



# SCANDINAVIAN RAIL

22-24 JUNE 2021

OPTIMISATION

ONLINE CONFERENCE



## WHEN INNOVATION CREATES ADDED VALUE: OPTIMISING THE DIGITAL TRENDS THAT ARE REVOLUTIONISING SCANDINAVIAN RAIL

### ONLINE CONFERENCE BENEFITS:

Identify your target audience through a unique AI-matchmaking algorithm

Discover high quality recommendations to the most relevant connections amongst hundreds of attendees

Set-up 1 -1 private video calls with new prospective partners and clients

Participate in the interactive roundtable discussion groups to discuss strategies and solutions to the industry's challenges

Engage in meaningful business conversations in the exhibition and networking area with leading industry solution providers

22 - 24 JUNE 2021

[www.scandinavianrail.co.uk](http://www.scandinavianrail.co.uk)

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Following the overwhelming success of the 2018 and 2019 digital rail conference series, ROTAIA MEDIA is delighted to announce the next invaluable conference - Scandinavian Rail Optimisation, taking place online on the 22nd - 24th June 2021. The Rail Optimisation series of events are now firmly established in the diaries of rail leaders who attend in order to access the latest strategies and innovations in the rail industry's digital evolution.

Scandinavian Rail Optimisation will bring together the Infrastructure Managers and Rail Operators of Scandinavia to discuss their latest investment plans and how they are optimising the latest digital trends to achieve their objectives of increasing quality, improving reliability, enhancing capacity and reducing maintenance costs in the region.

From developing a smart infrastructure, helping to advance customer experience, improving maintenance through effective use of the Internet of Things, investing in state-of-the-art rolling stock, and capitalising on the latest technologies to make Rail the first-choice mode of transport, this unique conference provides the perfect stage on which to bring together those with the questions, and those with the answers. It's an opportunity to share experiences - and for vital collaboration. I am delighted to invite you to join us for what already looks set to be another ground-breaking conference.

Ben Holliday | Managing Director

A handwritten signature in black ink, appearing to read 'Ben Holliday', written over a horizontal line.

ROTAIA MEDIA

# WELCOME

In recognising the need for better quality, improved reliability and greater customer service, there is no doubt that the Railways of Sweden, Norway, Denmark and Finland are world leaders in embracing change – and are recognised globally as digital trailblazers














Travel is changing. Rail passengers and freight forwarders are no longer prepared to be the poor relation in terms of their transport mode of choice. Advances in digital technology mean that rail customers now expect a complete door-to-door solution, designed specifically for their needs. With ease of booking, ease of payment, real-time information and seamless transition between transport modes, rail customers now expect transport solutions which genuinely make it cheaper and easier to travel than with car ownership or via aviation options.

But whereas non-rail transport costs are falling, the rail sector continues to be further burdened by operational cost increases. The governments of the Scandinavian Region have long recognised that in order to make their Railways efficient, cost effective and fit-for-purpose for this century and beyond, significant investments must be made.

The governments and transport authorities of the region all recognise the correlation between modern railways and

economic growth. As a result, they have now taken decisions to make their most significant rail investments of all time to ensure that the region's Railways provide integrated and inclusive, environmentally sound mobility by investing in the latest digital technologies. The investments planned are simply jaw-dropping: The Swedish Government has adopted a national plan for infrastructure for the period 2018–2029. It is a total investment of SEK 700 billion, representing the largest railway investment in modern times. The Norwegian government is spending 26.4 Norwegian kroner (2.8 billion Euros) on the country's railway network from 2019. Finland has opened its rail sector to private investors and plans to complete at least two major railway projects by 2030, one of them worth a massive 5.5 billion euros. With Denmark already investing 100 bn. Danish Kroner up to 2020, and currently undertaking strategic analysis to secure a world class infrastructure 20, 30, and 40 years from now, every country in the region is now planning truly long term, huge investments in their rail infrastructure.

## Our partners:

   PLATINUM	   GOLD	   GOLD	   GOLD
   GOLD	 is now part of AVEVA   GOLD	 <i>E.C.O. Group</i>   GOLD	   SILVER
 connecting the dots   SILVER	   BRONZE	   BRONZE	 a thinkproject company   BRONZE
   BRONZE			



## Key topics include:

Trafikverket's transformation in the digital era and learn how to become their supplier

SJ's transformation process of a 160-year-old railway company to becoming Sweden's most advanced digital organisation

Banedanmark's digital initiatives to optimise asset management and maintenance

VR Group's methods of optimising smart data to drive growth in passenger traffic

Rail Baltica's demonstration of optimising a digital infrastructure that has local, regional and European benefits of digitalised mobility and connectivity

DB Cargo Scandinavia's view on how IT is facilitating change to build trust in the 4th Industrial Revolution

Vy Group's approach of building trust in digital customer services post GDPR and helping build resilience in IT / OT systems

Shift2Rail's ability to bring about sustainable, cost-efficient, high-performing, time driven, digital and competitive customer-driven railways for the region

DSB's journey towards the implementation of the sustainable digital sales channels

“ *The conference was excellent and we have taken away several excellent leads from it. Next year is already in the diary!* ”

| Sales Manager, Perpetuum



# WHY ATTEND?

Scandinavian Rail Optimisation is the key event in people's diaries to meet with the Infrastructure Managers and Rail Operators from Scandinavia to learn how speed of innovation and new intelligent technologies is key to the future of their operational success.

As an Infrastructure Manager or Train Operating Company, you are currently facing the challenge of knowing that a digital revolution is underway, but not necessarily knowing how to tap into these advances. And for those of you already well versed in the process of digitalisation, this conference will look beyond the future, knowing that advances in technology are exponentially increasing month by month and year by year.

At the Scandinavian Rail Optimisation conference, whatever your current level of knowledge, you will walk away with an enormous understanding of the latest and most cost-effective technologies that will help you to achieve your operational objectives as well as being able to discuss new ideas and current challenges with your peers.

Perhaps some of the greatest opportunities for the rail sector exist in the logistics space. IoT tracking and processing options have multiplied over the years and have already reached billions of connected devices. The impact of IoT on the logistics sector already indicates the opportunities for huge improvements to end to end visibility, benefitting the Train Operating Companies and Infrastructure Managers, and ultimately the end user.

Scandinavian Rail Optimisation will assess the progress of the region's use of the Internet of Things to date, the level of its

capabilities, the practical steps on how to fully harness its growth, and how to mitigate the likely challenges to implementation.

For delegates with the know-how to assist the Railways of the region, the conference is an invaluable opportunity to hear the very latest challenges of the Train Operating Companies and Infrastructure Managers first-hand. They need to understand how they can further modernise their networks and streamline their operations by learning about the latest innovative digital solutions available in the market.

Infrastructure Managers and Train Operating Companies don't always have the most up to date information on the latest technology in this space, or the most cost-effective solutions that will enable them to overcome their challenges and ultimately to grow their businesses.

This conference represents an invaluable and timely opportunity for companies with the expertise, to present solutions designed for your existing and prospective clients, enabling them to fulfil their increasingly critical digitalisation goals.

## Supported by:



# WHO WILL YOU MEET?

Infrastructure Managers, Train Operating Companies, Solution Providers, System Integrators, Rolling Stock Manufacturers, Signalling Manufacturers, Consultants, Engineering and Construction Companies and Technology suppliers who are:

- CEOs
- Managing Directors
- Directors of Procurement
- Directors of Maintenance
- Heads of Technology
- Directors of Operations
- Directors of IT & Strategy
- Heads of Digitalisation
- Chief Information Officers

- Heads of Rolling Stock
- Chief Technology Officers
- Directors of Infrastructure
- Heads of Transport
- Heads of Signalling and Telecommunications
- Chief Information Officers
- Heads of International Business
- Technical Directors
- Senior Managers and Engineers

“ Ben, you have probably received around 150 emails of this kind after the conference, but I would like to thank you for the great organisation of the event and bringing us together with contacts very important to us

| Sales Leader, Brand Energy & Infrastructure Services GmbH



# | MEET THE SPEAKERS



**Camilla Ahston**  
Senior International Strategist



**Kirsten Margrethe Christensen**  
Contract Director Railway



**Daniel MacGregor**  
Founder



**Claes Lindholtz**  
Director of Communications



**Carl Fredrik Karlsen**  
Commercial Director



**Kaspars Briskens**  
Head of Strategy & Development



**Carlo Borghini**  
Executive Director



**Howard Rosen**  
Chairman



**Philippe Citroën**  
Director General



**Carit Benike**  
Head of Information Technology



**Geir Arild Engh-Hellesvik**  
Chief Information Security Officer



**Per Jernström**  
Data Scientist







**Hamid Zarghampour**  
Chief Strategist. Connected and Automated Transports



**Flemming Højskov Andersen**  
Head of Section for Business Development



**Krzysztof Wilczek**  
Head of Track Analytics



**Aske Mastrup Wieth-Knudsen**  
Vice president, Cooperate Responsibility



**Kristine Tveit**  
Project Leader Asset Information



**Deep Desai**  
COO



**Luis Fernandez de Barrena**  
Business Development Manager



**Juha Lehtola**  
Project Manager, Digirail



**David Dorval**  
Founder & CEO



**Stefan Kalmund**  
CEO



**Maurizio Giovannelli**  
Railway Business Development Manager



**Matt Miller**  
Global Transportation Industry Principal



**Simon Giovanazzi**  
CEO (infraView GmnH)





# AGENDA

## DAY 1 - 22 JUNE 2021

All times are Central European Time (CET)

09:50 Ben Holliday | Managing Director | Rotaia Media and Daniel MacGregor | Founder | Nexxiot  
[Organisator and Chairman's Welcome](#)

10:00 Claes Lindholtz | Director of Communications | SJ  
[How do you transform a 160 year old railway company to becoming Sweden's most digital organisation](#)

- How do you drive a transformation to create long lasting value
- How to utilise emerging technology to speed up your transformation
- How to get employees engaged in digital transformation



10:15 Luis Fernandez de Barrena | Business Development Manager | CAF Digital Services  
[Return On Investment: The key driver for rolling stock condition based maintenance](#)

- CAF's achievement journey of indicators on smart operation and maintenance
- Real Time and Advanced Analytics: Two streams of data for different business cases.
- LeadMind Inspection Station: Automatic wayside equipment's to automate data acquisition



10:30 Per Jernström | Data Scientist | VR Group  
[Advanced optimisation and data driven growth in passenger traffic](#)

- Optimisation and forecasting use cases
- Democratisation of data to the business
- ROI of a data and analytics functionality



10:45 Maurizio Giovannelli | Railway Business Development Manager | SKF  
[On-board IoT solutions applied for reliable maintenance extension of safety critical railway wheel-set](#)

- Railway industry is facing challenges to increase traffic capacity while reducing maintenance cost and increase service reliability
- Bogies maintenance represents high percentage of the train life cycle cost and wheels life have been considerably extended during last years
- Wheel-set bearings are safety critical components with fixed maintenance intervals, are becoming the limiting factor for wheel-set and bogie overhaul maintenance extension



11:00 [Networking break](#)

11:30

Camilla Ahston | Senior International Strategist | Trafikverket

[Business opportunities with The Swedish Transport Administration](#)

- How to become a supplier to Trafikverket
- High Speed Rail
- Conventional Rail



11:45

Juha Lehtola | Project Manager, Digirail | Vayla

[Finnish strategy for Railway infrastructure development and digitalisation](#)

- Traffic12 program - Finnish 12 year program for traffic infrastructure development
- Digirail - Finnish strategy for railway digitalisation
- ETCS over IP-based commercial radio network



12:00

Krzysztof Wilczek | Head of Track Analytics | Plasser & Theurer

[Introducing technologies to improve track maintenance](#)

- Using Artificial Intelligence can automate repetitive tasks on tamping machines, reduce the risk of damage and increase the quality of work
- Measuring absolute track geometry at 100 km/h is a "game changer" in managing railways' most valuable assets
- Measuring ballast condition with a tamping machine provides a new perspective for assessing track residual life time



12:15

Flemming Højskov Andersen | Head of Section for Business Development | Banedanmark

[Digital initiatives to optimize asset management and maintenance](#)

- Initiatives for better information coherence
- Progress of the application of digital and prognostic monitoring technologies
- Steps towards more data driven asset management



12:30 - 13:00

[Conference Chairman closing comments of day 1 and networking break](#)

# DAY 2 - 23 JUNE 2021

All times are Central European Time (CET)

10:00

Carit Benike | Head of Information Technology | DB Cargo Scandinavia

## Optimisation is the culture of winners

- Darwinism in the modern transport sector - walk the talk
- Management vs. production: Targets and tools vs. transformation and teams
- IT facilitating change: Building acceptance, respect, trust between railway opportunities and traditions



10:15

David Dorval | Founder & CEO | STIMIO

## How IoT and Digital Twins reshuffles Railways Maintenance Approach

- From local measurements to global behavior modeling
- Lightweight data driven approach for a rapid ROI
- From early experiments to massive deployments



10:30

Carl Fredrik Karlsen | Commercial Director | CargoNet

## Methods of increasing quality and reliability in intermodal train solutions

- Proactive maintenance
- Digitalization of fleet management
- Information sharing



10:45

Stefan Kalmund | CEO | Nexxiot

## How digital rail solutions can support robust Scandinavian cargo services with an assessment of use cases focusing on:

- Weather and topography
- Industry types and commercial trends
- Geo-politics and supply chain evolution



11:00

## Networking break

11:30

Howard Rosen | Chairman | Rail Working Group

## The Luxembourg Rail Protocol: playing an important role in the Scandinavian digital rail revolution

- Understanding the Protocol
- Providing new finance for new technology
- URVIS and why it will be a game changer for the industry



11:45

Geir Arild Engh-Hellesvik | Chief Information Security Officer | Vy Group

## Building trust and delivering resilience

- Trust in digital customer services post GDPR
- Building resilience in IT / OT systems
- Future challenges for railway operator companies



12:00

Simon Giovanazzi | CEO | infraView GmbH, Part of DB E.C.O. Group

**World of opportunities for the railway sector – Merging BIM and IoT**

- Implementing the seamless digital chain from design via construction to operation
- The DIANA IoT platform as an integrated host for BIM and IoT
- Revolutionize rail maintenance: vision “fully automated maintenance”



E.C.O. Group

12:15

Aske Mastrup Wieth-Knudsen | Vice president, Cooperate Responsibility | DSB

**DSB’s Sustainable Digital Sales Channels**

- DSB’s journey towards the implementation of the sustainable digital sales channels
- Sustainability in the Danish journey planner
- Future ideas for improving sustainability in the sales channels



12:30 - 13:00

Conference Chairman closing comments of day 2 and networking break

## DAY 3 - 24 JUNE 2021

All times are Central European Time (CET)

10:00

Kristine Tveit | Project Leader Asset Information | Bane NOR

**Machine Learning and Advanced Analytics for S&C Asset Management in Bane NOR**

- Introduction of Switch Margin and why
- The multiple use of Slip Clutch Detector
- Why Slip Clutch Prediction is difficult but worth it
- The app



10:15

Deep Desai | COO | Frauscher Sonsonic

**Quantitative DAS enables a quantum leap in continuous track monitoring**

- Quantitative DAS is the next evolution of distributed wayside sensing
- This allows to identify track degradation in a very early stage
- Real time data analytics enables comprehensive condition-based monitoring of track infrastructure



10:30

Hamid Zarghampour | Chief Strategist, Connected and Automated Transports | Trafikverket

**Transportation in the era of digitalisation- Challenges and Opportunity**

- Contextualising the impacts from the global economy on the traditional modes of transports
- The challenge of sufficient and wisely investments on the further development of the transport system which satisfies the needs of the globalised economy
- The dilemma of a right proportions of investments on the traditional transportation system, and promoting introduction of new mobility solutions





10:45 Matt Miller | Global Transportation Industry Principal | OSIsoft

**Best Practices for Deploying Actionable Decision Systems**

- Attributes of self-serve actionable data for stakeholders
- Supporting advanced analytics and automation
- Integrating resilience to meet organizational challenges with examples



11:00 **Networking break**

11:30 Carlo Borghini | Executive Director | Shift2Rail

**Shift2Rail delivers the capabilities to bring about sustainable, cost-efficient, high-performing, time driven, digital and competitive customer-driven railways for Europe**

- The key challenges for railway sector in Europe
- The railway innovation capabilities
- S2R mission and vision



11:45 Philippe Citroën | Director General | Unife

**Digitalisation of the Rail supply industry (RSI)**

- Definition of a strategy for the RSI
- How to build a cooperation between the rail stakeholders?
- Which benefit for the final transport user?



12:00 Kaspars Briskens | Head of Strategy & Development | Rail Baltica

**Using a greenfield megaproject opportunity to promote transport and digital infrastructure synergies**

- Intelligent infrastructure design enabling life-cycle cost savings and optimum functionalities
- Local, regional and European benefits of digitalised mobility and connectivity
- Nordic-Baltic stakeholder cooperation as basis for collaborative innovation & digitalisation



12:15 Kirsten Margrethe Christensen | Contract Director Railway | Femern A/S

**The Fehmarn Belt Fixed Link - Construction Phase started**

- The project and the Railway Infrastructure
- Integration of new technology in a long term project
- Client organisation perspectives



12:30 - 13:00 **Conference Chairman closing comments of day 3 and networking break**



## DELEGATE TICKETS

### Regular Ticket - **FREE**

- Watch and take part in all presentations live
- Interact, send messages and schedule 1-1 meetings
- Access to the networking and exhibition area
- Take part in the round table discussion groups

### Premium Ticket - **£75**

- Benefit from all elements of the Regular Ticket, plus:
- Receive all speaker presentations after the event
- Access to on-demand videos

To register your attendance to the event, please visit – [www.scandinavianrail.co.uk](http://www.scandinavianrail.co.uk)

If you have a question about the event or how you can be involved, please contact Ben Holliday at:

[ben.holliday@rotaiamedia.com](mailto:ben.holliday@rotaiamedia.com) or 0044 (0)7904 374271

# MARKETING OPPORTUNITIES

Does your company have the solutions to help the Infrastructure Managers and Train Operating Companies from Scandinavian fulfil their increasingly critical digitalisation goals during a period when they are seeking help and expertise?

If the answer is YES, there are numerous opportunities at the conference to promote your expertise:

Make a presentation to an audience of existing and prospective clients and highlight how your solutions can help them achieve their goals and objectives

Sit on a panel discussion debate with your existing and prospective clients to discuss the industry's most pressing topics which will raise your company's profile as a thought leader in your field

Have an exhibition stand which acts as a focal point for you to meet face-to-face with your existing and prospective clients, and offer them a solution to overcome their current challenges

Benefit from a targeted marketing campaign in advance of the event and align your brand with existing and prospective clients who are also supporting the event

Reduce your overheads and meet with your existing and potential clients in one place

Differentiate your expertise from that of your competition when they are targeting the same prospective clients

Unlike most conference organisers who offer standard sponsorship packages, at Rotaia Media we create and design bespoke sponsorship packages for each individual client. In doing this, you can be assured that you are investing in a tailored solution to help you meet and exceed your objectives. If you are interested in discovering how you can raise your profile at the event, influence your prospective clients and build future business relationships, please contact Ben Holliday at: [ben.holliday@rotaiamedia.com](mailto:ben.holliday@rotaiamedia.com) or 0044 (0)7904 374271.

“ A unique opportunity to meet with the European Railway Industry and to really see the main trends, investments and first benefits of the digitalization into the next generation of Railway Infrastructure. An excellent place for high-level networking

| Global Business Development – Transportation, Nokia



# ABOUT THE ORGANISER

ROTAIA MEDIA was founded by Ben Holliday, a publishing and events specialist with more than 14 years of experience of specifically working in the rail sector.



With a wealth of knowledge of the international rail industry and a successful delivery record in delivering business opportunities for his clients, Ben has established close relationships with the owners and board level management of Railway Infrastructure Managers, Train Operators, national and local Transport Authorities and leading rail industry suppliers from around the globe.

Ben has a formidable reputation for delivering outstanding value to his rail sector clients.

By choosing to work with ROTAIA MEDIA, you are being given the ideal platform to engage face to face with your target audience – key buyers of infrastructure and rolling stock solutions. ROTAIA MEDIA's goal is simply: to match buyer requirements with expert solutions. **We exist to help you to help them.**

Ben Holliday | Managing Director

A handwritten signature in black ink, appearing to be 'Ben Holliday'.

ROTAIA MEDIA

“ Ben, I would like to thank you very much for your excellent management of what has turned out to be a successful and highly stimulating conference. I am sure that everyone must have told you this. Your conference has been a great success in all possible respects.

| Head of Division Railway Infrastructure Directorate, Lithuanian Railways

## MEDIA PARTNERS





## OUR OTHER EVENTS



18th – 21st May 2021

The Rise of IoT & Big Data in Rail has firmly established itself as the Rail industry's number one event to gain a clear and pragmatic idea about the digital challenge, how to overcome it and what are the opportunities that currently exist to take the next steps with guarantees.

This unique conference will explore the huge breadth of predictive maintenance as well as asset optimisation applications of big data. It will allow Infrastructure Managers and Train Operating Companies to understand how they can further benefit from setting in place the tools to harvest smart data utilised by the Internet of Things, to achieve their objectives of increasing capacity, improving reliability, minimising downtime and reducing maintenance costs.

To learn more, please visit [www.iotandbigdatainrail.com](http://www.iotandbigdatainrail.com)



6th October 2021, Vienna

Alpine Rail Optimisation will bring together the leading rail experts from the Austrian, Swiss, German, Italian and French infrastructure managers and rail operators to discuss how they are optimising the latest digital trends to increase capacity, improve reliability, enhance availability and drive down maintenance costs.

The conference will not only address the concepts and lessons learned for digital success, but the importance of how data is harnessed through the IoT to develop a smart and intelligent infrastructure, as well as using it to enhance fleet management efficiency and the availability of rolling stock assets in the region.

To learn more, please visit [www.alpinerailoptimisation.com](http://www.alpinerailoptimisation.com)