

Press Release

*The world's cycling experts go Down Under
Presence of The Dutch Cycling Embassy at Velo-City Global 2014*



Utrecht, the 20 of May 2014 - With innovative and latest topics about the Netherlands the Dutch Cycling Embassy will attend at VeloCity Global 2014 in Adelaide. "Our cycling experts will bring the latest insights in the best developed cycling country of the world. We are looking forward to take part at the exciting program with several workshops and round table discussions", says Aletta Koster, director of the Dutch Cycling Embassy. The Dutch will share their knowledge about a wide range of topics.

Where do I park my bike?

Cycle parking is always one of the biggest discussion points at every Velo-city Conference, challenging city officials, employers and cycling advocates to meet a demand that always seems to be ahead of everybody's plans. Velo-city Global 2014 in Adelaide is dedicating a session to cycling parking which includes a talk by Anita Dirix, projectmanager for the City of Utrecht, one of the Dutch cycle parking experts, along with other international speakers.

How to seduce cyclist to use different routes?

The success story of bicycle use promotion ends when routes become congested with bicycles and parking bicycles is not an option any more due to lack of space. To keep the city healthy and attractive, it is necessary to provide solutions for the ongoing inflow of cyclists. A round table lead by cycling expert Herbert Tiemens of Bestuur Regio Utrecht will investigate the options to seduce cyclists to use different routes on local and regional scale.

The latest insides about E-bikes and infrastructure

Internationally there is a huge difference in cycling infrastructure. That makes this Conference also so interesting. Sjors van Duren, on behalf of Arnhem Nijmegen City region will explain why this bike highways has laid out. When it comes to file management, improve air quality and to encourage more people to cycle because it is healthy, then bicycle highways are one of the measures to achieve this. Another development is the rapid rise of the electric bike. How does the Dutch cyclist here deal with it?

Dutch Cycling Embassy

The Dutch Cycling Embassy is a public-private partnership of national and local governments, private companies, NGO's, universities and research institutions.

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Dutch input/presence

Name	Organisation	Subject
Ton Dagers	Cyclelogistics & Mobile2020	Electric bicycles: 27 May 2014, Hall A, 13.40 – 15.20 Cyclelogistics: 28 May 2014, Meeting Room 2, 11.35-13.10 Movilization game: 28 May 2014, Hall A, 14.10 – 15.45
Sjors van Duren	Region Arnhem/Nijmegen	Engaging municipalities, 1 Mio Euros 4 cyclists, fast cycling routes: 28 May 2014, Hall E, 14.10-15.45 An idea contest with one million Euros to get more people on their bikes in the Netherlands: 28 May 2014, Spin Cycle, 16.15-16.50 A regional – urban network of cycling routes: 30 May, Queen Adelaide Room, 08.30-10.05
Patrick van Egmond	DTV consultants	Bike the track/track the bike: 28 May 2014, Hall E, 14.10-15.45
Herbert Tiemens	Region Utrecht	Can we seduce cyclists to alternative routes? 28 May 2014, Hall A, 14.10 – 15.45 A regional – urban network of cycling routes: 30 May 2014, Queen Adelaide Room, 08.30-10.05
Anita Dirix	City of Utrecht	Bike parking and good public space: 29 May 2014, Hall A, 11.05-12.40
Pieter de Haan	NHL Leeuwarden	Cyclists, pedestrians and drivers Living together in shared space: 30 May 2014, Meeting Hall, 08.30-10.05
Aletta Koster	Dutch Cycling Embassy	Chair of Meeting: Spaces and Places for good Bike Parking: 29 May, Hall A, 11.05-12.40

