



Tuesday 21 October

14:00 - 16:00

AN.BTI Confcommercio Assembly

Sala Stampa, 1° floor

14:00 - 18:00

Expo Area

International Circuit

Static Bus Exhibition

Expo Area, Paddock

17:00 - 18:00

Deep Trend®: Interpreting the future of mobility beyond the numbers

Organized by IBE e Blue Eggs

Sala Riviera, 1° floor

*Mobility is undergoing a profound transformation: people no longer travel simply out of necessity, but seek **experiences, gratification and relationships**. In this scenario, it becomes essential to interpret not only the data, but also the underlying logic that determines the changes taking place.*

*This **Mobility Masterclass** proposes a new analytical tool: **Deep Trend®**. **Deep Trend®** is the result of an international scientific analysis carried out annually by Blue Eggs on the collective imagination, to define the mental models, values and expectations that guide people's choices. These are not abstract predictions, but narrative models that help us understand how behaviours will evolve and what new demands will be made by citizens, users and customers.*

*The sessions, which will be held during the IBE Driving Experience, represent the extension and adaptation to mobility of **Vision+26**, which focuses on tourism and will be previewed at the TTT Travel Experience a few days earlier (8-10 October 2025).*



*The aim is to offer an **innovative approach to designing services**, products and relationships in the mobility sector – in all its forms – at a time when traditional paradigms are no longer sufficient.*

*A valuable opportunity for those who design mobility and want to understand the signals that will guide **purchasing decisions** and redefine the **market in the near future**.*

Speaker:

Laura Rolle: Founder of Blueeggs and Lecturer in Semiotics

18:00 - 20:00

IBE Sunset Party

Aperitivo and IBE 2026 presentation

Sala Riviera, 1° floor



Wednesday 22 October

09:00 - 17:00

Static bus exhibition

Expo Area, Paddock

IBE Test Drive

International Circuit

10:00 - 12:00

Round Table

“Safety in public mobility: synergy between rules and culture”

Organized by Strat Romagna and ASSTRA

Sala Riviera, 1° floor

Institutional greeting from the President of Italian Exhibition Group, Maurizio Renzo Ermeti

10:00

1° SESSION: Safety and legality on board buses: clear rules, a culture to build

10:00 – 11:00

Strat Romagna presents synergies and collaborations that benefit the community and drivers.

Moderator:

Cesare Trevisani, journalist

Participants:

Alessandro Meggiato, Director of the Transport, Infrastructure and Sustainable Mobility Department, Emilia-Romagna Region

Andrea Corsini, President of Strat Romagna

Claudio Mastromattei, Chief of Police of Forlì-Cesena

Gianpaolo Patruno, Chief of Police of Ravenna

Olimpia Abbate, Chief of Police of Rimini

Edoardo Soverini, Superintendent of Schools of Ravenna

Giuseppe Foti, Superintendent of Schools of Rimini and Forlì-Cesena



Closes the session:

"Safety in Public Transport: Users and Workers",

Alberto Rossano, R.S.P.P., Start Romagna

2° SESSION: Safety: best practices from companies

11:00 – 12:00

A discussion among public transport companies associated with ASSTRA on experiences relating to safety in public transport.

Moderator:

Alessia Nicotera, Director of Asstra

Participants:

Guido Castello, Director of Human Resources and Organization ***The Experience of AMT Genova***

Massimo Bettarello, Chief Executive Officer ***The Experience of ATV Verona***

Giovanni Minervini, Head of Security Policies ***The Experience of EAV Campania***

13:00 - 14:00

IBE Business Lunch

Expo Area, Paddock