



IRU XXVIIth WORLD CONGRESS & EXHIBITION
"Mobility of People
and Goods 2000+"

> CONGRESS HIGHLIGHTS





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IRU MOBILITY PARTNERS' MESSAGES

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> IRU MOBILITY PARTNERS' MESSAGES

DAVID C. GREEN
IRU President



"Our historic strength has been the adaptability of road transport to meet its customers' needs. In a world dominated by change and new ways of doing business, we will need to redouble our efforts to confront those demands; remaining competitive requires not just improved transport efficiency but the creative ability to add value in related parts of the business.

It is clear that only by building effective public-private and business-to-business joint partnerships can the IRU and its members play a full role in achieving the sustainable mobility of people and goods. And in so doing, we will contribute significantly to uniting mankind, allowing underdeveloped regions to flourish and maintain a level of profitability in the road transport sector that enables the continuation of efficient, high quality and environmentally friendly services for the benefit of all."

YVES BERTHELOT
Under Secretary General, UN &
Executive Secretary, UN Economic
Commission for Europe



"I am pleased that you have chosen the theme of mobility for your congress as the mobility of ideas, persons, goods and services is essential to the development of democracy and economic progress. The UN/ECE has been working to improve these "mobilities" for over 50 years - making analyses and political recommendations, as well as negotiating conventions and standards. As regards road transport, I am pleased to acknowledge that these activities have all been developed in close co-operation with the IRU.

If the will exists to facilitate transport between the countries of Asia, Europe, the Middle East and North Africa, there is no need to reinvent the wheel. Instead, we should be looking to extend and possibly adapt existing instruments.

To do this, we need your co-operation. You will no doubt be aware that the Secretary General of the United Nations, Kofi Annan, systematically encourages non-governmental organisations, companies and

governments to unite their efforts when dealing with common international problems. We have here a unique opportunity to combine forces to boost commercial exchanges across the Eurasian continent.

It seems to me that this is an ideal opportunity to apply the IRU slogan: "Working together for a better future".



PAUL LAEREMANS

IRU Congress President &
Managing Director, Fédération
Belge des Exploitants d'Autobus
et d'Autocars (FBAA)



"The theme of the Congress, Mobility of People and Goods 2000+, is perhaps the greatest socio-economic and political challenge that we will all have to address at the dawn of the 3rd millennium. It is not merely a question of being able to move passengers and freight without impediments. It is more about defending what has become a modern day human right.

It is about poverty alleviation and the more equitable distribution of wealth. It is about maintaining peace amongst men. It is about having a clean and safe environment for our children and their children's children. It is about freedom.

This might sound extreme, ladies and gentlemen, but I would challenge anyone to state how we can achieve any of these human goals without firstly ensuring the mobility of people and goods. Moreover, consider the role of road transport. Beyond its high quality door-to-door services, only road transport permits high quality person-to-person relations!

In this increasingly dehumanised "virtual" world, this rare quality of bringing people together is becoming more essential and precious than ever before."



> IRU MOBILITY PARTNERS' MESSAGES

SETTING THE STAGE FOR MOBILITY 2000+

LOYOLA DE PALACIO

Vice-President in Charge of Relations with the European Parliament, Transport & Energy, European Commission



"Your profession is the prevalent transport mode in the European Union and around the world. Consequently, it has both an irreplaceable role and a considerable responsibility in how modern society works; your profession contributes greatly to the efficiency and the quality of our society, as well as to our citizens' standard of living.

In an increasingly global and hence competitive society, every link in the production and distribution chain is facing the need to improve its own competitiveness as well as that of the chain as a whole. I have seen that road transport, through its efficiency, reliability, lowered costs or, in a nutshell, through its excellent quality/price ratio, has considerably improved the competitiveness of its services.

Year by year, as road transport operators have increased their market share, they have also contributed to higher employment figures and have managed to reinforce their position as an absolutely essential transport mode, whether in uni-modal transport or in

combination with other transport modes. This is why I would like to publicly congratulate the IRU and its members for this economic performance that also provides companies and citizens alike with a valuable service."



JACQUES ATTALI



"The profession of road transport operator is probably one of the least loved and simultaneously most vital jobs. Our societies could not function without the profession which you represent, which just goes to prove that public figures are not the only people to feel the pinch of ingratitude: you too are often victims to it.

The future of your industry is part of a huge change in society, which will increasingly turn, with extreme consequences, towards increased mobility, or even what I would call "nomadism". As always, for the more sedentary, mobile persons or nomads are both a source of fascination and fear. Nomads are envied for they can travel, but they are also feared for their travels may bring along new and dangerous things.

Each stage of economic development, each progress in world growth has always been linked to progress in the field of transport and, conversely, each time mobility was put into question, either through a destruction of networks or distrust of carriers or nomads, economic growth has stalled.

Beyond that, as you well know, the mobility and nomadism which you

represent is also an essential factor of cultural progress, tolerance, inquisitiveness and democracy, and artistic inventiveness. Putting mobility into question always implies questioning democracy. Freedom of movement is a basic right which only dictatorships impair.

Your industry unites people, enabling them to develop both markets and democracy, to such an extent that one may consider today that mobility is no longer a mere complement to sedentary living: mobility has taken over, has become essential while the settled state has taken second place.

Your profession is becoming more and more essential; it assumes new dignity and specific social and environmental responsibilities, it is becoming a vital element of rural development, sustainable development, and global development provided that it can be harmonised with all other forms of transport in a single integrated chain from door-to-door, from production to supply. More generally, our society is evolving into an era where everyone will be as mobile as you are, and where the values of mobility and nomadism will no longer be restricted to a few people on the road, becoming essential values to what we shall all become: travelling, producing and consuming nomads. "

DAVID HARTRIDGE

Director, Trade in Services Division,
World Trade Organisation (WTO)



"Road transport is not a protectionist industry but it is one that suffers heavily from non-transparent, heavy or discriminatory regulation.

The transport sector is like financial services and telecommunications - part of the vital infrastructure of the world economy - and we ought not to allow protectionism, corruption or over-regulation to increase the cost or diminish the efficiency of any of these services on which economic prosperity depends.

Let me end by urging you to think about the services negotiations as an opportunity to make known to your governments the impediments which you suffer in doing business internationally. Governments are now putting together their request lists which are their negotiating objectives for this new round, make sure they know what you want."

ISABELLE DURANT

Vice-Prime Minister & Minister of
Mobility and Transport, Belgium



"The theme that you have chosen is very topical indeed. We know that economic growth almost unfailingly results in an increase in the demand for mobility.

I am most pleased to note that the need to reconcile economic development with sustainable development has been one of the objectives of the IRU and all the member associations for several years now. I'm thinking, in particular, about the Charter for Sustainable Development that you signed in 1996.

I would like to insist once again on the importance of an integrated and global approach to the mobility issue. We must take into account both our national specificities and our European dimensions.

As for me, I hope that in coming months and years, important new steps will be taken at a European level to achieve a good balance between the developments of the economic sector of transport and the essential respect of the rights of future generations."

> IRU MOBILITY PARTNERS' MESSAGES

JAN THEUNIS

Chairman of the IRU Commission on Legal Affairs



"Transport of goods and persons does not only need material infrastructure but also a legal environment that facilitates mobility.

106 lawyers from 29 countries participated in the third symposium organised by the IRU's Commission on Legal Affairs and analysed all the international conventions that have come into existence.

We came to 3 conclusions:

1. There is no doubt that all these conventions were made to facilitate mobility by harmonising the rules governing transport, circulation of vehicles, improving performance, promoting safety and protection of the environment.

2. We most regretfully learnt that short-term political decisions serving national or regional interests are painfully in contradiction with a loyal interpretation and implementation of internationally negotiated and subscribed rules.

This is totally unacceptable:

Indeed, this is in total conflict with one of the oldest cornerstone-rules of our societies: as Roman lawyers expressed it: "Pacta sunt servanda": Agreements are made to be respected and executed.

3. Mobility is a right; a fundamental right.

The declaration of human rights is not a rigid set of rules: it develops together with humanity.

We propose that at the next revision of the United Nations Human Rights Charter, you with the IRU should take the initiative to have the right to mobility recognised and included as one of the universal fundamental rights of humanity."

CLAUDE SMADJA

Managing Director, World Economic Forum (WEF)



Competitiveness in the New Global Economy: The Six Commandments

"1. Knowledge and Innovation Power: What counts today is not only the ability of a company to innovate and to integrate technological developments into its activities but to be able to leverage IT developments in an optimum way, as soon as these developments occur, in order to create new business models and strategies. It is no longer a case of big eating small, but rather fast eating slow. The question we need to ask is; 'are we fast enough to remain in the top league?'

2. Challenge of Speed and Mobility: As much as globalisation has meant the disappearance of borders, the Internet dimension has accelerated the process of time and distance compression. In fact, time and distance have now become almost obsolete concepts. And everything is now dependent on the ability of a corporation to be in the top league in the game of time compression and mobility. Anything which is enemy of speed and mobility is enemy of economic efficiency.

3. Networking Power:

Business leaders and corporations today have permanently to demonstrate their ability to master and leverage a more and more intricate and complex web of relationships and partnerships where suppliers are at the same time customers, where competitors can become partners and where the lines which tended to define precisely roles and activities become so blurred to the point of almost losing significance.

4. Complexity and Diversity:

As the lines of supply get globalised, as corporations stand to operate more and more as one entity with many outfits, operating in different locations, and different cultures, as the search for talent compels corporations to attract the best and the brightest, wherever they are, and whatever their origin, and as markets at the same time globalise and localise, the complexity and diversity of the environment in which corporations and business leaders operate become almost limitless.

5. Communication Power:

This is truly the ability not only to be able to communicate with people, with employees, customers, shareholders and stakeholders but to make them share the same goals and objectives – make them part of the action – to create communities of interest.

6. The ability to be a Social Player:

Wise CEOs and corporations, looking at their long term competitiveness have had to integrate more and more this new dimension in their

thinking and in their actions. This is even more needed because of the public perception that governments are in retreat, that the consolidation and concentration of economic power create today a disequilibrium in view of the shrinking power of governments. It is becoming essential that business leaders and corporations be seen – not because of ‘cosmetics’ but as a result of a genuine commitment as a social player ready to play its role for the community beyond the priority given to the bottom line and the maximisation of shareholders returns.”

JOHN DEFTERIOS

Anchor & Vice President,
International Herald Tribune TV



“It’s amazing how much progress has been made since the last Congress under the leadership of the IRU!”



> IRU MOBILITY PARTNERS' MESSAGES

KAKHRAMON SYDIKNAZAROV

Minister of Transport, Uzbekistan



"For more than two millennia, the connections between East and West and between China and Rome, which emerged in approximately 100 BC with the opening of the Silk Road, have played a prominent role in the history, culture and prosperity of this region of the world now known as the Central Asian States.

Now, at the outset of the 21st century, the idea of rehabilitating the Silk Road, which would be an alternative to the established overloaded routes linking China to Europe through Central Asia, has become a reality.

The Republic of Uzbekistan is advancing in a planned manner to rehabilitate the Great Silk Road.

The completion of a motorway section running through the territory of China will make it possible to carry goods from Europe to China using the best features of road transport, such as mobility, delivery 'from-door-to-door' (or directly from supplier to consignee) and others. Ultimately, it will mean the rehabilitation of the Great Silk Road which contributed for so many years to both economic

and cultural development of European and Asian countries."



OTTOKAR HAHN

Former Ambassador of the European Commission to the Russian Federation



"The globalisation of the economy, especially the fast changing conditions and the emerging markets of the Caspian and Black Sea, as well as the Caucasian and Central Asian regions, neighbouring China and Japan, require the continuous evaluation of all existing infrastructures and development strategies in the transport sector in view of:

- the future EU enlargement;
- the acceleration of new tradeflows;
- the diversification of cargo transit and supply options.

The economic benefits of the revitalisation of the Silk Road are:

- increasing trade;
- increasing tourism;
- improvement in regional co-operation;
- cheaper transport costs and better efficiency;
- improvement of the investment climate for all areas along the Silk Road.

The co-operation with professional organisations like IRU will be rewarding for all sides to solve the existing problems and to bring the Silk Road Concept to its full success."

CHENGZHI JU

Deputy General Director, Ministry of Communications, People's Republic of China



"China has actively collaborated with countries concerned to realise the great cause of revitalising the Silk Road. Many pragmatic measures have been taken to develop road transport between China and the Central and Western Asian countries and great positive achievements have been made.

We sincerely hope to further develop road transport with the countries along the Silk Road to promote trade and personal exchanges and enhance economic development amongst the Central and Western Asian countries and the European countries.

Our gathering here today will surely contribute to promoting connection, communication and mutual understanding between the transport sectors of different countries. The IRU has made its due contributions to promoting co-operation and exchange."

> IRU MOBILITY PARTNERS' MESSAGES

GIULIANO LAMONI

Director, Commercial Operations
Institutional Relations and Transport
Policy Department, IVECO



"There is a strong connection between infrastructure, logistics and the process of production, therefore public authorities, through their actions or inactions in providing adequate infrastructure, influence the production process.

Europe needs mobility. Europe needs infrastructure. We need a radical change in our approach to providing adequate infrastructure."

CHRISTOPHE EGGERS

Transport Director, Kodak France



"We're moving away from a logistics network where we ship to various warehouses around Europe to direct shipping to customers. We can't allow any delay because it hits the customer directly. As time is an important factor, more than 90% of the 900' 000 tonnes moved by Kodak per year goes by road. In fact 100% goes by road at some point. So road infrastructure is critical to the mobility of our goods.

The availability of infrastructure in terms of space and its efficiency in terms of time is not at an optimal level.

If our delivery is delayed, and not the one from our competitors, Kodak film will not be on the shelves and the customers will pick another brand. It's as easy as that.

I am not sure Governments understand this problem in detail and this is of concern because they are the people building our future. The impact on customers is something they don't understand as much as they should."



ALFRED EVERS

Managing Director,
Ghemar Transport, Belgium
& President, Fédération Royale
Belge des Transporteurs (FEBETRA)



"Mobility is not a transport issue. It is a societal issue. Nothing more, nothing less. Public authorities are not yet convinced of the importance of providing adequate infrastructure and measures to make best use of existing infrastructure."

Road infrastructure currently accounts for only 0.5% of land use, but even a slight increase to just 0.6% could bring huge benefits in terms of less pollution and better quality of life.

Politicians are always saying that there has to be a switch from road to rail. In Belgium our railways are now turning into a road logistics haulage company. At the same time, I see that the same politicians are cutting trains and railway services because they are not profitable. Where is the logic in that?

Penalising transport is not a solution to congestion. We should look, rather, to alternative remedies such as allowing night time driving, a better management of existing

infrastructure. We could encourage this through tax breaks for companies unloading outside working hours."



> IRU MOBILITY PARTNERS' MESSAGES

MIKLOS HINFNER

Secretary General, Hungarian Road Transport Association (ATRH)



"Europe needs more roads. Hungary needs more motorways. There is no question about that. But politicians say that we need to pay our way. We already do! Can we not at least decide on what is right for our economy and what is right for Europe and mobility!"

HERMANN GREWER

CEO, Grewer GmbH,
IRU Vice President,
President, Bundesverband
Güterkraftverkehr Logistik und
Entsorgung (BGL) e.V.



"We all agree that mobility and logistics rely on sound infrastructure and on road transport in particular. So what must happen for politicians to start addressing this problem in an objective way? We have to take the emotion out of the debate.

It cannot be objectively right that 50% of resources are invested in rail, a mode of transport that has overlooked external costs and that provides only 10% of all transport operations."

OSVALDO JOAO PEREIRA DA COSTA

President, Associação Nacional de Transportadores Públicos Rodoviários de Mercadorias (ANTRAM)



"Sufficient infrastructure is obviously a key issue for ensuring everyone's mobility and will continue to be so as future demand grows.

How many times do we have to say it before it sinks into governments' heads? Why don't they do what is right for mobility and invest more in infrastructure?"

MOBILITY = INFRASTRUCTURE



> IRU MOBILITY PARTNERS' MESSAGES



CHRISTER BEIJBOM
Vice President and General
Manager, Swedish Rail



"The service and mobility solutions offered by rail companies to road haulage companies and forwarding companies are not yet good enough. Here is the real challenge for railways who operate combined transport: to increase profits and services.

Rail organisations, old monopolists, still have a long way to go to be really market oriented. We in Sweden have reduced costs and are now in a position where we actually start to earn money on the bottom line. It is very hard to expand a business that doesn't make money.

Railways must make their operations more effective by, amongst other things, reducing the number of terminals and hauling the trains over longer distances between terminals and increasing average speed by reducing the number of stops required."

WERNER MAYWALD
CEO, Kombiverkehr



"In Germany, last year, we had a decrease of volume of intermodal transport of about 40% because the quality on the rail was a disaster. Punctuality was not comparable to what the lorry can offer customers. Also, the pricing did not meet the special requirements of the markets.

This year, volumes have increased by 25%, due to better quality and punctuality resulting from our decision to buy 26 block trains to run throughout Germany for distances of more than 500km up to 800km. If trains are able to give good quality and punctuality to the customers over these distances, we will have success in intermodal business.

Road and rail are not enemies ; instead road should be seen as rail's biggest mobility partner."

Jos DEKKERS
Director, Corporate Communications,
Europe Combined Terminals BV &
President, Federation of European
Private Port Operators (FEPORT)



"There is still a strong tendency to look at the different modes as competitors. I think that an important part of the solution for the future of mobility would be to see road, rail and inland shipping as partners. Let's move away from competition between modes to competition between intermodal transport operators.

There is already a strong basis for thinking in terms of partnership instead of competition, because of course, trucking is indispensable for short distances and also for the connection between the inland terminals and the final destination."

> IRU MOBILITY PARTNERS' MESSAGES

KAREL J. NOORDZY

Chairman, Transport en Logistiek Nederland (TLN)



"Despite what politicians think, it is not true that road transport is the enemy of rail transport. We would like to be their biggest clients, provided that costs go way down and that service improves considerably. It is difficult to explain to our clients that if we send their goods by truck to Paris from Brussels it takes 4 hours and by train 3 days.

Railways also say that they would like to be our mobility partners but there is a big strategic problem. As soon as the railway companies try to do business over our heads and go directly to our clients offering door-to-door service, you have a strategic blockade for developing partnerships with road hauliers and then of course, people go the natural way, they go by road."

IOURII SUKHIN

President, Russian Association of International Road Hauliers (ASMAP)



"One key reason for the lack of combined transport has to do with technical difficulties, whether for transfers or for operations between regions where electricity or guage may vary. This is certainly the case with rail traffic between Russia and other European railways."

JANUSZ LACNY

President, Association of International Road Transport Operators of Poland (ZMPD)



"Practical efforts need to be undertaken by customs to ensure that agreed upon conventions and procedures are understood and implemented by all concerned parties to ensure mobility."



CARLOS PASCUAL QUIROS
Secretary General, Asociación
del Transporte Internacional
por Carretera (ASTIC)



"At the last IRU World Congress in Marrakesh, we adopted the principle of co-operation and reciprocity. We have since then adopted a number of agreements whereby we have developed trust between the haulage associations and customs. Trust and confidence will underpin any co-operation to increase mobility."



> IRU MOBILITY PARTNERS' MESSAGES



ALBERTO OYARZABAL

Director of Taxation & Customs
Unions, European Commission



"Through the T and TIR transit systems, we try to reconcile the need to verify and inspect with the need to make sure there is fluidity in the transport of goods across borders. So we all have a shared interest in making sure goods reach their destination in time, safely. When I talk about safety I talk about fiscal security and you're talking about commercial security, but we share the same interests so that mobility takes place in the best possible conditions whilst respecting the law."

JEAN WYNS
President, Eurolines



"The coach and bus have perhaps the greatest contribution to make in ensuring the mobility of all citizens. Buses and coaches are able to take passengers from door-to-door. They are the partners of all other modes of transport. Moreover, a bus or coach can replace up to 30 cars, which represent 90% of the vehicles on the road, contributing significantly to alleviating the principal cause of road congestion and making roads safer!

Bus and Coach Transport sets high safety requirements for drivers. Trained drivers ensure passenger and vehicle safety. Strict rules and rigorous training, including upgrading courses throughout a driver's career, contribute to the impressive safety record of bus and coach transport throughout Europe.

Coaches are 29 times safer than cars, 23.5 times safer than planes and 4 times safer than trains!"

MANOEL SOUSA LIMA
CEO, Argos Transport, Brazil



"When it comes to safe mobility, no type of transport undergoes greater scrutiny than the transport of dangerous goods by road. The result has been a plethora of rules and regulations aimed at making dangerous goods transport by road around the world safer.

However, rules and regulations governing the transport of dangerous goods are not really what drives transport operators, like myself, to ensure that my operations meet all the regulations. It's simply a question of good business!"

PETER ELSENAAR
Advisor, GRSP



"The Global Road Safety Partnership has started activities in 15 developing countries and countries in transition in which a number of IRU members are active. IRU can contribute to safer roads. The role of road hauliers is underestimated. They are professionals that can help raise public awareness, influence national governments and lead by example. We need your assistance and I would encourage you to go down this road."

> IRU MOBILITY PARTNERS' MESSAGES

JEAN GURUNLIAN

Executive Secretary,
United Nations Conference on Trade
& Development (UNCTAD)



"We are projecting that in 2003, something like 10% to 25% of world trade will be done by electronic commerce, or in other words, through the web. This offers fantastic opportunities for the industry. But it is clear that if we look at transport and logistics, we haven't seen the same pace of change taking place. Much could be done and much remains to be done in this area.

I would say that even computerisation hasn't brought all it could have to the mobility equation. The electronic systems that have been put in place are, to a large extent, translations of the manual procedures people were using previously. Today, with the technologies that are at our disposal, we should have completely rethought the approach and had a much more effective system. There should be a total interaction of course between the private and public sector. This is not done yet fully, even in developed countries.

If we introduced the right technologies and procedures, many developing countries could leapfrog their developed counterparts and go straight to state-of-the-art systems."

MIKE STONE

Service Director, DHL



"It's not about simply computerising to change the way we work, it's also about changing the way we undertake the physical process. And then, by computerising these processes you will create real efficiencies rather than simply assuming technologies will make the difference for us.

The ability to move goods across borders, in particular across road borders, is hindered by one very simple process, traditionally that of customs! Facilitation through computerised transit will take that a long way forward. Around the world, everybody is at varying stages of development and sophistication, which handicaps operators from ensuring the quality and consistency of service that they provide to customers. Inconsistency means that you cannot deliver quality service at a reasonable cost, which has to be passed on eventually to the end user.

There is no more important movement for DHL and the entire express industry than the movement that either picks the shipment up from the customer or delivers the shipment to the final consignee...we have yet to find a way to do that by air, we will continue to

do it by road. So road transport remains an absolutely integral and essential part of the business. We find that road movements are the most reliable part of the transportation chain that we can offer and therefore they will remain fundamental to our business for the foreseeable future and in fact, forever."



NIKOLAI BOROVOI

President, Belarussian Association of International Road Carriers (BAIRC)



"We need to improve our mobility and efficiency, not only during night time but also during day time travel. We need to use satellite and electronic means in order to ensure that when a lorry arrives at a border the documents are ready and it can be ushered through the customs point."

JACQUES PUTZEYS

Member of the Governing Council of UNIDROIT



"We need to look at all documentation supporting trade transactions. Transport and insurance documentation should be included in the "electronic debate" so that we can achieve uniformity and harmonisation between the required customs, transport and commercial documentation, which is of great interest to the IRU's Commission on Legal Affairs."



> IRU MOBILITY PARTNERS' MESSAGES

GONZALOS BASTILLOS

Director, Business Development,
Microsoft Automotive Business Unit



"There are 100,000 new internet users every day, and the rate continues to increase. The role of the internet in society - what we do with this technology, what we do with this infrastructure - has a profound effect on what our lives and businesses will look like in the future.

Historically, the cost of moving goods to the end user has been biased towards production and manufacturing. This is because it was difficult to produce, expensive to manufacture, and goods were not distributed too far away from production sites. But with technological advances, it is a lot easier to produce, and cheaper to manufacture. Now production and manufacturing costs are much more heavily weighted towards the cost of transport and distributing the goods to clients. This is why IT will have a profound effect on reducing the costs along the value chain.

There will be an industry redesign from resource based to knowledge based. Transport is the physical glue in the value chain.

The 3 vectors of change in the

transport industry will be the Internet, wireless networks and new devices.

We don't need to reinvent the wheel in the transport sector. We should borrow existing technologies and standards and adapt them to your end-to-end service."

ULF BEYSHLAG

World Wide Mobile e-Services
Manager, Hewlett Packard



"While there might be 100,000 new subscribers on the Internet everyday, NOKIA alone ships over 2 million mobile phones per week. Add to that the figures of the other suppliers and you easily have 3 times the rate of subscribers for mobile phones versus the Internet. By 2001, there will be more data-capable mobile phones on the market than PCs... so think what this means!

The market will evolve in a way that we cannot imagine today. Everything will have a web page. We can even envisage a parcel being a computing platform having its own URL and being addressable.

The internet will become the back end to mobility in future."

DIETER SCHAPER
CEO, Mannesmann VDO



"We have all the necessary components today - GSM, GPS, Navigation, Radio, Tachograph, and the On Board Computer - but the connection and interface between these elements is the big piece of work that remains to be done.

We have the task today to make a man-machine interface, which is easy to understand, easy and safe to use, reliable and trouble free, because the main job of the driver is to drive!

We talk about the movement of people and goods from A to B and this has to be as smooth and fast and cost effective as possible. So we're talking about fast mobility at low cost.

We need to get the right data to the driver using Telematics technologies to enable him to make best use of it and avoid accidents and congestion."

REMO MARELLO
Director, Business Unit Heavy Range,
IVECO



"European demand for IT in the transport market is still in a beginners' phase.

What is impeding the implementation of IT in the European transport market is lack of standardisation, in terms of communications, software and hardware.

What we need are system integrators."

MANAR TALHI
Director, Commercial & Studies
Department, Office National des
Transports (ONT), Morocco



"As we saw at the last IRU Congress in Marrakesh, the Maghreb region faces many problems in trade and tourism due to procedural barriers. For the benefit of trade and tourism worldwide, it would make good economic sense for Microsoft to work with governments and NGOs, like IRU, to develop a software that would actually eliminate the need for paper and facilitate trade and tourism transactions between all commercial and customs partners."

> IRU MOBILITY PARTNERS' MESSAGES

JEAN-FRANÇOIS POUPINEL
Chairman of the Supervisory
Board, ERTICO



"The potential exists to have Intelligent Transport Systems turn the commercial vehicle into an intelligent production unit. Applications, which today are carried out at the home base, such as transport orders, querying transport orders, trip planning etc., will go on board.

The drive towards mobility will see an increase in the need for real time information, a significant increase in the demand for on-board computer systems, the development of open, "plug and play" platforms, the entrance of many new players in the technology market, an increase in the number of light commercial vehicles, and leadership being taken by vehicle manufacturers to introduce a one-stop shop in vehicles for their customers."

STEPHEN FOWLER
President, Yellow Transportation
LLC, USA



"What has been most dramatic for us in the US has been the Global Positioning Application for the taxi operation or the people mover operation. We have automated and computerised what has been done before.

The next step will be to take that technology and link it beyond just matching people and vehicles, to using it for billing. We have created a technology where, by using Global Positioning, we are able to link that location with the billing system. This now allows us to bill each individual on their internet account."



BEHNAM FARAMARZIAN

TIR Department, Iran Chamber
of Commerce Industries and Mines
(ICCIM)



"Acceleration in contacts and contracts through the Web has not been matched by an equal progress in the movement of goods. But there must be a physical limit to this! Surely, the speed of trucks cannot improve radically... especially with current political mindsets."



SMART MOBILITY

e-MOBILITY

SAFE MOBILITY

MOBILITY
IN PARTNERSHIP

MOBILITY =
INFRASTRUCTURE

THE SILK ROAD
TO MOBILITY

SETTING THE STAGE
FOR MOBILITY 2000+

> IRU MOBILITY PARTNERS' MESSAGES

WIM HOOGSTAD

Senior Vice President, Supply,
Unilever



"Unilever sells about 120,000 different products around the world, ships 20 million tonnes per year and sells 300 consumer units every second! All this needs to be done in a very cost effective way. Transport is very very influential on our total cost and therefore it is extremely influential on the prices that you, as consumers, pay for our goods.

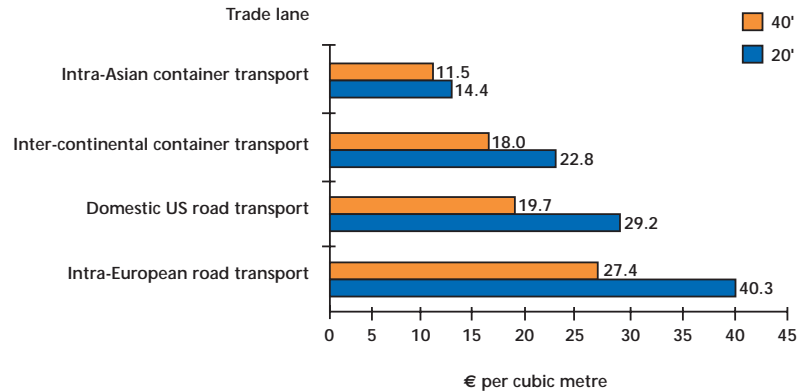
In the United States, a country that is larger than Europe with fewer consumers, it is far cheaper to produce there today, not because we can't use the same manufacturing technologies in Europe, but because transport is much more efficient over there.

We need common IT platforms because the market share of the largest single transport company is so small; we therefore need the government to play a role."

KPMG

found that European business faces major competitive disadvantages:

Transport costs comparison



Trade lane

Comparison with Intra-European road transport

Intra-Asian container transport	20' & 40' unit transport costs are 239 - 279 % the cost in Europe
Inter-continental container transport	20' & 40' unit transport costs are 152 - 177 % the cost in Europe
Domestic US road transport	0' & 40' unit transport costs are 138 - 139 % the cost in Europe

Source: KPMG. Comparison of transport costs

ROGER DE BORGER

Secretary General, Belgian Ministry
of Communications and Infrastructure



"When you want to achieve mobility, given the congestion we have, it cannot be solved by one action or by one organisation working alone. Concerted action is required at all levels, working as one team.

Other than making new roads, which is evident, we should make better use of existing road infrastructure, promoting uncongested complementary means of transport and making transport, to the extent possible, superfluous, through IT!

75% of traffic is on roads between 7:00 a.m. and 7:00 p.m. From 7:00 p.m. to 10:00 p.m., it's another 12.5%, leaving 12.5% during 9 hours at night. So, why not have 24 hour road transport?"

HUGO OSULA

General Manager, Mootor Reisi A.S.,
Estonia



"Passengers who opt for bus or coach travel reduce the number of cars and use the most fuel efficient vehicle on the road.

The city of Tallinn introduced comfortable trailer buses for heavy traffic streets. They became popular and the traffic load has now even decreased.

Profitability of route traffic has been increased by organising the transport of small parcels and goods by passenger coaches in Estonia and Finland."



> IRU MOBILITY PARTNERS' MESSAGES

PATRICIA Mc CAULEY

Deputy Director, World Customs Organisation (WCO)



"One of the top priorities of the World Customs Organisation has been to update and modernise the Kyoto Convention on the simplification and harmonisation of customs procedures.

The IRU participated in most all meetings and was a very strong, valuable and helpful voice on behalf of all of you in the road transport industry.

We are very proud of our new revised Kyoto Convention but it will never simplify, never harmonise customs administrations around the world unless it enters into force.

I would ask all of you to speak to your governments. Politicians need to hear that people in trade and industry want simplification and harmonisation of customs. No one is more aware of your problems and your concerns - the differences between a 2 hour delay and a 12 hour delay at a border - than we are at the WCO.

In the revised Kyoto Convention we have changed the rules, we have made it obligatory for governments and we have introduced the obligation

to use Information Technology to find new ways to do away with paper and pass messages between manufacturers, transporters, customs and consumers electronically. Bring this to the attention of your governments so that we can help you to do your jobs more effectively and more profitably."

CORNEEL GEERTS

President, Transport Corneel Geerts, Belgium



"One of the problems we transport operators face is legislation that is now 40 years old and needs to be revised. We can't work with it any more on a daily basis."



KENICHI IGUCHI

Managing Director, Japan Trucking Association, (JTA)



"Japan represents a huge market for the express industry. Given the need for high quality, high speed mobility, the role of road transport will be key to the future of the express, and indeed, any business!"



> IRU HEROES

IRU GRAND PRIX D'HONNEUR AWARD WINNERS



WINNER:
JERZY KAZANA (POLAND)



RUNNER UP:
EGON HVIID KRISTENSEN
(DENMARK)

FLAVIO & PAOLA BORRA

were the subjects of an IRU video depicting how a couple can share their passion for the dynamic and adventurous life of road transport professionals.



> IRU MOBILITY 2000+ DECLARATION

All citizens aspire to mobility that for most people has become the most modern expression of freedom.

The irreversible process of globalisation leads to new interdependencies, travel and business relations, and will increase society's demand for greater personal mobility as well as availability and choice of goods.

Given the fast pace of the "new economies" and modern information technologies, one of the greatest political and socio-economic challenges of the new millennium will be to ensure the sustainable mobility of people and goods. Restrictions on mobility will constitute an infringement of individual rights and freedom, a hindrance to economic growth and to a better distribution of wealth.

Road transport is the only mode of transport available everywhere. Everybody is dependent on road transport. Operators of trucks, buses, coaches and taxis, represented by the IRU and its Member Associations, face the greatest challenge, under extremely competitive conditions, in meeting the growing demands of society and industry in the face of increasing obstacles to mobility.

The road transport industry is committed to ensuring the sustainable mobility of people and goods 2000+ through the provision of high quality, reliable, cost effective and environmentally friendly services. In view of this commitment, the road transport industry has undertaken several initiatives to maintain and further improve the high quality and sustainability of its services:

- ▶ through its Agenda for Sustainable Development, the IRU and its Member Associations are undertaking substantial efforts for achieving sustainable development;
- ▶ through its Safety Management Manual and strategic partnerships, the road transport industry is improving road safety;

- ▶ through the IRU Academy and various training programmes, the industry is improving the qualification of transport managers and drivers; and
- ▶ through its international quality/comfort star rating system for touring coaches, the IRU is setting technical and performance criteria for coach operators.

The road transport industry is equally prepared to work in concert with its relevant governmental and commercial partners to achieve unimpeded mobility. This will also, however, require a joint and determined effort on the part of governmental partners to:

- ▶ work in partnership with the road transport industry to develop policies that aim at facilitating, rather than impeding mobility, making best use of existing technologies and allowing users the freedom to choose their preferred means of achieving mobility;
- ▶ alleviate traffic congestion due to inappropriate use of existing infrastructure and inadequate road infrastructure investments that halt mobility;
- ▶ put an end to ever-increasing taxation that tends to make mobility a luxury for the rich and penalises the ability of an economy to enlarge its markets and create employment, due to non-competitive transport costs;
- ▶ establish equal conditions of competition for all modes of transport;
- ▶ introduce incentives to promote use of the safest, cleanest, most efficient mobility that best practice and current technology will allow;
- ▶ promote the complementary use of transport modes, notably of combined transport; and

- ▶ liberalise all other transport modes and extend the freedom to provide transport services to increase competition and efficiency for the benefit of economies, transport users and sustainable mobility.

This will also require a concerted and determined effort on the part of road transport's commercial partners to:

- ▶ accelerate technical progress that can quantifiably improve environmental performance and road safety;
- ▶ work more closely with the road transport industry, as the natural partner and necessary link in all pick-up and drop-off operations and the link between all modes, to ensure efficient door-to-door mobility;
- ▶ stress to governments that barriers to road transport have an even greater negative effect on their own operations and mobility;
- ▶ make best use of all transport capacities, to optimise the mobility solution offered by each modal partner; and

- ▶ develop common information technology solutions to increase modal interoperability and enhance mobility.

The IRU and its Member Associations around the world are committed to ensuring the sustainable mobility of people and goods 2000+ and, in so doing, preserving – in the interest of society as a whole – the fundamental right to mobility and permitting economic growth and a better distribution of wealth in all societies.

Brussels, 20 May 2000



DAVID C. GREEN
IRU President

David C. Green

MARTIN MARMY
IRU Secretary General

Martin Marmy

> IRU MOBILITY 2000+ INTERNATIONAL

ALCATEL MOBICOM BV

ALTEA EUROPE S.A.

ARIS BALITJIA LTD

B-CARGO

BP CAPITAL NV

CARDIAN NV

DCA INTERTEL

DEKRA HOLDING AG

DKV EUROSERVICE

ECTA

eQCOM

ERLAND NILSON AB

ERTICO

ESRI EUROPE

EURODAT SERVICES

EUROPEAN DATA COMM NV

EUTELSAT

GLOBAL TELEMATICS

HECTRONIC AG

HEWLETT PACKARD

IFB INTERFERRYBOATS

INMARSAT

IVECO SpA

KEITH INTERNATIONAL

LAMBERET

MANNESMANN VDO AG

MICHELIN BENELUX N.V.

MMM EDITION SA

NAVIGATION TECHNOLOGIES

NEOPLAN - GOTTLOB AUWÄRTER GMBH &

Co

ORDIS PTV

RENAULT V.I.

SCHMITZ CARGOBULL AG

SCODEREC

SEPAC ENTERPRISE

SONAL TELECOMMUNICATIONS

TELE ATLAS

T.R.W.NV

TRANSICS

TRANSMEDIA NEDERLAND B.V.

TURBO'S HOET

UNTRR

VAN HOOL N.V.

VIAROUTE

3M



EXHIBITION



THANKS TO IRU
CONGRESS PARTNERS

IRU'S INTERNATIONAL
EXHIBITION

IRU MOBILITY 2000+
DECLARATION

IRU HEROES

IRU MOBILITY
PARTNERS' MESSAGES

> THANKS TO IRU CONGRESS PARTNERS

IVECO



INTERNATIONAL ROAD TRANSPORT UNION



> THANKS TO IRU CONGRESS PARTICIPANTS

INTERNATIONAL ROAD TRANSPORT UNION





THANKS TO IRU
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Mobility 2000+ ...

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IRU Mobility
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The World Road Transport Organisation



*International
Road Transport Union*