

About Myself and My Research

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IVV, TU-Wien

Takeru Shibayama

Contents

1. About Myself
2. My Research for Bachelor Work
3. Three Remaining Questions
4. Research in Vienna

1. About Myself

1. About Myself

- Takeru Shibayama / 柴山 多佳児
- Born in 1983, Ishinomaki, Miyagi
- Master Student at TRIP, Univ. of Tokyo



Takeru Shibayama

1. What I am enthusiastic about...

■ Travelling

■ Especially After I entered to the university,

■ Cities I've Visited



Created with "Cities I've Visited" Application on Facebook.com



At Ushuaia, Tierra del Fuego, Argentina

1. What I am enthusiastic about...

- Computer
- Working as a part-time engineer for a small firm “Altovision”
 - One of Japanese Leading Company for E-Mail Marketing

1. What I am enthusiastic about...

- A book “Aren't we in ECO-BOOM? - Students at the University of Tokyo work on the Environment Issues – “
 - Book of Transcriptions and Discussions of Series of Lectures in 2004
 - Editor: Student Volunteers

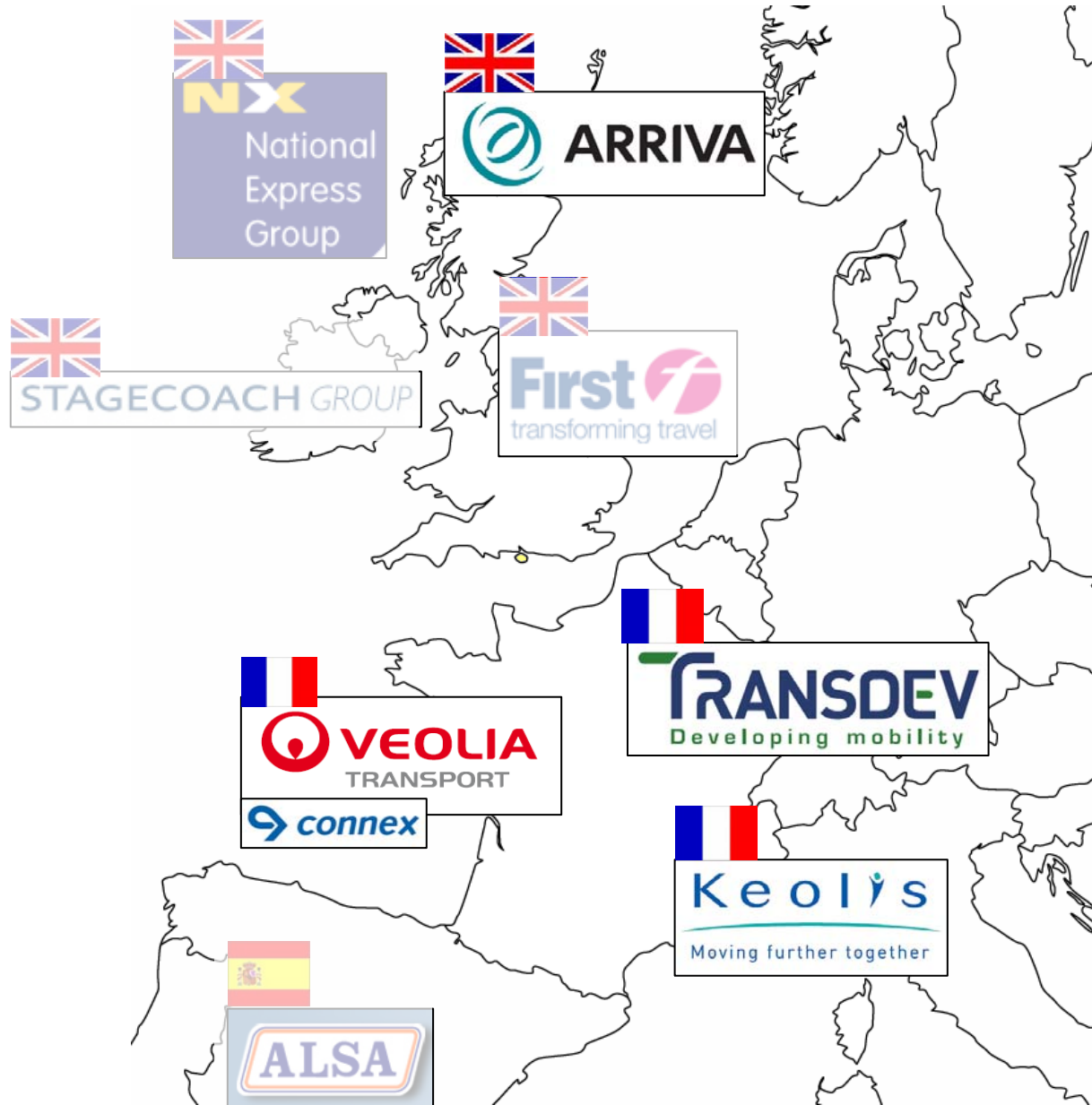


2. My Bachelor Project (2006-2007)

2. My Bachelor Project (2006-2007)

- **“Multinational Local Public Transportation Operators” (MLPTO)**
- Operating Local Public Transportation
 - Tram, Metro, Suburban Train, Regional Train, Urban Buses
- In Many Countries
- **To reveal.....**
 1. Which companies are MLPTO?
 2. Where do they operate PT?
 3. Why are they going global?
 4. What is common among where they operate?

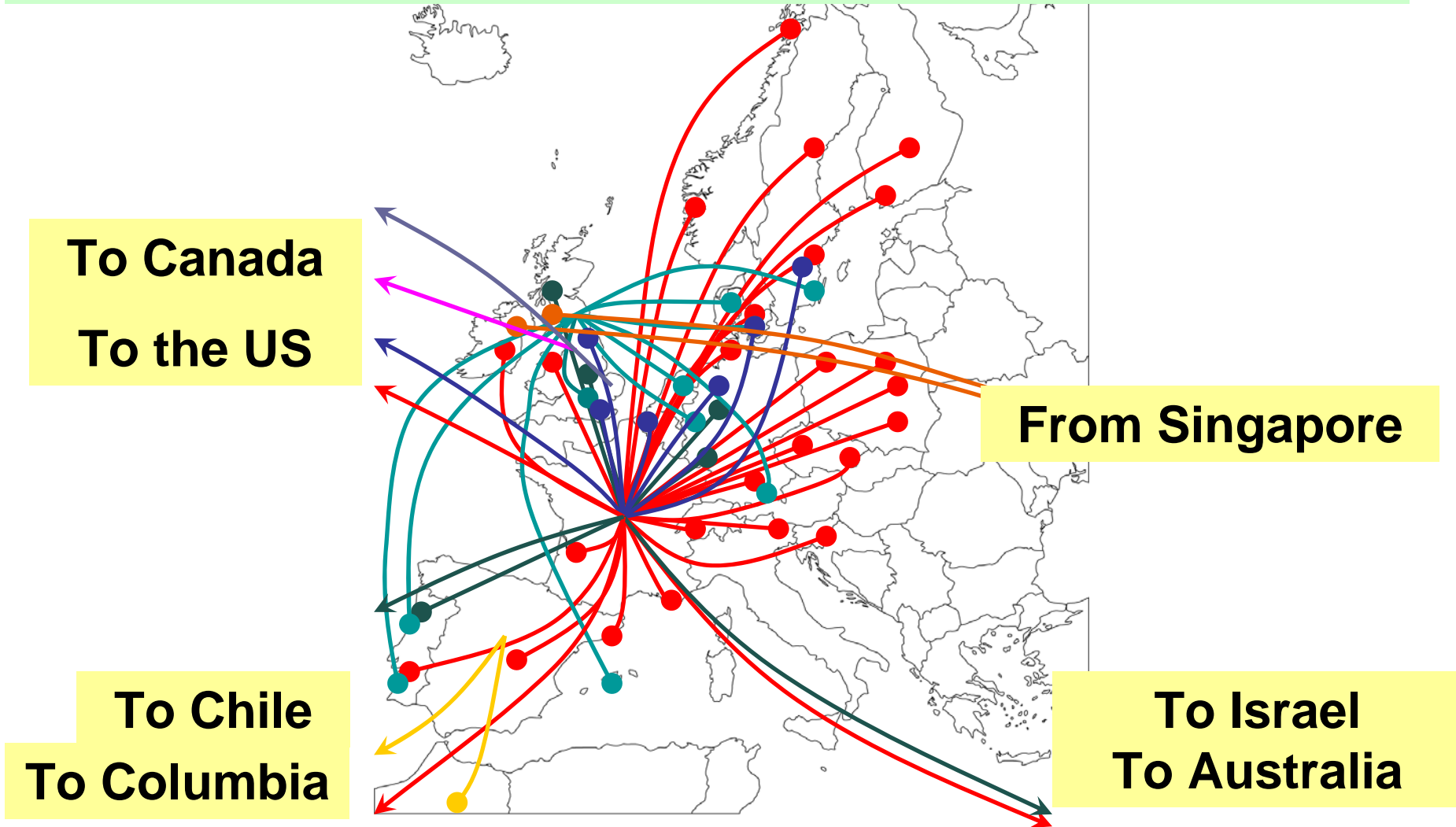
Q1: Which companies are MLPTO?



Takeru Shibayama

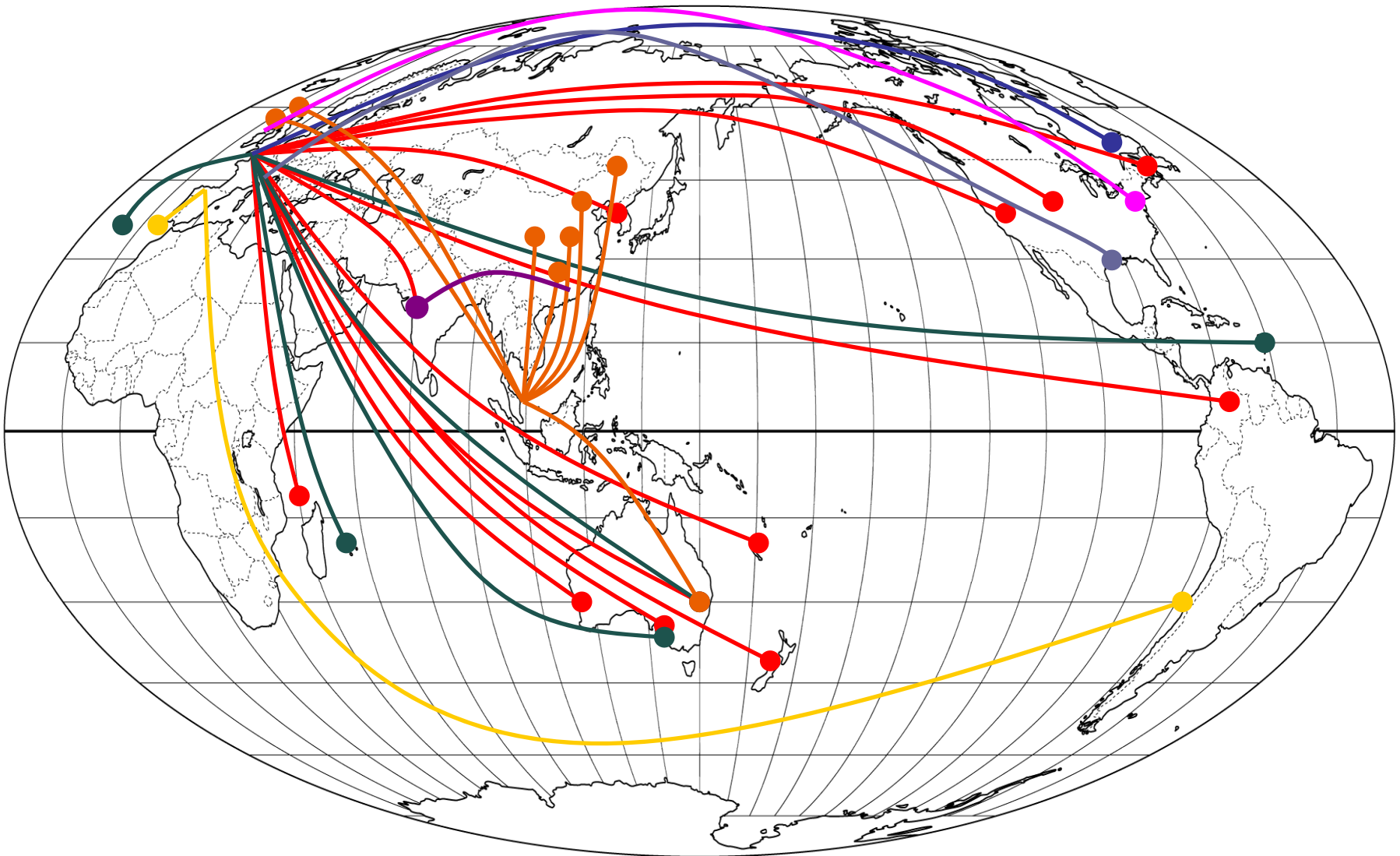
Q2: Where do they operate PT?

In Europe



Q2: Where do they operate PT?

Outside of Europe



Q3: Why are they going global?

Why are they paying well?

Under “Public Private Partnership”

- **Low Risk** to go into Deficit
- **Low Revenue, Guaranteed**
 - (ca. 2 to 4 %)

Q4: What is common among them?

1. **Contract** (btwn. Operator and Authorities)
 - a. Authorities' Certain Commitment
 - b. Subsidy (Compensation + Profit)

2. **No Competition IN a Market**
○: Competition FOR the Market
×: Competition IN the Market

3. No Possession of Infrastructure
 - “Vertical Separation” etc

Conclusion

Q1: Which companies are MLPTO?

→ Three from France, One from UK

Q2: Where do they operate PT?

→ In total 32 Countries

Q3: Why are they going global?

→ Low Risk to go into Deficit with

→ Low Revenue but guaranteed

Q4: What is common among where they operate?

→ Contract with Authorities, Subsidy

→ Competition IN the Market

→ No Possession of Infrastructures

3. Three Remaining Questions

3. Three Remaining Questions [1]

- Q.1. Beside “Low Risk Low Return” business for the MLPTOs themselves, isn't there **any profit for the base countries?** Or for **other industries?**
 - E.g.: Can ALSTOM get some order for Rolling Stocks?

3. Three Remaining Questions [2]

- Q.2. Isn't there any “Economy of Scale?”
- E.g.
 - **Standardization** of Rolling Stocks
 - Driver Training
 - Management

3. Three Remaining Questions [3]

- Q.3. **How do MLPTOs choose the market?**
 - Why are there many MLPTOs in Germany while there is no in Austria?
 - Social System? Market?

4. Research in Vienna

The Three Questions

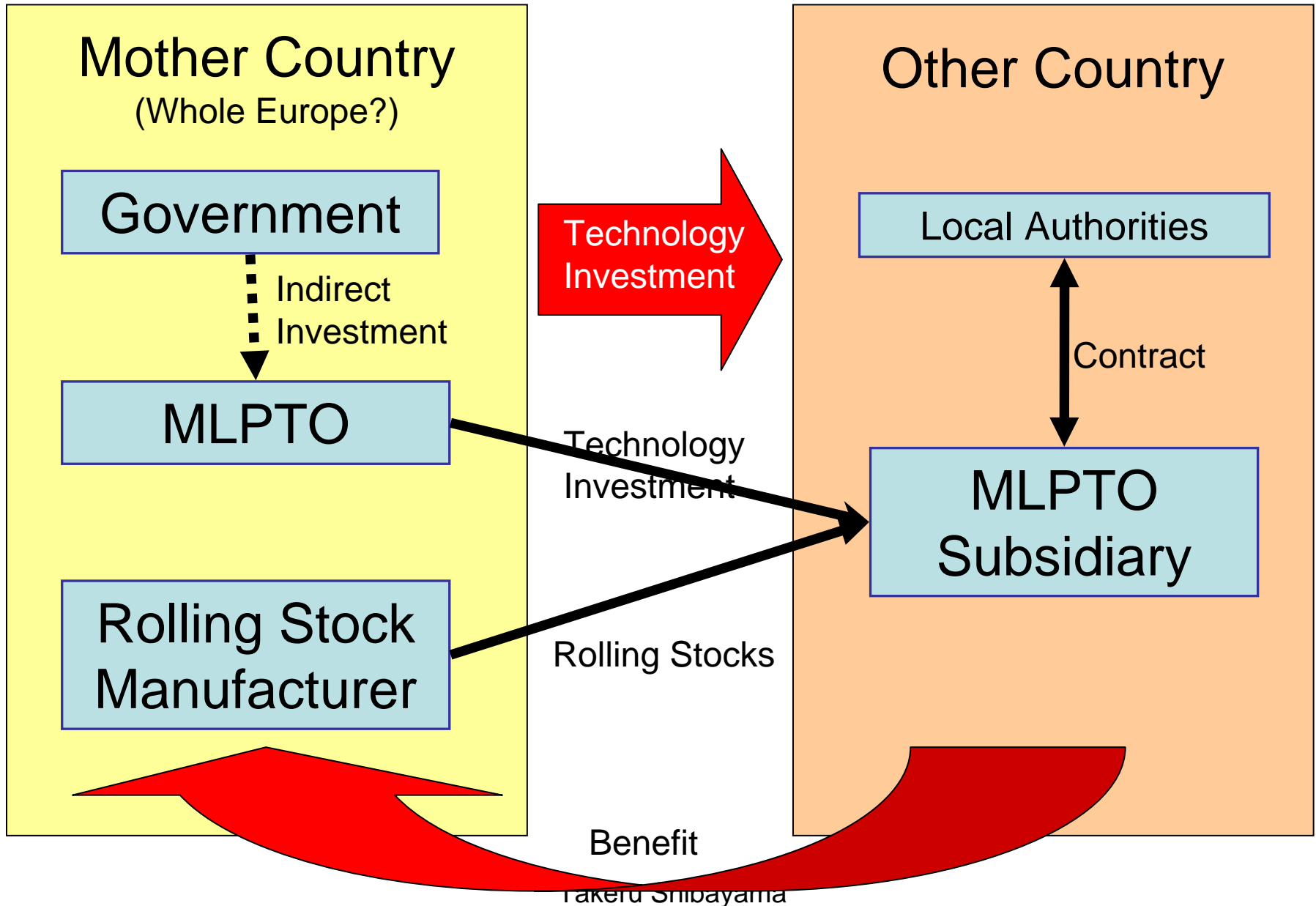
- Q.1. Beside “Low Risk Low Return” business for the MLPTOs themselves, isn’t there any **profit for the base countries? Or for other industries?**
- Q.2. Isn’t there any **“Economy of Scale?”**
- Q.3. How do MLPTOs choose the **market?**

- → Again Focus on MLPTOs.

Hypothesis

- “MLPTOs” are private transport operators, which are different from existing (Japanese-like) operators in that they are
 1. Needing Authorities as a Customer
 2. Seeking “Low-risk Low-return” Business
 3. Working as a “Hidden Agent” for Rolling Stock Manufacturer
 4. Working as an Agent for Technology Transfer
 - In Private Company Level / Not Public ODAs
 5. Key for Networking PT Industries

Hypothesis: "Industry Network"



Q.1.

- Profit for the base countries? Or for other industries?
 - ⇒ Hypothesis 3, 4 and 5
- First Key : “VAL” Véhicule Automatique Léger (automatic light vehicle)
 - Now used in Lille (Fr), Toulouse (Fr), Renne (Fr), Taipei (Tw), Turin (It)
 - Operator: Keolis for Lille and Renne
 - What about other cities?
 - Keolis plays key role to enhance VAL System?

Q.1. What I will do

- Examine Relationship between Rolling Stock and MLPTOs
 - Keolis and VAL
 - Alstom Products and other French Companies
- Fact-Finding
 - Interviewing to the Operator Personnel
 - Interviewing to the Rolling Stock Manufacturer
 - Getting Data of where the rolling stocks are used
 - I have to learn some statistical (?) methods

Q.2.

- Isn't there any “Economy of Scale?”
 - ⇒ Hypothesis 4

- A Key: Standardization and Job Training
 - Rolling Stock Standardization?
 - Tram - Limited Number of Products
 - TRANSDEV trained their Tram driver of Tenerife, Spain, in Oporto, Portugal
 - Veolia Transport has a training facility called “Veolia Campus”

Q.2. What I will do

- To Reveal to how extent the standardization are done
 - Rolling Stock – Q.1.
 - Driver Training
 - Manager
- Trough Interviewing

Q.3.

- How do MLPTOs choose the **market?**
 - ⇒ To Obtain a Hint for Japanese Businesses
- A Key: Austria and Germany
- What I will do
 - Trough Comparison of Social System and Market Condition (mainly profitability)
 - Hypothesis: MLPTOs prefer “Middle Class” Profitability?

To Summarize, I will....

- Deal with “Multinational Local Public Transportation Operators”
- Tackle on the Three Questions
 - Profit for the base countries? Or for other industries?
 - “Economy of Scale?”
 - Choosing of the market?
- Basically by Fact-finding Research

What I presented here are...

1. About Myself
2. My Research for Bachelor Work
3. Three Remaining Questions
4. Research in Vienna

Thank You

Presentation at IVV
Takeru Shibayama