HONG KONG TRAMWAYS:
TAKING AN ICON INTO THE 21ST CENTURY

Date: 24 February 2016 (Wednesday)
Time: 7:00 - 8:30 pm
Speaker: Mr. Antoine Sambin, Commercial and Corporate Affairs Manager, Hong Kong Tramways, Limited
Venue: Room KB 417, 4/F, Knowles Building, Main Campus, The University of Hong Kong
Language: English
CPD Points: 1.5 CPD credit hours
Fees: HK$75 for HKICON Members; HK$150 for Non-HKICON Members; 2 free places for each HKICON Corporate Member, and participants should register on the HKICON website in advance (http://www.hkicon.org/joomla/)
About the CPD Talk:

As it turns 111 years old this year, the Tramway has become a much-cherished Hong Kong icon integral to the city’s distinctive culture. Its role as the most affordable, greenest and the most space-efficient mode of transport in Hong Kong is widely recognized as critical. But as a purely commercial business, it must strive to meet the expectations of the 21st century passengers while adjusting to the challenges posed by ever-increasing competition and a deterioration of congestion. In this talk, Antoine Sambin will share the history of the Tram and introduce how the company is managing the sometimes competing demands of heritage preservation and service modernization, the extensive improvement plan rolled out since French operators RATP and Transdev took control of the trams in 2009, and the company’s roadmap for the future.

About the Speaker:

Antoine Sambin

Antoine Sambin has over 15 years experience in mobility and the transport sector. He first worked for the car manufacturer PSA Peugeot Citroen on developing new vehicles and new mobility services. In 2009, he joined Veolia Transdev as Head of Marketing Foresight & Innovation to coordinate customer-oriented innovations and bids for French urban transit networks. In 2011, he led the launch and the markets development of iDBUS (SNCF group), a brand-new long distance coach service across 7 countries in Western Europe. In 2014, Antoine moved to Hong Kong with his family and fell in love with “Ding Ding”. As Commercial & Corporate Affairs Manager of Hong Kong Tramways, Antoine is in charge of Marketing and Customer Service, all non-fare revenues, Business development, PR and Communications.