



## IRU North American Transportation Forum

Promoting and improving  
North American trade  
and transportation



### Roads move the region

Trade between Canada, Mexico and the US boomed under NAFTA. The same will be true under USMCA.

Manufacturers and supply chains across the three countries are inextricably linked and count on efficient international road transport.

Thousands of carriers, logistics and broker companies keep goods moving across the region and its borders day and night.

### A unique forum

IRU has long worked with its members on issues affecting international transportation in North America.

Together with IRU members ATA, CANACAR and CTA, the North American Transportation Forum (NATF) now brings together senior management from leading carriers and logistics companies.



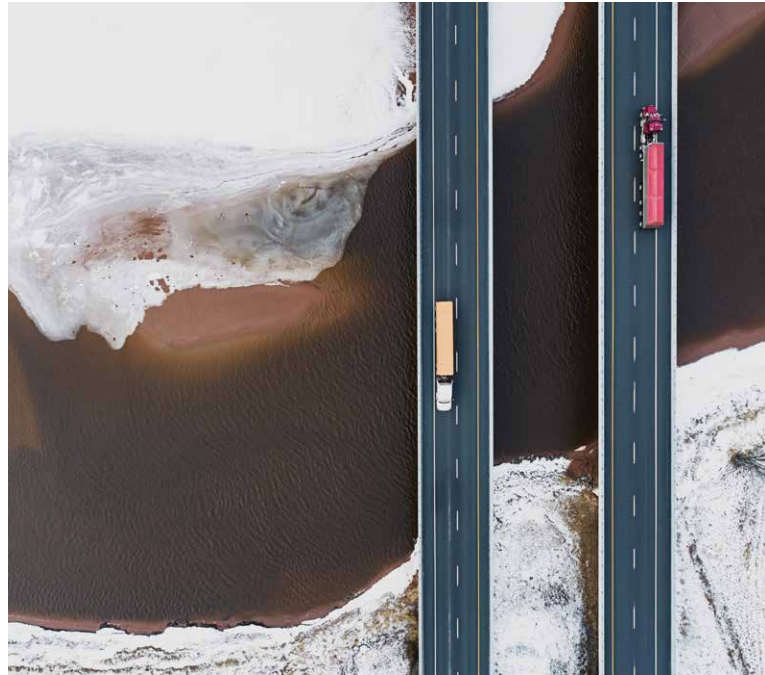
## Addressing challenges and opportunities

For industry and governments, there is a lot on the agenda to improve trade and transportation flows:

- Border infrastructure maintenance and modernization
- Making trade movements faster, especially with growing trade volumes
- Improved technologies and systems
- Driver shortages and other labour concerns
- Continuous improvement of “known-trader” programs
- Impacts of national, state/provincial and local level mandates on trade, safety, security and environmental standards across the region

The NATF will therefore focus on:

- Improving coordination, networks and know-how within and beyond the industry
- Encouraging public sector leadership exchanges with motor carrier industry executives, and their customers and suppliers, at a regional level
- Facilitating and strengthening intra-industry relationships
- Increasing access to market intelligence, information and data
- Building an environment to share experiences to grow as an industry and smooth North American trade



## Our 2022 agenda

Key issues for 2022 include:

- Implementation and impact of key areas of the USMCA agreement on carriers
- Improving border infrastructure, processes and coordination
- Exchanging solutions and innovations on trade facilitation, safety, alternative fuels, and digitalization

## Why join us?

- **Build relationships with industry leaders from across the region**
- **Exchange with public authorities on cross-border issues, in particular on implementing key USMCA commitments**
- **Briefings on the latest technologies and systems for cross-border operations**
- **Insights on safety, environmental, security and other regional issues**
- **Joint advocacy approaches, including promotion of joint positions, to regional organisations**
- **International exchanges with IRU members and companies from other regions**

If you would like information about the NATF and its upcoming events, please contact our Senior Adviser to the Americas:

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