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THE MEF ROUNDTABLE SERIES ON SUSTAINABILITY

Monday, 21st November 2011
Madrid

THEME:
'FUTURE CITIES: URBAN MOBILITY'

VENUE:
2nd Floor Room B
The Spanish Ministry of Industry, Tourism and Commerce
Paseo De la Castellana 162
Madrid
SPAIN

TIME:
9.00am – 3.00pm

BACKGROUND

More than half the world's population now lives in urban areas; that proportion is forecast to reach 70% by 2050, so building more sustainable cities is critical to the future of every country in the world. Many cities are dysfunctional already - traffic gridlock, uncoordinated services, outdated infrastructure, and planning silos are just some of the challenges they face. Finding solutions in the face of a more populous future is an urgent requirement.

A smart, sustainable economy promotes efficient use of resources to create and maintain growth. In a national context, it is successful and vibrant cities that form the primary pillar of a strong, sustainable economy. They provide a focal point for businesses and talent, and fuel continuing economic and social progress.

Following the successful hosting of a roundtable focusing on renewable energy in Vienna in May 2011, the Malaysia-Europe Forum will now be embarking on a roundtable series, in 3 different European cities (Madrid, Paris and London), in November 2011.

Malaysia-Europe Forum (MEF) continues to organise and host The MEF Roundtable Series on Sustainability as a high-level platform for the exchange of ideas, debate and discussion between Malaysian and European stakeholders. Representatives from private, public and academic institutions will be invited to participate in these roundtables to propose suggestions, conceive collaborations and also seek solutions on the way forward for Malaysia.

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PROGRAMME

- 9.00 – 9.30am: Registration
- 9.30 – 9.35am: **Welcoming Remarks & Introductions**
Mr Manuel Valle
Director for Technology and Industrial Equipment, ICEX
- Panellists**
- 9.35 – 9.55am: **Ms Elisa Barahona**
Deputy General Manager for Sustainability,
Department of Mobility and Sustainability, Madrid City Council
- 9.55 – 10.15am: **Mr Carlos Cristobal-Pinto**
Director for External Relations, Madrid Transport Consortium
- 10.15 – 10.40am: **Mr Azmi Aziz**
Chief Development Officer,
Land Public Transport Commission (SPAD), Malaysia
- 10.45 -11.15am: Coffee Break
- 11.15 – 1.30pm: **Interactive Dialogue moderated by Mr Volker U. Friedrich**
Member of the Board of Trustees, Malaysia-Europe Forum (MEF)
- 1.30 – 1.45pm: **Wrap-up and conclusions**
- 1.45pm: Luncheon

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