

On course to the Truck & Bus World Forum in Göteborg

The first "Truck & Bus World Forum" was held in Lyon, France in December 2007. The event was the first of what would become a recurring annual event with focus on commercial transport. The initiative stems from both the Western Götaland region in Sweden along with the Rhône-Alpes region in France. The forum will be held alternately in Lyon and Göteborg.

The Truck & Bus World Forum in Lyon was extremely successful with approximately 400 participants from around the globe. The conference program highlighted transport issues from various perspectives with a global focus, presented by speakers from Europe, the USA and Asia.

This year Automotive Sweden is the principle organiser of the Truck & Bus World Forum to be held on 8-9 December at the Svenska Mässan in Göteborg. The topic sub-headlining this year's Forum is "Sustainable Transport in the Global Economy". The event will have a major element of well-reputed speakers from around the world, which in the form of presenters and through panel discussions will highlight the importance of commercial transport in the global economy and the threats and possibilities the branch will face in the future.

There will be many opportunities for networking during the seminar as well as during the social events.

Göteborg will also be seen from its best side in the midst of the December darkness, and there is the chance to experience a genuine Swedish Christmas at Liseberg on the evening of Sunday, December 7th.

Additional information about the Forum can be found at: www.tnbworldforum.com.

Picture text: Svenska Mässan in Göteborg, Sweden.
Photo by: Göran Assner, VIEW MARKETING AB