

# WORLD CYCLING FORUM

## AGENDA

### PUTTING THE BICYCLE INDUSTRY AT THE CORE OF SUSTAINABLE DEVELOPMENT

#### DAY 1: TUESDAY, 4 JUNE 2019

- 09h00 WELCOME**  
by Robbert de Kock, President/CEO, WFSGI and Jan- Willem Van Schaik, Editor-in-Chief, Bike Europe moderated by Marc ter Haar, Strategic Relationship Director, EY Netherlands
- 09h15 Future Urban Mobility – The Role of Bicycle in Urban Development**  
by Carlo van de Weijer, Director Smart Mobility, Eindhoven University of Technology, Netherlands
- 10h00 Cycling for a Healthy, Active Life and Sustainable Development**  
by Dr. Fiona Bull, Programme Manager, Prevention of Noncommunicable Diseases, World Health Organization, Switzerland
- 10h45 Q&A**
- 11h05 COFFEE BREAK**
- 12h00 London: Cycling in a Global City**  
by Dr. Will Norman, Walking & Cycling Commissioner, Mayor of London's Office, UK
- 12h30 Cycling in the 21st Century: what is changing and what should not**  
by Philippe Crist, Advisor for Innovation and Foresight, International Transport Forum (ITF), Organization for Economic Cooperation and Development (OECD), France
- 13h00 Q&A**
- 13h20 LUNCH**
- 14h45 Increasing the Economic and Environmental Benefits of Shared Bike Programs**  
by Dr. David T. Hon, CEO and Founder, DAHON Group, USA
- 15h00 Material Innovation – The Development of Graphene Enhanced Bicycle Tires**  
by Stefan Anton, Product Director, Managing Director, Vittoria Taiwan
- 15h30 Let's Engage Customers and Suppliers Towards a More Sustainable Value Chain**  
by Quentin Badonnel, Project Leader – Sustainable Development and Ronan Le Moguen, Project Leader – Sustainability in Supply Chain, Decathlon, France
- 16h00 Q&A**
- 16h20 Wrap-up Day One**
- 16h30 Networking Break**
- 18h00 APÉRO AND DINNER**

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### PUTTING THE BICYCLE INDUSTRY AT THE CORE OF SUSTAINABLE DEVELOPMENT

#### DAY 2: WEDNESDAY, 5 JUNE 2019

- 09h00 WELCOME / RE-CAP DAY 1**  
by Robbert de Kock, President/CEO, WFSGI and Jan- Willem Van Schaik, Editor-in-Chief, Bike Europe moderated by Marc ter Haar, Strategic Relationship Director, EY Netherlands
- 09h05 Who's Peddling? A New Taxonomy of Urban Mobility**  
by Nicholas Russell, Entrepreneur-In-Residence, UCL Engineering/ConceptionX.org, England
- 09h50 Q&A**
- 10h00 A Discussion on the Rights of Migrant Workers Within Global Supply Chains, Sponsored by RSI – Responsible Sport Initiative**  
by Ryan Gellert, General Manager, Patagonia EMEA
- 10h30 COFFEE BREAK**
- 11h15 EU Legislation and Sustainable Industrial Development**  
by Manuel Marsilio, General Manager, Confederation of the European Bicycle Industry (CONEBI), Belgium
- 11h45 Circular Product Design: Making, Using, and Saving Products**  
by Ruud Balkenende, Professor of Circular Product Design, Director of Education, TU Delft, Netherlands
- 12h15 Q&A**
- 12h50 LUNCH**
- 14h15 The Industrial Benefits of Sustainable Light Mobility**  
by Gil Nadais, General Secretary, ABIMOTA, Portugal
- 14h30 On-Demand Economy, Global Supply Chains and Total Talent Management**  
by Denis Pennel, Managing Director, World Employment Confederation, Brussels, Belgium
- 15h00 Some Sustainable Futures for Bicycle Manufacturing**  
by Steve Evans, Director of Research in Industrial Sustainability, University of Cambridge, UK
- 15h30 Q&A**
- 15h50 Summary of World Cycling Forum 2019**
- 16h00 END OF WCF 2019**