



A Tale of Two Cities... Smart Integrated Ticketing in Casablanca and Tunis

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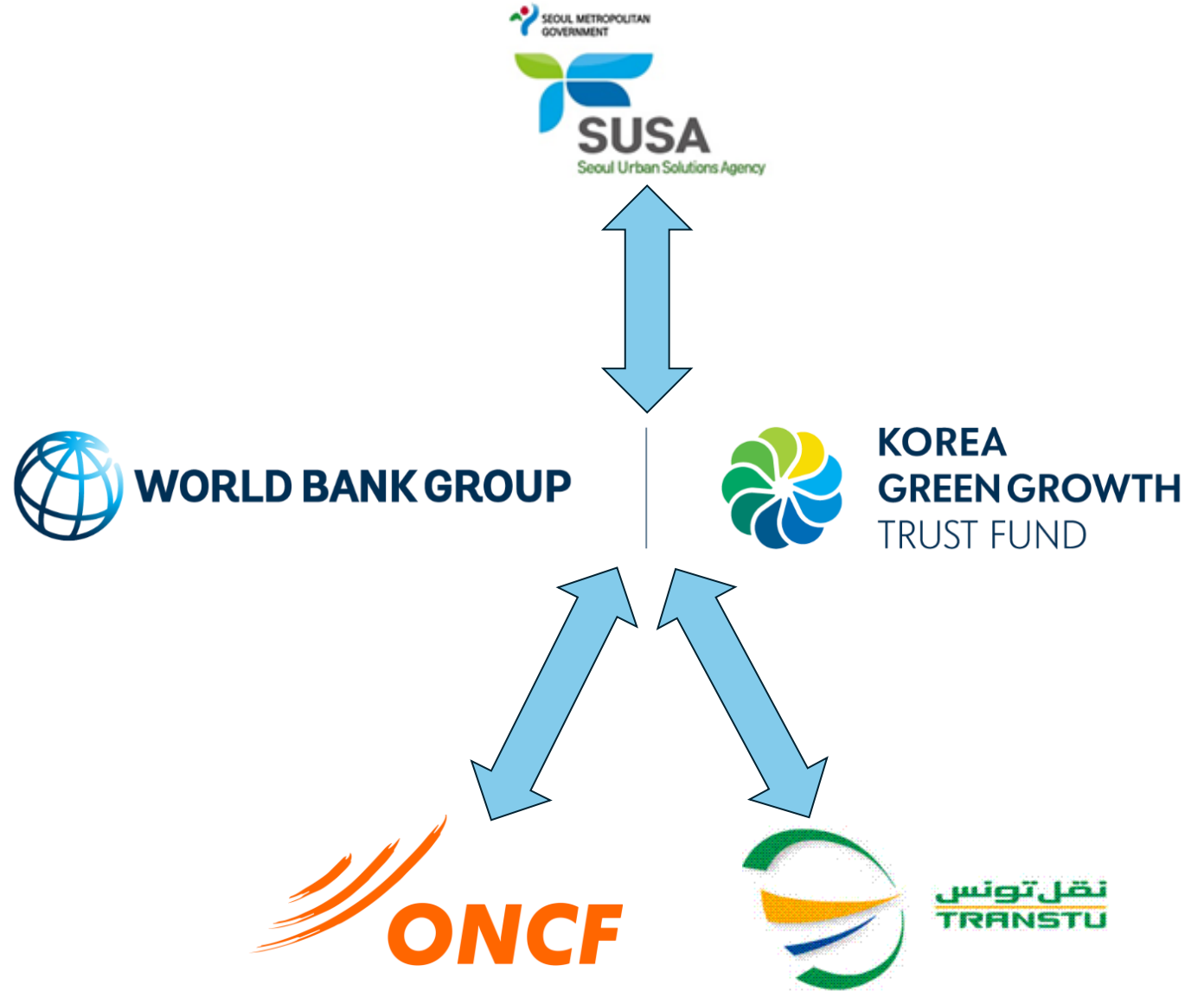
Senior Transport Specialist, The World Bank

Why smart integrated ticketing?

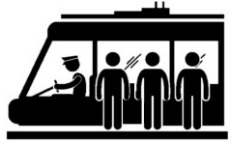


Summary

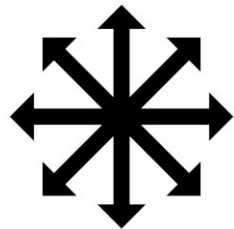
- ✓ **Funder:** Korean Green Growth Trust Fund (**THANK YOU!**)
- ✓ **Scope:** Smart, integrated, electronic ticketing (Morocco & Tunisia)
- ✓ **Partners:** Seoul Urban Solutions Agency (SUSA) / UI Networks
- ✓ **Clients:** Moroccan railways (ONCF) and Tunis public transport operator (TRANSTU)
- ✓ Competing in 2026 with possible phase 2 to 2029



A tale of two cities... with common objectives



1. Need to scale and densify public transport services to “catch up” with expanding urban populations.



2. Need to maximize network benefits and simplify interchanges across different modes of passenger transport.

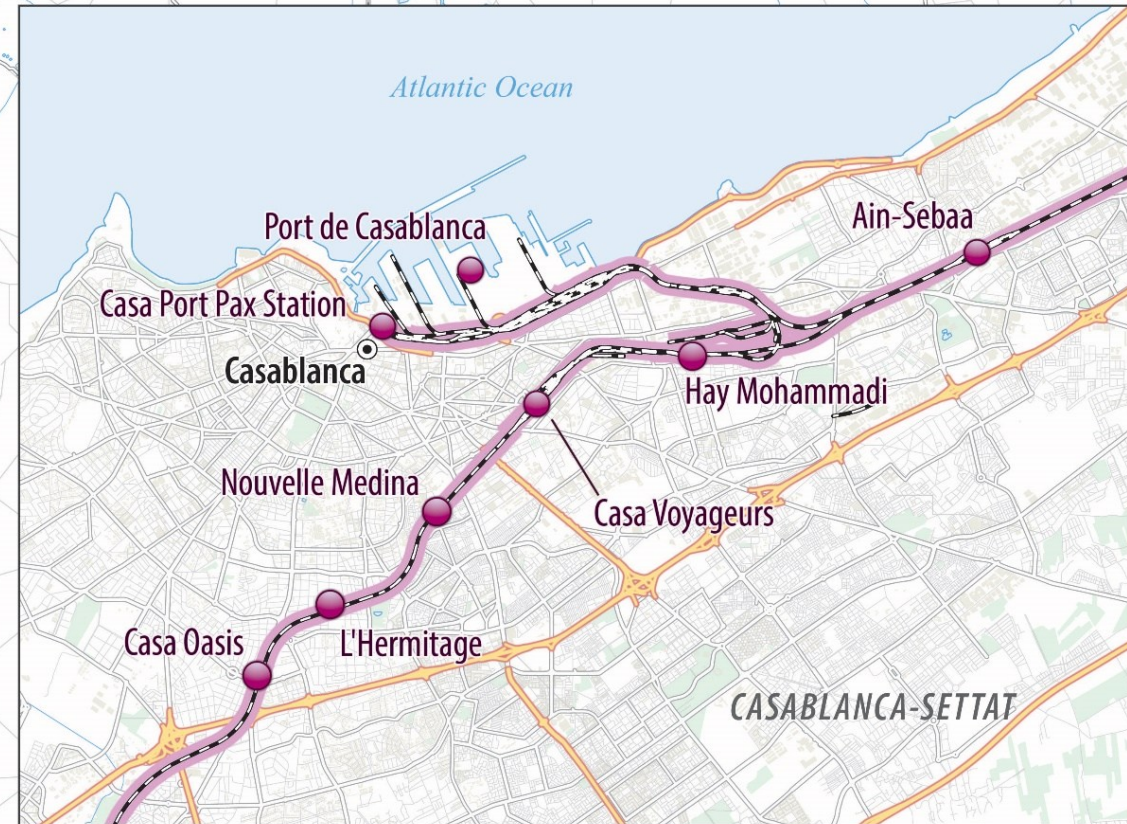
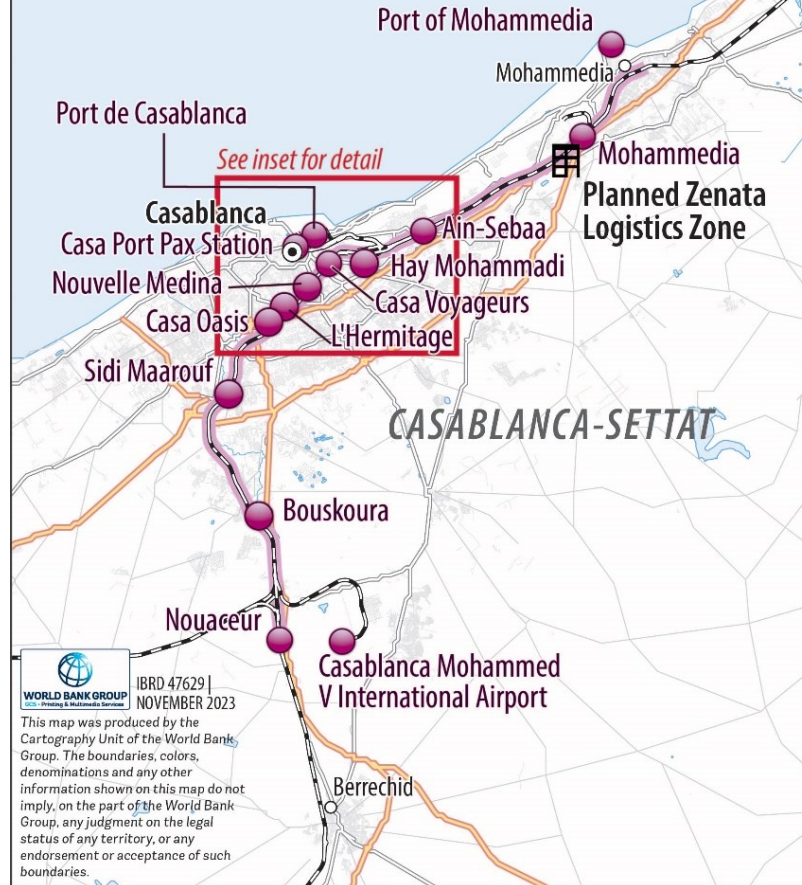


3. Need a financial and institutional architecture that supports long term competitiveness and sustainability.

CASABLANCA

MOROCCO MOROCCO GREATER CASABLANCA PASSENGER MOBILITY AND LOGISTICS HUB PFORR

- | | |
|--------------------------|---------------------|
| ● POINTS OF INTEREST | — RAILROADS |
| ■ PLANNED LOGISTICS ZONE | — OTHER ROADS |
| ○ MAIN TOWNS | — MAIN ROADS |
| ⊙ REGION CAPITALS | — HIGHWAYS |
| ★ NATIONAL CAPITALS | — REGION BOUNDARIES |

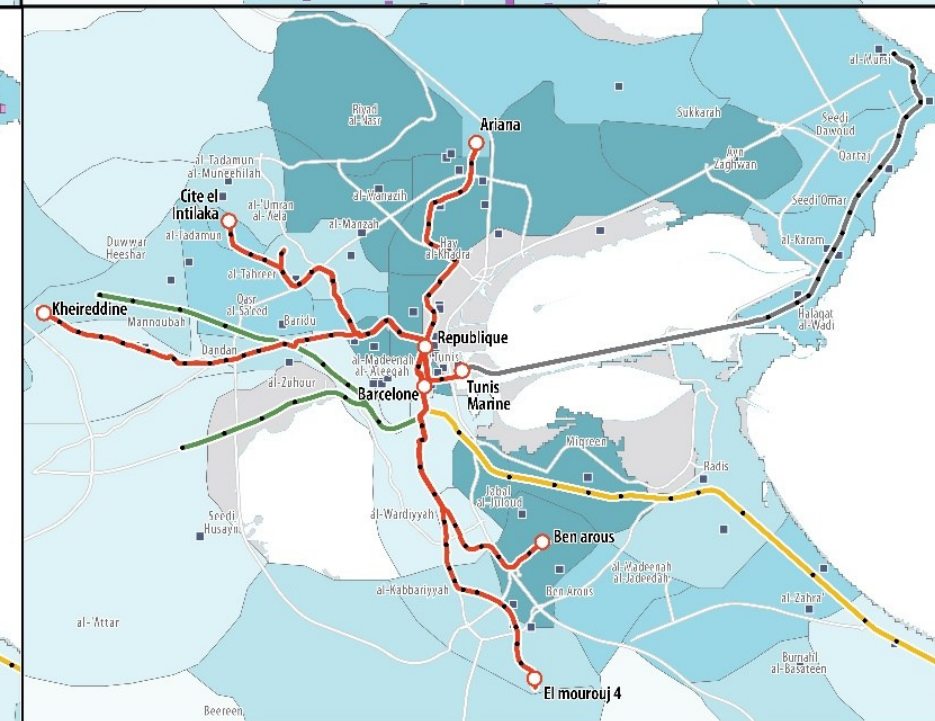
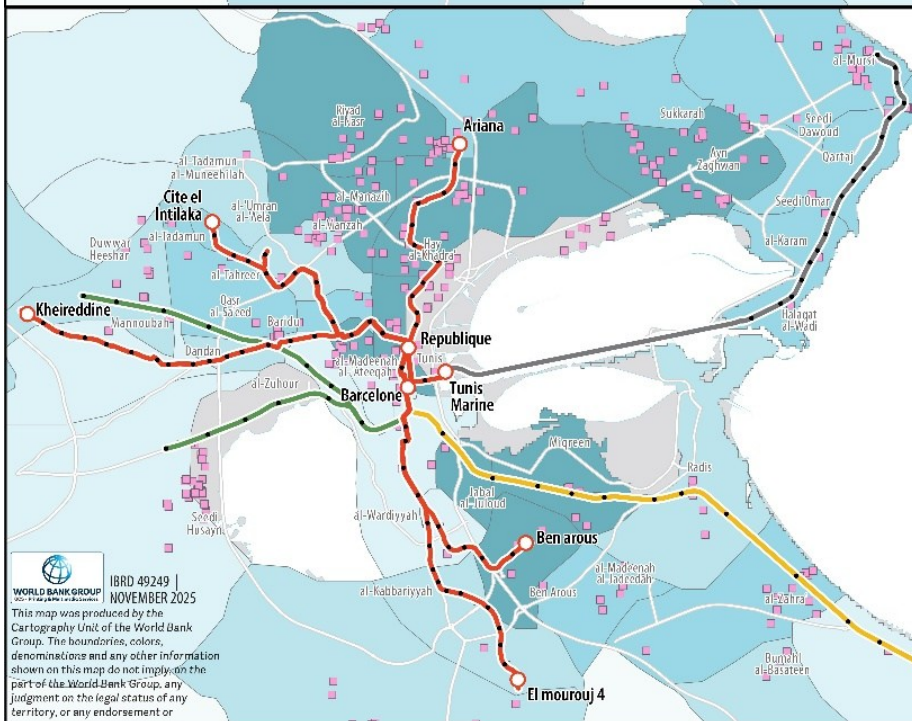
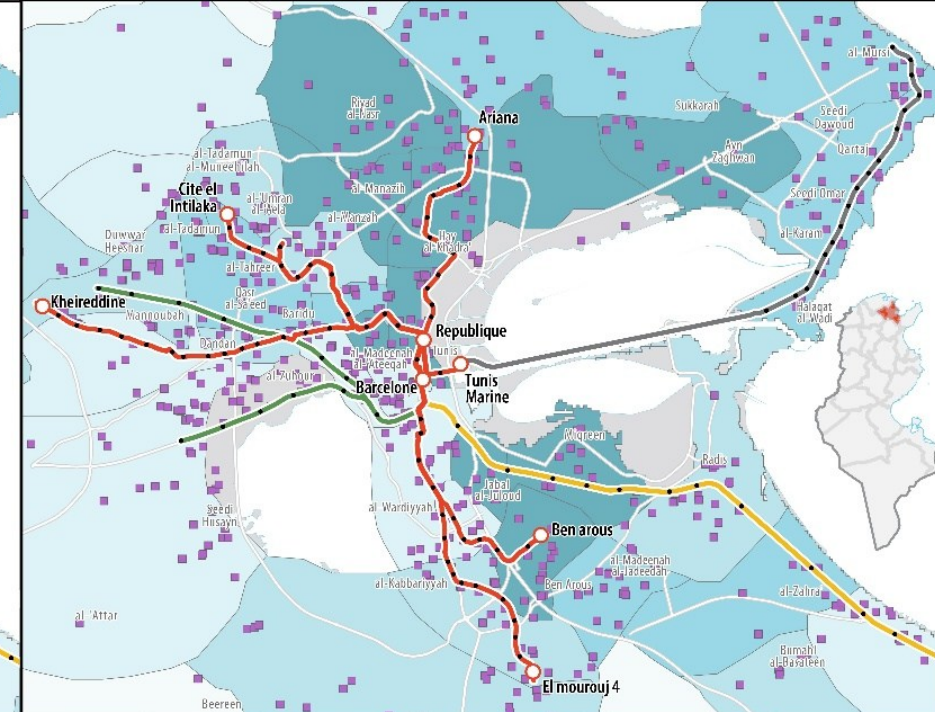
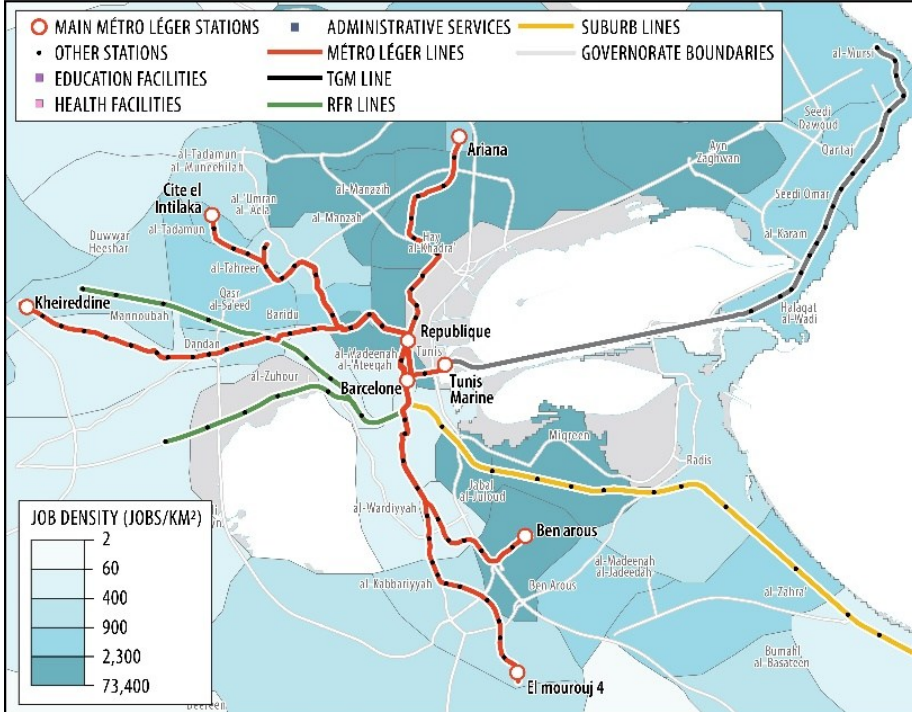


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- ✓ **NEW RER:** 2030 hard deadline (World Cup)
- ✓ 4-5+ million population
- ✓ 76 km double track with exclusive right of way
- ✓ Integration with tram / BRT lines at 11 locations
- ✓ Estimated 50 million passengers / year
- ✓ Current passenger base of working professionals
- ✓ Current pricing for yield management with future fares TBD.

TUNIS



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- ✓ Greater Tunis: 2.6+ million population
- ✓ 45 km light metro + 19 km TGM train + 40km RFR
- ✓ Key node at “Gare de Barcelone” interchange: Bus, light metro, RER
- ✓ Critical service for lower income and students
- ✓ Social protection level of fares pricing
- ✓ Aim: 16% of all jobs, schools, & key services accessible < 45 min

Current and envisaged phasing

PHASE 1:

- Case studies (Seoul, London, Paris, Austria)
- Functional and detailed specifications (Tunis + Casablanca RER)
- Capacity building & knowledge exchange
→ define, procure / negotiate, maintain

PHASE 2:

- Implementation support with international & national experts
- National electronic ticketing standard for Tunisia
- Ad-hoc support to “trouble shoot” and ensure delivery success



Thank you!



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2026
SEJONG**

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