



OCTOBER 2009

GOAL SYSTEMS



GOAL SYSTEMS introduces their latest innovations at IV INTERNATIONAL MASSIVE TRANSPORT FAIR



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IN OTHER NEWS

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Juan José Hidalgo: "Globalia year balance sheet is in a spectacular situation"



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September 2009 – Bogota, COLOMBIA.- TRANSMILENIO S.A. as a managing entity of the massive transport system of Bogota city, icon of the country and world referent for the BRT system, will host the 4th International fair of Massive Transport, on November 4, 5 and 6th of 2009 at the Hotel Tequendama in Bogota. GOAL SYSTEMS will participate with a stand, in which they will inform the attendees of their products innovations, particularly those currently used in Transmilenio itself and in other BRTs of the world.

GOAL SYSTEMS collaborates with Transmilenio from the beginnings of the system in which they took part in the services programming and the optimal sizing of the buses on the capital, collaborating hereby in the financial viability of the system and on its long-term sustainability. Nowadays GoalBus® and GoalDriver® are the programming tools of the system's operation, for the regulatory organism as for the most modern operating companies.

Since the experience from Transmilenio, many other BRT systems trust in our commitment in the sustainable organization of the transport in the big cities, and in our technological aptitude to confront the great challenge that is the reorganization of the urban transport. In this fair GOAL SYSTEMS reaffirms this commitment and continues collaborating so that this great worldwide change can be carried out well organized.

IMPORTANCE OF THE EVENT



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The 4th Fair is a unique stage, where strategic topics for the mobility of the future will be discussed, from the public policy view of INTEGRATION of the different types of transport and the mobility experiences of several cities of the world.

In the frame of the 4th International Fair of Massive Transport, the attendees will be able to participate on the 1th International meeting of BRT Systems and the 1th UITP Meeting of Colombian Youth, whose presentation will represent Colombia in the next World Congress of the UITP in Dubai of 2011.

Likewise, it is a propitious space for government and private companies (local, national and international) to explore possibilities of association that result in the structure and consolidation of suitable systems of massive transport for the cities.

It's a great occasion to begin company relations and business opportunities for the development of new projects, not only of transport, but logistic and operative support of massive transport systems.

The Fair will bring together more than 15 expert conference speakers of national and international standing, committed to share their knowledge and experiences on topics such as public policies in mobility, funding schemes and the social and environmental responsibility in the transport systems.

Entre los ponentes se encuentran:

Joseph Kennedy Jr. (E.E.U.U.): Senador de USA, Rehana Moosajee (Sudáfrica): MMC (Miembro de la Comisión Mayoral) para el sector de transporte, Rea Vaya System, Graham Smith (Gran Bretaña): Director responsable de la financiación de HSBC de Bus Rápido en proyectos de transito a nivel mundial, Manuela López Menéndez (Argentina): Coordinadora del Proyecto BRT para la Ciudad de Buenos Aires, Gabriel Ignacio García (Colombia): Viceministro de Transporte, Javier Conde Logroño (España): Director Gerente Empresa Municipal de Transportes de Madrid, Youri Emmanuel Besbes (Francia): Presidente de Polis, Andrew Quale (E.E.U.U.): Sidley Austin LLP, Luis Carlos Nuñez Restrepo (Colombia): Director de Banca de Inversión para región Andina, Mariante Carvalho (Brasil): Vice-Director de BNDES, Jorg Grütter (Suiza): CEO de Grütter Consulting, Carlos Dora (Suiza): Organización Mundial de la Salud, Lisa Seftel (Sudáfrica): Gerente Municipal de Sedibeng, Zhang Zhixin (China): Director de la División Administrativa para el Transporte Público, Victor César Ramón (Brasil): Presidente de BHTRANS.



Among the speakers there is:

Joseph Kennedy Jr. (USA): USA senator, Rehana Moosajee (South Africa): MMC for Transportation, Rea Vaya System, Graham Smith (United Kingdom): HSBC Director for London, Manuela López Menéndez (Argentine): BRT Project coordinator for the city of Buenos Aires, Gabriel Ignacio García (Colombia): Transport Vice-minister, Javier Conde Logroño (Spain): Director Manager of Municipal Transport Company Madrid, Youri Emmanuel Besbes (France): Polis President (France), Andrew Quale (USA): Sidley Austin LLP, Luis Carlos Nuñez Restrepo (Colombia): Investment Banking Director for the Andean región, Citibank, Mariante Carvalho (Brazil): BNDES Vice-Director, Jorg Grütter (Switzerland): CEO of Grütter Consulting, Carlos Dora (Switzerland): World Health Organization, Lisa Seftel (South Africa): Municipal Manager at Sedibeng, Zhang Zhixin (China): Director of Public Transportation Administrative Division, Guangzhou Communication Commission, Víctor César Ramón (Brazil): BHTRANS President PAST RECORDS

From the beginning of year 2000 Bogota became a world reference in subjects related to Massive Public Transport Systems BRT (bus rapid transit) type, with the implementation of the Transmilenio System.

This was accomplished thanks to the result of an institutional transformation backed in a state policy and in the national normative frame, working as a reference for other Colombian cities Public transport Systems.

The company, Transmilenio S.A. is the manager of the Massive transport System in Bogota, promoting since its creation, not only their "know how" through national and international technical assistance, but also by carrying out public transport events such as fairs and seminars.

In numbers, Transmilenio has transported more than 2500 million passengers with departure frequencies of 30 seconds in some cases. The fleet that currently operates on the system is 1500 buses that run 515 kilometers of routes. The next phase consists of three main corridors with 36.3 Km (Street 26, Carrera 10 and Carrera 7) and three zones of nourishment. For this Phase there is the intention to build three stations of head-board or portals, 5 intermediate stations of integration, 3 stations of main - main integration, 44 simple stations and a master station for integration between main and with complementary services named Central Station (Street 26 for Av. Caracas). Additionally, there are 22 footbridges, small squares, platforms, Ciclorutas along the corridors and new connections. Initially the construction of two main routes has begun (Street 26 and Carrera 10).



The fair takes place every 2 years, since 2001, on that year the Company organized the FIRST INTERNATIONAL SEMINAR OF URBAN TRANSPORT "TRANSMILENIO THE



AMEC has awarded GOAL SYSTEMS with the prize "Most Relevant International Operation"

October 2009 - Barcelona, SPAIN. AMEC is a private association of nonprofit companies, more than 40 years experienced in the promotion of exportations and internationalization of the companies and their different sectors. More than 500 companies from every sector belong to this association. In the technologic sector, Indra, Alstom, Sice and ETRA belong to AMEC, among other companies.

With this award AMEC's intention is to acknowledge GOAL SYSTEMS' brilliant career, as well as the forward-looking capacity and international vocation that have characterized our company. The prize acknowledges GOAL SYSTEMS for being awarded with Gautrain project, the most innovating one throughout Africa, and probably the World, on Suburban Trains.



Gautrain is one of the most ambitious projects in terms of transport infrastructures of all Africa.

It is joining, on one hand, the Sandton business centre with the International Airport, and on the other hand the centre of Johannesburg with Pretoria.

Bombela Operating Company (BOC), in which RATP-DEV is the major stockholder, has signed with the concession company (Bombela Concession Company) a contract for the exploitation and maintenance of Gautrain for the next 15 years.

The ceremony took place in the auditorium CaixaForum of Barcelona, where the organization called an audience of more than 300 people, associates and in relation with the Entity.

Jerónimo Garrido, GOAL SYSTEMS founding Partner, received the award AMEC 2009 from hands of the president of AMEC, Lluçia Casellas.

AMEC, besides awarding GOAL SYSTEMS as "Most Relevant International Operation" for taking part of Gautrain Project in Johannesburg, also awarded Custo Barcelona as "Best Spanish Trademark 2009"; the famous Catalanian cook Ferran Adrià as "Best Person", the Barcelona 92 Olympic Games, represented by the former Major Pasqual Maragall, as "Best Event", and the communication company Abertis as "Best Service".

The association celebrated its 40th anniversary, acknowledging relevant companies, people and entities that contributed to the spirit of the association and projection.



Juan José Hidalgo: "Globalia year balance sheet is in a spectacular situation"

October 2009 - Madrid, ESPAÑA. Juan José Hidalgo, Globalia CEO, a corporation including Air Europa, talked about the corporation's situation and the keys to keep it right in the present crisis period. This analysis was published last week in an interview for a Spanish journal.

He put the stress on the fact that Globalia Corporation, as a group, is not suffering the crisis. The year balance sheet of its 5 business divisions (Hotel Operation, Handling, Tour-Operation, Travel Agency and Air Europa), is showing a splendid situation. He said that, "In spite of the 20% decrease in consumption of holiday clients and aircraft transportation over the world, the corporation almost kept untouched its share of the market, with very little decrease"

In order to achieve this spectacular balance, Hidalgo points out as a key the "detailed control of expenses. We know that income is derived from Supply and every day's particular operation. Clients look for the cheapest offer, and Air Europa will keep selling, as Air Europa provides a remarkable quality. But the market is looking for the cheapest offer, and for that reason the only option is to keep expenses controlled.

The success relies on making just the necessary expense not to double it on Managers, Resources, and Control Planning; to better organize administration, and carry out less expensive communication inside the company; to avoid wasting money beyond logic principles... In a group as Golabalia, invoicing 3.600 millions of Euros, we'll be closing this financial year spending almost every Euro, with very little left. With this expense level, there's a lot to save"

One of Air Europa's commitments to the future to control and cut expenses, is the recent acquisition of GoalPlane Tracking Module. This will allow controlling and optimizing the cost of day-to-day operation changes on aircraft crew, a group involving more than 2.500 workers in Air Europa.

Optimization and Control policies being applied by Globalia to its operation, have lead it to become one of the companies that is best resisting the global crisis. We congratulate Globalia for their right decisions and forward-looking capacity. In GOAL SYSTEMS we are sure that we'll keep on improving their balance with our technology.



EMT de Palma de Mallorca successfully implements GoalBus® on the line with the most passengers

October 2009 - Palma de Mallorca, SPAIN. With savings of up to 4% on driver' services and 6% on buses, on October 1st 2009, EMT started exploiting line 3, from Pont d'Inca to Cas Català, optimized with GoalBus®. This is the line transporting the largest number of passengers of all EMT, with 8.919.321 annual passengers in 2008. In that year, EMT transported 42.157.562 passengers and run 11.666.000 km.

The Empresa Municipal de Transportes Urbanos de Palma, SA – EMT, is a company founded in 1985, starting from existing transport services, whose origins go back to 1891. It is in charge of urban and intercity passenger's collective transport, from and to Palma de Mallorca and surroundings.

It is currently involved in a modernization process, trying to improve citizens' and visitors' mobility in a place becoming more complex and populated every day. The city Town hall is attempting to lighten vehicles transit without decreasing citizens' mobility, through rationing the use of available public routes. For this purpose, EMT plays a key role with the optimization of their transport resources, doing the implementation of a quality control system in order to improve frequencies, punctuality and information for users. In this task, GOAL SYSTEMS participates actively, implementing their tools to optimize EMT resources.

The project has proven the tools' capability to react to changes on the initial conditions, happening from one day to the next: road works modifying passages and running times; demand estimates imposing departure frequency changes for buses in certain day time slots. With the help of EMT's experts, in every case it was shown that GoalBus® obtained new valid and optimized solutions in a few hours time, while manual methods would take days to do these calculations, making these iterative processes unfeasible in such short response times.

Nowadays, EMT planning department has acquired the necessary confidence to fully bet on GOALSYSTEMS' Software implementation project.

Our Software's implementation project gradually progresses in EMT, strengthening the perception of the productivity and economic efficiency increase of their resources, as well as the current capability to increase its commercial offer, taking profit of idle times and dead head trips for commercial use.

The implementation plan on EMT de Palma expects to start exploiting all lines, conveniently optimized and redesigned with the tool GoalBus®, at the beginning of 2010.

