador: autobus de tránsito rápido (BRT), tren de alta velocidad, tren ligero (LRT)

Micro-movilidad

- Moto compartida
- Micro-conceptos especializados

Bicicleta compartida

- Bicicletas
- eBikes

Estacionamiento

- Entre particulares
- Apps

Renta de vehículos

- B2C
- B2B
- B2B2C

Servicios de movilidad y financieros

- Financiamiento
- Arrendamiento
- Sustituto





Tendencias convergentes conducirán a un

cambio de paradigma **de la propiedad al uso** del vehículo

Transporte =
Movilidad



Transporte =
Vehículo privado



Costo Total de Movilidad (CTM)



CTM

Entregar: **servicios integrados** y
“libertad” a los colaboradores.





Let's move together!



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ALFREDO CABRERA
Fundador
PRIUS 633



JON ASIN
Manager & Founder
BEEPLANET FACTORY



GONZALO ASTORQUI
Market Development
FUNDACIÓN CIRCE

Views on
**Battery Technologies
& Charging Solutions**



FRANCISCO CABEZA
E-Mobility Manager
ENGIE



DIEGO TRABUCCHI
Head of E-Mobility Sales
FIMER



ALEJANDRO CASTILLO
Clean Energy & Mobility Consultant

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Start-Up Innovation Contest

Powered by:

WOMAN LAB
ENTREPRENEURS & BUSINESS ACCELERATOR



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Networking Drinks by Volvo Buses





Día 2



Joint FIA & OiER Session

How Cities Become Smart and Sustainable





Joint FIA & OiER Session

Opening Remarks: Cities in Transformation

+ Jorge Tomasi - FIA Region IV President

+ Jose Abed – OMDAI President - FIA Vice President - FIA Americas

+ Andrew McKellar – Secretary General For Mobility and Tourism – FIA

+ Felipe Calderón – Former President of Mexico – President of the FIA Environment & Sustainability Commission



Felipe Calderón
Former President of Mexico
President of the FIA
Environment &
Sustainability Commission





Ciudad de
México, 2018

La transición hacia ciudades inteligentes bajas en carbono

Felipe Calderón



EL POTENCIAL ECONÓMICO DE LAS CIUDADES

≈ 80%
del PIB global

≈ 70%
de emisiones de
efecto invernadero

LA
POBACIÓN

URBANA
CRECERÁ EN

≈ 1 MIL
MILLONES

2030

5 mil millones de personas hacia 2030



1 CDMX

Cada 4 meses



1 BUENOS AIRES

Cada mes



**CIUDADES
COMPACTAS**

**CIUDADES
CONECTADAS**

**CIUDADES
COORDINADAS**

**NECESITAMOS
UN NUEVO
MODELO DE
CIUDAD**



**LA MOVILIDAD
INTELIGENTE
QUE
NECESITAMOS**

EFICIENTE

BAJA EN CARBONO

SEGURA

INNOVACIÓN

**PARA LA
MOVILIDAD**



**Datos en tiempo real
sobre congestión y
movilidad en las
ciudades.**

**Mejorar rutas de
automovilistas y
servicios de
transporte público**

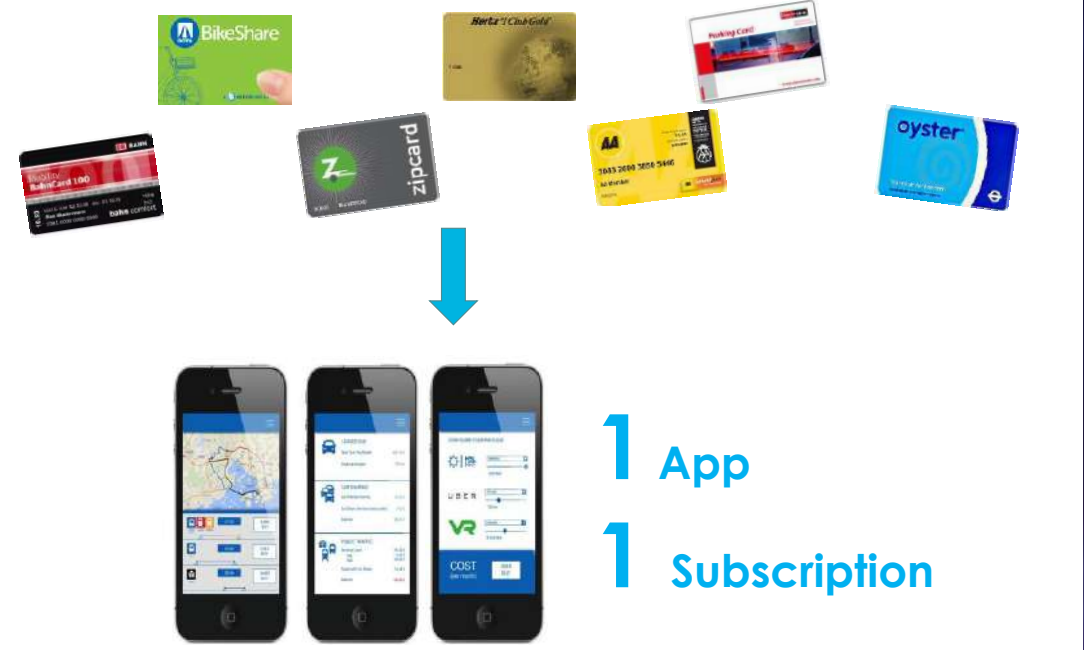


INNOVACION

PARA LA MOVILIDAD

**NUEVOS MODELOS DE NEGOCIO:
MOVILIDAD COMO UN SERVICIO**

**ELEGIR ENTRE
DISTINTOS MEDIOS DE
TRANSPORTE SEGUN
CONVENIENCIA DEL
USUARIO**





INCREMENTAR CONFIANZA EN TECNOLOGÍAS: “TRACK TO ROAD”

COMISIÓN DE MEDIO
AMBIENTE Y
SUSTENTABILIDAD

FIA



UNIR ESFUERZOS ENTRE LÍDERES DEL
MUNDO DE MOVILIDAD:
CLUBES, PATROCINADORES,
REGULADORES

USAR LA VOZ DE LA FIA PARA
MEJORAR POLÍTICAS PÚBLICAS



THANK YOU



Presentation of the United Smart Cities Holistic Framework

Kari Eik
Secretary General
OiER





UNITED SMART CITIES



United for a Smarter and
more Sustainable World

SMART AND SUSTAINABLE CITY?

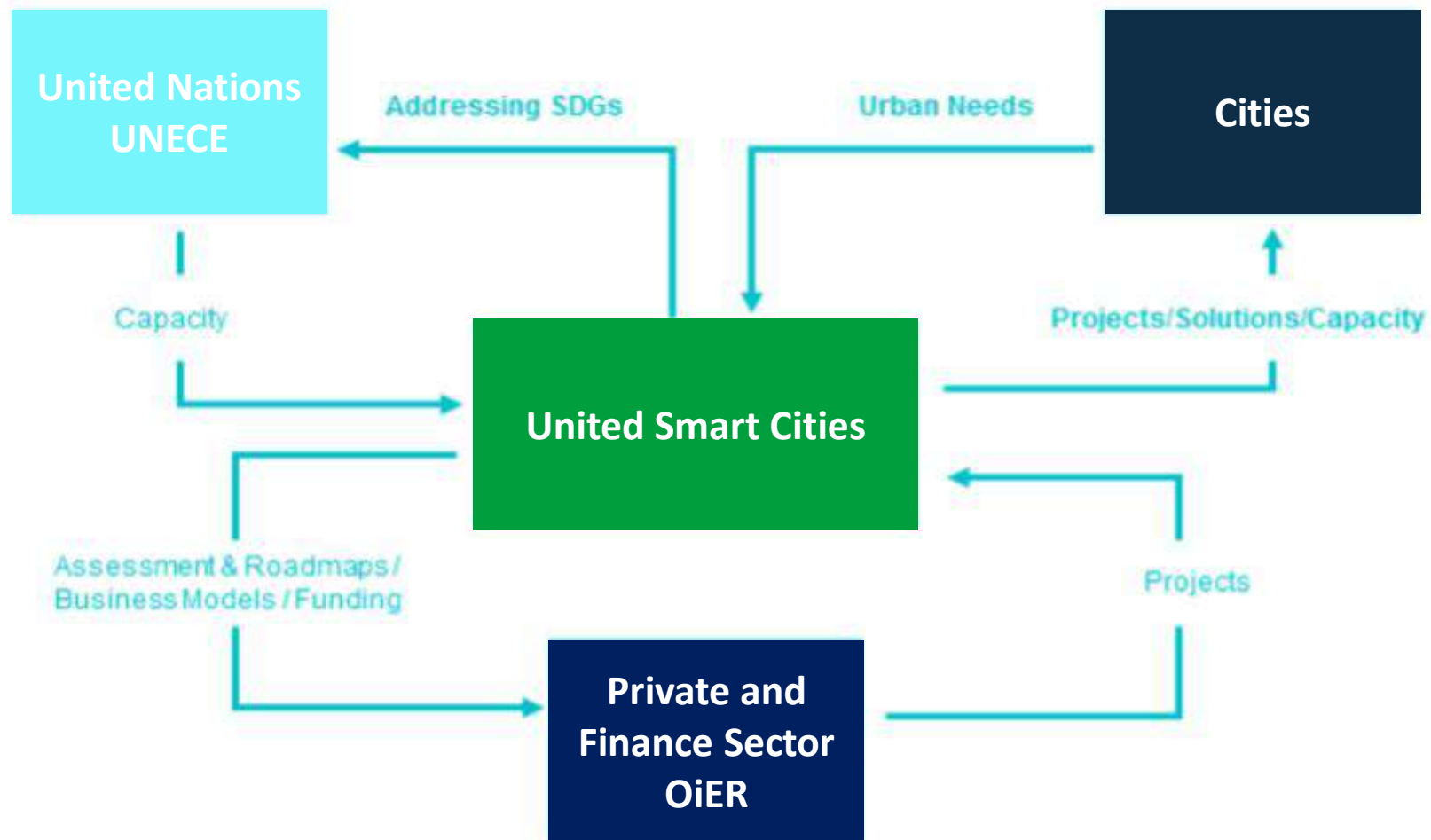


THE USC APPROACH

- ✓ What is a smart and sustainable city?
- ✓ Evaluation Cities Global Standard – with individual approach and base for solutions.
- ✓ Develop City Management tools –, Smart City Profiles, Action Plans, Simulation and Models;
- ✓ Capacity building – Smart City Lab and Showcases;
- ✓ Technology and integration all urban sectors;
- ✓ Municipal financing, business models;
- ✓ Citizen and stakeholder engagement;



UNITED SMART CITY (USC) SET UP



UNITED FOR SMART SUSTAINABLE CITIES (U4SSC) UN FRAMEWORK FOR CITY KPIS AND GUIDELINES



The U4SSC developed a set of international key performance indicators (KPIs) for Smart Sustainable Cities (SSC) to establish the criteria to evaluate ICT's contributions in making cities smarter and more sustainable, and to provide cities with the means for self-assessments in order to achieve the sustainable development goals (SDGs).

These indicators have been developed to provide cities with a consistent and standardized method to collect data and measure performance and progress to:

Achieving the Sustainable Development Goals

Becoming a smarter city

Becoming a more sustainable city

Cities will be able to:

- Compare their progress over time
- Compare their performance to other cities
- Through analysis and sharing allow for the dissemination of best practices
- Set standards for progress in meeting the SDGs

EVALUATION AS BASIS FOR CITY SOLUTIONS

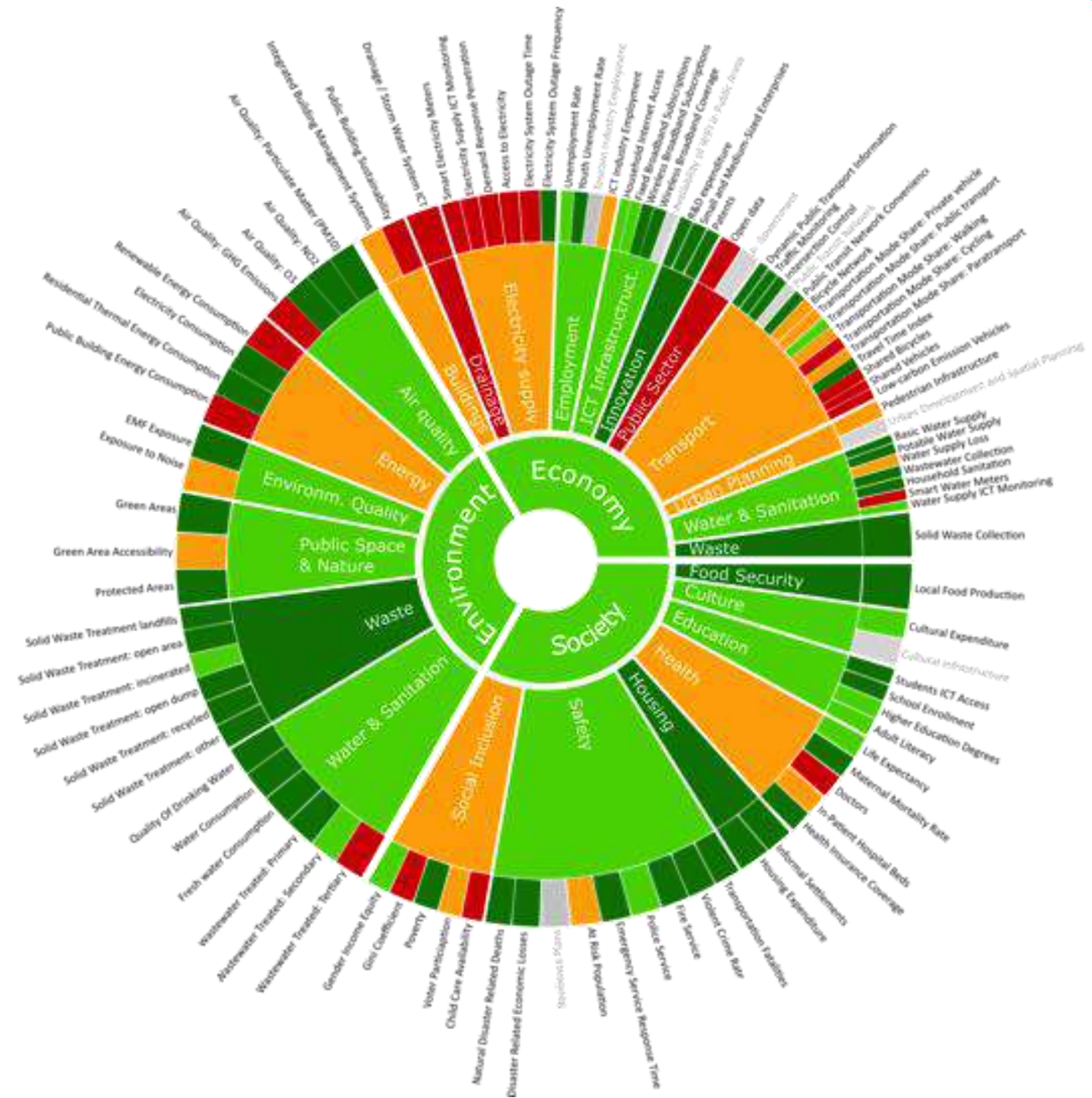
Dimension	Economy	Environment	Society and Culture
Sub-dimension	<ul style="list-style-type: none">▪ ICT▪ Productivity▪ Infrastructure	<ul style="list-style-type: none">▪ Environment▪ Energy	<ul style="list-style-type: none">▪ Education, Health and Culture▪ Safety, Housing and Social Inclusion
Category	<ul style="list-style-type: none">▪ ICT Infrastructure▪ Water and Sanitation▪ Drainage▪ Electricity Supply▪ Transport▪ Public Sector▪ Innovation▪ Employment▪ Waste▪ Buildings▪ Urban Planning	<ul style="list-style-type: none">▪ Air Quality▪ Water and Sanitation▪ Waste▪ Environmental Quality▪ Public Space and Nature▪ Energy	<ul style="list-style-type: none">▪ Education▪ Health▪ Culture▪ Housing▪ Social Inclusion▪ Safety▪ Food Security

SCORING OF CITIES

BASED ON TARGET VALUES

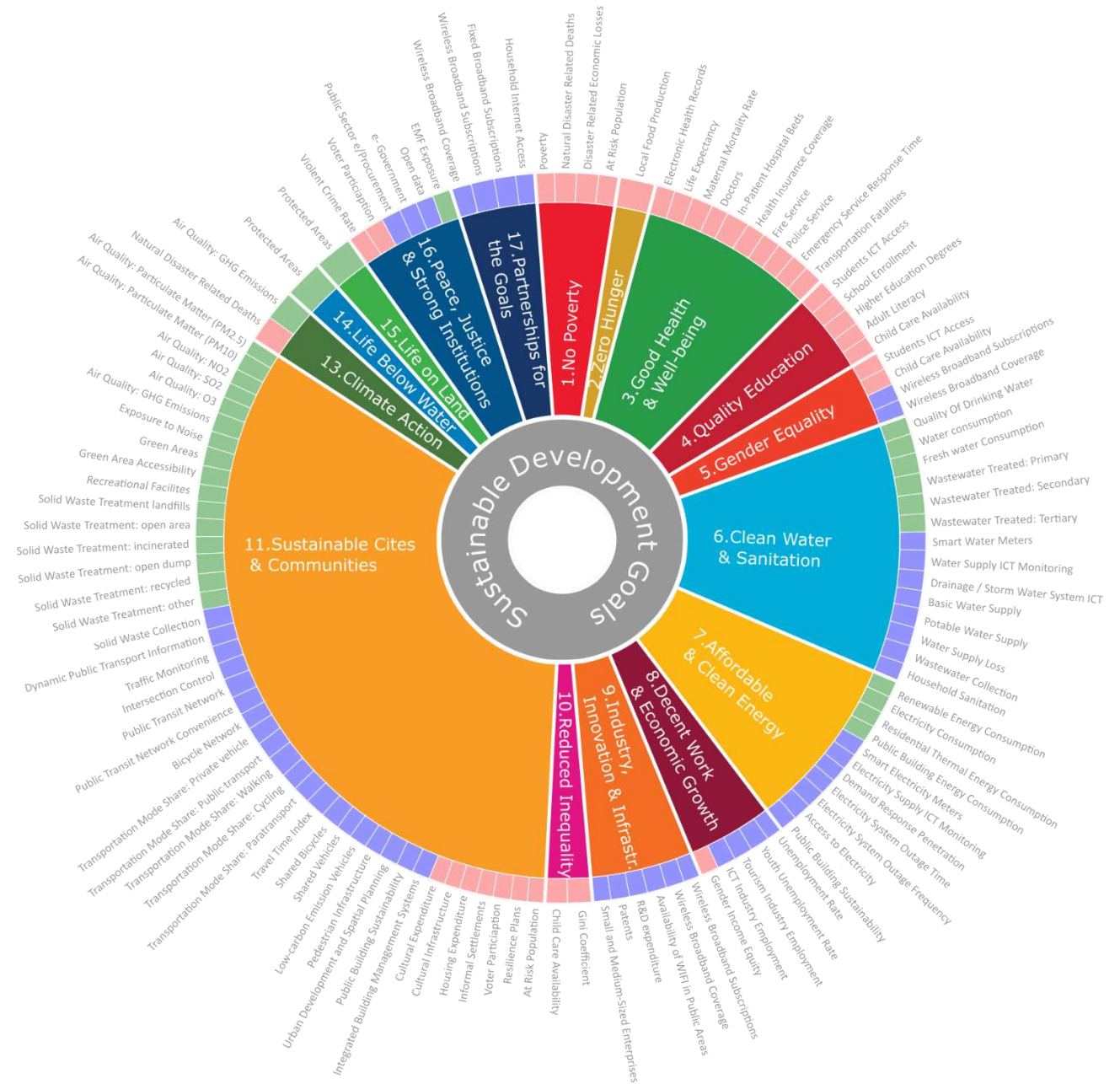
TARGETS HAVE BEEN REACHED

- completely (+/- 5%)
- by more than two thirds
- between one and two thirds
- by one third or less
- no target found (i.e. no score available)



SCORING CITIES SUSTAINABLE DEVELOPMENT GOALS

- Dimension "Economy"
- Dimension "Environment"
- Dimension "Society & Culture"



U4SSC and USC Implementing Key Performance Indicators for Smart Sustainable Cities Worldwide



The U4SSC welcomes all cities that would like to start their SSC journey!

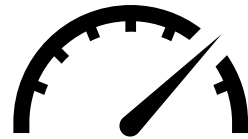
USC METHOD AND ROADMAP FOR SMART CITIES

1. City Evaluation



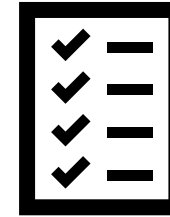
- KPI Analysis
- KPI Gap Analysis
- SSC City Data Assessment
- SSC Diagnostic and Scenario Modelling
- Evaluation result process
- Stakeholder engagement

2. City Profiling



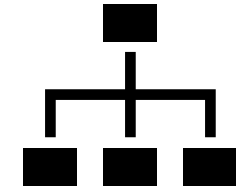
- Expert & Stakeholder Review
- SSC Programmes & Project Recommendations
- SSC Programme & Project Selection Considerations

3. SSC City Roadmap



- Programmes & Project Overview
- Value Case & Citizen Engagement
- Investment Marketplace
- Industry Partnerships & Ecosystem design
- Governance model & Funding provision

4. Design, Implement & Measure



- Detailed Design of Programmes & Projects
- Smart Public Procurement Plan
- Detailed Implementation Plan
- Operation Plan
- Monitoring & measurement Plan

Measure

Review

Plan

Implement

USC/OIER INDUSTRY AND TECHNOLOGY AREAS



FINANCIAL INSTITUTIONS



GREEN HOUSING AND FACILITIES TECHNOLOGIES



HEALTH INFRASTRUCTURE



INFORMATION AND COMMUNICATION TECHNOLOGIES



INFRASTRUCTURE CONSTRUCTION



ENERGY



RECYCLING AND WASTE MANAGEMENT



RENEWABLE ENERGY



SAFETY AND SECURITY



URBAN MOBILITY



URBAN DEVELOPMENT SERVICE



E-MOBILITY

UNITED SMART CITY –

- Global Holistic City Framework approach;
- Focus on planning and design projects/solutions;
- Support technology integration;
- Model scenarios impact and effects;
- Knowledge sharing B-G, G-G and B-B;
- Cross sector facilitation;
- Business models for city development;
- Procurement;
- Large scale and innovative city financing;
- Global market development and support.





Overview of the Cities Evaluated According to the KPI Methodology

John Smiciklas
Director Energy &
Environment
BOMA Canada





Best Practice Case Studies

Joaquín Blanco
Santa Fe Province
Deputy
Argentina





Moving Forward: Concrete Examples of Tangible Smart Cities Projects

Denis Coderre
Former Mayor of
Montreal & FIA
Special Advisor
on Urban Mobility





From Urban mobility to urban diplomacy: the inevitable role of cities

Hon. Denis Coderre

Former Mayor of Montréal

Special Advisor Urban Mobility FIA



Future of Mobility

« I have a vision... The Future of Mobility can be summed up in these words: Safer, Cleaner, Smarter. And I have a conviction.... In these conditions mobility is changing and it's a good thing. Our focus is also changing – We represent not just the automobile but everything that will make our road safer for all users »

Jean Todt president FIA, Montevideo, July 2018



This is a metropolitan century.

2019: more 50% world's population lives in cities

2030: more 70%

2100: more 85%

From 1950 to 2100: Urban population. increased from less 1 billion to 9 billion

1950: 2 megapoles (cities populations + 10million) Tokyo & NewYork

2030: more than 40 megapoles (7/10 in Asia)

(sources OECD)



URBAN MOBILITY: EVERYBODY'S BUSINESS include cities

**“The failures of urban renewal
reflect a failure at all levels of
government to realize that people,
not structures, really determine a
city’s success.”**

**– Dr. Edward L. Glaeser, Triumph of the City: How Our Greatest
Invention Makes Us Richer, Smarter, Greener, Healthier, and
Happier**



Smart city and urban mobility 3 necessary steps

1- identification process (semantics – definition of Smart city)

2- planning process and « doability test » (type and ecosystem framework)

3- implementation process (operationnal/structural & readiness) – Walk the Talk...

Setting the right policy frameworks

Governance and “urban lens”.

“National policies have a profound impact on cities, and must be increasingly seen through an “urban lens”. National urban policy frameworks need to consider the wider range of policies that are important for cities, not only those labelled “urban”. Given the large number of ministries with portfolios that influence city development, many countries have inter-ministerial committees to improve dialogue on urban issues. Typically these should include transport, housing, economy, finance and the environment.”

Dr. Rudiger Ahrend: Head of the Urban Programme, OECD Public Governance and Territorial Development Directorate



« URBAN LENS »

- **legal framework**
- **inclusiveness**
- **sustainABILITY**
- **prosperity**
- **Quality of life**
- **consistency**

- **Transport (urban mobility)**
- **housing**
- **education**
- **economy**
- **finances**
- **environment**



Conclusions

- **It's about people: Smart cities – Smart citizens**
- **No economic development without social and sustainable development.**
- **Think Global Act Local! (Alone you go faster...together you go further!)**
- **Best Practices and Interconnectivity (inclusiveness and sharing)**
- **You define the world through cities not countries or continents anymore**
- **« Urban Lens » are inevitable**
- **« Adaptability is critical for the future of cities » Dr.Edward Gleaser**
- **Willingness and commitment of all the players**
- **Success will be achieved if there is a real change of culture or behavior of the stakeholders**
- **Education Education Education**
- **Everybody's Business**



▶ **“The city is a state of mind, a body of customs and traditions, and of organized attitudes and sentiments that inhere in this tradition. The city is not, in other words, merely a physical mechanism and an artificial construction. It is involved in the vital processes of the people who compose it, it is a product of nature and particularly of human nature.”**

▶ **Dr. Robert E .Pack University of Chicago 1925**



SMART CITIES

Thank you!

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EV Project Director
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MARCOS ORDENES
Industry Manager
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Commuting in
Urban Areas:
**Ebuses, EBikes,
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Networking Break in Stand Area



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LMS Talk: Fleet Management in the Age of Big Data

Carlos Castillo

AVP Fleet Management LatAm

Geotab



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Financing the
infrastructure of the
future in
Latin America:

**Perspectives of
financial institutions**



Networking Lunch: Salón Palenque



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LMS Talk: Sustainable Mobility Management in Latin America

Leandro Perillo

Mobility and Public Policies Manager

FIA Region IV



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Women in
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LMS Afternoon Talk

Alejandro Agag Founder & CEO Formula E



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Thanks you all, see you in Medellin in June



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