



## MAPDRIVER LAUNCHING EVENT

### Towards a Roadmap to Foster the Uptake of ICT in Transport and Logistics

27 January 2015

Canary Islands Regional Government, Avenue Livingstone 21, 1000 Brussels

### Agenda

09h00-09h30	<i>Registration</i>
09h30-10h00	Pilot Initiative on demand side policies – Xavier Le Mounier (DG Enterprise)
10h00-10h15	MAPDRIVER project – Building and Implementing Strategic Roadmaps of Demand-side Policy Measures to boost Demand for Industrial Innovations – Michelle Perello (Consulta Europa Projects and Innovation)
10h15-10h45	Market analysis of ICT technologies in the logistics sector – Giray Resat (Koç University)
10h45-11h00	<i>Coffee break</i>
11h00-11h30	MAPDRIVER Roadmap to foster the uptake of ICT in transport and logistics – Aleksandra Himstedt (University of Bremen)
11h30-13h00	Consultation with stakeholders to optimize the roadmap – moderated workshop – Prof. Dr. Metin Turkey (Koç University)
13h00-14h00	<i>Lunch break</i>



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