

PRESS RELEASE

AUTHOR, SPEAKER, INNOVATOR: IT'S TIME TO TALK WOMEN AND INNOVATION WITH SITCE KEYNOTE KATRINE MARÇAL



BRUSSELS, 6 OCTOBER 2022

With an eye on an innovative future, the 2022 edition of [the Singapore International Transport Congress and Exhibition \(SITCE\)](#) will discuss the latest developments transforming urban mobility.

Held in a city where innovation shines through, the world of public transport will see what the next steps are for transforming the way we move around our cities.

Under the 2022 edition theme "*Heartbeat of Mobility*", expert voices and interesting contributions will be made in a pioneering region of the world (2-4 November).

We're pleased to announce that one of those important voices will be our keynote speaker [Katrine Marçal](#).

A bestselling author, leading journalist, and sought-after speaker, Katrine is a welcome addition to our 2022 gathering.

As an author, her first book “*Who Cooked Adam Smith's Dinner?*” has been translated into more than 20 languages across the globe, and was named one of The Guardian's books of the year in 2015.

Recognition for Katrine's work grew from there, and in the same year she was listed as one of the BBC's 100 Women.

Writing for Swedish newspaper Dagens Nyheter, Katrine has interviewed some of the world's leading economic thinkers – with several of her interviews viewed on YouTube more than a million times.

Katrine's second book “*Mother Of Invention: How Good Ideas Get Ignored In An Economy Built For Men*” became a bestseller in Sweden in 2020 and will be published in several languages during 2021 and 2022.

Originally from Sweden, Katrine now lives in the English countryside, and continues to inspire as a writer and speaker, giving keynotes at institutions such as Oxford University Business and Economics Programme, London School of Economics and The Royal School of Technology in Stockholm.

We know that the world is changing, and public transport finds itself looking to the future in an ever-changing society.

Innovation will help to lead this change, and with a strong focus on gender equality and women in leadership, public transport can help to transform our cities into the most liveable places for all of us.

With Katrine's focus on including women as the missing key to innovation, leading audiences through fascinating examples of how innovators have failed to take women's experiences into account, she will analyse what they can tell us about women and innovation today.

Katrine's keynote speech is not to be missed!

The perfect platform...for the latest sector solutions

For the fourth edition of the most important event in public transport held in the Asia-Pacific region, SITCE has established itself as a must-attend gathering in the region.

Working towards a more sustainable, resilient and seamless public transport, Asia-Pacific has become known as a testing ground for smart and pioneering sector developments.

Jointly hosted by UITP and [LTA Singapore](#), the theme ‘*Heartbeat of Mobility*’ is set, with the Congress programme and Exhibition planning in place for another exciting edition.

Across the three days, there will be Plenary Sessions suited to everyone's interests, covering a wide range of topics for the future of urban mobility.

A very special fireside chat will take place with our partners at BBC StoryWorks to launch our new member-led collaboration, featuring several UITP members who are part of the new series. *More to come soon!*

The programme is set, and the theme is in place...

Are you ready to hear from Katrine at SITCE 2022?

[Register for your free press pass here!](#)

Profile picture © Anna-Lena Ahlstrom

FOR EDITORS

(UITP) The International Association of Public Transport works to enhance quality of life and economic well-being by supporting and promoting sustainable transport in urban areas worldwide. As a passionate champion of sustainable urban mobility, UITP is internationally recognised for its work to advance the development of this critical policy agenda. With more than **1900 members** in **100 countries**, UITP has a long history to its name, and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. Visit the [newsroom](#) and follow us on [Twitter](#).

Questions? Quotes? Interview requests? [Contact Scott Shepherd](#)

UITP Press and Media Manager

scott.shepherd@uitp.org

0032-2-663-66-73 / [@UITPpress](#)