



5th International IRU Taxi Forum
Taxi - Anytime, Anywhere
Europäische Taximesse, KölnMesse, Kristallsaal, Cologne, Germany
10 November 2012, 9h00 - 13:00

Concluding remarks

Hubert Andela, President, IRU Group “Taxis and Hire Cars with Driver”

Dear Colleagues,

At the end of our joint work today, allow me to say a few concluding words on the way we see this campaign and indeed our business in the future, without entering into the details of what has been said today. We will have enough time to digest it in the next weeks and, indeed, all speeches and presentations will be made available on the web already on Monday next week.

Some years ago, within the IRU Taxi Group we felt that we were missing something important, something which would spell out our own vision for our own profession for our customers and for our partners from the public and private sectors.

We felt that the lack of such industry “business card” was negatively impacting not only our business, but also the regulatory framework we are working in. We felt that we were not respected enough, that we were not always taken seriously into consideration when politicians were taking decisions about mobility. We felt that we were not participating as we should in some important markets, such as the public services market, not because we were not delivering, but essentially because taxis were not taken seriously into consideration as a genuine part of the public transport chain.

Out of this frustration, but much more out of our pride for being part of this outstanding industry, we came up with this long-term campaign “Taxi – Anytime, Anywhere”, which encompasses our vision for the future of our industry and the values we believe should guide us – taxi operators and drivers - when we are offering services to our customers. And this, with the objective to increase substantially the number of our customers, as part of the public transport chain.

With this campaign, we want to create an industry culture, where the values of flexibility, customer-care, accessibility, safety and environmental-friendliness are increasingly embodied in our daily management and our daily services.

But we also want that public authorities take the taxi seriously and understand that in many cases we are the key “enabler” and the “glue” of a genuine public transport system of the future, capable of competing with the private car. Without the full integration of taxis into cities’ and rural areas’ mobility planning and incentives schemes, it is not possible to imagine an effective and customer-friendly public transport system, which would rely more and more on public transport and less and less on the private car.

Best practices and positive examples do exist all over the world. You have heard about some of them in today’s discussion, relating both to vocational training, the use of latest technology and smart phones, and the role of a conducive and taxi-friendly regulation, which increases the number of our customers. Showing them is perfectly in line with the third objective of our campaign, namely, to spread such positive examples and best practices across the globe, so that the taxi industry and authorities could learn from the best, be they from Sweden or from Australia.

That is why we are also looking for the expansion of our Taxi Group. We are eager to welcome additional Members from countries, which are not represented today in this Group, so that the values we are promoting are spread much wider, the policy proposals we are making are even stronger, the unique pool of taxi know-how we have created becomes increasingly richer and valuable for all.

So, contact us, talk to us, ask us questions, ask us also hard questions, but then join – join us to make together taxis a preferred mobility option for all.