



SEMINAR

Jointly organized with

The Hong Kong Polytechnic University - Department of Civil and Structural Engineering
The Chartered Institute of Logistics and Transport in Hong Kong
Hong Kong Institution of Engineers, Civil Division

**TRANSPORT INVESTMENTS AND GLOBAL COMPETITIVENESS:
BALANCING MOBILITY AND LIVABILITY**

by

Professor Robert Cervero

*Professor of City and Regional Planning; University of California, Berkeley
Director, University of California Transportation Center, USA*

Abstract:

Transport infrastructure is critical to the competitiveness of cities and regions in the global marketplace. With knowledge- and service-based industries driving economic growth in many sectors of the modern economy, creating functional yet livable cities is essential to global competitiveness. This presentation addresses the challenges of striking an appropriate balance between transport infrastructure as an economic conduit and broader place-making and community-building objectives, drawing lessons from Asian, European, and American contexts.

Biography:

Professor Robert Cervero works in the area of sustainable transportation policy and planning, focusing on the nexus between urban transportation and land-use systems. He is Professor of City and Regional Planning and Director of the University of California Transportation Center at the University of California, Berkeley. Professor Cervero is a frequent advisor and consultant on transport projects, both in the U.S. and abroad. In 2004, Professor Cervero was the first-ever recipient of the Dale Prize for Excellence in Urban Planning Research and is a past Fellow with the Urban Land Institute and World Bank Institute. Presently, he is Chairman of the International Association of Urban Environments and the National Advisory Board of the Active Living Research Program of the Robert Wood Johnson Foundation. Professor Cervero currently serves on the editorial boards of six leading journals. Over the past year, he has conducted professional training workshops in Indonesia through the World Bank Institute as well as for the Ministry of Transportation in Argentina, the West Australia Department of Planning, and the American Planning Association.

Date : 26 February 2010 (Friday)
Time : 5:30 pm – 7:30 pm (5:30 - 6:00 reception)
Venue : Room M1603, 16/F, Li Ka Shing Tower, The Hong Kong Polytechnic University

***** ALL INTERESTED ARE WELCOME *****

An attendance certificate will be issued to each registered participant.

For further information call Prof. William H.K. Lam at Tel.: 2766-6045

FREE Admission. Please reserve your seat by sending the following reply slip to

Ms. Connie Lam at Tel.: 2766-6070, Fax: 2334-6389 or Email: cecfylam@polyu.edu.hk

Funding Organization:



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