



# SCANDINAVIAN RAIL

BY ROTAIA MEDIA OPTIMISATION



STOCKHOLM - 6TH NOVEMBER 2024

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

# | CONTENTS

03	WELCOME
05	WHY ATTEND?
06	WHO WILL YOU MEET?
07	MEET THE SPEAKERS
10	AGENDA
15	VENUE & DELEGATE RATES
16	MARKETING OPPORTUNITIES
17	ABOUT THE ORGANISER

Returning to the conference calendar for its third edition; Scandinavian Rail Optimisation has firmly established itself as the trusted meeting place to meet with the Infrastructure Managers and Rail Operators from the Scandinavian region in order to learn how speed of innovation and new intelligent technologies is vital to the future of their operational success.

This unique event will bring together the leading rail experts from the Swedish, Norwegian, Danish, Finnish and Baltic Railways 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.

If you are serious about creating future value for your shareholders in the Scandinavian region, this is the most relevant stage to be on. It's here where the very best rail leaders, strategists, technologists, engineers and visionaries meet to transform the Scandinavian rail industry.

I am delighted to invite you to join us in Stockholm at this first-class event for what already looks set to be another ground-breaking, sell-out conference.

**Ben Holliday | Managing Director**



ROTALIA 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 is making its largest infrastructure investment ever of €82.6 billion from 2022 until 2027 to modernise and develop country's infrastructure. In Norway, over the next 10 years, €33.5 billion will be invested to develop new infrastructure, improve maintenance, and to enhance the digitalisation of the railway sector. Denmark also has ambitious plans by investing €21.5 billion in rail infrastructure, whilst DSB (Denmark's leading operator) not so long ago finalised a 25-year lending agreement with the European Investment Bank (EIB), worth €500 million, for the acquisition of new trainsets. Over the next 9 years, the Finnish Transport Infrastructure Agency will invest €1469 million on 15 major rail projects, whilst Rail Baltica are investing a respectable €824 million which will enable necessary activities for further high-speed infrastructure development to connect the Baltic region with the rest of Europe.

## Our partners:

   GOLD	   GOLD	   GOLD	   GOLD
   GOLD	   GOLD	   GOLD	   GOLD
   SILVER	   BRONZE	   BRONZE	   BRONZE
   BRONZE	   BRONZE	   BRONZE	

## Key topics include:

- DB Cargo Scandinavia's vision of why rail is the answer to the green transformation of logistics
- DSB's optimisation of digitalisation in new rolling stock
- Finnish Transport Infrastructure Agency's future outlook on data utilization
- Banedanmark's method of moving from a reactive to proactive maintenance approach
- Green Cargos's examples of applied innovation from the core of the business
- Copenhagen Metro's digital tools such as BIM & GIS that are revolutionising rail
- Rail Baltica's use of digital Innovations in a Greenfield Railway
- VR Group's integrated production planning in rail logistics
- ScanMed RFC's methods to boost the implementation of innovations for a competitive railway
- CargoNet's trust in transparency as a tool to improve reliability

“ This event is a must-attend conference for those companies wanting to work in Scandinavia. A comprehensive speaker line-up and an equally impressive attendee list. It's not to be missed!

| Head of Sales | Siemens



# 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

“ One of the most exciting and valuable events in the past years. Not only perfectly organized but also extremely interesting attendees. When I saw the agenda I was sceptical about a conference with 15 min presentation slots – back to back. It turned out, that this format is extremely helpful to get in touch with the right people in a very short period of time. We'll be back! Thanks to Ben Holliday and Rotaia Media and the whole team who made this event a success!!

| Director EMEA for Government and Transportation | Hexagon



# | MEET THE SPEAKERS



**Claus Hincke**  
CTO, Infrastructure Division



**Bjorn Dellas**  
Senior Advisor, Railway Systems



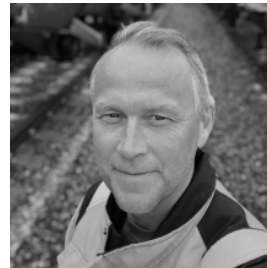
**Lars Slott**  
Head of Technical & Maintenance  
Department



**Ingo Paas**  
CIO & CDO



**Matti Pesu**  
Head of Development,  
Infrastructure Data



**Carl Fredrik Karlsen**  
Commercial Director



**Anna Gjerstad**  
Project Manager Condition  
Monitoring Tools



**Jannik Nisted Nipper**  
Head of Digitalization and  
Technology



**Marina Aguado**  
Operational Data Unit, Project  
Officer



**Harri Takala**  
Director, Planning and Operations  
Control



**Alexander Wehnert**  
Manager Business Development



**Linda Thulin**  
President



# | MEET THE SPEAKERS



**Anki Svärdby-Bergman**  
Teamleader for The Advanced Analytics Factory in the Maintenance Department



**Antonio Bravo Vera**  
Head of Connectivity and IoT



**Sam Bussey**  
Sales Director



**Amílcar Piedade**  
Business Developer



**Jarek Rosinski**  
CEO



**Jenny Hudson**  
Business Development Director



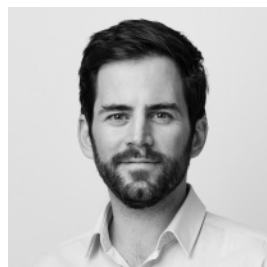
**Øyvind Giske Rostrup**  
Partner, Enterprise risk, Business Consulting



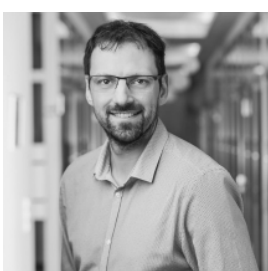
**Peter Juel Jensen**  
Innovation Manager



**Justina Hudenko**  
CEO



**Pierre Henri Bougeant**  
Head of Digitalization



**Aivaras Liutvinas**  
CEO



**Jens-Oliver Schünzel**  
Director, Team Head, Origination & Structuring





## | MEET THE SPEAKERS



**Ann-Kristin Österholm**  
Head of Engineering & Asset  
Management



**Magnus Dormvik**  
Senior Specialist Vehicle Data



“ As ever, a great conference, well done Ben! These conferences are not easy to pull together and it is even harder to create the buzz and atmosphere that you do. I thought the event went really well and I am glad to be working with you again next year!

| Managing Director | Unipart Technologies Group



# AGENDA

08:15 Registration and Welcome Refreshments in the Exhibition Area

08:45 Ben Holliday | Managing Director | Rotaia Media (Organiser) & Daniel MacGregor | Co-Founder | Nexxiot (Chairman)  
Welcome Address

ROTAIA MEDIA

## INVESTMENTS & OBJECTIVES FOR THE REGION

08:50 Claus Hincke | CTO, Infrastructure Division | Banedanmark

How we change the way we work, with asset management

- Why Asset Management?
- How to move from Reactive to Proactive Maintenance Approach?
- The way to change the culture?



09:05 Bjorn Dellas | Senior Advisor, Railway Systems | Trafikverket

Making the vision a reality, implementing digitized asset capability to boost maintenance

- The maintenance challenge for railways in Sweden
- Making it real - getting AI based monitoring into real operations
- Developing skills to meet future needs - a research outlook



09:20 Øyvind Giske Rostrup | Partner, Enterprise risk, Business Consulting | EY Norway

The value of ISO 55001 - can it be a competitive advantage, and a driver for change?

- ISO 55001 gap assessment and implementation roadmap
- Asset Management operating model design
- ISO 55001 implementation



09:35 Linda Thulin | President | Scandinavian Mediterranean Rail Freight Corridor

Boosting the implementation of innovations for a competitive railway

- Collaboration EU Rail and Rail Freight Corridor Scanmed and RailNet Europe
- Collaboration between stakeholders
- Speeding up the deployment and adaptations of innovations



09:50 Amílcar Piedade | Business Developer | SISCOG

Driving Sustainability - preserving the environment and saving millions with rolling stock optimisation

- How several variables can be factored in for optimised rail operations
- Profit-based optimisation of rolling stock rotations
- Financial and operational gains: a case study



10:05

Justina Hudenko | LatRailNet (Latvian Railways) | CEO

[Communication among Transport Stakeholders via State Intervention Web Portal: the Latvian case.](#)

Utilising GIS to represent traffic, infrastructure, and equipment, facilitates informed investment decisions.

Real-time outputs on connectivity, climate, and safety impacts foster understanding and trust in state interventions.

A one-stop-shop empowering stakeholders to voice needs for effective policy implementation.



10:20

[Morning Refreshments in the Networking & Exhibition Area](#)

## DIGITALISATION & INNOVATION IN FREIGHT OPERATIONS

10:45

Carl Fredrik Karlsen | Commercial Director | CargoNet

[Transparency as a tool to improve reliability](#)

Internal information flow

Customer information

Planning



11:00

Sam Bussey | Sales Director | Instrumentel part of Unipart Technologies Group

[Want to tell operators about immediate performance benefits, and asset owners about life extensio](#)

How can the UK expand the Scandinavian Rail Technology supply-chain

Where technology is saving time, money and carbon

Why we've been able to deliver successes



11:15

Alexander Wehnert | Manager Business Development | DB Cargo Scandinavia

[Digitalisation of freight trains and freight operations](#)

Smart visions, that's it? What is today's benchmark for innovation in rail freight?

Kill the dinosaurs! How to turn opportunity into strategy and change paradigms?

Where is the lollipop? Why again is rail the answer to the green transformation of logistics



11:30

Aivaras Liutvinas | CEO | Blue Bridge Code, the creators of CargoRail

[Building digital platforms for future](#)

Every digital transformation needs a vision

How can you find today's ROI and build for the future?

Ensure main building blocs for digital transformation



11:45

Ingo Paas | CIO & CDO | Green Cargo

Technology enabled innovation from the core of the Business at Green Cargo

- Learnings from our digital transformation
- Augmentation and scalability of disruptive technologies
- Examples of applied innovation from the core of the business



12:00

Antonio Bravo Vera | Head of Connectivity and IoT | Siemens Mobility GmbH

IoT for Rail, a supplier's view

- Why IoT is central to the development of rail
- Opportunities and potential benefits derived from IoT solutions
- Challenges and options to overcome them



12:15

Lunch in the Networking & Exhibition Area

## DIGITALISATION & INNOVATION IN ROLLING STOCK OPERATIONS

13:15

Ann-Kristin Österholm | Head of Engineering & Asset Management | MTR and Magnus Dormvik | Senior Specialist Vehicle Data

Adapting fleet monitoring systems at MTR

- Adapting Maintenance Organisations to fleet monitoring solutions
- Warranty management support with TCMS monitoring.
- Ecodriving



13:30

Jannik Nisted Nipper | Head of Digitalization and Technology | The Copenhagen Metro and Greater Copenhagen Light Rail

Digital Tools Revolutionizing Railways: From Development and Tender to Construction and Operation

- How to be digital "cutting edge" in an old school industry
- Data driven? – What does it mean?
- Implementing BIM & GIS to create next level projects



13:45

Pierre Henri Bougeant | Head of Digitalization | Vossloh

How cooperation in an open ecosystem can create transformative value for railway networks

- Description of Vossloh Connect Ecosystem
- How Strainlabs and Vossloh open new frontiers in bolt monitoring in the railways
- How Predge expertise in Condition monitoring and data science accelerates Point Condition Monitoring.



14:00

Lars Slott | Head of Technical & Maintenance Department | DSB (Danish Railways)

Digitalisation as a consequence of purchasing new rolling stock

- Change in Maintenance
- Change in Planning
- Change in Training



14:15

Jens-Oliver Schünzel | Director, Team Head, Origination & Structuring | KfW IPEX-Bank GmbH

[Attractive financing options for long-term infrastructure investments](#)

- Tackling the current market environment with increasing interest rates and higher manufacturing costs
- The possibilities of the modernized OECD consensus even for high income countries
- Define a tailor-made financing structure fitting to your needs



14:30

Harri Takala | Director, Planning and Operations Control | VR Group

[Integrated production planning in rail logistics](#)

- Overall efficiency in production - what to optimize
- How to combine the need for flexibility with efficient production
- How to control the planning process - what to monitor



14:45

Rail Operators Panel Discussion

[What can be achieved from digitising my railway operations?](#)

- As the demand for the modal shift from road to rail increases, what are your challenges in supporting future growth?
- Are long standing, traditional standards and rules preventing, or at least slowing down Railways of maximising the full potential of new digital technologies which the industry has to offer?
- How are you optimising digital solutions to obtain smart data to increase the efficiency and services of your operations?

**Panellists:**

- Lars Slott | Head of Technical & Maintenance Department | DSB (Danish Railways)
- Jannik Nisted Nipper | Head of Digitalization and Technology | The Copenhagen Metro and Greater Copenhagen Light Rail
- Ingo Paas | CIO | Green Cargo
- Alexander Wehnert | Manager Business Development | DB Cargo Scandinavia
- Harri Takala | Director, Planning and Operations Control | VR Group
- Antonio Bravo Vera | Head of Connectivity and IoT | Siemens Mobility GmbH

15:15

[Afternoon Refreshments in the Networking & Exhibition Area](#)

DIGITALISATION & INNOVATION IN RAIL INFRASTRUCTURE

15:45

Jarek Rosinski | CEO | Transmission Dynamics  
& Jenny Hudson | Business Development Director | Transmission Dynamics

[Trains with Brains® - The future of infrastructure and rolling stock monitoring is here](#)

- Brain borne infrastructure and asset monitoring solutions
- AI/ML supported condition monitoring, data analysis and predictive maintenance
- Real-life case studies of how Trains with Brains® is revolutionising the rail sector globally



16:00 Matti Pesu | Head of Development, Infrastructure Data | Finnish Transport Infrastructure Agency

[The future of data usage is super complex. Is your organization neglecting data governance?](#)

- Outlook of the future of data utilization
- What is data governance
- How organisations should react in the railway scene



16:15 Anna Gjerstad | Project Manager Condition Monitoring Tools | Bane NOR

[From data collection to predictive maintenance in the field?](#)

- Predictive analysis of the infrastructure
- Integrating substructure and control of water in our predictions
- From data collection to implementation in the organisation



16:30 Anki Svärdby-Bergman | Teamleader for The Advanced Analytics Factory in the Maintenance Department | Trafikverket

[Railway maintenance benefits from advanced analytics](#)

- Inhouse development of AI-systems
- Buying algorithms from the market
- Manage AI-systems



16:45 Marina Aguado | Operational Data Unit, Project Officer | European Union Agency for Railways

[Common data space for mobility: the ERA KG building block and the data asset management feed](#)

- Common data space for mobility, Eu Data Act and the Interoperable Data Act
- ERA KG: An EU repository for infra and rolling stock information
- Data asset management and the ERA KG: semantic interoperability



17:00 Infrastructure Manager Panel Discussion

[How are you embracing the latest digital technologies to help you achieve a more intelligent infrastructure?](#)

- It could be argued that the rail industry is regimented by standards, rather than continuous learning. What do you feel needs to change to harness the latest digital solutions available to enable the rail sector to thrive in the 21st century?
- How important is it for Railways to collaborate with solution providers as speed of innovation and systems based on AI are now key requirements in order to solve maintenance problems?
- With the numerous digital solutions now available that collect Big Data, what are your challenges in distinguishing between the mass of data which is collected, and smart data that is useful to help you with your maintenance operations?

**Panellists:**

- Claus Hincke | CTO, Infrastructure Division | Banedanmark
- Anki Svärdby-Bergman | Teamleader for The Advanced Analytics Factory in the Maintenance Department | Trafikverket
- Matti Pesu | Head of Development, Infrastructure Data | Finnish Transport Infrastructure Agency
- Marina Aguado | Operational Data Unit, Project Officer | European Union Agency for Railways
- Peter Juel Jensen | Innovation Manager | Plasser & Theurer
- Heiko Barthold | Sales Manager DACH | MERMEC

17:30 [Chairman's Closing Comments](#)

17:35 [Drinks Reception](#)

# THE VENUE

## The Brewery Conference Center

### BY TRAIN

Arriving at Stockholm Central Station, take the red subway line towards Norsborg, Telefonplan or Fruängen. Get off at Mariatorget. Take the Torkel Knutssonsgatan and Polishuset exit. As you exit the subway station, take a right down Torkel Knutssonsgatan and follow this street about 400 meters to the Brewery which is situated on Torkel Knutssonsgatan number 2 on your left hand side.

### BY CAR

Drive along E4/E20 south bound. Take exit number 156 towards Liljeholmen. Turn left at the exit and drive along Hägerstenvägen towards the city. Follow the signs towards Södermalm. After 450 meters you will go over the Liljeholm-bridge (Please note, road tolls apply). After 1 km, turn right onto Hornsgatan. Follow this street for 1,3 km before turning left onto Torkel Knutssonsgatan. Drive for 290 meters to The Brewery, situated at Torkel Knutssonsgatan number 2 on your left hand side.

MÜNCHENBRYGGERIET, EVENT & KONFERENS, Torkel Knutssonsgatan 2, 118 25 Stockholm  
TEL: +46 (0)8 658 20 00



## DELEGATE RATES

Conference delegate fee includes:

- Delegate welcome pack
- Buffet lunch and morning and afternoon refreshments
- Complimentary networking drinks reception
- Presentation materials post event

Infrastructure Managers, Train Operators, Transport Authorities & Academics:

**£100 + VAT**

Technology Providers, Suppliers, Manufacturers, Consultants, Engineering & Leasing Companies:

**£995 + VAT**

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.

“ 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

| Management & Sales | Rhomberg Sersa Rail Group





# ABOUT THE ORGANISER

ROTAIA MEDIA was founded by Ben Holliday, a publishing and events specialist with more than 20 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 read 'Ben Holliday', written over a horizontal line.

ROTAIA MEDIA

“ Thank you Ben for a great event and for it being perfectly organised. The visitor's profile was perfect; you certainly know the right people to attract to your events. Well done!

| Sales Director | Bombardier

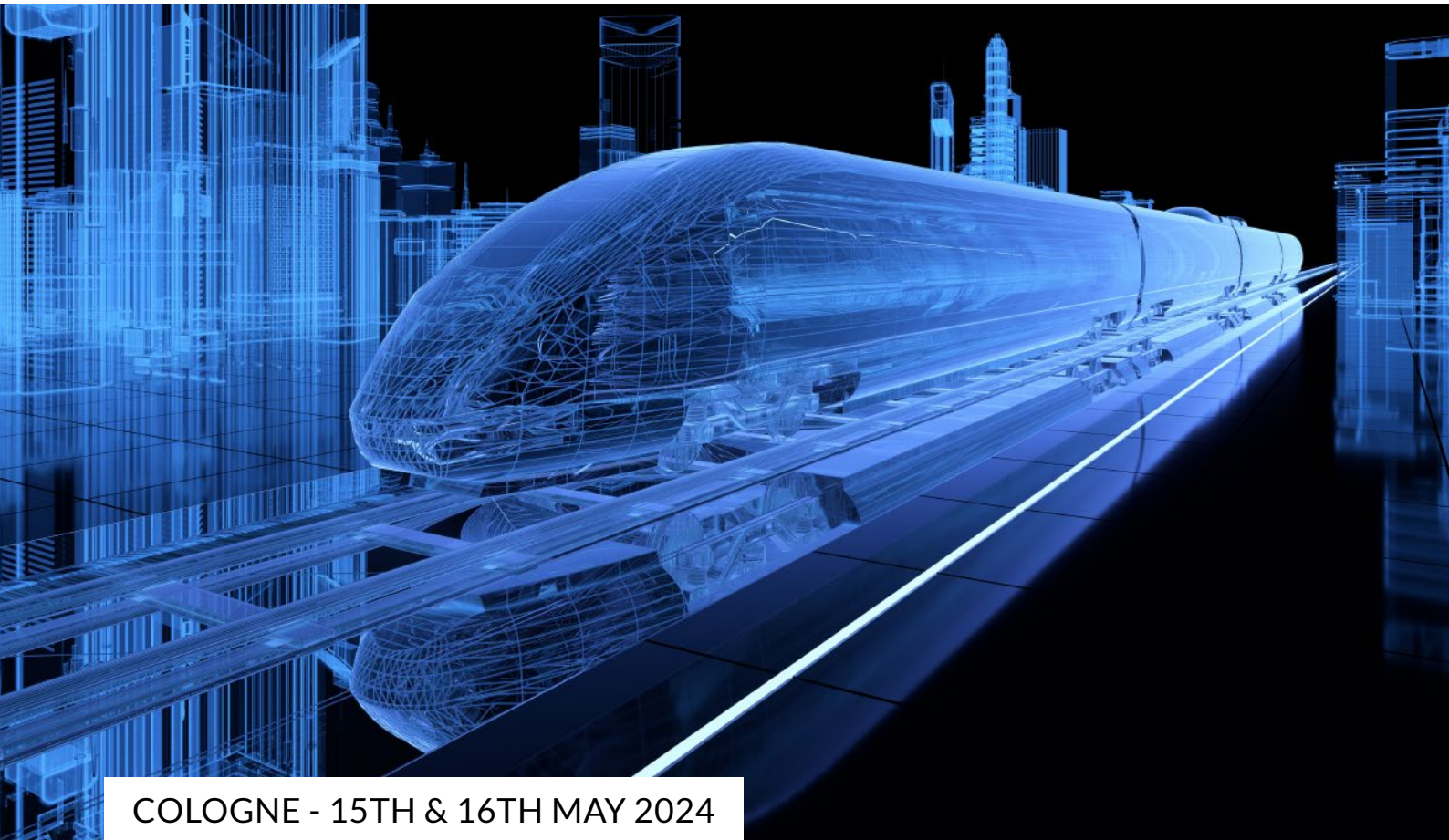
## MEDIA PARTNERS



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# THE RISE OF IoT & BIG DATA IN RAIL

BY ROTAIA MEDIA



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