

September 10, 2025 | 10 septembre 2025

**ITS-STI** City of Montréal  
CANADA Ville de Montréal

Technology Innovation Forum | Forum d'innovation technologique



**Venue: Le Nouvel Hotel, 1740 René-Lévesque W, Montréal QC H3H 1R3**

<b>SEPTEMBER 10 AGENDA (subject to change)</b>	
8:00 AM	<b>Doors Open – Registration - Coffee and refreshments and networking with exhibitors</b>
8:45 AM	<b>Opening Events</b> <ul style="list-style-type: none"> <li>Welcome Remarks: <ul style="list-style-type: none"> <li>Claude Carrette, City of Montreal (TBC)</li> <li>Hughes Bessette, City of Montreal (TBC)</li> <li>Jonathan Hamel-Nunes, ITS Canada Board Director</li> </ul> </li> <li>DEI Moment <ul style="list-style-type: none"> <li>Zakaria Haddaji, City of Montreal</li> </ul> </li> <li>Forum Objectives <ul style="list-style-type: none"> <li>Mohamed Gallaa, City of Montreal</li> </ul> </li> </ul>
9:15 AM	<b><u>Presentations Session 1 – Electrification of Transportation</u></b> <ul style="list-style-type: none"> <li><b>Fleet Electrification: Orchestrating the Right Players to Build a Reliable and Sustainable Infrastructure</b> by Michael Laroche</li> <li><b>Towards a Greener City: Deployment and Maintenance of Charging Stations in Montreal</b> by Ville de Montréal</li> <li><b>Evaluating the excess watts of fuel-inefficient electrification of private vehicles</b> by Catherine Morency, Polytechnique Montréal</li> </ul>
10:15 AM	<b>Ice breaker</b>
10:35 AM	<b>Break / Trade Show - Coffee and tea</b>
11:10 AM	<b><u>Presentations Session 2 – Electrifying Freight Transport: Strategies, Challenges, and Perspectives</u></b> <ul style="list-style-type: none"> <li><b>Decarbonizing Medium and Heavy-Duty Freight Transportation in Canada: A Telematics-Based Approach to Charging Infrastructure Planning</b> by Anaissa Franca and Geotab, CIMA+</li> <li><b>Heavy vehicles and electrification of freight transportation</b> by Port of Montréal, STM.</li> <li><b>Long distance, zero emissions: The electric future of heavy transport</b> by Shan Campeau, WSP</li> </ul>
12:10 PM	<b>Lunch / Networking</b>
1:10 PM	<b>Exhibitor Focus - Round the room exhibitor introductions</b>
1:30 PM	<b>Keynote</b>

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	<p><b>Melissa Bellerose – DG Toujours Ensemble</b> <b>Jonathan Hamel-Nunes – Ville de Montréal</b></p> <p><b><i>Igniting minds, illuminate the future!</i></b></p> <p>« <b>Passeport pour ma réussite</b> » is a pan-Canadian academic perseverance program that supports students from the moment they enter secondary school until they obtain their high school diploma or vocational training diploma.</p>
2:00 PM	<p><b><u>Presentations Session 3 – Road safety powered by AI – Engineering on a human scale</u></b></p> <ul style="list-style-type: none"> <li>• <b>Using Formal Methods for Reinforcement Learning-based Traffic Signal Control</b> by Oumaima Barhoumi, Mohamed H Zaki and Sofiene Tahar, Concordia University</li> <li>• <b>AI and Traffic Management – What do we mean when we say “AI”?</b> by Clement Lau, Omnibond</li> <li>• <b>Enhancing Road Safety Using AI and Perception Systems</b> by Hamid Mammeri, NRC</li> </ul>
3:00 PM	<b>Break / Trade Show - Coffee and refreshments</b>
3:20 PM	<b>AU COIN DU FEU: Shared mobility and electrification: A winning duo? BIXI electric bike sharing system, e.g. Commune Auto.</b>
3:40 PM	<p><b><u>Presentations Session 4 – Road safety powered by AI – Engineering on a human scale</u></b></p> <ul style="list-style-type: none"> <li>• <b>AI Technology for Intersection Safety</b> by Craig Hinner, Notraffic</li> <li>• <b>Automated enforcement systems: present and future</b> by Bob McQueen, Bob McQueen and Associates</li> </ul>
4:25 PM	<b>Closing remarks/Summary</b>
4:35 PM	<b>Networking Reception</b>

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## CONFIRMED EXHIBITORS

- a) Alcatel Lucent Enterprise
- b) GGI Road and Traffic
- c) Liveable Cities
- d) Manufacturers Automation
- e) Miovision
- f) Omnibond
- g) Orange Traffic
- h) Ramudden Digital
- i) Raven Connected
- j) Siemens
- k) SMATS
- l) Tacel
- m) Transnomis
- n) Tristar

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