

Smarter Mobility Africa LIVE

27 – 29 October 2020
Post Event Report



A message from Generation.e

After the first Smarter Mobility Africa in 2019, which was a groundbreaking success and achieved our mission to inspire transformation to smarter mobility in Africa, we were thrilled to be able to march through the challenges and turmoil of 2020 to deliver Smarter Mobility Africa LIVE 2020.

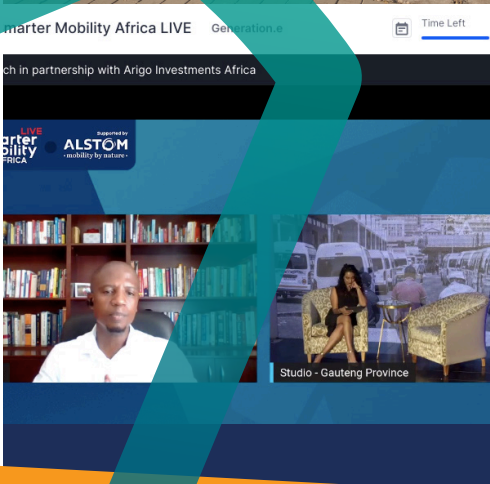
We are grateful to our partners and supporters, and all of the participants and attendees for believing in Smarter Mobility Africa as a LIVE and virtual event. Together we were able to draw out new insights and learnings around smarter mobility in Africa and to create a meaningful platform for key stakeholders to connect, share experiences, do business and have an impact. Furthermore, the event gave a strong platform for many of the innovators across Africa to showcase their solutions and ideas for making mobility smarter.

A very special thank you to our Host Province Gauteng Provincial Department of Roads and Transport for setting the right environment for such an inspiring and productive event to take place. Despite the challenges presented in 2020, we succeeded in hosting the event live from Gauteng. It must be said that the vision of MEC Jacob Mamabolo to grow Gauteng together through smart mobility gives an exciting mission for all of us within and outside the province to work towards. Furthermore, Gauteng is one of the most dynamic provinces in the world for mobility due to its range of terrains and mobility requirements. In support of this mission, Smarter Mobility Africa will continue to gather thought leaders from government and businesses to disrupt the transport industry and to drive clean, affordable, accessible, and sustainable mobility for all.

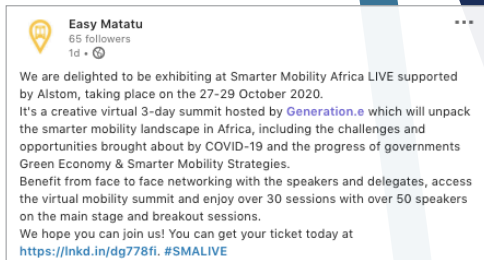
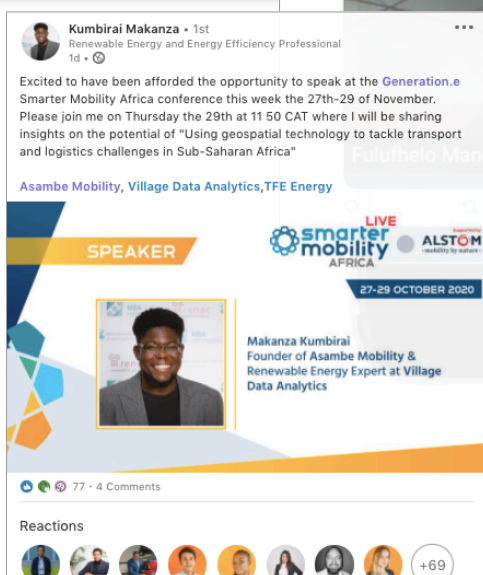
I truly believe we are in one of the most exciting eras that mobility has seen since the invention of the steam and internal combustion engines. Smarter Mobility Africa LIVE has demonstrated that once again through startup pitches, launching of new reports and surveys, and through such a dynamic integration of transport solutions from across the world. Smarter Mobility Africa is dedicated to playing a role in accelerating the transition to smarter mobility, and we look forward to continuing this with you.

Here's to another impactful year in smarter mobility adoption across Africa.

Kind regards,
Ben Pullen,
CEO at Generation.e



Testimonials



"It was fantastic. Brilliant speakers' thoughts, ideas, comments, questions and panel discussions! Great opportunity for the start ups and what innovative products they have pitched! Expanding my network on LinkedIn with some very smart people!!!"

Sasheen Rajkumar
Project Engineer at **SANRAL**

"What an amazing event! Honestly, have not seen anything like it during COVID-19... hands down."

David Rubia
Programme Officer Sustainable Mobility Economy Division at **UN Environment Programme**

"Thank you to all of you in driving endlessly to pull this project together into an amazing knowledge experience!"

Rensche Botha
Head of Marketing at **Absa Vehicle and Asset Finance**

Overview of live virtual experience



Over 500 delegates attended



25+ sessions per day on the most relevant content in smarter mobility



Over 90 speakers from across Africa and the globe



Over 26 hours of smarter mobility content



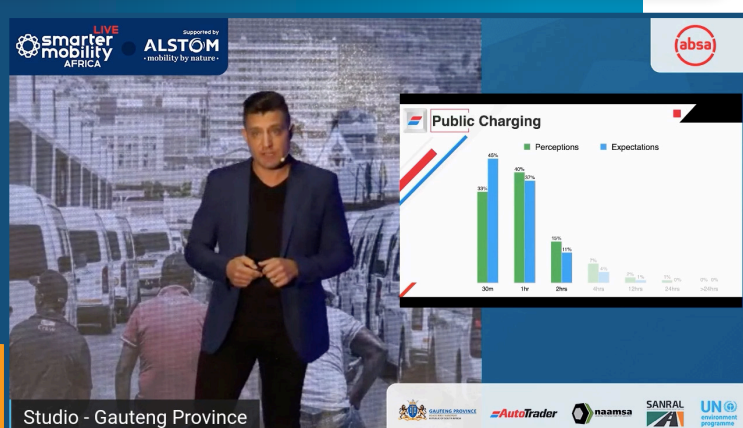
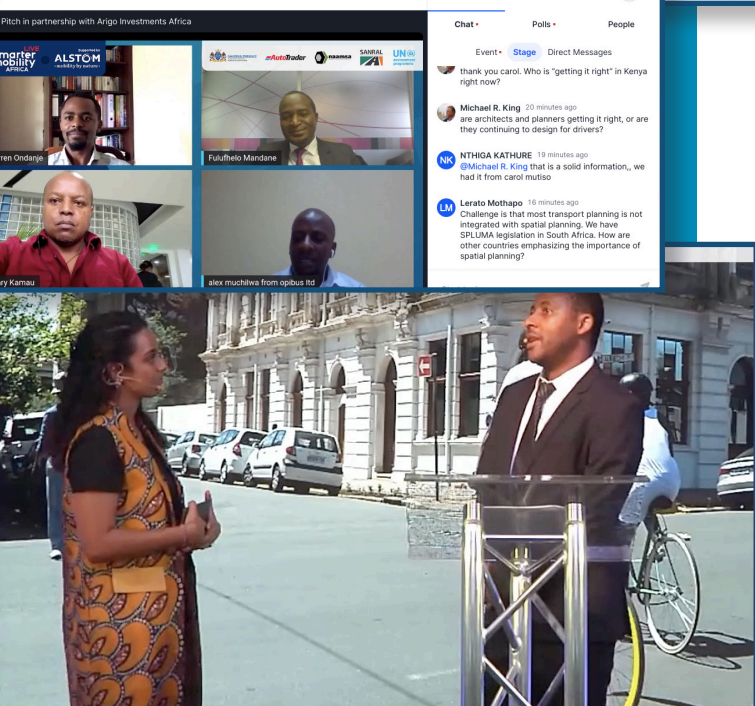
46 Exhibitors showcased their mobility solutions



17 Mobility startups pitched their solutions



Over 12m people were reached through our PR campaign



Absa
ACDC Dynamics
Alstom
Arrival
Audi South Africa
Best mile
Bosch
DHL
Engen Petroleum
Epson Motors
Fiat Chrysler Automobiles
Ford
HERE Technologies
KPMG
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Zeelo

- Automotive Industry Development Centre (AIDC)
- C-BRTA
- CamRail
- City of Cape Town
- City Of Ekurhuleni
- City of Johannesburg
- City of Tshwane
- The Council for Scientific and Industrial Research (CSIR)
- Department of Environment, Forestry and Fisheries
- Department of Roads and Transport
- Eastern Cape Department of Transport
- Eskom
- Ethiopia Taxi
- Gauteng Department of Agriculture and Rural Development
- Gautrain
- Industrial Development Corporation
- Kigali City
- National Treasury
- South African National Roads Agency Limited (SANRAL)
- UN-Habitat
- United Nations Environment Programme
- Wesgro

“We want to congratulate Generation.e for the great work that you do globally to make sure that we can discuss the challenges that public transport and transport face in general, share best practices and experiences as well as build a global movement that is coherent and committed to solve humanity’s problems related to transport.”

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Themes for the summit

Day 1: Public Transport



A new reality has quickly set in due to the global pandemic and gone are the days where Africa is left out of innovation. On Public Transport Day we covered an array of trending topics within public transport. Some of the main stage highlights were MEC Jacob Mamabolo who gave a compelling breakdown of the Gauteng Provincial Smart Mobility Strategy, Alstom who highlighted the benefits of including trams in the ecosystem of achieving smarter mobility, expert finance panellists who discussed how to creatively obtain funds to mobilise growth and improve infrastructure for smarter mobility and another hot topic was how minibus taxi's across Africa could play a pivotal role in changing the norms of critical mass transit.

Day 2: Electric Vehicles

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Is Africa geared up for the electric vehicle market? We managed to answer that question for you. The day was jam-packed with exciting speakers and content but here are just a few highlights from Electric Vehicle Day. naamsa presented an eye-opening keynote on the roadmap for harnessing electric vehicles for industrial development in South Africa, Generation.e & AutoTrader announced the results from the South Africa EV Car Buyer Survey, Absa presented the Total Cost of Ownership (TCO) of electric vehicles in South Africa and Nissan delivered insights on Shop@Home and offered virtual test drives in the Nissan ARIYA.

Day 3: Walking, Cycling, Micro and Shared Mobility



In an effort to shift the narrative, we discussed how walking, cycling, micro and shared mobility can be adopted as a norm for city transit across Africa. To start off the day we had a keynote address from Her Excellency Dagmawit Moges – Minister of Transport Ethiopia and shortly after the UN Environment Programme presented the results from a COVID Africa mobility survey. Throughout the day were riveting conversations that featured the importance and value of walking, cycling, micro and shared mobility. Amidst all the talk we had startups pitching ground-breaking solutions for mobility in Africa throughout the three days.



The benefits of smart and efficient light rail trams in Africa

ALSTOM
• mobility by nature •

We all share the same concern about our current environmental challenges. Traffic congestion has tremendous effects on our cities today and the quality of life. As a result of congestion, productivity is lost, leading to an escalation of economic activity costs. But even more concerning, congestion creates pollution which affects our health and increases costs on our society – mobility therefore has to move away from such a vicious circle.

As a leader in greener and smarter mobility solutions worldwide, Alstom presented the benefits of Trams in Africa during the recent Smarter Mobility Africa LIVE conference. This versatile turnkey light rail transport (LRT) solution, can transition seamlessly between city-centre environments and conventional railway lines in suburban environments, operating at higher commercial speeds and thus serving a larger and more distant population. In addition to its energy efficiency, which further enhances its status as a truly sustainable transport solution, Alstom trams solutions reinforce their green credentials through the recyclability of up to 98% of their parts.

Trams and light rail vehicles have been gracing the streets of cities all over the world for many years. For Africa in particular, urban rail transit has emerged as a growing form of transit due to rapid urbanisation in recent decades across the continent. With rapidly evolving demographics and consequent massive urbanisation, transport systems will have to be redesigned to meet the increasing demand for mobility while preserving the environment.

In Africa, Alstom has already implemented the tram light rail system in Tunisia, Algeria and Morocco. Alstom draws on its technological expertise and innovative capabilities to meet the current and future needs of operators and passengers.

It is Alstom's mission to accompany the transition towards sustainable transport systems by designing and delivering innovative and environmentally friendly solutions.

ABOUT ALSTOM IN SOUTHERN AFRICA:

Alstom is a long-term key partner engaged in Southern Africa to contribute to the rail industry revitalization, providing transport solutions adapted to local needs and contributing to the local economy through localization of its activities. Alstom's strategy is illustrated by investments and acquisitions done in the country. Alstom is the majority shareholder of two major joint-ventures in South Africa: Cibela (70%) and Alstom Ubunye (51%).

Cibela's manufacturing facility in Dunnottar was inaugurated in 2018. While Alstom Ubunye is becoming a solid industrial, technical and commercial base with a full range of rail products and solutions to serve South and Southern Africa mobility needs but also the export market. South Africa could thus become a real railway leader for the whole African continent.





Content highlights from our partners

Welcome Keynote from MEC Jacob Mamabolo – MEC for Public Transport and Roads Infrastructure at Gauteng Provincial Department of Roads and Transport

Welcome Keynote Address from Her Excellency Dagmawit Moges – Minister of Transport at Ministry of Transport Ethiopia

Alstom presented the benefits of trams for African towns and cities

naamsa presented the Roadmap for Harnessing Electric Vehicles For Industrial Development In South Africa

Nissan delivered insights on Shop@Home and offered virtual test drives in the Nissan ARIYA

Generation.e & AutoTrader announced the results from the South Africa EV car Buyer Survey. You can download the survey here: <https://generationehq.com/resources/>

Arigo Investments Africa sponsored 30 startups to join Smarter Mobility Africa LIVE and 17 of those delivered a pitch on the main stage

Absa presented the Total Cost of Ownership (TCO) of electric vehicles in South Africa

UN Environment Programme presented the results from the COVID Africa mobility survey

“Probably the best virtual event by far.”

Victor Radebe
Founder & CEO at **Mzansi Aerospace Technologies**

“It has been indeed an educational sharing 3 day program..good work to all the organisers and presenters.”

Nthiga Kathure
Ministry of Land, Physical Planning, Housing and Urban Development Kenya

“It was truly amazing. Thank you to the team that were so patient and supportive. You made it very easy for us.”

Henry Botha
Head: Strategy & Business Analytics at **Absa Vehicle and Asset Finance**

Startup Program sponsored by Arigo Investments Africa



Smarter Mobility Africa LIVE is Africa's leading annual mobility event bringing together all of the key mobility movers and shakers. The Official Startup Partner for 2020 was Arigo Investments Africa and they took the leadership in sponsoring 30 startups to join SMA LIVE.

These are the startups that took to the Smarter Mobility Africa LIVE stage:

"It was mind boggling to pitch to an audience that you cannot see yet you know they are there. We were receiving feedback from so many people who attended the event. We actually got a potential partner from a government institution here in Nairobi looking to privatize their fleet through our platform."

Michael Wambugu, Expendo! Ltd

"I think it was one of the best we ever saw. Great participation, great experts and great topics touching on African's potential and growth trajectory in mobility."

KOMIUTA





2020 Speakers



H.E. Dagmawit Moges Bekele,
Minister of Transport,
Federal Democratic Republic of Ethiopia



MEC Jacob Mamabolo,
MEC for Public Transport &
Road Infrastructure, Gauteng
Department: Roads and Transport



Kefilwe Mothupi,
Business Development Director,
Alstom Southern Africa



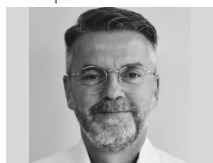
Yves Nono, Vice President,
Bosch Mobility Solutions



Owen Ruwodo, Co-Founder,
Arigo Investments Africa



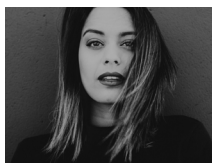
Mike Mabasa, CEO, naamsa



Wim Elshout, Area Manager, ABB
Group e-Mobility Solutions



Kabelo Rabotho, Marketing
Director, Nissan Group of Africa



Kriya Gangiah, TV Host and Media
Personality (Host)



Amanda Ngabirano, Urban
Planner & Lecturer, University of
Makerere



Greg Ball, Managing Director,
Arico



Bernard Peille, Managing
Director, Alstom Southern Africa



Bodom Matungulu, Expert in Rail
and Urban Transport Systems,
The Presidency



Bruno Cutierres, Director
Mobility Orchestration &
Collaborative Innovation, Alstom



Carol Mutiso, Project Officer,
Transport Climate Strategies



Chris Kost, Director, ITDP Africa



Dr. Remeredzai Joseph Kuhudzai,
Founder, Electric Drive Africa



Dr. Deon Cloete, Lead SAILA
Futures Programme, SAILA



Edem Foli, Programme Manager,
uYilo e-Mobility Programme



Jay Roberge, CEO, Tehama
Capital Corp



Fatima Arroyo-Arroyo, Senior
Transport Specialist, World Bank



Fezile Dhlamini, Managing
Director, GreenScooter



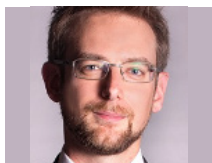
Francis Romano, CEO, Knights
Energy



Fulufhelo Mandane, Regional
Head: Dealer Relationships, ABSA
Vehicle and Asset Finance



ElsaMarie D'Silva, Founder &
CEO, Red Dot Foundation



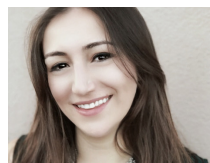
Gaylor Montmasson-Clair, Senior
Economist, Trade & Industrial
Policy Strategies (TIPS)



Cad Ashiagbor, Lead Moderator,
AfricaNEV



George Mienie, CEO, AutoTrader



Haya Douidri, Vice President for
Europe, Middle East and Africa,
Superpedestrian



Frederic John, Mobility
Consultant, Neckermann
Strategic Advisors



Henry Botha, Head: Strategy &
Business Analytics, ABSA Vehicle
& Asset Finance



Henry Kamau, Director and
Founder, Sustainable Transport
Africa (STA)



Hiten Parmar, Director, uYilo



Iman Abubaker, Urban Mobility
Project Manager, World Research
Institute



Janene Tuniz, Project
Coordinator, UN Environment's
Share the Road Programme



Isabella Burczak, Advocacy and
Events Manager, Union Cycliste
Internationale (UCI)



Jean Francois, Executive
Director, Global Fund for Cities
Development (FMDV)



Jean-François Blanc, Solution
Director for Light Rail Integrated
Systems, Alstom



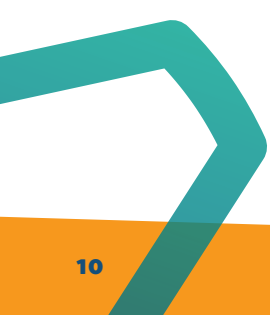
Jeffrey Witte, Executive
Director, Amend



Jim Walker, Founder, Walk21
Foundation



Judith Owigar, Smart Mobility
Expert, UN Habitat



2020 Speakers



Thabiso Malahleha, Head of Strategy, SANRAL



Gainmore Zanamwe, Senior Manager: Trade Facilitation, Afreximbank



Linda Sithyoshwana, Business Development Executive, CEOGA IDZ



Yohanny Raich, Data Product Owner, Where Is My Transport



Justin Schmidt, Head: New Sector Development, Absa Retail and Business Bank



Kimosop Chepkoiat, CEO & Founder, Ecobodaa Kenya



Lyflone Omwenga, Project Administrator, TUMI Accelerator



Kirtida Bhana, Training Executive, PlasticSA



Manuel Eduardo Pessanha, Founder & CEO, Syneritics



Marah Koeberle, Social Venture Support e-Mobility and Circular Economy, Siemens Foundation



Michael King, Urban Planner, Traffic Calmer



Michelle DeFreese, Senior Officer, Global Green Growth Institute



Lance Schultz, Chief Executive Officer, Gauteng Automotive Industry Development Centre (AIDC)



Mzikhona Mgedle, Founder & MD, Langa Bicycle Hub



Nangamso Maponya, Investment Banking and Project Finance Professional, DBSA



Nickey Janse van Rensburg, Manager | Process, Energy & Environmental Technology Station: Faculty of Engineering and the Built Environment, University of Johannesburg



Ofentse Mokwena, Lecturer Transport Economics, University of Northwest



Olukokun Toloulope, Founder & Co-Ordinator, AfricaNEV



Shantha Bloemen, Founder, Mobility for Africa



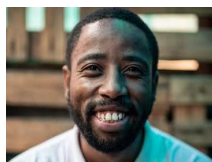
Sheila Watson, Deputy Director, FIA Foundation



Shirley Rebekah, Chief of Research, Power for All Visiting Research Fellow, Strathmore University



Simisola Elegba, Head of ITS, Lagos Metropolitan Transport Authority



Sindile Mavundla, Co-Founder & Managing Director, Khaltsha Cycles



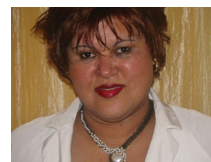
Stefanie Holzwarth, Sustainable Urban Mobility Expert, United Nations Human Settlements Programme



Tomaž Cigut, Urban Mobility Expert, United Nations Human Settlements Programme



Uthman Obafemi Shitta-Bey, Deputy Director, Lagos, Metropolitan Transport Authority



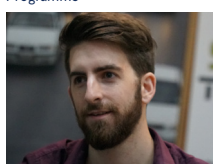
Valerie Geen, National Coordinator, United Nations Industrial Development Organisation (UNIDO)



Victor Radebe, Founder, Mobility Centre for Africa and Mzansi Aerospace Technologies



Warren Ondanje, VP Business Development, AMEDA



Sean Cooke, Researcher: Centre for Transport Studies, Department of Civil Engineering, University of Cape Town



Adv. Louise Mathu, Lead Consultant, Cennis Consulting



Jacob Byamukama, Deputy Director Roads Management, Kampala Capital City Authority



Yandisa Sokhanyile, Founder & Chief Digital Officer, KONECTA



Abdelrahman Melegry, CIS Project Manager, Transport for Cairo



Owen Mwaura, Researcher in Transportation Planning and Geographic Information Systems, University of Cape Town



Temesgen Gebrehiwot, CEO, ETTA solutions PLC



Makanza Kumbirai, Founder of Asambe Mobility & Renewable Energy Expert at Village Data Analytics, Asambe Mobility



Alex Muchilwa, Policy Manager, Opibus



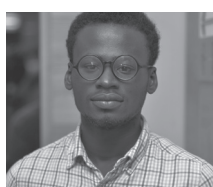
Dr. Samson Masebinu, Process, Energy and Environmental Technology Station, University of Johannesburg



Elleni Ashebir, Program Manager for Cities and Urban Mobility, World Resource Institute



Jane Akumu, Head of Sustainable Mobility, UN Environment (UNEP)



Enock Seth Nyamador, Technical Coordinator, OpenStreetMap Ghana



Shaun Mhlana, Senior Researcher: Transport Systems and Operations, Council for Scientific and Industrial Research (CSIR)



Willem Baartman, Country Representative, African Circular Economy Network



Mark Ojal, Urban Designer and Placemaking Expert, UN-Habitat (United Nations Human Settlements Programme)

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