

Mobility as a Service

Requirements for taxi operators in Finland

Taksiliitto & Taksiliiton Yrityspalvelu Oy

- Suomen Taksiliitto ry (The Finnish Taxi Owners' Federation) represents the interests of the taxi sector in Finland.
 - Over 80 % of taxi businesses and entrepreneurs are members of the association
 - Close cooperation with other road transport organisations in Finland and globally. Permanent representation to the EU through the Brussels office of Finnish road transport organisations and the Federation of Finnish Enterprises.
- Taksiliiton Yrityspalvelu Oy is a limited company owned by Suomen Taksiliitto
 - Payment and dispatching IT services, education materials, quality certificates, etc.
 - Turnover > 2 M €

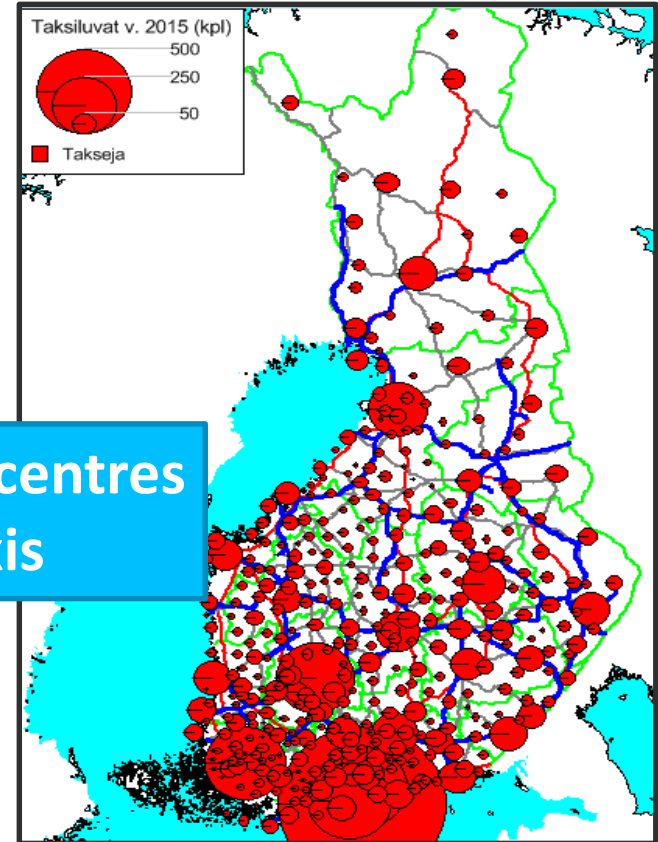
The strengths of our industry today

- Reliability
- Excellent availability
- MaaS operators will receive support from dispatching centres
- Already complete technical environment

MaaS

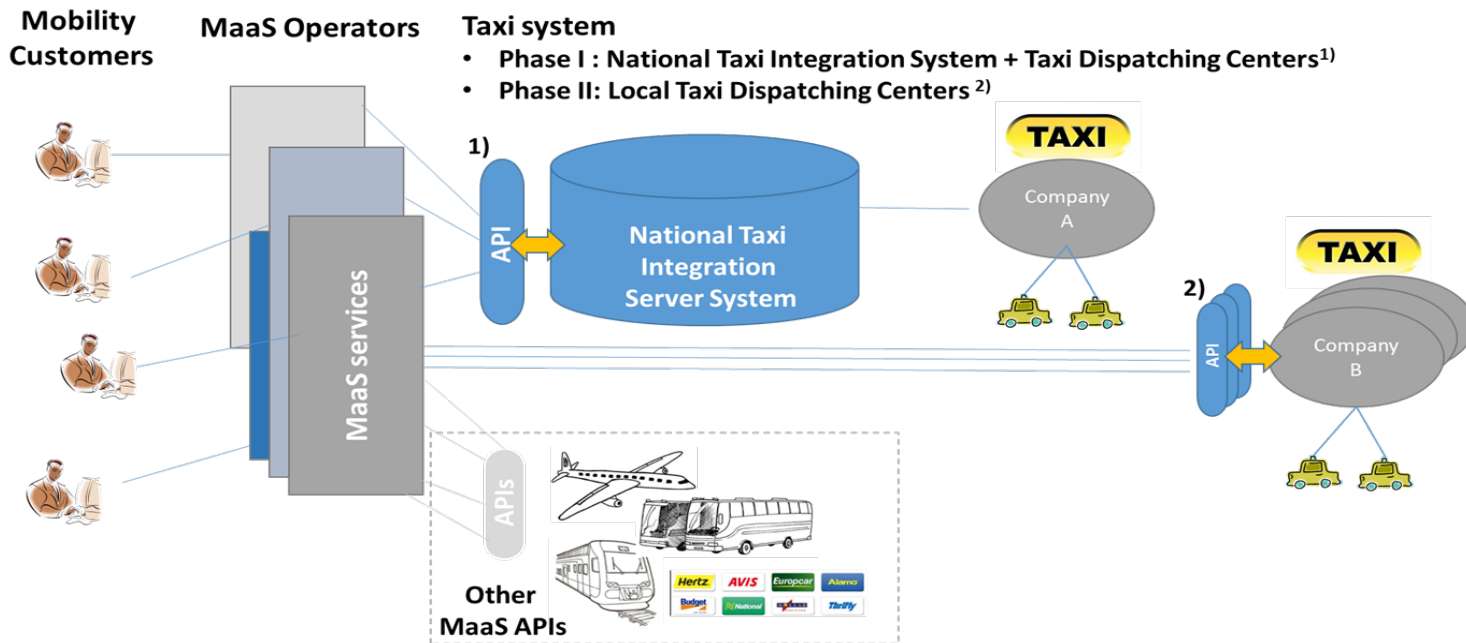
- First and last mile
- Lower costs with taxi sharing

30 dispatching centres
10.000 taxis



TaksiMaaS Project

- Taxi API is ready



MaaS plan in Finland

Several pilot projects in which taxis are involved:

- City of Hämeenlinna: Sonera Reissu (train + taxi)
- Lapland: Ylläs Around
- MaaS Global: Whim app
- City of Seinäjoki: Kätevä
- City of Turku: Fölix

Challenges for the taxi sector

- Uncertainty caused by an on-going legislative process, the Finnish Transport Code
 - No common rules of play: who is liable for what in a MaaS chain?
 - Limited trust in official governing bodies, because illegal activities are allowed to prosper
 - Need for a clearer definition of sharing economy
- Unresolved issues surrounding the ownership of customer data
- Is there a real market for these new services?

Opportunities for the taxi sector

- ❖ New services may bring new clients to the taxi sector
- ❖ Networking possibilities with other businesses in travel and transport sectors (teleoperators, travel agencies, hotels, etc.)
- ❖ More predictability and less uncertainty with pre-booked and prepaid trips
- ❖ Taxi services may become a bigger part of daily used public transport
- ❖ Possibility to expand business from transport services to apps and technology, possibility of creating business in a new field

Thank you!

Tuuli Willgren
tuuli.willgren@taksiliitto.fi