

Twinning Partnership Tursib – VCDB (commissioned by EBRD)

Bucharest | 13.05.2010



Agenda

- 1** VCDB GmbH
- 2** Project strategy
- 3** The main areas of responsibility
- 4** Local public transport in Sibiu and the TURSIB company today
- 5** Outlook

Stockholders of VCDB GmbH

74,9%



BVG Berliner
Verkehrsbetriebe

25,1%



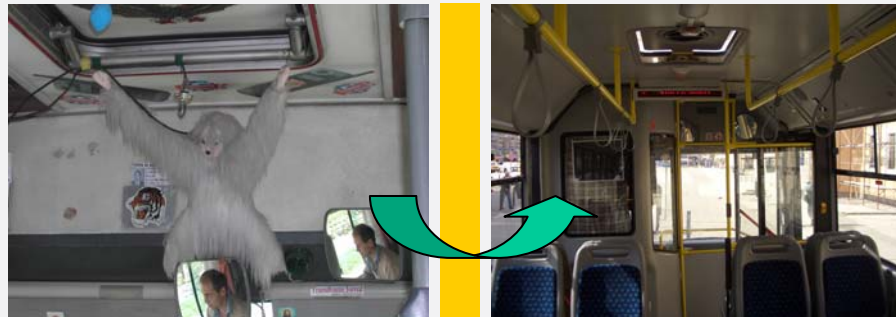
VCDB VerkehrsConsult Dresden-Berlin GmbH

2

Project Strategy

Project Strategy

- On-site assessment
- Ongoing strategic discussions
- Study visits to Germany
- “TURSIB Premium” pilot project
 - internal image
 - external image
 - marketing
- Structural revisions

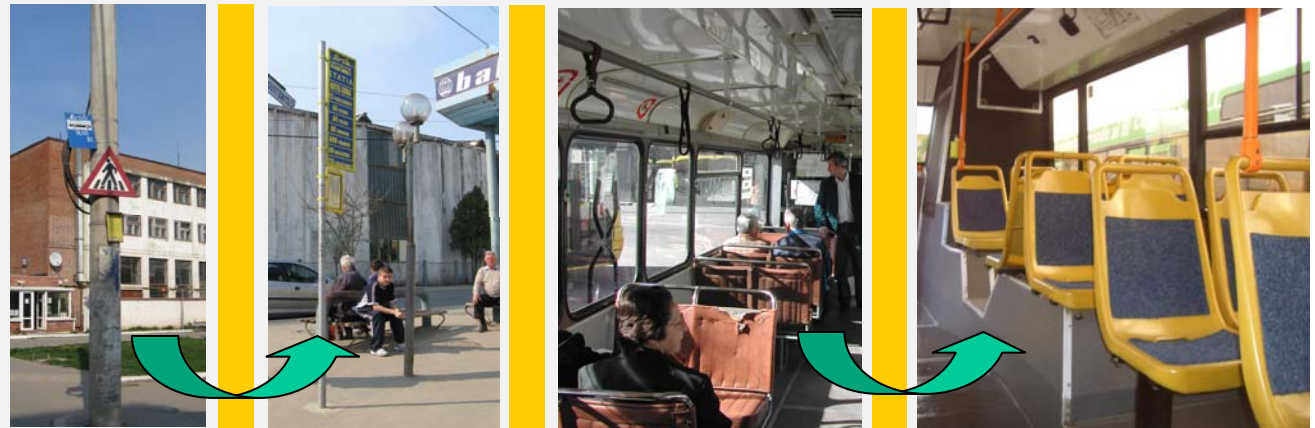


3

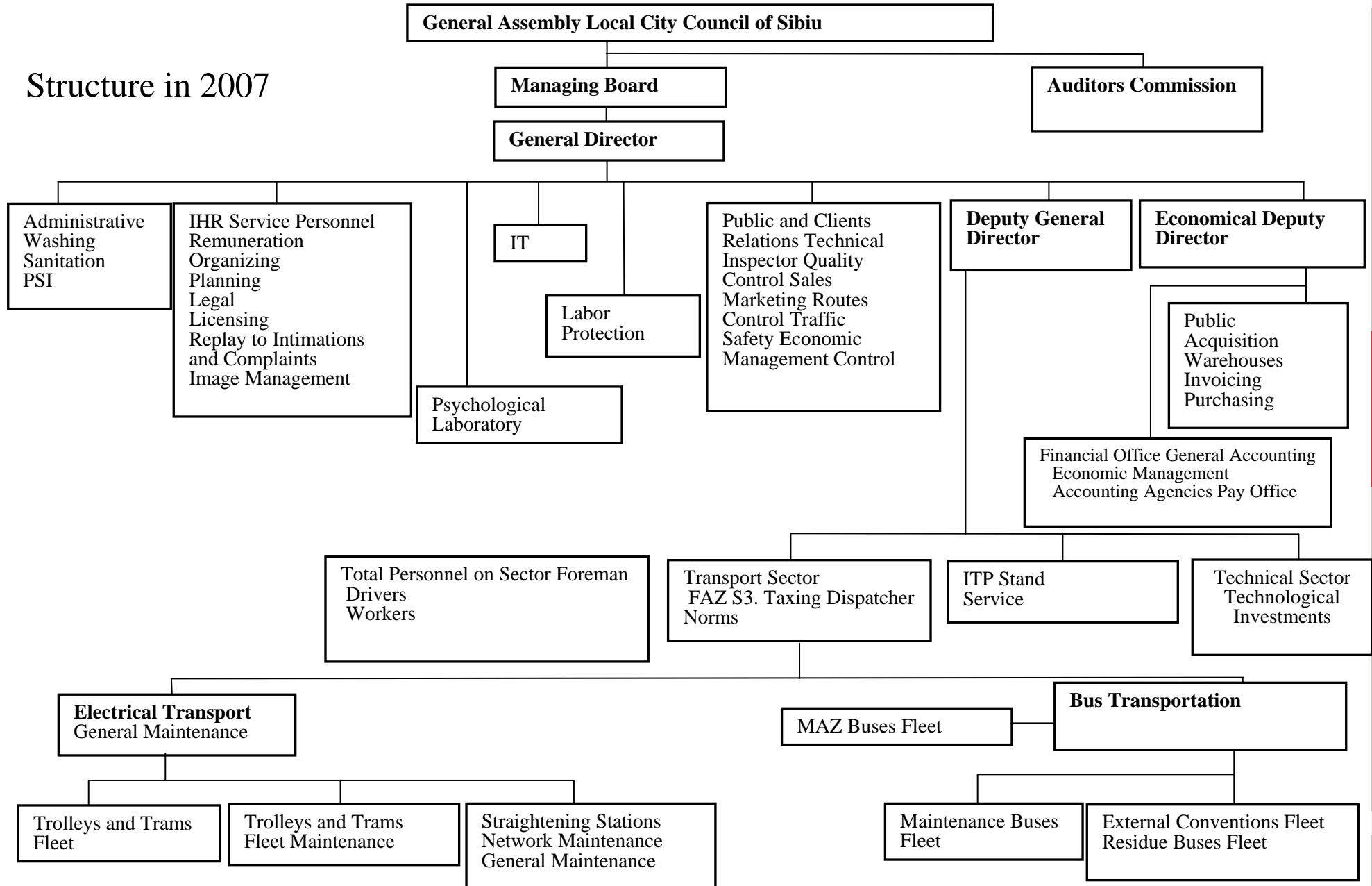
The main areas of responsibility

The main areas of responsibility

- Organisation and Finance
 - Introduction of a new ticketing system
 - Personnel reduction as per the existing business plan
 - Outsourcing areas that are not part of the core business
- Operation
 - Assist in gathering and analyzing data
 - Draft new bus routes
- Marketing
 - Corporate Identity for the transit company
 - Improving information at bus stops
- Management and Enterprise Structure



Structure in 2007



1

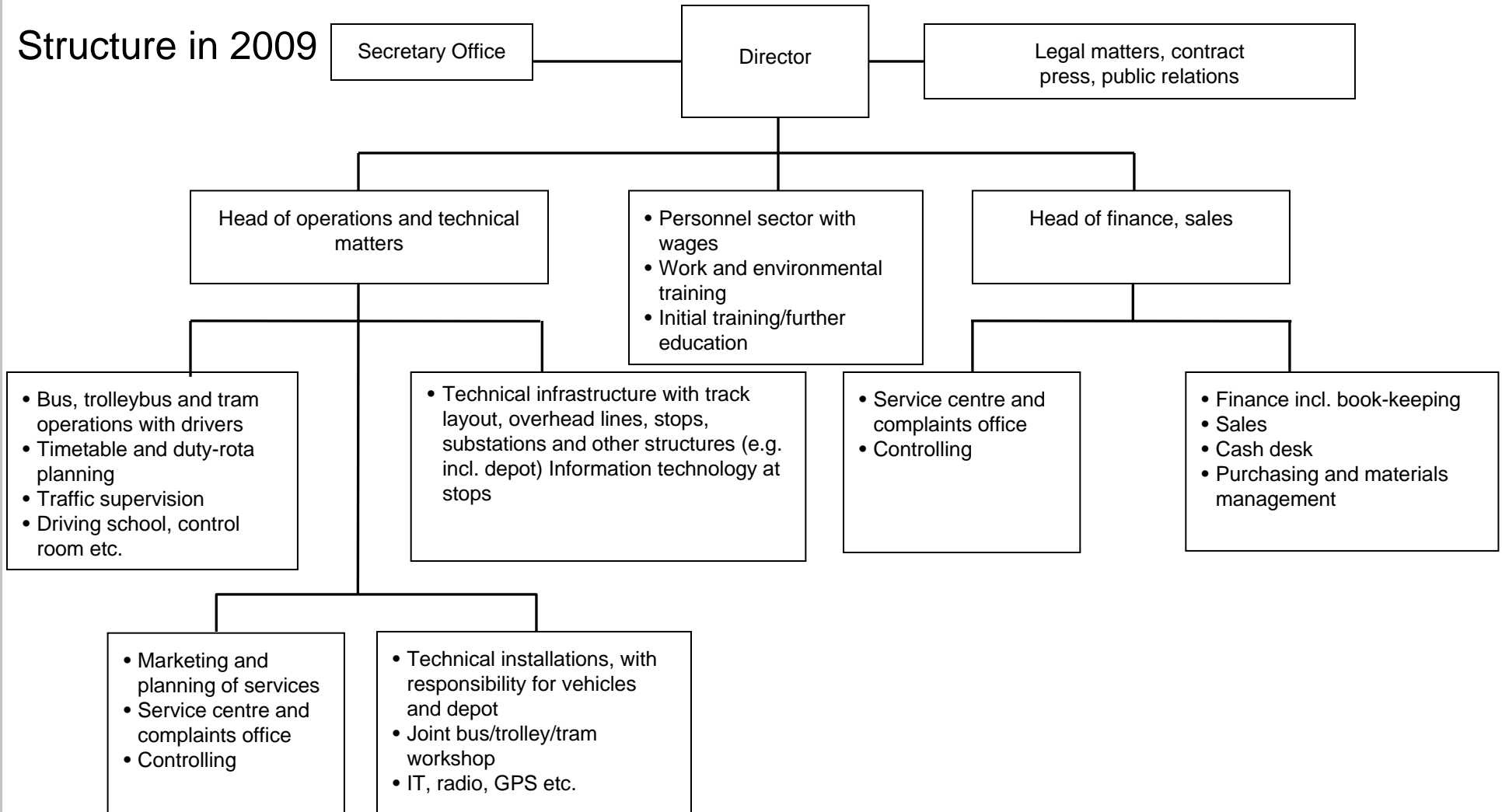
2

3

4

5

Structure in 2009



4

Local public transport in Sibiu and the TURSIB company today

Local public transport in Sibiu and the TURSIB company today

- TURSIB, and by extension its employees, now sees itself as a service provider, existing in order to serve its customers and also dependent on them.
- It was recognized that a service provider must support and inform its customers, and that it can use corresponding services and the company's overall public image to keep its existing customers and gain new ones.
- It is now possible to solicit support for TURSIB in the local political arena.
- Limited investments can also be made without subsidies.
- The city is also willing to support up-grading measures.
- The newly streamlined organizational structure creates clear roles and responsibilities.
- Especially within the management team, motivation for the work and identification with the company has strongly increased.
- The employees are slowly developing a positive relationship with their own company and their own work.

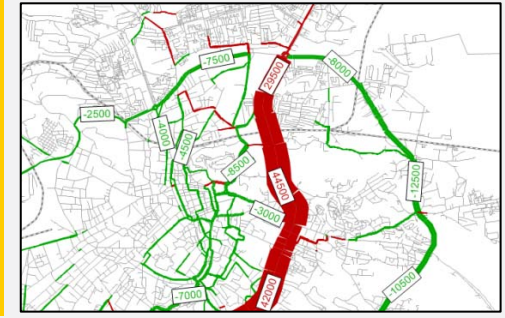
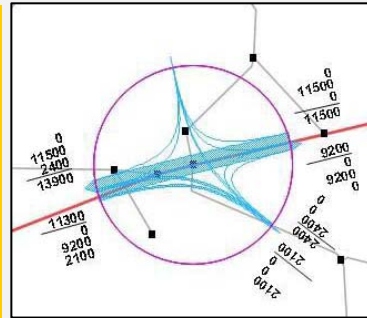
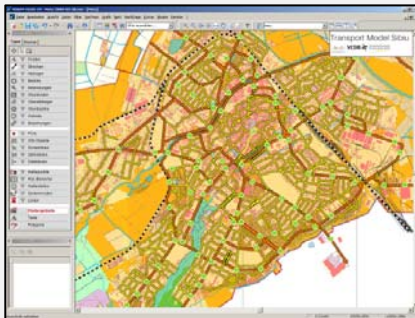


5

Outlook

Outlook

- Extention of Twinning Partnership has been started at the beginning of May 2010.
- Tasks to be done:
 - Creating the corresponding technical conditions to introduce a modern fare and ticketing system
 - creating a modern, efficient depot (new warehouse location)
 - Continuously monitoring passenger flow and passenger developments
 - Acceleration of public transport
 - advancement of the traffic model



Thank you for your attention!

Matthias Zöbisch - VCDB

m.zoebisch@vcdb.de

+49 351 4823118

