



Same service, same rules: levelling the playing field

7th IRU International Taxi Forum

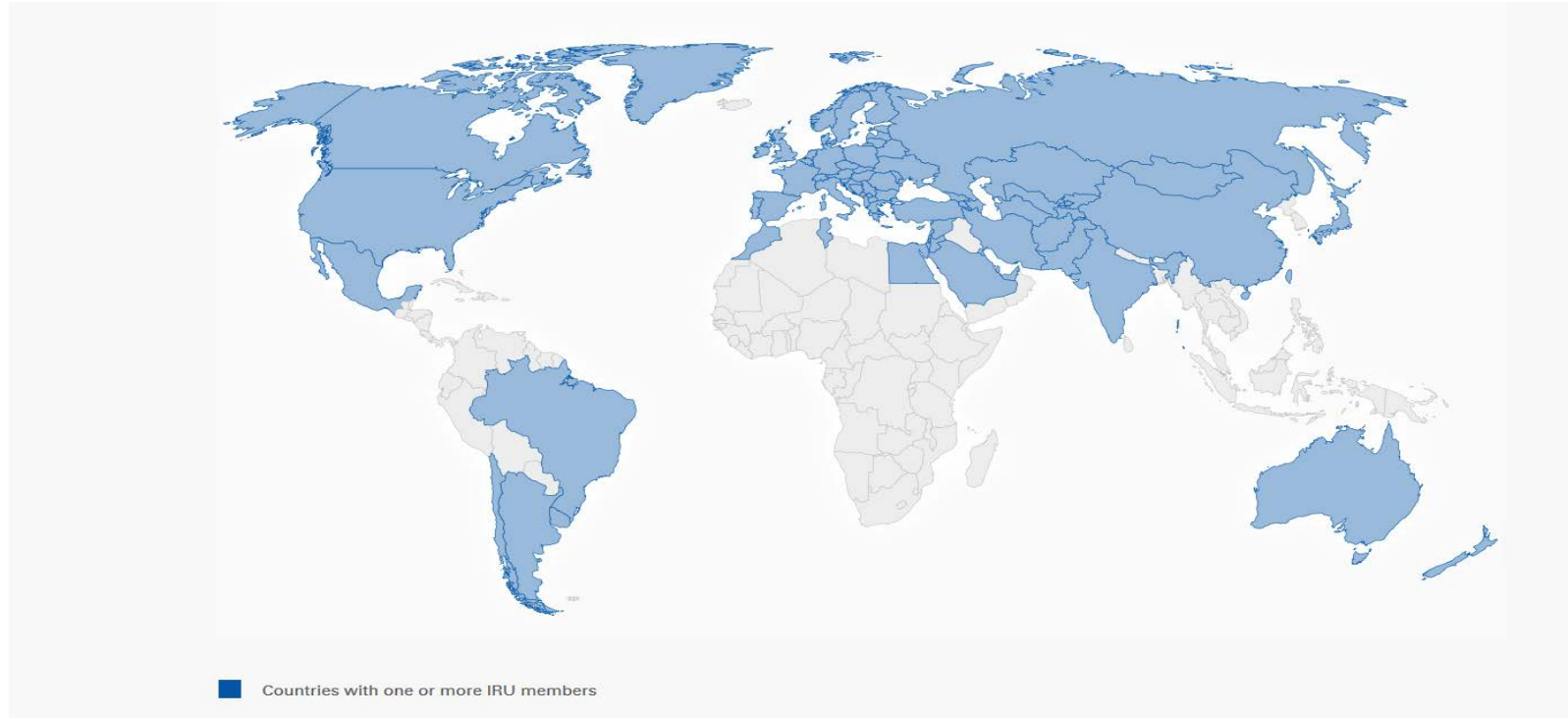
5 November 2016
Cologne

Evolution of IRU membership



1948: 8 Founding Member Countries

2016: present in over 100 countries



This is the IRU



Freight Transport
Council



Passenger
Transport Council



Taxi Group

IRU Global

IRU activity extends across Africa, the Americas, Europe, the Middle East and Region, as well as Asia Pacific and Eurasia.

IRU's global mission is promoting initiatives on mobility, safety, community and sustainability,
& assisting members in implementing UN road transport conventions.

The background of the slide is a photograph of the interior of Grand Central Terminal in New York City. The image shows the iconic vaulted ceiling with its large arched windows, the main concourse with people walking, and the American flag on the left. The text is overlaid on this image in three semi-transparent blue boxes.

Training – the IRU Academy

World's leading professional road transport training organisation

For taxi, bus and truck, internationally recognised courses (crash prevention, eco-driving etc.).

Partnering with members/companies and training institutes, to jointly develop training curricula.

Innovation and Services

IRU's focus on innovation of passengers transport: providing new services to taxi operators, & help to make our industry work smarter.

Mobility Innovation Task Force:
IRU members' experts on new mobility technologies and business concepts

- ✓ Electric mobility: **IRU's Lighthouse for electric taxis**
- ✓ Digital platforms and aggregators
- ✓ Automated driving
- ✓ Mobility-as-a-service

IRU's approach

A background image showing a person's hands holding a vintage-style compass over a body of water. The compass is open, and the person's fingers are visible. The water is a deep blue-green color, and the sky is a pale blue. The overall image has a soft, slightly blurred quality.

Real sharing economy vs. commercial transport intermediaries

Same service, same rules

A regulatory framework that guarantees safety and security of customers and fair competition

Rules must be set at the most appropriate level

- ✓ Governments should engage pro-actively with stakeholders for the definition of **employment relationship**;
- ✓ Governments have to acknowledge the risk of **market concentration** with platforms being at the centre of transport policy instead of people;
- ✓ Governments have to look into **taxation** of the collaborative economy platforms and participants

UpTop – the IRU Global Taxi Network

IRU created **UpTop**, the IRU Global Taxi Network to promote legal, reliable, and safe, quality taxi services
Uses the latest smartphone technology for taxis

UpTop is world's fastest growing taxi network
Partners on five continents, with 500,000 taxis
12% of the worldwide taxi fleet

IRU works on standard API's and an interface for **roaming**
so customers of **UpTop** partners
can use their local taxi app anytime & anywhere in the world



IRU Vision 2030: Taxi of the Future



