





AlpEnMAT Case study on event 9th Jam Bite "The Future of Mobility: new engines for a new industry"

Strasbourg – Parlement Européen, Avenue du Président Schuman, 03.12.2014





ALOT s.c.ar.l.
Guido Piccoli, Director
Ilaria Leonardi, Project manager
Fausto Massi, Project manager
Strasbourg,03/12/2014



Content

1 TI	ne event structure	3
1.1	Agenda	3
2 TI	ne event story (eBook) concept	4
2.1	Conference Session	
2.2	Elevator Pitch	5
2.3	JAM Session	6
2.4	Networking	8
2.5	Grand final	9
3 E	/ent evaluation	. 10
3.1	Participants registration	. 10
3.2	Introduction	.11
3.3	Today's special	. 12
3.4	Elevator Pitch	. 13
3.5	JAM 99	. 14
3.6	JAM 1:1	. 15
3.7	JAM Session	. 16
3.8	JAM Cafè	. 18
3.9	JAM Market place	. 19
3.10	Grand final	. 20
3.11	General impression and Conclusions	. 21
3.12	Evaltuation questionnaire	. 22
3.13	Participants list	. 27



1 The event structure

- ✓ December 03^{rd} 2014 09.30 am 5:00 pm
- ✓ "The Future of Mobility: new engines for a new industry".
- ✓ Strasbourg Parlement Européen, Avenue du Président Schuman.
- ✓ 27 participants.

1.1 Agenda

h. 09.30	Registration
11. 03.30	Registration

h. 10.00 Welcome greetings

Short introduction: topics of today

h. 10.10 Keynote Speech: Gabriele Grea, Università Bocconi - "Mobility in the sharing era"

h. 10.30 JAM99: Companies introduce themselves

h. 11.30 Jam Session: Introduction by the moderators

• Mobility services in new engines era and in alternative mobility – Mr. Léonard Gay

• Electric mobility, electric charging infrastructure and electric storage

- Mr. Arnaud Mora

h. 12.00/13.30 Lunch

h. 13.30/14.30 JAM 1:1 meetings among companies - pre-scheduled and spontaneous meetings JAM cafè

h. 14.30/16.00 JAM Session -2 Round tables

h. 16.00/17.00 Wrap-up and end of the day



2 The event story (eBook) concept

Introduction: "The need for Transnational Cooperation Platforms"

JAM BITE: "The AlpEnMAT project: the JAM BITE concept"

Today's special: "Mobility at the time of sharing"

Elevator Pitch

JAM 99

JAM 1:1

JAM SESSION:

"Mobility services in new engines era and in alternative mobility"

"Electric mobility, electric charging infrastructure and electric storage"

LIVE TWEETTING

(Please see attached the e-book)



2.1 Conference Session

Gabriele Grea - CERTeT Università Bocconi – MOBILITY AT THE TIME OF SHARING ERA TODAYS SPECIAL

Nowadays citizens move in the interwoven and complex growing mobility networks complexity where the capillary action of local accessibility is connected to the global network. Mobility is an element of experience and

freedom for individuals, attractiveness for the territory, and competitiveness for the economy. Then, what are the items that allow us to measure Intelligent Mobility? The first data, confirmed by local trends and Community strategies, is that we will move more and more. The evolution of urban fabric and infrastructure mesh, but especially the needs and habits of citizens have created a new mobility model that denotes a great complexity (in time and space); more flexible business hours, more composite paths, new values of time characterize the habits of today and tomorrow men and women. We will move with means and ways never seen before, but perhaps not so far in terms of technological maturity. How will we react to this change? A new approach also from the behavioural perspective will be necessary. We will be more attentive to sustainability and efficiency energy, we will travel safely along a chain of integrated mobility, being connected to global networks (information, mobility), sharing space, vehicles, information, knowledge, and travel experiences. In particular, sharing is the key to use resources more efficiently, develop intelligent solutions through collaborative approaches, draw together citizens, innovators, service providers, policy makers for a sustainable mobility in the near future. However, it is difficult to identify and exploit the advantages resulting from the mixage of sustainability and innovation. The technological component will be crucial to make our travel fluid, access a large database to optimize routes, get information, link networks and territories. Will it be really what we are looking for? The experience of the journey is not a secondary aspect: giving added value and meaning to our time will remain a crucial factor.

2.2 Elevator Pitch

PRESENTATIONS:

Pôle Véhicule du Futur CEA-Tech

(please find attached the participant's presentations)



2.3 JAM Session

SESSION 1:

Mobility services in new engines era and in alternative mobility

Key words and main topics from the jam session discussion.

Mobility Services

It is not easy to have a common definition of mobility services. A service is not an object/facility but it is something that you can only use. There is a clear difference to use an object and use a service. Services are defined as a transport services that means to move from point "A" to point "B" and also means services that improve the journey by itself (save fuel, save time, save money,...). The mobility services are related also to mobility information and they address special needs (elderly, youth, mobility impaired, tourists, students, premium).

New Engines

The new engines are the "other" than internal combustion engines, like diesel and gasoline. Electric vehicles (i.e. hybrids, PHEVs, BEVs) are part of new engines. Also electric vehicles with range extender (ICE, fuel cell) are considered as new engines.

Alternative Mobility

Alternative mobility is one of the most complex mobility behaviours, because we have different travels during the day, not only "going and return" from home to work. We use different transports during the day also because we can rely on a great mobility offer in dense urban areas. There is a different way to conceive the "Car ownership" in comparison to new model of mobility as the car sharing and car pooling. In relationship to the new mobility there are also new public sustainable transport policies and governance.

IT Revolution

Mobility services are also related to ICT solutions as internet, mobile devices, sensors and big data. This means a deconstruction of traditional sectors and institutions and leave space for new players and business models. The Information technology are connected to vehicles to transform them in autonomous vehicles and IT-based mobility services.

SESSION 2:

Electric mobility, electric charging infrastructure and electric storage

Key words and main topics from the jam session discussion.

Electric mobility is picking up

Electric vehicles have become in 2014 a common sight in the streets, above all in France and Alsace. As a matter of fact, the EVs owners are no longer considered as aliens and the EV market share is slightly picking up. Also in the company park there is an increasing of EVs.



Demand for charging infrastructure

In nowadays the demonstration projects about charging infrastructure are already done and it's time to realize a standardized charging infrastructure in relation to users' needs also because demand for charging infrastructure is increasing. The demand side includes also small cities and SMEs that have to be connected thanks to the charging infrastructure. Service and payment methods have to be easy to use and they are the key for the development of the charging infrastructure and EVs above all in relation with IC technologies.

■ The Freshmile and Alpstore experience 2011-2014

The demonstration of the project "Alsace Auto 2.0", developed also thanks to AlpStore Alpine Space project, it was very successful. The project is a development of a fully-fledged commercial offer concerning charging stations and EV users' management based on modern web technologies and on innovative business model.

Some early conclusions

- Large-scale EV market penetration requires large-scale EV charging infrastructure;
- Large-scale EV offers plenty of room for dynamic charging, i.e. charging management;
- In the short term: local charge / storage management;
- In the long term: grid-scale distributed storage is likely;
- Focus: address short-term needs and build a pragmatic solution, step-by-step.



2.4 Networking

Here below the list of the Company subscribed fot the event. The red ones are the company that participated to the event.01

event.01		
Agence d'Attractivité Alsace	20	MAS
Agence de la santé et de la mobilité	21	MOULENE Sarl
ATEC ITS France	22	Pannon Novum
Cabinet BLEGER-RHEIN-POUPON	23	Pole Vehicule du Futur
Carris	24	PSA Peugeot Citroen
CEA	25	QHSE ENERGIE
CITIZ	26	SATT Conectus
Communauté urbaine de Strasbourg	27	SC-PARTENAIRE CONSULTING
Consulat General d'Autriche Sect.Comm.	28	Technology & Strategy
DELPHI	29	Université de Haute Alsace
Disques & Silice	30	UTBM/FCLAB
ENSIIE	31	VMKIK
Eprojekt	32	Baden W. International
Freshmile	33	Ametras
GEA Vallotton et Chanard SA	34	SEW
highQ Professional Services	35	Admission
HSKA Avocats Associés	36	Urbano Creativo
LA POSTE	37	New TL
Lycée Général Leclerc SAVERNE		
	Agence d'Attractivité Alsace Agence de la santé et de la mobilité ATEC ITS France Cabinet BLEGER-RHEIN-POUPON Carris CEA CITIZ Communauté urbaine de Strasbourg Consulat General d'Autriche Sect.Comm. DELPHI Disques & Silice ENSIIE Eprojekt Freshmile GEA Vallotton et Chanard SA highQ Professional Services HSKA Avocats Associés LA POSTE	Agence d'Attractivité Alsace Agence de la santé et de la mobilité ATEC ITS France Cabinet BLEGER-RHEIN-POUPON Carris CEA CEA CITIZ Communauté urbaine de Strasbourg Consulat General d'Autriche Sect.Comm. DELPHI Disques & Silice ENSIIE 31 Eprojekt 32 Freshmile 33 GEA Vallotton et Chanard SA highQ Professional Services HSKA Avocats Associés LA POSTE 22 23 24 25 26 27 28 30 31 32 33 34 34 34 34 35 46 47 48 48 49 49 40 40 40 40 41 41 41 41 41 41



TAB.	13:45	14:00	14:00	14:15	14:15	14:30	14:30	14:45
1	6	CEA	6	CEA	6	CEA	6	CEA
1	32	Baden W Int	10	DELPHI	24	PSA	33	Ametras
2	23	POLE VDF			23(7)	POLE (CITIZ)	23(30)	POLE (UTBM)
	24	PSA			33	Ametras	32	Baden W Int
3	14	Freshmile	14	Freshmile	14	Freshmile	10	DELPHI
3	34	SEW	24	PSA	28	Tehcnology & S.	24	PSA
4	33	Ametras	28	Tehcnology & S.		ALOT		
4	28	Tehcnology & S.	32	Baden W Int.	32	Baden W Int.		
5			33	Ametras				
				ALOT				
		Spontaneous		Spontaneous		Spontaneous		Spontaneous
6		meetings		meetings		meetings		meetings

2.5 Grand final

At the end of the day, after the Jam Session, the participants were involved into the "Wrap-up". During this session the two moderators of the JAM Session have analyzed the outputs and results of the session. After that, the moderator have announced to the participants the next Jam Bite events in Berchtesgaden, that was also the AlpEnMAT Final Conference.



3 Event evaluation

3.1 Participants registration

	Jam Bite concept draft	Event (FOLLOWED/ MODIFIED/ NOT APPLICABLE)	Deviations (if "MODIFIED" or "NOT APPLICABLE")
Description	At the beginning of each event participants should receive an instruction on how to complete their badge with the information on their company; participants receive the badge, the stickers and the agenda of the day		
Timing	Max 30 to 45 minutes	40 minutes	
Tools	Badges (booklets),	followed	
	stickers,	followed	
	pens	Not applicable	Not necessary
Human resources	2 to 3 persons	2 persons	
Materials	Participants list	followed	
	agenda	followed	
NOTES:	Materials: we also gave to the participants an info sl	heet about AlpEnMAT, the stickers for the ba	adge and the related instructions.



3.2 Introduction

	Jam Bite concept draft	Event (FOLLOWED/ MODIFIED/ NOT APPLICABLE)	Deviations (if "MODIFIED" or "NOT APPLICABLE")
Description	Emotional Video describing AlpEnMAT / Jam Bite;	Not followed,	
	Short welcome and explanation of the agenda. (Presentation provided by UC explaining AlpEn-MAT and the Jam Bite concept)	followed	
Timing	Max 10 minutes	followed	
Tools	Video	Not followed	
	Presentation template (provided by UC)	followed	
Human resources	Presenter from the partner who hosts the event	followed	
Materials	Beamer; microphone	followed	
NOTES:			



3.3 Today's special

	Jam Bite concept draft	Event (FOLLOWED/ MODIFIED/ NOT APPLICABLE)	Deviations (if "MODIFIED" or "NOT APPLICA-BLE")
Description	Brilliant keynote speaker, a sort of Guru rather than technical/academic experts, bringing a «vision», with good communication skills.		
Timing	20 minutes	followed	
Tools	Ppt with few slides with very little text, motivational	followed	
Human resources	Guru	Followed – Gabriele Grea CERTeT Università Bocconi	
Materials	Beamer; microphone	followed	
Other	Briefing	Followed – on previous days the event with keynote speaker and moderators of the jam session.	
NOTES:			



3.4 Elevator Pitch

	Jam Bite concept draft	Event (FOLLOWED/ MODIFIED/ NOT APPLICABLE)	Deviations (if "MODIFIED" or "NOT APPLICABLE")
Description	Elevator pitches of few selected SMEs or key stake- holders (what we do, what we're looking for here, what we expect from Jam Bite)		
Timing	5 minutes each	Not followed	3-4 minutes
	max. 10 pitches	Not followed	2 pitches
Tools	Ppt template provided by UC;	followed	
	tutorial for contents and images	followed	
Human re- sources	One participant for each pitch	followed	
Materials	Beamer; microphone	followed	
NOTES:	We had two elevator pitches with PPT presentations a	nd also 13 participants to the JAM 99.	1



3.5 JAM 99

	Jam Bite concept draft	Event (FOLLOWED/ MODIFIED/ NOT APPLICABLE)	Deviations (if "MODIFIED" or "NOT APPLICABLE")
Description	Each participant explains in 99 seconds what he/she does, what he she offers and what he / she is looking for		
Timing	99 sec for each presentation	followed	
	max. 30 presentations	Followed – 13 presentations	
Tools	timer	followed	
Human resources	One participant for each company present	Followed	
Materials	Microphone	Followed	
NOTES:			



3.6 JAM 1:1

	Jam Bite concept draft	Event (FOLLOWED/ MODIFIED/ NOT APPLICABLE)	Deviations (if "MODIFIED" or "NOT APPLICABLE")
Description	Bilateral meetings organized by : Advanced subscription during the registration to the event;	followed	
	Additional subscription during the event	Followed – for spontaneous JAM 1:1	
Timing	Max 90 minutes total	Followed	
	15 minutes for each meeting	Followed - inclusive the change of tables	
	5 minutes to change tables	modified	
Tools	Bell to announce the end of each meeting round	modified	ALOT staff has marked the time
Human re- sources	One person checking the time	followed	
Materials	Small desks/tables	Followed – 6 desk tables	
NOTES:			



3.7 JAM Session

	Jam Bite concept draft	Event (FOLLOWED/ MODIFIED/ NOT APPLICABLE)	Deviations (if "MODIFIED" or "NOT APPLICABLE")
Description	Round tables - According to the main theme and list of participants 3 to 4 sub-themes;	followed	
	max. 12 to 15 participants per group	followed	
Timing	45 to 90 minutes	Followed – 60 minutes	
Tools	Live twitting, taking notes, Pin board, Flipchart, papers, pencils	followed	
Human resources	1 facilitator, communication skills rather than technical knowledge; fostering participation, motivating the group; facilitating rather than leading the discussion;		
	1 «secretary» chosen within the group of attendees, summarizing the discussion; very essential (not minutes), focus on the topics discussed; telling the «story» of what is happening.		
	1 live twitting person, from the staff.	Followed – UC staff	
Materials	Template for the story of the discussion	followed	



	Jam Bite concept draft	Event (FOLLOWED/ MODIFIED/ NOT APPLICABLE)	Deviations (if "MODIFIED" or "NOT APPLICABLE")
	Round tables or circles with chairs; a smartphone or tablet or pc	followed	
Others	Briefing of the facilitator	Followed – some days before the event to decide the strategy and during the event with the secretary just before the conclusions.	
NOTES:		1	



3.8 JAM Cafè

	Jam Bite concept draft	Event (FOLLOWED/ MODIFIED/ NOT APPLICABLE)	Deviations (if "MODIFIED" or "NOT APPLICABLE")
Description	The JAM Cafe where people who are not involved in the activities can meet end talk	followed	
Timing	all day	followed	
Tools	Coffee, tea and other beverages, snacks	followed	
Human resources	1-2 catering people	modified	Self-service
Materials	Small desks/tables	followed	
NOTES:			



3.9 JAM Market place

	Jam Bite concept draft	Event (FOLLOWED/ MODIFIED/ NOT APPLICABLE)	Deviations (if "MODIFIED" or "NOT APPLICABLE")
Description	A place where participants can provide and find information (on products and services of etc.);	modified	No participants provide any brochures, leaflet or communication material for the market place.
	Exhibition and demonstration of products	Not applicable	No place at the European Parliament to organize an exhibition of materials.
	posters session (template provided by UC)	Followed – only Jam Bite posters	
Timing	All day	followed	
Tools	information for the possibility of distribution of promotion materials	Followed – before and at the beginning of the event during the registration	
	Template for posters,	followed	
Human resources	One person showing the platform and helping people who want to subscribe	Not applicable	Due to system problems there wasn't the internet connection.
Materials	One pc to show the Jam Bite platform	Modified	Presentation of the platform off-line.
	tables for participants flyers	followed	
	wall for posters	followed	
NOTES:			



3.10Grand final

	Jam Bite concept draft	Event (FOLLOWED/ MODIFIED/ NOT APPLICABLE)	Deviations (if "MODIFIED" or "NOT APPLICABLE")
Description	Short wrap up of the day;	followed	
	Summary of the JAM Session: one person per discussion round;	Followed – the moderator	
	Outlook and feedback round [what's new, chances of collaboration, hints for follow ups and further Jam Bite events?];		
	WHAT'S NEXT (just one slide with next events)	Followed – announce of the JAM BITE Final Conference on 09 th December, 2014	
Timing	Max. 30 min.	Followed – 30 minutes	
Tools	NA		
Human resources	Presenter from the partner who hosts the event	followed	
Materials	Microphone, (beamer)	followed	
NOTES:			



3.11General impression and Conclusions

WHAT WORKED WELL?

- Compliance with the timing;
- Possibility to send out the SMEs contacts, that have already confirmed the authorization to privacy. A lot of participants have requested contacts of other SMEs met during the event;
- Follow up are fundamental and participants asked for report of the event;
- Badges »Blocknote» worked well and were very appreciated;
- JAM Cafè throughout the event;
- The European Parliament as a location was a very good choice for a transnational event. Also the location of the different JAM sessions on the same level was a good solutions in order to facilitate the participants.

WHAT NEEDS TO BE IMPROVED?

- Due to strict rules of European Parliament to access to their buildings, it was a little difficult to collect every data of every participants, above all because they were asked to subscribe them self into two application form, one from the Parliament and one from JAM BITE Platform;
- The »save the date« have to be equal for all partners and send it out many times during the organization of the event, Above all for the transnational event;
- Transnational event, is very hard to invite SMEs and stakeholders from abroad to join the event, it is necessary more cooperation from the consortium;
- Some of the participants left the JAM Session in the afternoon.



3.12 Evaltuation questionnaire

Only one participant filled the Evaluation Questionnaire on the event, the results are shown in the following.

1. In which event did you take part?

Bad Reichenhall, Germany: "Intelligent Technologies for Sustainable Energy"	0	0%
Legnano, Italy: "Smart Cities and Smart Factories"	0	0%
Vaduz, Liechtenstein: "Business of Today: GreenTech & Investment in the Alpine Space"	0	0%
Bled, Slovenia: "Power Generation"	0	0%
Brescia, Italy: "Innovation in mobility: energy, vehicles and networks for tomorrow"	0	0%
Kempten, Germany: "Smart Energy and Mobility"	0	0%
Vienna, Austria: "Sustainable Buildings"	0	0%
Lugano, Switzerland: "Energy Grids"	0	0%
Rovereto, Italy: "Smart Homes"	0	0%
Strasbourg, France: "Sustainable Mobility"	1	100%

2. For what type of organisation did you join the Jam Bite?

SME	0	0%
Investor	0	0%
Public authority	0	0%
Altro [CLUSTER]	1	100%

3. Why did you join the Jam Bite?

knowledge exchange on the topics

Very important	0	0%
Important	0	0%
Less important	1	100%



Not important **0** 0%

Promotion of products and services

Very important **1** 100%

Important **0** 0%

Less important **0** 0%

Not important **0** 0%

Networking activities with the following focus group: SME

Very important **0** 0%

Important **1** 100%

Less important **0** 0%

Not important **0** 0%

Investor

Very important **0** 0%

Important 1 100%

Less important **0** 0%

Not important **0** 0%

Public authority

Very important **0** 0%

Important **0** 0%

Less important **1** 100%

Not important **0** 0%

Others

Very important	0	0%
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Important **1** 100%

Less important **0** 0%

Not important **0** 0%

4. Did the different sessions meet your expectations according to what the concept promises?

Plenary session

Fully satisfying **0** 0%

Mostly satisfying **1** 100%

Little satisfying **0** 0%

Not satisfying **0** 0%

Round tables

Fully satisfying **0** 0%

Mostly satisfying **0** 0%

Little satisfying **1** 100%

Not satisfying **0** 0%

Networking activities

Fully satisfying **1** 100%

Mostly satisfying **0** 0%

Little satisfying **0** 0%

Not satisfying **0** 0%

5. How likely cooperation will follow with a business partner you met at the event?

Collaboration in joint projects

Most likely **0** 0%



Possibly	1	100%
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Less likely **0** 0%

No further cooperation **0** 0%

Closing supply contracts

Most likely	0	0%
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Possibly **0** 0%

Less likely **0** 0%

No further cooperation 1 100%

Closing deals with investors

Most likely	0	0%
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Possibly **0** 0%

Less likely **0** 0%

No further cooperation 1 100%

Developing business ideas

Most likely 1 100%

Possibly **0** 0%

Less likely **0** 0%

No further cooperation **0** 0%

6. How would you describe the concept?

Innovative **0** 0%

Informative **0** 0%

Connecting **1** 100%

Pleasant 1 100%



Efficient 1 100%

Effective **0** 0%

Altro 0 0%

7. Do you have any comments or suggestions for improvement of the concept?

"Try to organize JAM BITE events over half a day only (incl. lunch for additional networking);
 today private businesses can't afford to stay all day long... JAM99 is very good. JAM 1:1 are
 useful. Other plenary sessions and round tables should be optional, unless famous or innovative keynote speakers are invited."

8. Do you like to join another Jam Bite event?

Yes **0** 0%

Most likely 1 100%

No **0** 0%

9. Will you join the Jam Bite networking platform (www.jam-bite.eu)?

Yes **1** 100%

Most likely **0** 0%

No **0** 0%



3.13Participants list

N.	SUR- NAME	NAME	COMPANY	EMAIL	PHO NE NUM BER	REGI- STERE- DTO JAM BI- TE	SIGNA TURE
1	Angster	Tamas	Pannon Novum	ta- mas.angster@pannonnovu m.hu			
2	GAR- NIER	Ophé- lie	Agence d'Attracti- vité Alsace	o.garnier@alsace.com			
3	Gay	Léo- nard	Pole Vehicule du Futur	lg@vehiculedufutur.com			
4	Grea	Gabrie- le	Urbano Creativo	gabrie- le.grea@unibocconi.it			
5	JULIEN	Seba- stien	Technology & Stra- tegy	s.julien@technologyandstra tegy.com			
6	Klein	Sté- phane	Technology & Stra- tegy	s.klein@technologyandstrat egy.com			
7	LEO- NARDI	ILARIA	ALOT scarl	ilaria.leonardi@alot.it			
8	LUCIEN	Lau- rent	PSA Peugeot Ci- troen	laurentoli- vier.lucien@gmail.com			
9	Magyar	Daniel	Pannon Novum	da- niel.magyar@pannonnovu m.hu			
10	MASSI	FAU- STO	ALOT scarl	fausto.massi@alot.it			
11	MORA	AR- NAUD	Freshmile	ar- naud.mora@freshmile.com			
12	Obser	Eric	Technology & Stra- tegy	e.obser@technologyandstr ategy.com			

				antoi-		
	Par-	Antoi-		ne.parmentier@satt.conect		
13	mentier	ne	SATT Conectus	us.fr		
			DCA Davisant C:			
14	Party	ludovic	PSA Peugeot Ci- troen	ludovic.party@mpsa.com		
14			troen			
	PETRE-	Ale-				
15	SCU	xandre	CEA	alexandru.petrescu@cea.fr		
16	Piccoli	Guido	ALOT scarl	guido.piccoli@alot.it		
10	FICCOII	Guido	ALOT SCATT	guido.piccon@aiot.it		
17	RODA	ELENA	Urbano Creativo	elena.roda@urbanolab.com		
18	Terzi	Micae- la	Urbano Creativo	micae- la.terzi@urbanocreativo.it		
10	16121	Id	Orbano Creativo	la.terzi@urbanocreativo.it		
		Lau-		lau-		
19	Tupinier	rent	DELPHI	rent.tupinier@delphi.com		
				ta-		
20		.,		mas.angster@pannonnovu		
20	Vince	Kovacs	VMKIK	m.hu		
	Carte-	Sylvain		Sylvain.cartereau@orange.f		
21	reau	,		r		
	Bernar-	J. Ja-		jj.bernardini@alsaceinnovat		
22	din	ques	A. Innovation	ion.eu		
				ste-		
23	Steve	Geiger	Sew- usocome	ve.geiger@usocome.com		
	Razafi-					
	na ha-			erazafinahatra-		
24	tratra	Emilie		tra@hotmail.fr		
25	Jarr	Daniel	BW-I	daniel.jarr@bw-i.de		
	34	Claus		Same right (S S # 110C		
		Micha-		micha-		
26	Keun	el	Ametras concept	el.keun@rentconcept.de		
		Tho-		Tho-		
27	Jung	mas	New TL	mas.jung@translohr.com		

