



## **OPENING REMARKS**

**9<sup>th</sup> Annual International Conference**

**“Road Transport Brings Mobility to People and  
Drives Progress to Economies”**

**World Trade Center  
Moscow, 28 March 2013**

***Martin Marmy***  
***Secretary General***

Excellencies, Members of national Parliaments, Ladies and Gentlemen,  
Dear Colleagues,

On behalf of the International Road Transport Union (IRU), the global organisation of private road transport operators, allow me to welcome you all to this traditional spring landmark event, organised here, in the buoyant city of Moscow.

Allow me first also to express my gratitude to our long-standing supporters and friends, the honourable Members of the Russian Federation DUMA, Messrs Moskvichev, Lysakov and Mojeiko, as well as to Mr Ismailov, the Chairman of the Executive Committee of the CIS Coordinating Transport Conference.

Furthermore, I would also like to express my sincere thanks to all of you, who decided to join our debate today on a very important topic, namely the improvement of Public Passenger Transport by Bus, Coach and Taxi.

With such appreciated support and with your full commitment, we are bound to transform this major event into a new success story!

Ladies and Gentlemen, this will be effectively possible due to the fact that the first results are already here.

I am indeed very pleased and honoured to inform you that yesterday the first meeting of the joint IRU inter-parliamentary dialogue on road transport decided to focus our future efforts on three important topics:

- 1) the implementation of the UN facilitation conventions;

2) the promotion of safety and security in road transport through the effective implementation of the TIR Convention, and finally,

3) our today's topic **“the Promotion of collective transport by bus, coach and taxi”** to ensure in an optimal manner the required mobility for all at the lowest costs to society.

I am pleased to highlight that according to the programme, a range of distinguished experts have agreed to present their views and taking into account the numerous distinguished participants, I am certain that we will have a lively debate on the two successful IRU promotion campaigns, namely, **“how to make the *IRU Smart Move* towards doubling the use of buses and coaches in your countries and the wider region”**, and **“how to enhance the use of taxis in line with the industry values and slogan *Taxi – Anytime, Anywhere!*”**.

You are well aware that there are no ready-made answers to meet those challenges. However, you also know that in our profession, the word **“impossible”** does not exist. This is why I am certain that on the one hand with the bottom up action and commitment of everyone of every company and on the other hand with a tremendous amount of good practice carried out within your own countries, in your neighbouring countries, and with your readiness to share your experience, we will be able to achieve the objectives set by working together under the IRU umbrella.

Some of this good practice will be presented here today, others are described in the available conference materials, yet other good practices will continue to be collected by the IRU and notably during the call for candidates for the 2013 IRU Awards concerning IRU Smart Move Bus and Coach campaign.

In this framework, may I invite all companies and cities present here to take part in these IRU Awards, and by the same token, to challenge the other participants with your own best practices, and thus to learn from each other under the IRU umbrella.

Allow me now to dwell for a moment on what we, at the IRU, have done to contribute to achieving the objectives of these two IRU outstanding campaigns, the IRU “Smart Move” and the IRU “Taxi – Anytime, Anywhere!”.

Having initiated the IRU “Smart Move” campaign 4 years ago, the IRU, through the commitment of its membership, has succeeded in creating a genuine momentum and a major international movement, both within the industry and within its policy environment.

Today, the IRU “Smart Move” is endorsed by more than 100 committed partners around the world, including leading industry trade associations, vehicle manufacturers and the media, as well as by thousands of bus and coach operators and individual supporters, sharing the values and advocating the objective of this IRU “Smart Move” campaign.

What is new today is indeed the recent transformation of the IRU “Smart Move” campaign into a new policy instrument. In fact, very recently, an EU public-private “Smart Move High-Level Group” has been created, composed of Members of the European Parliament, the European Commission and other European institutions, organisations of European cities, representing the clients of the road transport industry, including bus and coach businesses, led by the IRU.

Due to the hard pioneer work of numerous IRU Member Associations for 4 years, the IRU “Smart Move” campaign is now increasingly implemented at national level in numerous countries, such as in Germany, the UK and even in Australia, where, as a matter of fact, the city of Adelaide has decided to implement the IRU “Smart Move” campaign to achieve its strategic objectives of doubling the use of buses and coaches within the next 10 years.

If such a successful development was possible in these representative countries, it is exactly what we should expect to achieve together in your own countries. To do so, it is vital to create, in a genuine public-private partnership with all interested stakeholders, the appropriate customised IRU “Smart Move” campaign in your own countries.

A similar objective can be also achieved with the recently launched IRU campaign “Taxi - Anytime, Anywhere!”, where the IRU, jointly with all its Members concerned and in a coordinated manner in all the IRU Member countries want to place taxis on top of the political agenda.

In fact, in too many countries, by too many governments and for too many years, the benefits provided by taxis, as a public transport mode, have been mostly forgotten.

Indeed, for the IRU Members, taxis possess a tremendous unused potential to contribute to the improved effectiveness of a high quality public transport chain.

Thanks to their unmatched flexibility, which equals and sometimes even surpasses the flexibility of the private car, taxis contribute to empowering all other public transport modes, since they complement them with a round the clock service, 365-day availability, coupled with a unique person-to-person customised service.

However, to benefit fully from this unused potential of taxis, a number of preconditions still need to be fulfilled.

Firstly, we should recognise clearly the major role played by taxis in the appropriate national laws and regulations.

Secondly, the service provided by taxis should become an integral part of the public transport chain, with the appropriate legal and operational market environment to allow them to serve as required the mobility needs of society.

Within the Taxi Group, the IRU possesses the know-how and the knowledge to assist all the national, regional or local governments at all levels who want to join forces with true professionals in the taxi industry.

Let me conclude by saying that each of us acting alone can achieve very little. But no challenge is too great if we implement the IRU motto, “Working Together for a Better Future”.

Thank you for your attention.

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