

## **MEDIA RELEASE**

### **WOCOMOCO 2015 – THE WORLD COLLABORATIVE MOBILITY CONGRESS GAINS INTERNATIONAL IMPORTANCE**

**Mobility Academy, Bern, 23 June 2015. The Mobility Academy stages the third World Collaborative Mobility Congress "wocomoco" on the 25<sup>th</sup> and 26<sup>th</sup> June 2015 in Innsbruck, where actors from around the world discuss the latest developments in car, ride, bike and park-sharing. The Congress is being held for the first time in Austria, with Innsbruck as the venue and as a result gaining increased international importance.**

Mobility is a key driver of the share economy. From the many variations in car and ride-sharing, to the booming bike-sharing, through to the hotly-debated subject of parking portals, innovative co-mobility solutions today demonstrate how easy it is to share our means of mobility instead of just owning them.

In order to address these topics through new ideas, the Mobility Academy brings over 60 speakers together for a unique occasion in Innsbruck. Just as it does every year, the World Collaborative Mobility Congress "wocomoco" offers high quality debates within an unusual format – from inspiring keynote speeches, to heated panel discussions, through to visionary "Fish Camps".

"wocomoco has become the pivotal point for 'go-getters' from the new world of shared mobility. In addition to innovative business models, the task now is to find new regulatory solutions for everyday co-mobility. The sustainability potential of the share economy in the transport sector can only be exploited if politicians establish a forward-looking regulatory framework", says Jörg Beckmann, Director of the Mobility Academy.

The partners of the 3<sup>rd</sup> Congress are: Fédération Internationale de l'Automobile (FIA), Touring Club Switzerland (TCS), Engagement Migros, Mobility Systems + Services, the Austrian Federal Railways (ÖBB), BlaBlaCar, AustriaTech and the communications agency Onflow. In addition, with the Conference being hosted by the business development agency Standortagentur Tirol, the Congress is being staged in the neighbouring country of Austria for the very first time.

"New business models that place the focus on sharing, offer our location potential for new growth, especially in the area of mobility. Because the share economy can broaden electric mobility in such a way that it develops into a dynamic market for the know-how of our companies and research institutions. Furthermore, new business models of sharing typically require innovative IT services. The development of these services can secure and create high-quality jobs for local IT professionals and start-ups. If we take our opportunity, wocomoco offers ideas and know-how in implementation", that's the invitation extended by Dr. Harald Gohm, Director of the Standortagentur Tirol.

The Congress programme, registration and lots of other information on the Congress can be found on the website [www.wocomoco.ch](http://www.wocomoco.ch).

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**Further information:**

[www.wocomoco.ch](http://www.wocomoco.ch)



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