





# This is the IRU 2013

Driving progress since 1948

WORKING  
TOGETHER  
FOR A  
BETTER  
FUTURE

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3. connect

\* You must first download a QR code reader application that is compatible with your smart phone



# Foreword by the IRU President

Continuing global economic and political turmoil worldwide is generating many challenges never before seen or even imagined for governments and businesses. But it is equally generating many new opportunities for road transport operators with the entrepreneurial spirit to grab them and for the IRU, which so proudly represents the road transport industry.

Indeed, thanks to the IRU's growing credibility and 65 years of tried and tested expertise and experience in facilitating and securing trade, tourism and international road transport, new regions of the world and global partners are turning to the IRU for practical, effective global solutions to drive growth.

***New world regions and partners are turning to the IRU for practical, effective global solutions to drive growth.***

New fruitful partnerships with the United Nations Development Programme (UNDP) and the United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLLS), together with a strengthened partnership with the World Customs Organization (WCO) and the establishment of an IRU Permanent Delegation to the United Nations in New York all point to the IRU's global role in providing effective and tangible global economic remedies to all regions.

This increasing demand for the IRU to share its experience and expertise with every region of the world is positive not only for the IRU as an organisation and for the economies that will consequently benefit, but moreover it is extremely positive for the road transport industry that will invariably be the driving force of trade and tourism development in all these regions seeking IRU assistance.

Despite the constantly changing political and economic environment, the road transport industry is more than ever prepared to meet the challenge and play its role in driving progress, prosperity and ultimately peace everywhere, for everyone. But this will not be achieved without much concerted effort. Moreover, to succeed, this will require governments to act in true public-private partnership to allow the road transport industry to effectively drive change.

Economic, political and social turmoil will be the norm until all political decision-makers put in place policies that promote and further facilitate the tool best equipped to drive economic development, social equity and environmental protection – road transport!

While the stakes are high, no challenge is too great if our governmental and commercial partners join us in effectively implementing the IRU's motto, "Working together for a better future".

***Global economic and political turmoil worldwide is generating many new opportunities for pioneer road transport operators.***

***Success will require governments to act in true public-private partnership for road transport to effectively drive change.***



Janusz Lacny  
IRU President

# 1 The IRU at a glance

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## Road transport: Connecting people, driving economies

Road transport is the backbone of strong economies and dynamic societies. Road transport offers a better quality of life to everyone, everywhere. Without it, industrialised and developing countries could not achieve economic growth, social stability and prosperity.

Road transport is safer, more efficient, cleaner and quieter today than ever before, and provides a unique flexibility in door-to-door services, that no other transport mode can offer.

***Any penalty on road transport is an even greater penalty on the economy as a whole.***





# IRU Headlines 2012



Find out more about the IRU's activities at [www.iru.org](http://www.iru.org)

# IRU Highlights 2012-2013

## The IRU agenda in 2012



Brussels, Belgium  
29 February 2012  
2nd IRU-EU Road Transport Conference: "Efficient solutions for making road transport greener"



New York, United States  
4 April 2012  
UN Secretary General: "The assistance of IRU has contributed to a safer and more secure Afghanistan."



Yaounde, Cameroon  
12 April 2012  
Facilitating and securing international road transport in Africa



Geneva, Switzerland  
27 April 2012  
IRU and OAS partner to facilitate trade and road transport in the Americas



Geneva, Switzerland  
26 April 2012  
IRU and WCO cooperate on securing and facilitating road transport

Ashgabat, Turkmenistan  
16 May 2012  
International Conference on "Prospects of transport and transit development in Central Asia and the Caspian region"



Istanbul, Turkey  
26 June 2012  
UNDP and BSEC identify road transport facilitation as a strategic priority



Brussels, Belgium  
30 June 2012  
IRU and WCO sign MoU to further strengthen cooperation



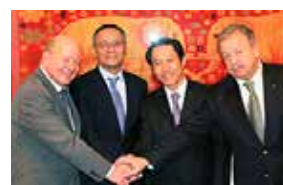
Herat, Afghanistan  
24 February 2012  
First TIR transport test between Afghanistan and Iran



Geneva, Switzerland  
24 February 2012  
9th IRU Symposium of Lawyers addresses increasing liabilities for road transport operators



New York, United States  
4 April 2012  
IRU and UN-OHRLS agree to reinforce cooperation



New York, United States  
4 April 2012  
IRU and UN to strengthen cooperation



Moscow, Russia  
12 April 2012  
8th IRU International Conference on "Road transport's role in developing Eurasia's regional economic potential"

Casablanca, Morocco  
5 May 2012  
IRU, Transport Ministers, international organisations and financial institutions join forces to drive African development



Sofia, Bulgaria  
29 May 2012  
IRU President meets with the Bulgarian President, Prime Minister, Transport Minister and Director of the National Customs Agency



Istanbul, Turkey  
29 June 2012  
ECO Member States confirm commitment to facilitate trade and international road transport through key UN Conventions and Agreements



Geneva, Switzerland  
9 July 2012  
IRU signs MoU with Albanian Minister of Public Works and Transport



Brussels, Belgium  
12 July 2012  
EU public-private Smart Move High Level Group starts work

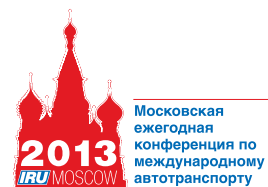
## Save the date in 2013

Brussels, Belgium  
February 2013  
EU public-private Smart Move High Level Group: deliverables review



Brussels, Belgium  
5 March 2013  
IRU Spring Cocktail

Moscow, Russia  
April 2013  
9th IRU International Road Transport Conference



Brussels, Belgium  
May 2013  
EU public-private Smart Move High Level Group results and recommendations: public debate workshop



Amman, Jordan  
12-13 June 2013  
7th IRU Euro-Asian Road Transport Conference: "Road transport: driving regional and intercontinental trade"







Yalta, Ukraine

**11 September 2012**  
13<sup>th</sup> IRU-AsMAP UA  
International Road  
Transport Conference



Dushanbe, Tajikistan

**17 September 2012**  
IRU meets with the  
President of Tajikistan

Alexandria, Egypt

**5-6 November 2012**  
4<sup>th</sup> IRU-LAS-AULT  
Seminar, "Balancing  
supply chain security  
and trade and road  
transport facilitation in  
the Arab world"



Geneva, Switzerland

**9 November 2012**  
UN Under Secretary  
General says road  
transport is lifeline for  
landlocked developing  
countries



Dakar, Senegal

**15 November 2012**  
IRU holds International  
Seminar on the  
"UN trade and road  
transport facilitation  
instruments"

Bishkek, Kyrgyzstan

**20 September 2012**  
IRU meets with Prime  
Minister of Kyrgyzstan



Geneva, Switzerland

**8 November 2012**  
International Transport  
Forum briefs IRU  
Members on ECMT  
Multilateral Quota  
System



Cologne, Germany

**10 November 2012**  
5<sup>th</sup> International  
IRU Taxi Forum:  
Taxi, Anytime!  
Anywhere!



Izmir, Turkey

**28 November 2012**  
International Conference  
on "Prospects of trade  
and international road  
transport development  
in the Black Sea, Central  
Asia and the Middle East  
regions"



Dushanbe, Tajikistan

**17-19 September 2013**  
Joint IRU/UN-  
OHRLS International  
Conference on  
landlocked countries  
of Central Asia

Yalta, Ukraine

**September 2013**  
14<sup>th</sup> IRU/AsMAP UA  
International Road  
Transport Conference

Brussels, Belgium

**September 2013**  
3<sup>rd</sup> IRU-EU Road  
Transport Conference



Kortrijk, Belgium

**18 October 2013**  
8<sup>th</sup> European Bus and  
Coach Forum  
& Smart Awards

Alexandria, Egypt

**November 2013**  
5<sup>th</sup> IRU-LAS-AULT  
Seminar

More information and events  
highlights on [www.iru.org/events](http://www.iru.org/events)

# Road freight transport: Interconnecting businesses

heavy goods  
vehicles carry :

more than

**90%**

of goods  
in value

over

**80%**

in inland  
freight volume

**85%**

of road  
freight tonnage  
over

**150km**

or less

and represent

**1%**

of vehicles on the road

You've probably never thought about it before, but every single item that is produced or consumed everywhere is transported by truck at some point.

Take a quick look around your home or office. These items and many more are there because of the unparalleled flexibility that trucks provide, connecting factories along the production chain, connecting transport modes along the logistics chain and delivering to your local store or doorstep.

Wherever the need, road transport is there to serve as the lifeblood of all economies by interconnecting every business, in every region, to every market.

***Trucks are the  
only way to  
interconnect  
every  
business,  
door-to-door,  
to every major  
world market.***

29 companies  
18 countries  
for 1 cup of coffee\* in Geneva

\*not including the coffee



# Road passenger transport: Ensuring sustainable mobility for all

buses and coaches  
account for

## 55%

of public transport  
in Europe

## 45%

of passenger transport  
in Turkey

## 751 million

passenger trips  
annually in the USA

## 25,000

people moved  
per hour  
per direction  
in Guangzhou

Road transport offers safe and efficient sustainable mobility for everyone. No matter your personal preference, buses, coaches and taxis are lifelines that take people where they need to go with the smallest carbon footprint possible.

### Bus and coach: the Smart Move!

Buses and coaches are a modern transport mode that is safe, green, efficient, affordable and user-friendly to everyone, including people with low incomes, disabilities or those living in remote areas.

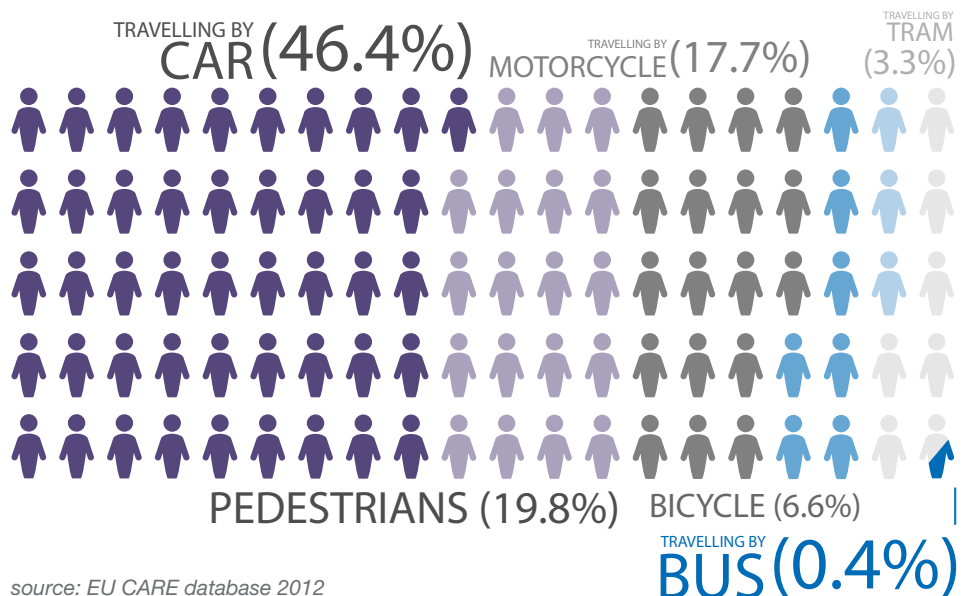
Buses and coaches connect hundreds of millions of people to jobs, schools, health care and businesses on a daily basis. They are key elements in sustainable mobility and an integral part of public transport systems.

Whether your final destination is local, regional, national or international, buses and coaches can take you there. They are also the perfect complement to other transport modes for commuters and travellers going to railway stations or airports.

***Buses and coaches are lifelines that connect hundreds of millions of people to jobs, education, health care and businesses on a daily basis.***

### EU road fatalities by transport mode

Bus & Coach  
are the  
**safest**  
mode of  
transport



source: EU CARE database 2012





# Taxis, anytime, anywhere to ensure the mobility of everyone

Taxis offer customised door-to-door service to citizens and provide high-quality, comfortable and convenient mobility solutions.

For many people, especially people with disabilities, those who are unable to drive or use conventional public transport, taxis and private hire vehicles are the preferred means of ensuring their mobility.

Taxis are an integral element of the public transport chain in both urban and rural areas. Thanks to their unmatched flexibility that competes with that of private cars, taxis complement other passenger transport modes, with a 24-hour/7-day availability.

**4 out of 10**  
households in Europe  
do not have their own car

**1/2**  
of all airport  
transfers

**50%**  
of the elderly in the EU  
do not have a car  
or cannot drive

only  
**1%**  
of all road  
accidents

**one taxi**  
drives at least  
20 people per day

# 2 This is the IRU in 2013

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8

founding  
members

170

members today

74

countries

## Who we are

The International Road Transport Union (IRU), founded in Geneva, Switzerland, on 23 March 1948, is the [global voice of the road transport industry](#).

We represent the operators of buses, coaches, taxis and trucks, from large fleets to individual owner-operators, and uphold the interests of the road transport industry worldwide to public authorities, private bodies and the media.





# IRU Members

We are a global network of national Member Associations, including:

## Active Members

The most representative national road transport associations.

## Associate Members

Industries that are closely linked to road transport, including the manufacturers of vehicles, fuels, tyres and information systems.

IRU Members contribute know-how, experience and political weight to the global IRU network and enable us, through our democratic structure, to act globally, regionally, nationally and even locally. The diversity, yet unity, of IRU Members gives the sector authority, credibility and strength when addressing governments, intergovernmental bodies, other industrial sectors and civil society.











# IRU Mission

We work to ensure the harmonious development of road transport worldwide and to achieve the following goals:

**Sustainable Development** is about striking the right balance between economic development, social equity and environmental protection. For the road transport industry, meeting this objective translates into the challenge of satisfying market demands at the lowest economic, social and environmental costs possible.

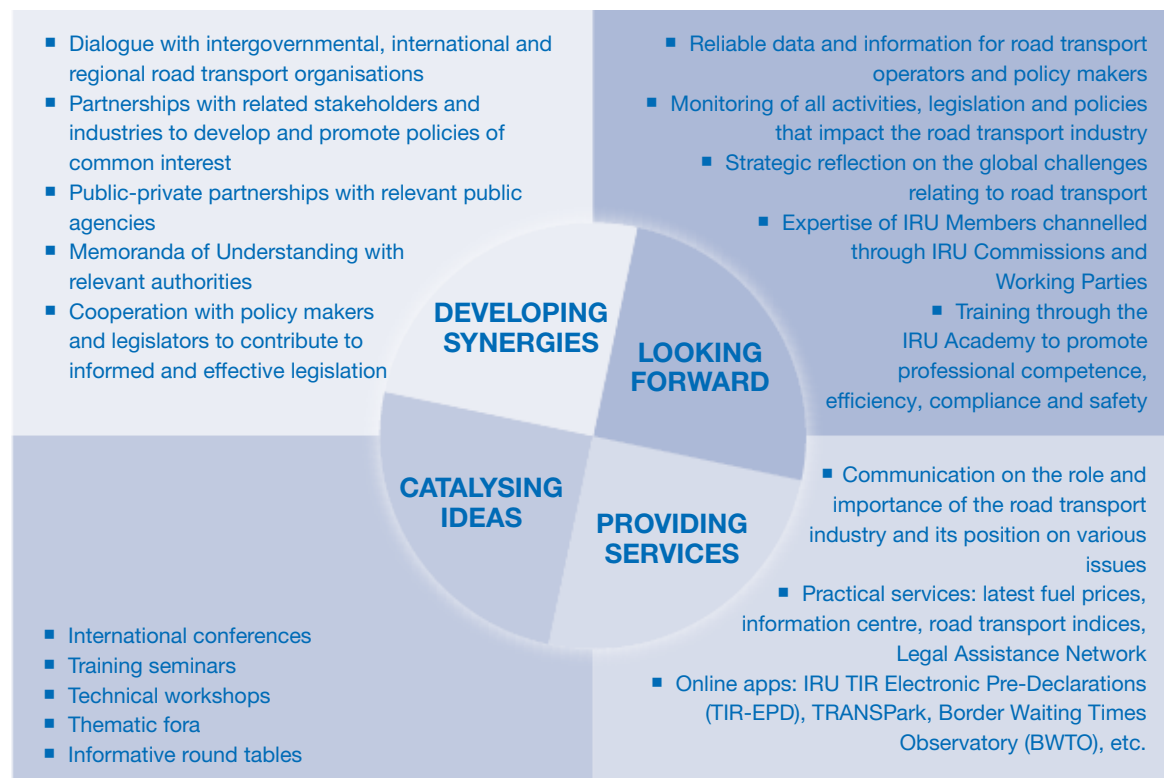
**Facilitation** aims to increase national and international trade and tourism by removing the administrative, fiscal and physical barriers which impede road transport and, consequently, economic development.

The IRU is a stakeholder of the **UN's Global Compact**, the world's largest corporate responsibility initiative, whose "Ten Principles" regarding human rights, labour, environment and anti-corruption measures are fully in line with our priorities of road transport facilitation and sustainable development.



# IRU Activities

The IRU is engaged in a wide scope of activities and key roles:







## Partner Organisations

The IRU has had a consultative status with ECOSOC since 1949.

The IRU maintains close working relations with:

### Global Partners

UN, UNCTAD, UNDP, UNEP, UNMAS,  
UN-OHRLLS, UNWTO

ILO, IMO, ITF, WCO, WHO, WTO

### Regional Partners

AU, AULT, BSEC, CAREC, CIS, CTC,  
Customs Union, ECO, EEC, EU Institutions,  
EurAsEC, GUAM, OAS, OSCE, SCO,  
TRACECA, UNECA, UNECE, UNECLAC,  
UNESCAP, UNESCWA

### International Financial Institutions

ADB, AFDB, IDB, World Bank

### Transport Sector Trade Associations

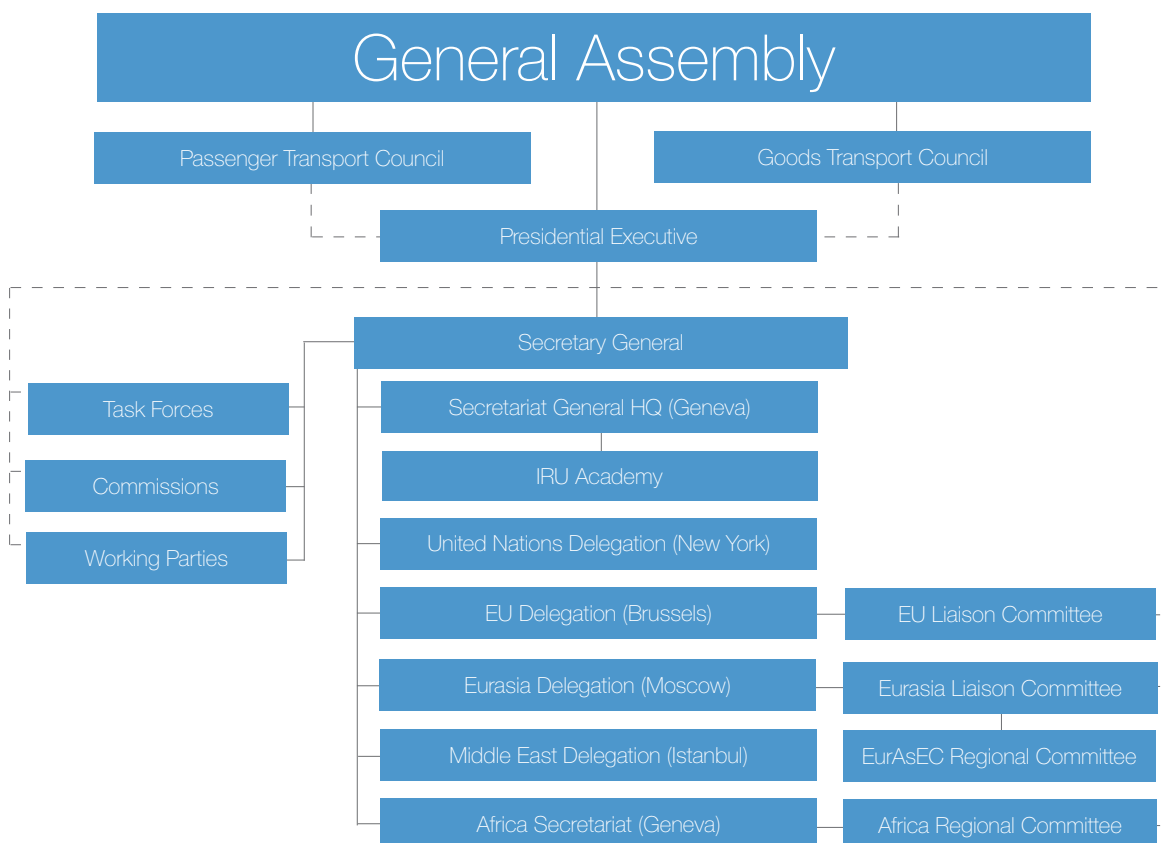
ACEA, CEFIC, CLECAT, EFTA, EIA, EPTO,  
ERF, ERTICO, ETAG, ETF, ETOA, FIA, FIATA,  
IATA, IRF, UFTAA, UIC, UICR, UIRR, UITP,  
etc.



# IRU structure

## Organisation chart

We are a democratic membership-led organisation.







## General Assembly

Vested with supreme authority, the IRU General Assembly is composed of all Active and Associate IRU Members and meets twice a year to define the IRU's political and practical objectives and to discuss, adopt and communicate the IRU's position in all matters relating to road transport policy.

## Presidential Executive

The IRU Presidential Executive is the executive body of the IRU General Assembly and is responsible for directing the affairs of the organisation according to the IRU Constitution and Rules of Procedure. It carries out all decisions taken by the General Assembly, and assists the latter in achieving the IRU's transport policy objectives.



*IRU Presidential Executive. From left to right (standing): Radu Dinescu, UNTRR, Romania, Georgi Petrov, AEBTRI, Bulgaria, Leonid Kostyuchenko, AsMAP UA, Ukraine, Martin Marmy, IRU Secretary General, Vladimir Florea, AITA, Moldova, Toivo Kuldkepp, ERAA, Estonia, Christian Labrot, BWVL, Germany*

*From left to right (seated): Yuri Sukhin, ASMAP, Russian Federation, Yves Mannaerts, IRU Vice President, FBAA, Belgium, Janusz Lacny, IRU President, ZMPD, Poland, Pere Padrosa, IRU Vice President, ASTIC, Spain, Izzet Salah, UND, Turkey*

# Defining IRU transport policy

## Goods Transport Council (CTM)

The CTM is composed of all Active Members representing the professional transport of goods by road for hire and reward and for own account.

It is responsible for defining IRU goods transport policy objectives and discussing, adopting and communicating the IRU's position on all questions related to goods transport by road at global level.

It meets twice a year and holds statutory elections every two years to elect its board. The CTM President is *de facto* one of the two IRU Vice Presidents. It also nominates candidates for the IRU Presidential Executive.



Kakhramon Sydiknazarov, CTM Vice President, AIRCUZ, Uzbekistan  
Pere Padrosa, CTM President, ASTIC, Spain  
Peter Cullum, CTM Vice President, RHA, United Kingdom

## Passenger Transport Council (CTP)

The CTP is composed of all Active Members representing the professional transport of passengers by road, including taxis and hire cars with driver.

It is responsible for defining IRU passenger transport policy objectives and discussing, adopting and communicating the IRU's position on all questions related to passenger transport by road at global level.

It meets twice a year and holds statutory elections every two years to elect its board. The CTP President is *de facto* one of the two IRU Vice Presidents. It also nominates candidates for the IRU Presidential Executive.



Eric Ritter, CTP Vice President, FNTV, France  
Yves Mannaerts, CTP President, FBAA, Belgium  
Hubert Andela, CTP Vice President, KNV Taxi, the Netherlands

## EU Goods Transport Liaison Committee (CLTM)

The CLTM is the forum for IRU Member Associations based in the 27 EU Member States to address goods transport policy issues and ensure informed and harmonised legislation at EU level.



Alexander Sakkers, CLTM President, TLN, the Netherlands  
Florence Berthelot, CLTM Vice President, FNTR, France  
Peter Tropper, CLTM Vice President, AISÖ, Austria

## Eurasia Liaison Committee (CLEA)

The CLEA addresses regional road transport policy and industry issues, and discusses international road transport policies and practices in order to harmonise and better integrate road transport operations across the Eurasian continent.



Tofik Nurullaev, CLEA Vice President, ABADA, Azerbaijan  
Kakhramon Sydiknazarov, CLEA President, AIRCUZ, Uzbekistan  
Leonid Kostyuchenko, CLEA Vice President, AsMAP UA, Ukraine

# Regional Committees

## Regional Committee to the EurAsEC (RCEAE)

The RCEAE brings together IRU Member Associations from EurAsEC and observer countries, members of the business community and government officials of EurAsEC Member States, to discuss trade and transport policy issues in the region and work in genuine public-private partnerships.

## IRU Regional Committee for Africa (CRIPA)

The CRIPA brings together 26 road transport associations from 22 African countries with the common goal to promote and facilitate inter-African trade and thus road transport by better interconnecting African economies and linking them to the global economy to ultimately support economic growth, social stability and prosperity on the continent.





# International Commissions and Working Parties

International Commissions and Working Parties bring together IRU Member representatives with specific expertise to propose policy recommendations to the IRU Transport Councils and General Assembly and serve in an advisory, informatory and research capacity.

## International Commission Presidents



**Customs Affairs (CAD)**  
Michaela Havelkova,  
CESMAD Bohemia,  
Czech Republic



**Economic Affairs (CAE)**  
Krzysztof  
Matuszewski,  
ZMPD, Poland



**Legal Affairs (CAJ)**  
Isabelle Bon-Garcin,  
AFTRI, France



**Social Affairs (CAS)**  
Georges Causse,  
FNTR, France



**Technical Affairs (CIT)**  
Mårten Johansson,  
SÅ, Sweden



**Services to Road  
Transport Operators  
(CSE)**  
Vojtech Hromir,  
CESMAD Bohemia,  
Czech Republic



**Road Safety (CSR)**  
Rob Aarse,  
TLN, the Netherlands

## Working Party Presidents



**Dangerous Goods  
Transport (GEMD)**  
Paul Wauters,  
FEBETRA, Belgium



**Intermodal Transport  
and Logistics (GETIL)**  
Antoaneta Ivanova,  
AEBTRI, Bulgaria



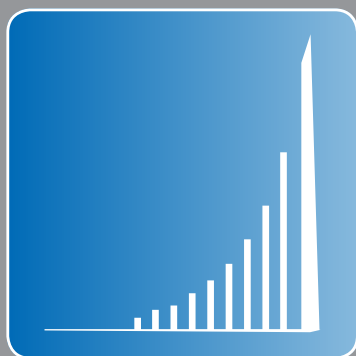
**Taxis & Hire Cars with  
Driver (TA)**  
Hubert Andela,  
KNV Taxi,  
the Netherlands



# IRU Secretariat General

Our **Headquarters is located in Geneva, Switzerland**, and benefits from a privileged location that facilitates interaction with numerous global intergovernmental bodies which impact international road transport. It is headed by the Secretary General and employs nationals from some 35 different countries.

The IRU Headquarters works with **four Permanent Delegations and the IRU Members** to coordinate the implementation of the working programme and priorities of the organisation at global and regional level.



Geneva, Switzerland

**IRU  
Secretariat General  
Headquarters**

**1948**



Brussels, Belgium

**IRU  
Permanent Delegation  
to the EU**

**1973**



Moscow, Russia

**IRU  
Permanent Delegation  
to Eurasia**

**1998**



Istanbul, Turkey

**IRU  
Permanent Delegation  
to the Middle East and  
Region**

**2005**



Geneva, Switzerland

**IRU  
Secretariat  
for Africa**

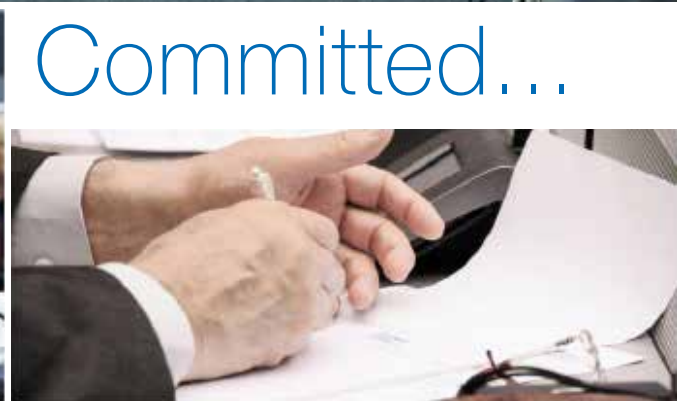
**2012**



New York City, United States

**IRU  
Permanent Delegation  
to the United Nations**

**2013**



Committed...







...to promoting IRU policies



*Working together  
for a better future*

**IRU**

since 1948





# 3 Boosting economies

## Road transport trends 2012

BRIC countries are booming.

OECD/EU countries are on the verge of a double dip recession.

Road transport and economic growth go hand in hand. It is an undisputed fact.

Trucks connect factories, businesses and customers. Buses, coaches and taxis connect people to work, school, hospitals, shopping centres, restaurants and so much more.

Economies thrive thanks to the flexibility of road transport with its unique door-to-door services.

And yet, according to the IRU Road Transport Indices, which compare GDP

growth, road freight transport volumes and new vehicle registrations in some 58 countries, OECD and EU countries are headed for a double dip recession, while BRIC countries (Brazil, Russia, India, and China) are seeing a real economic boom. Why is that?

BRIC economies are booming for one simple reason. They understand that the key to economic growth comes from innovation and major investment in production tools, including small and medium-sized enterprises (SMEs), such as road transport companies, which provide over 85% of jobs.

### In the spotlight

#### New IRU Fuel Prices app available online

We have upgraded our IRU Fuel Prices web application, which will help transport operators more effectively plan their trips and control costs. It will also provide decision-makers and the media with regularly updated

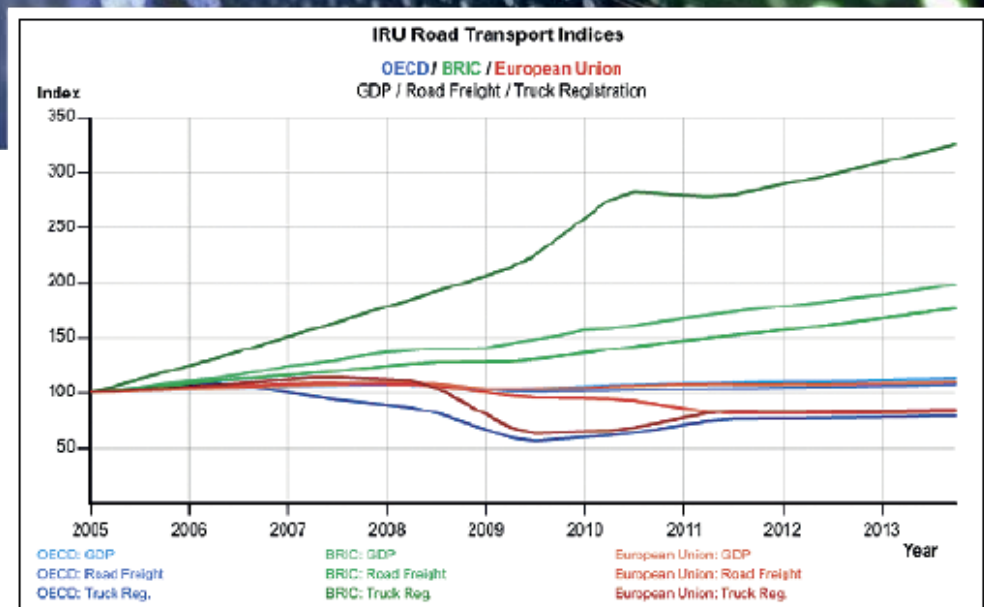
in-depth information on fuel and oil prices.

In addition to providing current fuel prices per country, the new app also contains historical data, allows for a dynamic comparison



See the latest fuel prices

of fuel prices between Euro zone countries and displays comparative information between fuel prices and crude oil fluctuations since 2005.



IRU Road Transport Indices show a decline in new vehicle registrations in the OECD and EU of -23% and -16% respectively over the past seven years. During the same period, new truck registrations in the BRIC countries almost tripled, from 141,683 to 409,067 units. Visit [www.iru.org/indices](http://www.iru.org/indices) for detailed comparative data and methodology.

If you compare 2010 and 2011 figures, BRIC countries outperformed OECD countries in the growth of tonnes transported and have continued doing so in 2012. BRIC transport operators hauled 7.7% more goods in 2011, compared to OECD and EU transport operators who saw an increase of only 1.7% and 1.6% respectively.

In 2012, growth in transport volume for OECD and EU countries slowed down to 0.9% and 0.8%, before finally stagnating in the 3<sup>rd</sup> and 4<sup>th</sup> quarters. New vehicle registrations for the first two quarters of 2012 increased for the OECD and EU by 0.9%

and 0.7%, before also coming to a standstill in the second half of 2012.

But it isn't too late. OECD and EU countries haven't plunged into a double dip recession just yet, but they do need to draw lessons from how BRIC countries coped with the last crisis in 2008 – by recognising that road transport is an essential non-subsidised production tool, which interconnects all businesses in all regions, to all world markets, and should therefore be promoted and further facilitated – in order to avoid a new recession and restore sustainable economic growth in 2013.

# Achieving the EU growth agenda

Investments in the real economy, SMEs, road transport and reinstatement of TIR in the EU

Boosting growth in the EU will require decision-makers to invest in the real economy, SMEs which account for 85% of EU employment, and road transport!

Historically, the TIR System was a key instrument in helping expedite Europe's reconstruction by significantly facilitating and securing international trade by road transport. However, the TIR System was prohibited on EU territory in 1968 with the creation of the mandatory T System.

The EU is now looking to revise its Customs Code and the timing couldn't be better to reintroduce the TIR System on EU territory.

***Reintroducing TIR in the EU is a win-win proposition to stimulate economic growth.***

Adding one simple line to the EU Customs Code would effectively allow 12 million EU trucks to drive EU trade with the full economic and security benefits of the TIR

System. Shippers and road transport operators would have the freedom to choose the best guarantee option for their business needs. It would also allow 600,000 fleet operators to no longer be dependent on intermediaries to capture and expand their business, giving them the means to more quickly implement best practices and invest in the latest technologies.

We are not advocating the elimination of the T System but rather advocating choice. Reintroducing TIR in the EU is a win-win proposition to stimulate economic growth.

## The Smart Move for sustainable EU growth

We welcome support from the European Commission (EC), European Parliament and other EU Institutions for the IRU Smart Move campaign which was launched in 2009 to double the use of collective passenger transport by road. Smart Move makes an important contribution to the EU's ambitious environmental targets and new priority for economic growth without massive public subsidies, by reducing CO<sub>2</sub> emissions by at least 50 million tonnes per year and drastically reducing congestion in cities while creating 4 million new, green and stable jobs.

But concrete actions are needed to effectively ensure EU growth and the greening of the mobility chain. It's time for the EC, European Parliament, Member States and municipalities to change their mindset, remove the heavy tax burden on the bus and coach industry and provide a level playing field between bus and coach transport and, for example, European low-cost air transport, which has the worst environmental impact!



Indeed, EU bus and coach companies are all SMEs subject to high excise duties on fuel, VAT for their transport services and tax in their countries of origin, while profitable multinational air transport companies are not only subsidised at every government level, but are also totally exempt from VAT and excise duty.

***Placing buses and coaches at the heart of transport policy-making would create the necessary conditions and incentives to support a shift in people's mobility behaviour.***

Europe could reach the ambitious objectives of its 2020 Growth Strategy on employment, innovation, social inclusion, climate and energy at the lowest costs to taxpayers. However, it would require placing buses and coaches at the heart of transport policy-making and setting clear policy and business targets to make the Smart Move of doubling their use. This would create the necessary conditions and incentives to further support a shift in people's mobility behaviour.





## Europe 2020 Growth Strategy: EU needs to lift road transport barriers

The IRU General Assembly adopted a Resolution on Driving the Europe 2020 Growth Strategy calling on the EU and its Member States to immediately lift impediments and barriers imposed on the road transport sector and to recognise the vital role of road transport in driving economic growth.

The IRU Resolution specifically calls for:

- an end to the indexation and introduction of new taxes, charges and duties on road transport and the earmarking of revenues to support investments in road transport and infrastructure initiatives;
- a legal framework to ensure a prompt return on investments for innovative, efficient, clean and safe technologies;
- the creation of a level regulatory playing field between transport modes in taxation, excise duty and VAT;
- the modification of the EU Customs Code for the reinstatement of TIR in the EU;
- an end to the discrimination in favour of specific modes and distortion of competition;

***Commercial road transport has a pivotal role to play in creating a smart, sustainable and inclusive economy, provided restrictive barriers are lifted.***

- easier access to investment funds for road transport operators;
- allowing the use of the standardised Modular Concept to increase the efficiency and capacity of the EU's entire transport system;
- linking any further liberalisation in road freight cabotage to harmonisation measures;
- an EU policy aimed at doubling the use of buses and coaches within the next decade;
- the removal of heavy and unfair tax burdens applicable to road passenger transport and creation of a level playing field with other passenger transport modes.

The Europe 2020 Growth Strategy aims to create a smart, sustainable and inclusive economy. Commercial road transport has a pivotal role to play in each of these mutually reinforcing principles, provided it is facilitated and further promoted, and restrictive barriers are lifted.

# Developing Eurasia's regional economic potential

## IRU International Conference focuses on road transport's role in developing the economic potential of Eurasia

The 8<sup>th</sup> IRU International Road Transport Conference, organised in Moscow in partnership with the CIS Transport Council and the Advisory Expert Council of the Customs Union, focused on "The role of road transport in Eurasia's regional economic integration", in light of the creation of the Eurasian Union (EAU) and Common Economic Space.

The Conference highlighted the need to harmonise road transport regulations throughout the EAU and facilitate international road transport operations within regional economic unions. It also touched on the importance of improving legal standards regulating international goods transport by road to effectively facilitate



Московская  
ежегодная  
конференция по  
международному  
автотранспорту

trade and economic integration in the Eurasian region. Doing so would allow the road transport sector to fulfil its instrumental role in supporting the full development of Eurasia's economic potential and would help governments achieve their national priorities, as it has done for CIS economic integration over the past 20 years.

### In the spotlight

## Japanese trucking industry spearheaded Tsunami relief efforts

Addressing the IRU Goods Transport Council, the Secretary General of the IRU Member, the Japan Trucking Association (JTA), Mr Shuji Fukumoto, presented the vital role played by trucks after the devastating earthquake and tsunami that struck Japan on 11 March 2011. The Japanese trucking industry responded rapidly by

establishing an Emergency Transportation Headquarters within hours of the earthquake.

From March to May 2011, the JTA and 47 local trucking associations mobilised:

- over 10,000 trucks, to carry
- 19 million meals
- 4.6 million bottles of water



- 460,000 blankets
- as well as medicine and other emergency supplies,
- to some 2,032 locations in the affected areas.

The JTA was officially commended by the Japanese Government for the contributions it made to emergency relief operations.



# Achieving green growth and jobs in the European Union

*An interview with Michael Nielsen, IRU General Delegate to the European Union, on road transport solutions for economic growth, increased efficiency and further greening.*

**W**hat are the main challenges for road transport today in the EU?

The economy is difficult these days, so naturally, growth and jobs are our number one priorities. Right now we are working with European institutions and industry stakeholders to find solutions to these issues, including the reinstatement of TIR within the EU. It would stimulate growth by reducing costs and red tape and would allow open and free competition. We are also pushing to double the use of buses and coaches through our Smart Move campaign and Smart Move High Level Group which includes all EU institutions. If twice as many people travelled by bus and coach, it would boost the economy by creating 4 million new jobs!

**Y**ou mentioned reinstating TIR. What's the latest progress with the New EU Customs Code?

European institutions are in the process of amending the Customs

Code, so we see it as the perfect opportunity to reintroduce TIR within the EU. All it would take is one extra line in the new Code to stimulate trade and growth in Europe and provide more secure transport. This amendment would bring back free and open competition between the transit systems used by operators. So it is no surprise that a growing number of MEPs and Member

States are showing their support and are actively working with us to bring some much needed change that would benefit everyone.

**S**peaking of change, there is a lot happening this year related to greening road transport and increasing fuel efficiency. What is the industry doing to address this?

We are all in favour of greening road transport even further and increasing fuel efficiency and see them as excellent ways to stimulate growth. We have measures that would do just that, such as using longer truck combinations, improving aerodynamics, removing unnecessary driving bans and fines on heavier coaches with more axles and introducing incentives to help road transport operators invest in more fuel efficient vehicles, to name but a few. These initiatives would increase efficiency and environmental performance while cutting costs for the industry which could then, in turn, invest in ever greener and more efficient solutions.

**T**here were a lot of discussions about the European Modular System. What's the latest news?

EMS would truly benefit our industry, especially for combined



transport. In 2012, a full legal interpretation of existing EU legislation on EMS was published and the result clearly shows that cross border EMS use between two states that use it on their own territories is allowed. However, the full potential of EMS in multimodal transport can only happen if the EC acts to harmonise transport units and provides good access and modern equipment at intermodal transport hubs, which is why we co-organised a debate within the European Parliament to move the issue forward. We wanted to involve other modes positively in the debate, so that efficiency and environmental savings can be enjoyed by all.

### What else is the IRU doing to drive industry developments?

The Brussels team, together with the IRU Academy, are constantly innovating new training methods and projects that improve efficiency, fuel-saving driving techniques and higher professional standards, by securing European funding and leading programmes such as ECOeffect, DRIVEN, STARTS, Mobinet, Compass 4D, Taxistarts and Smart Fusion.

### Land transport security is also high on the agenda. Any thoughts on this considering the increase in freight-related organised road crime?

Cargo and fuel crime and attacks on drivers are a serious problem on Europe's roads. Our Members report new attacks and theft on a daily basis and the cost to the industry is staggering, at around EUR 7 billion per year! That does not even include the human costs in these attacks. That is why we developed TRANSPark to make sure that transport operators and drivers have access to updated information on where they can park securely. We are working closely with the EC which is preparing legislative initiatives to ensure that authorities regularly

collect and send us information on the location, security and comfort level of parking areas on the TEN road network. We also successfully obtained a seat on the Land Transport Security Expert Group and we are working closely with enforcement authorities through a cooperation agreement that we signed with ECR and TISPOL, so that this issue will stay a top priority.

### What are your expectations for 2013?

What a great question! I have so many expectations, where do I even begin? First of all, growth will still be a top priority in 2013 and many EU-level legislative proposals will require the IRU's strong industry-led voice in order to benefit from the full potential of these new opportunities. The EU public-private Smart Move High Level Group will make its final report and recommendations for doubling the use of buses and coaches, so I am looking forward to those results.

Regarding the EU road haulage market, we will continue to insist on avoiding the further liberalisation of existing cabotage rules without parallel harmonisation of social conditions. We will push for joint liability for all in the transport chain and consistent enforcement of rules regarding access to the profession for everyone involved in transport, clearly defining who does what. I would love to see more evidence-based policy-making that reduces the burden on SMEs, requiring more investments in innovation and EU incentives. We will continue to support training to attract new employees to our sector and improve professional standards through the IRU Academy.

Road transport has long been the driver of growth, jobs and trade in Europe and we will continue to work to ensure that we drive the EU growth agenda. ■



# 4 Reducing our environmental impact

## Providing better, rather than more road transport

Like any other human activity, road transport has an environmental impact. However, did you know that for equivalent door-to-door service, road transport has the lowest carbon footprint of all modes? And yet our challenge as the world road transport organisation is to lower, even further, the industry's environmental footprint. Achieving this objective requires appropriate policies and the coordinated efforts of all stakeholders.

While representing business and industry stakeholders at the UN Regional Preparatory Meeting for the UN Conference on Sustainable Development (RIO+20), we highlighted that in accordance with the [IRU's 3 "i" strategy to achieve sustainable development based on innovation, incentives and infrastructure](#), the road transport industry has done its part, and will strive to do even more, to satisfy market demands with the lowest social and economic costs and environmental footprint, notably through better, rather than more road transport.

***Did you know that for equivalent door-to-door service, road transport has the lowest carbon footprint of all modes?***







## Innovation, Incentives, Infrastructure

In 2012, we reaffirmed our commitment to reducing the sector's CO<sub>2</sub> emissions by 30% by 2030 as outlined in the IRU "30-by-30" Resolution. Our Resolution strives to achieve this through investments in innovative engine and latest vehicle technology, which can contribute to a reduction in fuel consumption and consequently CO<sub>2</sub> emissions of more than 10%; innovative logistics concepts, such as ITS and optimised weights and dimensions of heavy commercial vehicles, which can equally reduce fuel consumption and CO<sub>2</sub> emissions by more

than 10%; and driver training, as provided by the IRU Academy, which can reduce fuel consumption and consequently CO<sub>2</sub> emissions by up to 10%.

We are also running the ECOeffect project, supported by the European Commission, which develops environmentally aware "Train the Trainer" programmes provided by the IRU Academy and professional driving technique courses, as practical measures to effectively reduce transport operators' fuel consumption, hence carbon footprint.

### Introducing low noise vehicles and a level playing field across modes

We are prepared to support the European Commission's new noise reduction measures, provided that investments in low noise vehicles allow commercial vehicle operators to reduce costs by increasing operational efficiency, such as delivering goods at night or during weekends.

We thus call on the European institutions to extend noise reduction measures to all transport modes and introduce measures that will allow commercial transport operators to increase flexibility and

efficiency, while guaranteeing an efficient depreciation on their current investment.

Indeed, road transport noise can only be reduced through an integrated approach. A number of issues must be taken into account, such as providing investment guarantees and incentives to operators, developing the appropriate infrastructure, such as low noise pavements and sound barriers which optimise low noise transport performance, as well as considering other relevant vehicle parts such as tyres instead of looking only at engine type approval.

## Modular Concept: For more efficient and greener intermodal transport

The standardised Modular Concept (MC), also known as European Modular System (EMS), is a key contributor to improving the environmental performance of road freight transport and further developing multimodal transport.

The MC offers the optimal transport solution by changing a truck's combination of containers - or modules. Longer vehicle combinations are used wherever possible (e.g. long haul transport) and shorter combinations whenever necessary (e.g. urban deliveries). By matching transport offer with volume and infrastructure demand, while moving a greater amount of goods using fewer vehicles, the MC contributes significantly to road transport and energy efficiency, as well as environmental performance.

With standardised loading units, the MC also facilitates intermodal transport operations, as swap bodies and containers are easy to transfer from one transport mode to another. This considerably improves interoperability between modes and could drive more efficient, fully integrated multi-modal transport networks.

At a lunch debate hosted by Belgian Liberal MEP, Philippe De Backer, key industry

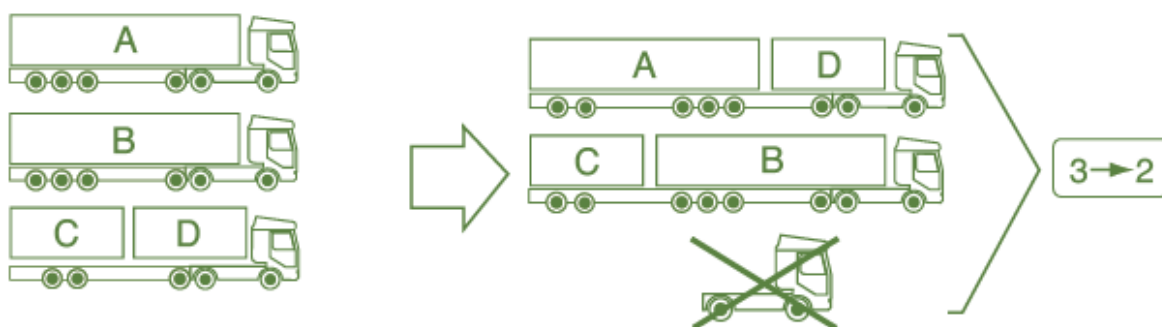
leaders unveiled the first results of MC practical experience and government facilitated trials in the Netherlands and Denmark, where successful MC intermodal transport has been ongoing for a number of years. They showed a carbon footprint reduction of up to 30%, and reduced fuel consumption and overall costs for the entire transport chain. Trials in Germany are showing similar results.

We have therefore addressed the European Commission to harmonise and standardise MC vehicles and loading units and to obtain legal clarity on the cross-border use of the Modular Concept between two or more consenting EU Member States. The interpretation of the Directive was later published by EC Vice President, Siim Kallas, clearly allowing the cross-border use of EMS between two consenting EU Member States.

We have also created an IRU Group of Experts on Intermodal Transport and Logistics (GETIL), which will focus on promoting green logistics concepts and transport solutions. Indeed, intermodal transport can play an increasingly crucial role in modern logistics by using the different transport modes according to their respective strengths.

***Using longer vehicle combinations when possible and shorter combinations when necessary: a win-win solution for the entire logistics chain.***

### Modular Concept: Transporting more with less



# Road transport: Driving economic growth

*Working together  
for a better future*

**IRU**

*since 1948*



# 5<sup>th</sup> 2<sup>nd</sup> IRU-EU Road Transport Conference



**400**  
delegates

**36**  
countries

Identifying efficient and greener road transport solutions to drive European growth

In February 2012, we partnered with the European Commission and the EU Danish Presidency to hold the 2<sup>nd</sup> IRU-EU Road Transport Conference, which addressed the theme “Efficient solutions for making road transport greener”.



Watch the Conference  
highlights





The Vice President of the European Commission, Siim Kallas, highlighted: “[This Conference] clearly demonstrated that greening road transport and contributing to economic growth are not two incompatible objectives. Quite the contrary, during our discussions, we identified a number of options to make the sector more efficient and support growth. These include further integration of the internal market, reducing congestion, encouraging innovation and providing quality infrastructure – four fields where the Commission has been and will remain very active. The renewed emphasis on road passenger transport will also facilitate economic exchanges. Finally, this event has shown that the Commission and other policy makers can rely on a constructive cooperation with the industry to reach these objectives, and I look forward to continuing to work closely with the IRU in the future.”

***“Our priority must be to put our economy back on the growth path and make sure jobs are not lost but gained. Transport and road freight can and must make a serious contribution to it...Increasing the economic and ecological efficiency of road transport are not contradictory objectives. Quite the opposite, they very much go hand-in-hand.”***

*Henrik Hololei on behalf of Siim Kallas, Vice President of the European Commission responsible for transport*





The Conference featured a diverse panel of speakers including high-level representatives from EU institutions, such as Vice President of the EC responsible for transport, Siim Kallas' Head of Cabinet, Henrik Hololei, DG MOVE Director General, Matthias Ruete, as well as the EU Transport Council President and Danish Minister for Transport, Henrik Dam Kristensen.

Engaging debates focused on the main challenges facing the road transport industry and in particular how to effectively reduce its environmental footprint even further, through coordinated action at political and industry level, while allowing road transport to drive the EU growth agenda.

Discussions brought about a common approach, concrete solutions and opportunities to further green road transport. Conference participants agreed that road transport can contribute to driving rapid and sustainable economic growth in Europe, highlighting that cooperation will have to be strengthened in order to reach this goal,

notably through the increased use of all trade facilitation instruments, measures and technical innovations.

The first steps towards achieving the EU growth agenda and further greening road transport were taken during this Conference, as the Conference

***“Road transport is a flexible and easy way to transport goods in Europe. It helps tie European markets together and will continue to play a central role in the future.”***

*Henrik Dam Kristensen, Danish Minister for Transport, then EU Transport Council President*





## IRU Spring Cocktail 2012

The traditional IRU Spring Cocktail immediately followed the Conference to provide a dynamic and spontaneous environment to allow participants to network and continue the dialogue on which solutions could prove to be most effective in achieving better rather than more road transport.

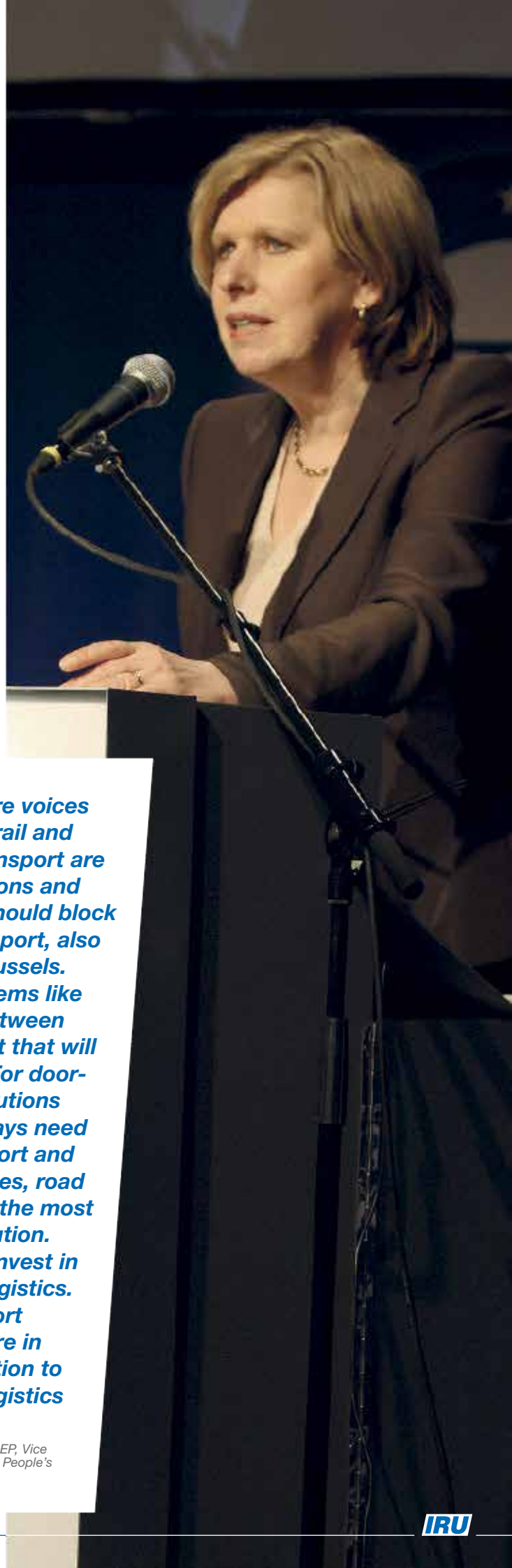
organisers, speakers and panellists agreed to:

- focus on amending weights and dimensions rules to allow aerodynamic and road safety improvements for vehicles and equipment and to promote connections between modes;
- establish a strategic public-private High Level Group, involving all relevant European institutions and road passenger transport representatives, with the aim to draw up an action plan within the next 12 months to double the use of collective passenger transport by bus and coach in the next decade as advocated by the Smart Move campaign.

Welcoming the reinforced public-private partnership between the road transport industry, represented by the IRU, and the European Union, both at the level of Member States and EU institutions, IRU President, Janusz Lacny, called upon all decision-makers and relevant industries to cooperate in supporting the EU growth agenda by applying, without delay, all the available trade and road transport facilitation instruments in the EU, namely through the reintroduction of TIR in the EU, as well as implementing the decisions agreed upon during this Conference.

*Corine Wortmann-Kool, MEP, Vice President of the European People's Party*

***“There are voices who say rail and water transport are the solutions and that we should block road transport, also here in Brussels. It often seems like a battle between modes. But that will not work. For door-to-door solutions we will always need road transport and in many cases, road transport is the most efficient solution. We have to invest in innovative logistics. Road transport companies are in the best position to master the logistics chain.”***



# 6 IRU Academy for professional excellence

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## A culture of learning to learn

50

Accredited  
Training Institutes

36

countries

over  
18,000  
students

10

training programmes

We aim to create what we call a “**learning to learn**” culture within the road transport sector. By generating synergies between our training activities – IRU Academy, TIR Training and IRU Internal Training – we help road transport professionals remain at the cutting edge of the latest industry developments at all levels. Our trainees, be they road transport managers, drivers, Member Associations or Customs authorities, benefit from unique access to interactive training materials and effective training management tools.

***Professional  
training in road  
transport is  
crucial today  
more than ever for  
safety, efficiency,  
environmental  
performance,  
compliance and  
competitiveness.***

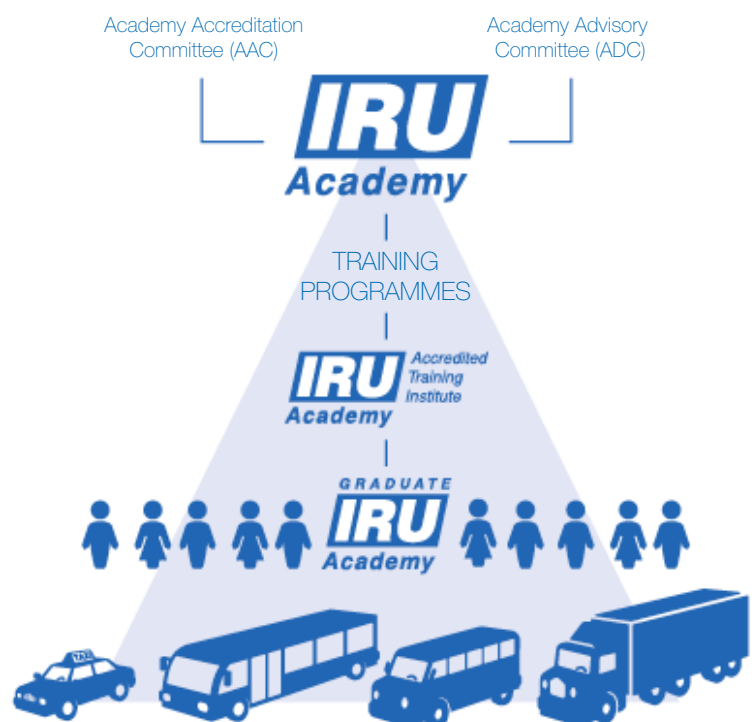


## IRU Academy: Worldwide excellence, international recognition

Our Academy works globally with its partners and panel of experts to provide a framework for professional road transport training. It benefits from the international recognition and support given by its high-level IRU Academy Advisory Committee (ADC).

The ADC is composed of the World Bank, the United Nations Economic Commission for Europe (UNECE), the International Transport Forum, the European Commission (EC) and the European Transport Workers Federation (ETF).

All IRU Academy programmes were designed by internationally renowned experts under the supervision of the ADC and focus on developing the skills and knowledge of road transport professionals to enhance their ability to deal with all key aspects of road transport operations. Our programmes are continually updated to integrate best practices and guarantee compliance with applicable international, regional and national transport regulations.







# Professional training demand on the rise worldwide

## New IRU Academy accreditations

In 2012, the IRU Academy granted 14 accreditations to training institutes in Belarus, the Czech Republic, Egypt, Jordan, Kosovo, Macedonia, Moldova, Poland, Qatar, Turkey and Uzbekistan for its **CPC Manager**, **CPC Driver**, **Dangerous Goods (ADR)**, **Safe Loading and Cargo Securing**,

as well as **Eco-Driving** and **ECOeffect Training Programmes**. These accreditations allow Accredited Training Institutes (ATIs) to continually develop their professional training capability in order to improve road safety and increase efficiency.

## TIR Training: Streamlining Customs procedures at borders

The IRU Academy, in partnership with the World Customs Organization (WCO), updated its successful WCO-IRU TIR Distance Learning Course, which now consists of 14 dynamic and interactive modules that cover the fundamentals of the TIR System. Aimed at TIR transport associations and their transport operators and Customs authorities, this online course provides high-quality training to ensure the smooth running of the TIR System and is available in Arabic, English, French, Russian and Spanish.

Practical seminars were also organised to share and harmonise TIR knowledge, benefitting some 70 participants from over 30 countries, including CIS member states. They learned best practices regarding day-to-day TIR activities such as issuance, return, control, risk management and claims handling, in order to ensure the smooth and secure running of TIR operations.

Participants also learned about the efficiency and security benefits of existing TIR online applications developed by the IRU, such as SafeTIR, TIR-EPD, RTS, CUTE-Wise and TIR Cute<sup>web</sup>.



## Capacity building for road transport professionals

The IRU Academy focused on many activities in the Middle East thanks to the Islamic Development Bank (IDB)'s Technical Assistance Grant to the Arab Union of Land Transport (AULT), which notably aims to improve the safety and efficiency of road transport services provided by Arab road transport operators through the development of professional training for fleet managers and drivers to international standards.

Throughout 2012, the IRU Academy trained Qatari instructors on its [CPC Driver Programme](#) - which was later successfully delivered for the first time in Doha - and organised national workshops and seminars supported by "Train the Trainer" sessions in Egypt, Jordan, Qatar, Saudi Arabia and other countries of the League of Arab States, as well as in South Eastern Europe. These interactive sessions and workshops equip instructors with the necessary tools to deliver high-quality training to professional managers and drivers by focusing on transferring methodology, presenting training material and sharing best practices through group exercises and activities.

An International Seminar on "Road transport capacity building and professional training", was also organised in cooperation with the Arab Academy of Science, Technology and Maritime Transport (AASTMT) and AULT to discuss the sustainability of road transport in Egypt, where participants agreed that

[CPC Manager](#) training is vital to achieve safe, secure and highly efficient transport operations.

There has also been great demand for the [ADR Programme](#), which trains professionals on the safe transport of dangerous goods by road. The Qatari training centre, Mowasalat, and the Royal Automotive Club of Jordan, successfully delivered pilot ADR Programmes. Over 60 major stakeholders in the transport of dangerous goods in Qatar also participated in an International Seminar on "Road transport capacity building and professional training", organised in cooperation with Mowasalat and AULT.

Close and effective cooperation with the CIS ATIs of Belarus, Kazakhstan, Moldova, Russia, Ukraine and Uzbekistan resulted in the development of the [CPC Driver International \(CIS\) Programme](#), which is now successfully implemented in this region.

Also popular this year was the [Safe Loading and Cargo Securing Programme](#). The IRU Academy organised a series of knowledge sharing seminars attended by over 300 participants from Denmark, Lithuania, South East Europe and CIS countries, such as Ukraine and Uzbekistan. The Russian training centre ASMAP TCC, also benefitted from an extensive briefing on the [Tachograph Programme](#).

# In the driver's seat

## DRIVEN: Ensuring the availability of highly-skilled drivers in Europe

There is an urgent need today to ensure sufficient offer and avoid a shortfall of qualified drivers. **DRIVEN** promotes and offers a standardised training programme to interested parties in order to strengthen instructors' technical knowledge, methodological approach and teaching skills to ensure maximum success in CPC Driver training.

***Professional drivers are the first ambassadors of road transport's unique, person-to-person service.***

Four DRIVEN seminars were organised in France, Poland, Serbia and the UK, where more than 250 participants discussed concrete actions

that will ensure the availability of skilled drivers in their respective countries. They include promoting a positive image of the profession, establishing the necessary

professional development framework, focusing on the harmonisation of skills and training, converging towards complete mutual recognition between EU member states and transferring expertise across the EU, notably through the exchange of best practices, all of which contribute to the sustainable development of road transport.

## STARTS: Unlocking transport workers' potential

**STARTS** (Skills, Training, and the Road Transport Sector) aimed to identify key challenges and best ways to ensure high-quality training for commercial vehicle drivers and non-mobile road transport workers. STARTS closing conference highlighted

the need for full cross-border recognition of qualifications and training under the EU Driver Training Directive, as well as the role of the IRU Academy and ATIs in achieving this mutual recognition.

## ECOeffect: Train better. Drive better. Work better.

We are the proud partner of **ECOeffect**, a programme supported by the European Commission that teaches professional drivers how to drive in a more eco-efficient way and reduce fuel consumption. Available in the Czech Republic, Poland and Romania, ECOeffect delivers measurable benefits to the trucking, freight and haulage communities through theoretical and practical courses.

ECOeffect helps trainers deliver high-quality eco-driving training, provides knowledge and expertise to market eco-driving to transport operators and promotes the integration of eco-driving into professional driver qualification and certification.

Three informative sessions were organised in Poland, Romania and the Czech Republic, which resulted in the training of 36 instructors and 128 drivers.

*Learn more about the IRU Academy's activities and training programmes at [www.iru.org/academy](http://www.iru.org/academy)*



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**ISN'T IT FUNNY HOW  
PEOPLE THINK THAT**

---

**monthly car payments,**

monthly car insurance costs,

**weekly trips to the petrol station,**

hours lost sitting in traffic,

**bi-weekly car washes,**

yearly car registration,

**expensive car repairs,**

paying for parking,

**and buying other accessories like**

windscreen wiper fluid,

winter tyres and air fresheners

---

**is better than buying a monthly bus pass,**

**sitting back and relaxing with a good book**

**each morning on the way to work?**

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**MAKE THE SMART MOVE**

[www.busandcoach.travel](http://www.busandcoach.travel)

# 7 Moving people and societies

***Everyone, everywhere in the world, should be given the choice of sustainable mobility.***

Many travel options exist for getting from one place to another. But none is as safe, green, efficient and affordable as buses and coaches, while taxis' flexibility competes with that of private cars...without the hassle. It is for that very reason that we are continually working to help transport policies guarantee sustainable mobility to everyone, everywhere in the world, and support behavioural change.

## Bus and coach: The Smart Move for sustainable mobility for all

Smart Move is a long-term awareness campaign aimed at placing buses and coaches at the centre of the transport policy-making debate in order to double their use and achieve sustainable mobility for all.

For over three years now, the Smart Move campaign has been providing policy and opinion-makers with accurate and reliable facts and figures to ensure informed legislation and induce policies that support, promote and facilitate a greater use of bus and coach transport by citizens at local, national, regional and global level whenever possible.



[www.busandcoach.travel](http://www.busandcoach.travel)

 [facebook.com/SmartMoveCampaign](https://facebook.com/SmartMoveCampaign)

 [@Smart\\_Move](https://twitter.com/Smart_Move)

 [SmartMoveCampaign](https://www.youtube.com/SmartMoveCampaign)

 [smart\\_move](https://plus.google.com/smart_move)

Watch the Smart Move campaign trailer





## Smart Move High Level Group for concrete steps towards change

With the European Commission, we established the EU public-private Smart Move High Level Group (HLG) to design concrete solutions to double the number of users of collective passenger transport by bus, coach and taxi in the EU within the next 10 years and contribute to the EU Growth Agenda 2020.

The 15-member HLG is composed of representatives from the European Commission, the European Economic and Social Committee, and the EU Committee of the Regions, as well as MEPs, private businesses, representative road passenger transport associations and other stakeholders from civil society.

The HLG mainly focuses on intercity long-distance regular lines, group tourism by coach, and urban transport and commuting, analysing each issue from its legal, fiscal, social and customer aspects, with a focus on safety and sustainability, and users' needs in particular.

The results of the HLG's work will be published in the course of 2013 and will include policy and business recommendations for doubling the number of users of collective passenger transport by bus, coach and taxi, an action plan with recommended deadlines for the period 2013/2015-2030, an internet-based, publicly available compilation of policy and business best practices.

### In the spotlight

## Skopje makes the Smart Move

There is no better way to lead than by setting the example. We were pleased and impressed by the very efficient promotion of the Smart Move campaign undertaken by the Mayor of the Macedonian capital, Skopje, who

communicated the advantages of bus and coach transport – safety, environmental and user friendliness, affordability and efficiency – through visually attractive advertising screens located in key public spaces.







## Long-distance bus and coach transport in Europe: Time to (re)discover the wheel!

Transport authorities are shifting their policies to increasingly move towards green and affordable bus and coach intercity travel. We responded to this rise in demand by organising a first-of-its-kind EU-wide workshop on the theme “Long distance bus and coach transport in Europe: (Re) discovering the wheel”.

The workshop gave MEPs, Transport Ministers and leading company managers the opportunity to debate the future of long-distance European intercity travel by bus and coach, notably through specific case studies from Germany, Italy, Norway and Spain.

*Watch the video message of  
Thierry Mariani, then French  
Minister of Transport*



## EU passenger rights – High quality service for customer satisfaction

We developed a manual to inform bus and coach transport managers about their new obligations towards passengers under the EU Regulation on Passenger Rights that enters into force on 1 March 2013. These new regulations provide a solid framework for ensuring that we continue to provide high quality services to all categories of passengers before, during and after their journey.

Our manual, in three sections for regular services over 250km, under 250km and for occasional services, focuses on passenger rights during the handling of accidents, delays and cancellations, the rights of disabled passengers, and how passengers are provided with information.

## 8 concrete actions to double the use of bus and coach passenger transport

1. End fiscal discrimination between collective passenger transport modes;
2. Always consider in legislation the specific needs of passenger transport;
3. Increase maximum weight for coaches in international traffic to at least 19.5 tonnes to meet new safety, environmental, customer and operational conditions;
4. Eliminate barriers related to accessing terminals of other modes;
5. Include bus and coach terminals in the TENs network;
6. Increase and facilitate the number of and access to dedicated bus lanes in and between cities;
7. Systematically put in place measures that decrease travel time and, consequently, make bus and coach services more competitive;
8. Propose a harmonised EU framework for LEZs.



## 5<sup>th</sup> IRU International Taxi Forum launches “Taxi – Anytime! Anywhere!”

On the occasion of Europe’s largest taxi exhibition, the Europäische Taximesse in Cologne, Germany, we joined with our German Member Association, BZP, and its regional member, Fachvereinigung Personenverkehr Nordrhein e.V., to organise the 5<sup>th</sup> International Taxi Forum bringing together some 200 leading taxi business operators, representatives of regulatory authorities, taxi manufacturers, academic researchers and marketing experts from around the globe to discuss “Taxi - Anytime! Anywhere!”

We developed this initiative together with all our partners from the public and private sectors to implement a shared vision for safe, accessible, comfortable, flexible and sustainable taxi services, fully integrated into the public transport chain.

***The perception of taxis by the general public and decision-makers has a strong impact on the taxi market, regulations, and indeed on the future development of the taxi industry itself.***

Indeed, taxis play an invaluable role in our society’s daily transport needs. Services are available 24 hours a day, 7 days a week and passengers are free to choose their destination and are not bound to timetables. Not only that, but taxis are the optimal way of using a car. A single taxi fulfils the

transportation needs of 10 to 20 people per day, making it the greenest way of using a car.

Fully conscious of the great variety of taxi frameworks, services and cultures that exist across the world, the industry is committed to constantly

improving the core assets and values which make taxis a sustainable mobility option, by further increasing the professionalism of its managers and drivers through vocational training and by intensifying the exchange of best practices among taxi professionals.



# Enhancing road safety: Focus on the human factor

## Addressing the human factor through professional training

**85%**

of accidents  
caused by human factors

**75%**

of accidents  
caused by other road users

**25%**

of accidents  
caused by truck drivers

Source: European Truck Accident  
Causation Study (ETAC), IRU-EC, 2007

Road safety is a top priority for us and we will continue to be committed to reducing the number and severity of accidents involving commercial road vehicles by effectively targeting the main cause of these accidents.

***For true road  
transport  
professionals,  
one road accident  
is one too many.***

There is much more to road safety than putting on a seat belt and driving at the legal speed limit. In reality, scientific studies have shown that effective road safety starts by addressing the cause of 85% of accidents: the human factor. This

involves taking action through professional training and awareness-raising events to create a culture of road safety in the sector. But it also includes working in public-private partnerships (PPP) with all the stakeholders involved.

Whatever the action taken, the goal remains the same for us all: saving lives.

In order to tackle road safety at the source by addressing professional drivers' behaviour, the IRU Academy – IRU's educational arm – has conducted many awareness-raising events and workshops to disseminate best practices, knowledge and skills among road transport professionals and authorities worldwide. Such actions will be pursued throughout the [UN Decade of Action for Road Safety 2011-2020](#).





## Working in public-private partnership with the Arab world

The Islamic Development Bank (IDB) approved a Technical Assistance (TA) Grant to the Arab Union of Land Transport (AULT), together with the IRU as an implementing partner, which gave us the opportunity to focus on enhancing road safety in the countries of the League of Arab States (LAS).

The main objective of the TA Grant is to improve the safety and efficiency of road transport services provided by Arab road transport operators, notably through the development of professional training to international standards as provided by the IRU Academy.

A series of seminars and workshops, jointly organised in Amman with the AULT, brought

together high-level government transport officials and industry representatives, who recognised professional training's crucial role in significantly improving safety records, and the need for IRU Academy training to address key industry concerns.

All participants also stressed the need to establish genuine PPP, in particular between governmental authorities, the IRU Academy and its Accredited Training Institutes (ATIs), concluding that focusing on human behaviour is paramount in effectively reducing road accidents and managing today's changing business environment.

## LASTAC: Identifying the main cause of accidents in the Arab world

Within the framework of the IDB TA Grant, road safety experts conducted a regional feasibility study for the implementation of a Truck Accident Causation Study in the countries of the LAS (LASTAC), with a focus on operational, economic and legal feasibility. Currently, only limited statistics are available regarding accidents involving trucks in the region. The high number of fatal accidents and the subsequent high physical and human costs have led road and public authorities in the Arab countries to put greater emphasis on promoting road safety.

The project's scientific model is similar to the EU co-funded European Truck Accident Causation Study (ETAC) undertaken between 2004 and 2007 to identify the main cause of road accidents involving commercial vehicles and suggest appropriate recommendations and solutions that effectively address them. In line with the WHO "Global Status Report on Road Safety", the ETAC study has become an international scientific standard in accident causation research and a key document for road safety policy makers, industry representatives and the media. The final results of the LASTAC feasibility study are expected by the end of 2013.



## Spreading best practices

The IRU Academy briefed its ATI directors on how specific practical components of IRU Academy training programmes, coupled with clear and concise procedures as highlighted in IRU driver checklists, can effectively improve road safety and transport while achieving the objectives of the UN Decade of Action for Road Safety.

Thanks to the IDB TA Grant, the IRU's driver checklists have also been translated into Arabic for dissemination to companies and professional drivers in the Arab world through ATIs based in the LAS countries. We have developed these practical tools for professional drivers to carry with them and be constantly reminded of road safety fundamentals and basic eco-driving techniques when performing their duty, as a complement to training programmes provided by the IRU Academy.

***Changing human behaviour is the key to improving road safety.***

Thanks to the expertise provided by our Commission on Road Safety and International Commission on Technical Affairs, the Safety Checklists Against Fire were revised to help bus, coach and truck drivers and transport operators effectively prevent fires and react appropriately in case of fire. The checklists recommend periodical inspections to be integrated into vehicle maintenance, which can ensure the early identification of vehicle conditions likely to cause a fire. The checklists are available online in Arabic, English, French and Russian.

## Safe loads and secure cargo

As board members of the Group of Experts for the revision of the IMO/ILO/UNECE “Guidelines on safety in the supply chain in relation to packing of containers”, we confirmed the necessity to revise these Guidelines, as well as develop international legislation to guarantee harmonised procedures and controls. Moreover, transport professionals should be appropriately trained on load securing, as provided by the IRU Academy, following standard EN 12195-1:2010, which is also recognised in ADR 2013.

True to this standpoint, the IRU Academy Safe Loading and Cargo Securing

Conferences in Tashkent and Kiev notably addressed the lack of overall understanding of the proper and safe loading of commercial vehicles, as well as the necessity to take measures to ensure suitable cargo weight and securing for different types of haulage. All 130 participants from 15 countries in the CIS region stressed the importance of improving loading and securing techniques and procedures, and highlighted the immediate need to develop the necessary knowledge and skills through high-quality training, to ensure safe and secure cargo loading and effectively improve road safety for the benefit of society as a whole.

## Training fleet managers in Africa and China

The IRU Academy has made its CPC Manager Training Programme available in French to ensure a maximum level of capacity building within the industry in Africa where French remains a dominant language. By transferring knowledge, skills and best practices to fleet operators to international standards, we hope to make roads safer in Africa as well.

We also briefed a delegation from the Ministries of Transport and Human Resources and Social Security of the People’s Republic of China, on how road safety can be more cost effectively improved in China through professional training, as provided by the IRU Academy, rather than by investing heavily in vehicle technical inspections, as more than 85% of accidents involving heavy commercial vehicles are caused by human behaviour, whereas less than 2% are due to technical reasons.

# Promoting road safety through skilled drivers

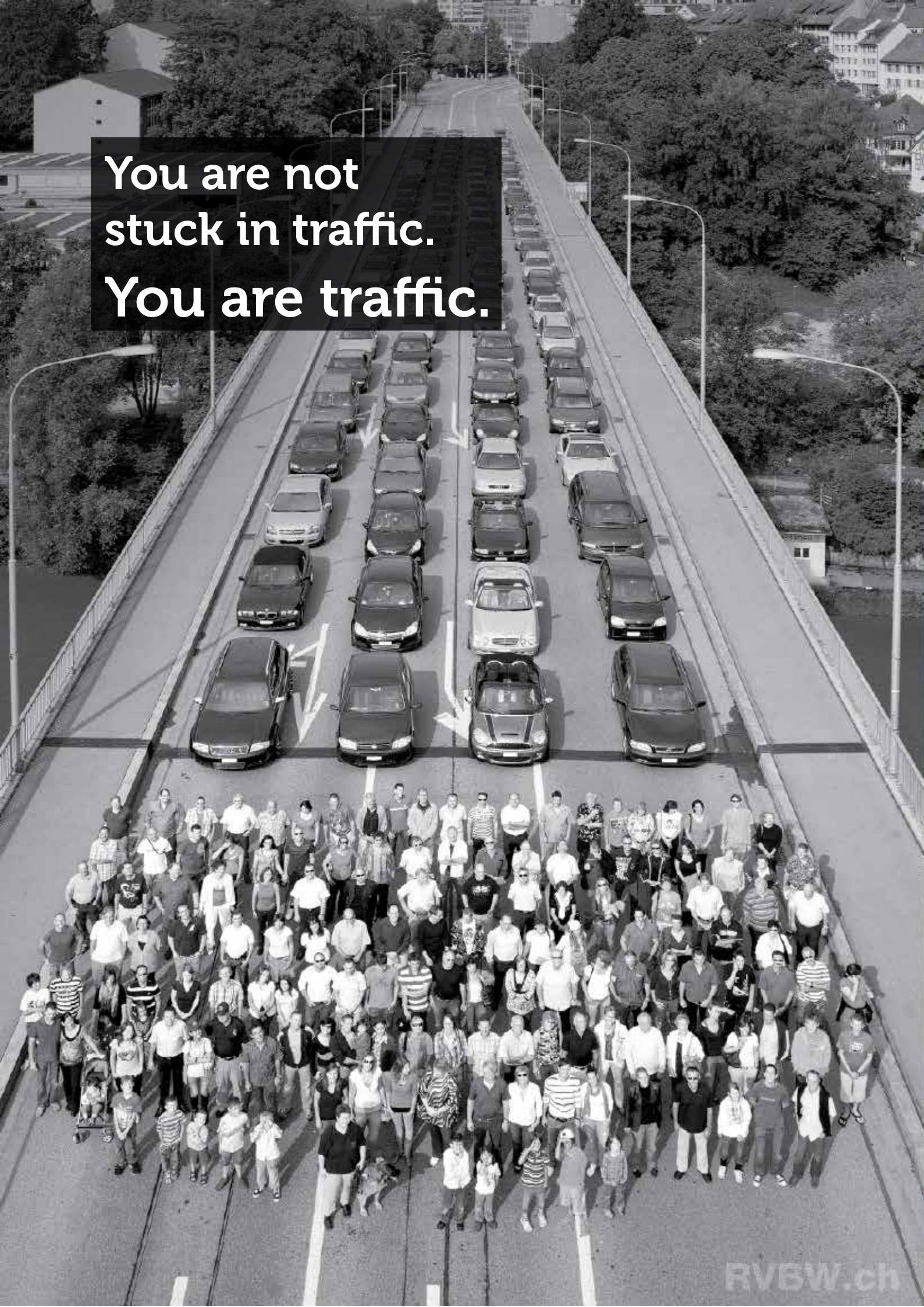
## The best truck driver in the world

The Scania Global Driver Competition 2012, focusing on road safety and environmental performance and for which we are an official partner and jury member, concluded this year with the victory of Gabriel Warde, whose company is a member of our Irish Member Association, IRHA. More than 77,000 drivers from 27 countries across five continents competed in national rounds of the largest and most demanding truck driver competition in the world, before reaching the final in Stockholm.

The Scania competition clearly underlines that a trained driver stands better chances of avoiding accidents, while lowering fuel consumption as well as emissions and repair and maintenance costs for the operator. Having such trained professionals on the road is our objective, which we strive to achieve by providing harmonised high-quality training standards and international recognition to professional drivers through the IRU Academy.



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# The Middle East and beyond!

*IRU General Delegate to the Middle East and Region, Haydar Özkan, talks about road transport challenges and opportunities in the fastest growing economies of the world.*

**W**hat are the main challenges for road transport today in your region?

Without a doubt, increasing road transport efficiency is the most important priority for us. Long border waiting times and the lack of harmonised frontier controls are barriers to smooth international road transport across the LAS, BSEC and ECO countries.

Not only that, but the rise in neo-protectionism and economic instability in the EU is another big challenge that weakens inter-governmental appetite for developing and implementing new projects aimed at facilitating trade and road transport.

**W**hat solutions would you recommend?

Since the best solutions are a mix of public and private responsibilities, expertise and competence, true public-private partnerships are the key to tackling these challenges.

First and foremost is the implementation of the main UN facilitation instruments, most notably the Harmonization and TIR Conventions.

Our Model Highway Initiative would effectively facilitate and secure international road transport and we are working closely with ECO to develop the Kyrgyzstan-Tajikistan-Afghanistan-Iran and Islamabad-Tehran-Istanbul trade routes. This cooperation includes the use of IRU risk management applications and TIR-EPD Green Lanes.

The gradual liberalisation of road transport in the BSEC and ECO regions is a very positive development. It helped create the BSEC Permit, which could eventually become a multilateral facilitation instrument similar to the ECMT Licence. ECO is also showing encouraging signs of developing its own regional licence system, which would further liberalise the market in the future.

Finally, an excellent solution is professional training for fleet managers and drivers. It is the key to increasing the road transport industry's efficiency and safety,

which is exactly what we try to do through the IRU Academy.

**T**he IRU is the implementing partner of a Technical Assistance grant from the Islamic Development Bank, allocated to the Arab Union of Land Transport. What are the expected outcomes of this grant?

The AULT is a strategic IRU partner, together with the LAS, in promoting trade and road transport facilitation in 22 Arab States.

The IRU pioneered the specific AULT grant application in 2010, which targets the sustainable development of road transport in the Arab world, as the main contributor to economic growth in the region.

The project includes a feasibility study for a Truck Accident Causation Study in the LAS countries, the deployment of IRU Academy professional training for managers and drivers, identifying and analysing the main barriers to road transport under NELTI-4, implementing key UN Conventions and a study on the benefits of TIR in the region.





The final results will be presented at the 2013 LAS Council of Transport Ministers, where we hope they will take the necessary measures to facilitate trade and the sustainable development of our industry, which would boost their own national economies.

**The IRU Academy was very active in your region in 2012 – Turkey, Jordan, Egypt, Qatar, Oman. Why has training become a priority?**

The developing world understands only too well the direct link between professional training and efficiency. Our ongoing cooperation with regional organisations and development partners has contributed to this new momentum, which is supported by leading training institutes, universities and fleet operators. We couldn't be prouder.

**You developed a new partnership with the UNDP, which identified road transport facilitation as a strategic priority for the BSEC, ECO and LAS countries. Can you tell us more? Any future projects?**

Our new partnership is based on our common strategic vision that road transport is the key to driving economic growth and social development everywhere. The UNDP recognises the IRU as a true global partner in reaching these ultimate goals.

We will cooperate on concrete projects and actions rather than rhetoric and it will start by working together to develop and implement a new BSEC Pilot Project on the early introduction of the UNECE International Vehicle Weight Certificate under Annex 8 of the Harmonization Convention, which should be completed by the end of 2013.

**You asked the Saudi Government and Customs to take the lead in facilitating and securing LAS trade. Why Saudi Arabia specifically?**

As a G20 Member, Saudi Arabia constitutes a very important social, political and economic actor in the Arab world. Not only that, but the country serves as the main land bridge between African, European and Gulf countries. This region relies heavily on Saudi Arabia's leadership in many areas to fully benefit from the advantages of globalisation. It seems only logical for Saudi Arabia to reinforce its central position in bridging world markets by facilitating and securing trade by international road transport and the IRU is ready to help it do just that.

**The UNESCAP Transport Ministerial Conference adopted documents that define UNESCAP priorities in road transport facilitation for 2012-2016. What positive developments do you expect from this?**

The Action Programme and the Strategic Framework present the vision of Asia and the Pacific to harmonise procedures, align standards, develop professional training and liberalise road transport. UNESCAP's road map and timed targets constitute a real challenge and can only be met if supported by all Member States.

We will work with them to develop professional training and implement specific projects aimed at expanding and implementing the TIR System and other key UN Conventions, as well as coordinating the development and management of existing regional permit systems to merge them into a single system across Asia in the future.

**What are your expectations for 2013?**

For us in Istanbul, it will be a year of many achievements, driving change and progress together with our Members and partners in the region! ■



# 9 Driving trade and tourism

We are committed to removing procedural, fiscal and physical barriers to trade and tourism by promoting and facilitating secure international road transport, which interconnects businesses and people alike, regardless of their location. The key to doing so is the effective implementation of UN multilateral trade and transport facilitation

***Effectively implementing UN multilateral trade and transport facilitation and security instruments is the key to removing administrative barriers to trade by international road transport.***

and security instruments, such as the Harmonization and TIR Conventions.

That is why we develop and maintain close working relations with global intergovernmental bodies, international and regional organisations and other public authorities all across the world – to share and further our vision of “working together for a better future”.

## Strengthening cooperation on a global level

### United Nations (UN)

We held bilateral discussions with ECOSOC President, Milos Koterec, and UN Global Compact Executive Director, Georg Kell, to reinforce our cooperation with the UN system in order to address the increasing demand from UN regional bodies to improve the security, efficiency and facilitation of trade and international road transport.

We also met with the Chairman of the Group of Landlocked Developing Countries, H.E. Saleumxay

***“In this globalised and integrated world, road transport remains a major mode of transport for many countries, most specifically for LLDCs. This is their lifeline. As it is so, we do not want to see any clogging in such a lifeline.”***

*Gyan Chandra Acharya,  
UN Under Secretary General,  
and UN-OHRLS High Representative.*

Kommasith and UN-OHRLS representatives to discuss our contribution to implementing the Almaty Programme of Action.

The UN praised the IRU’s activities to promote and further facilitate trade and international road transport and invited us to play a more active role in the UN regional commissions worldwide and Headquarters in New York, as underlined by the UN-OHRLS Under Secretary General, Gyan Chandra Acharya, in his address to the IRU General Assembly.



## World Customs Organization (WCO)

IRU Secretary General, Martin Marmy, and WCO Secretary General, Kunio Mikuriya, signed a MoU at the WCO Council meeting, confirming years of fruitful cooperation between our organisations in further facilitating and securing global trade. This will foster an even closer public-private partnership and stresses the need to implement key UN multilateral trade and road transport facilitation instruments. WCO Director of Compliance and Facilitation, Gaozhang Zhu, confirmed this reinforced cooperation when addressing the IRU Goods Transport Council, stating that: “When it comes to the road transport industry, the IRU is our most important partner. Indeed this is a well-established, practical and dynamic partnership.”

## International Transport Forum

IRU Vice President and President of the IRU Goods Transport Council, Pere Padrosa, spoke at the International Transport Forum Round Table on “Facilitating Global Trade: Connectivity Across Borders” about how to effectively facilitate and secure global trade and international road transport by implementing the Harmonization and TIR Conventions, as well as IRU online applications, such as TIR-EPD, Real-Time SafeTIR (RTS) and the Border Waiting Times Observatory (BWTO).

### In the spotlight

## The global need for digital maps

IRU Members unanimously adopted a Resolution on the need for digital road maps to further promote sustainable trade, tourism, travel and international road transport. Experience has shown that digital maps significantly contribute to improving the productivity, facilitation and security of road transport in

areas of the world where they are available.

Currently, digital navigation maps in many emerging markets and developing regions around the world are unavailable or fail to meet the requirements of international road transport operators. Implementing and using digital

maps will considerably reduce transport times and costs, while offering drivers better working conditions.

In this perspective we have signed a MoU with TRACECA, which should bear its first fruits in the near future.





## Reinforcing partnerships with regional organisations

### Organization of American States (OAS): Facilitating trade and international road transport in Latin America

OAS Executive Secretary of Integral Development, Jorge Saggiante, addressed our General Assembly, stating that, “To achieve greater intra-regional integration, Latin American countries need to remove administrative barriers to international road transport in order to drive progress, prosperity and peace. The OAS-IRU relationship is an excellent example of public-private partnership.”

We have worked together with the OAS on a pilot study on international road

transport in Mexico, which will serve as a model for facilitating trade and international road transport in Latin America. We are organising an OAS-IRU truck caravan in 2013 to promote the joint Latin American Road Transport Initiative (LARTI), which aims to facilitate trade and international road transport among Latin American countries to boost their economic growth. The truck caravan will demonstrate how international road transport can help drive intra-regional trade by interconnecting every business in Latin America to every major world market.

### UN Economic and Social Commission for Asia and the Pacific (UNESCAP): Transport Ministers commit to facilitating international road transport

Asian and Pacific Transport Ministers adopted documents that define UNESCAP priorities in road transport facilitation for 2012-2016, including the implementation of the TIR System, the facilitation of visa issuance for professional drivers, support for the development of sub-regional multilateral permit systems, the promotion of joint border controls and the development of professional training for road transport

managers and drivers, as provided by the IRU Academy.

UNESCAP Transport Ministers recognise that promoting and further facilitating international road transport is the best way to effectively sustain economic growth, improve living standards and increase competitiveness among economies in Asia and the Pacific region.



## United Nations Development Programme (UNDP) and the Black Sea Economic Cooperation (BSEC)

Leading international experts and development partners for enhanced trade and investment in the BSEC region gathered for the Round Table on “Trade, investment and private sector in development”, co-organised by the UNDP and BSEC. As they emphasised that development is impossible without efficient road transport services, we stressed that road transport’s efficiency greatly depends on governments’ willingness and ability to strictly implement key UN multilateral facilitation and security instruments, as well as secure electronic risk management tools developed by the IRU such as TIR-EPD and RTS.

We later met with the Chairman of the BSEC Steering Committee for the Facilitation of Road Transport of Goods and Head of the International Road Transport Department at the Ministry for Infrastructure and Energy of Serbia, Damir Ledencan, to promote and further facilitate BSEC regional trade and international road transport by implementing Annex 8 of the UN Harmonization Convention, including its provisions for a mutually recognised international vehicle weight certificate.

## Economic Cooperation Organisation (ECO)

Together with ECO, we co-hosted the 2<sup>nd</sup> Regional Conference on the “Facilitation of trade and international road transport through the TIR Convention”, which brought together high level officials from the Ministry of Transport and Civil Aviation of Afghanistan, the Ministry of Transport and Urban Development of Iran, the Ministry of Communications of Pakistan and representatives from Customs administrations and national road transport associations of the ten ECO Member States.

Conference participants confirmed their strong commitment to implement the Harmonization and TIR Conventions, and revitalise the Silk Road, including in Afghanistan and Pakistan, for the benefit of the entire ECO region and beyond. They also fully supported the step-by-step computerisation of TIR procedures in ECO Member States, through the implementation of existing TIR IT tools, such as TIR-EPD and RTS, together with the TIR-EPD Green Lanes concept.

### In the spotlight

#### BSEC’s 20<sup>th</sup> Anniversary

IRU Secretary General, Martin Marmy, addressed Heads of State and Government from the twelve BSEC Member States at the BSEC Summit and 20<sup>th</sup> Anniversary celebration. He highlighted the importance of working together for a better future, notably by facilitating and securing regional trade and eliminating the many barriers that deprive BSEC citizens of living in the most prosperous region in the world.



## League of Arab States (LAS) and the Arab Union of Land Transport (AULT)

The 4<sup>th</sup> IRU-LAS-AULT Seminar on “Balancing supply chain security, trade and road transport facilitation in the Arab world” organised under the patronage of the League of Arab States, brought together some 100 representatives from Ministries in charge of transport, enforcement, customs and trade, as well as regional, national and international organisations. The seminar addressed Arab States’ needs in order to improve supply chain security, and trade and transport facilitation by implementing the key UN Multilateral trade facilitation and security conventions, and in particular the TIR, CMR and Harmonization Conventions.

Participants learned how to effectively balance supply chain and trade security with facilitating international road transport, through national case studies from Jordan and Turkey. The seminar also reviewed the contribution of the key UN

***“It is crucial that all LAS Member States join and implement the key UN Conventions as soon as possible if we really want to achieve economic growth and development in the Arab states. There is no more reason to delay. Our parliaments should meet every day until every key Convention is ratified.”***

*LAS Deputy Secretary General for Economic Affairs, Ambassador Dr Mohammed Twajjiri*

trade and road transport facilitation and security conventions to achieving this objective, as well as the progress made since last year, notably in implementing the TIR Convention, the International Agreement on Harmonization of Frontier Controls of Goods, and the ADR Agreement for dangerous goods.

The conclusions of the Seminar were then presented to the LAS Council of Transport Ministers, which was meeting the day after to discuss how to boost Arab trade and economic growth by further facilitating road transport in the Arab world. Reiterating its recommendation to join and implement the TIR, ADR and CMR Conventions as a priority, the Council also urged the Arab States to consider introducing

compulsory professional training of managers and drivers, as provided by the IRU Academy.





## Facilitating tourism by bus and coach

### UNECE OmniBUS Agreement...soon to be agreed?

After three years of intensive debates, the United Nations Economic Commission for Europe (UNECE) expert group has finalised the draft multilateral Agreement on the international regular transport of passengers by bus and coach: OmniBUS.

The OmniBUS Agreement would considerably facilitate international bus and coach operations while improving the quality of the services offered to travellers across Europe, the Middle East and Africa,

by harmonising legislation, border crossing procedures and administrative requirements and improving services to customers at terminals.

Once ratified, it is also expected to contribute to achieving the Smart Move campaign's objective of doubling the use of buses and coaches worldwide.

### Facilitating trade and tourism in South-Eastern Europe

At the 3<sup>rd</sup> SEETAC Ministerial Meeting and Infrastructure Forum, we called upon the Ministers present to take effective actions to stimulate EU growth, in particular the immediate reintroduction of TIR in the EU.

We also presented our facilitation initiatives, including TRANSPark, BWTO, the OmniBUS Agreement and the Model Highway Initiative (MHI).

# Facilitating trade and international road transport in Eurasia

## 13<sup>th</sup> IRU-AsMAP UA International Road Transport Conference

The 13<sup>th</sup> edition of the joint Conference with our Ukrainian Member Association, AsMAP UA, saw the adoption of a Resolution calling on national Eurasian Governments to promote and further facilitate trade by international road transport in the region and reduce border waiting times through the implementation of the Harmonization and TIR Conventions, as well as our MHI.

## CAREC Federation of Carrier and Forwarder Associations (CFCFA) supports IRU initiatives

At the CFCFA Forum held in Hohhot, China, we presented two of our priority projects – MHI and the development of digital road maps – to ensure more efficient, secure, safe and sustainable international road transport. The Forum gave its full support and welcomed our initiatives.

## Driving trade and international road transport in Central Asia and the Caspian region

We co-organised an International Conference on “Prospects of transport and transit development in Central Asia and the Caspian region”, with the Turkmen government, the UNECE and UN-OHRLS, highlighting the need for PPP and a UN Special Programme to address transport and transit challenges and opportunities in these two regions.

Conference participants supported the Turkmen President’s call for a UN Special Programme on the development of the transit-transport potential between the Caspian and Black Seas and major world markets. It was also agreed to undertake a study highlighting these opportunities.

This conference greatly contributed to the implementation of the UN Almaty Programme of Action by addressing the special needs of landlocked developing countries. Indeed, it was recognised that the development of trade and tourism by international road transport is an issue of global importance that requires close cooperation between the UN Regional Commissions and other international organisations dedicated to poverty alleviation and economic development.

***“The Conference will contribute to state economies in the region by facilitating trade, economic development and social stability and providing additional jobs.”***

*President of Turkmenistan,  
Gurbanguli Berdimukhamedov*

### In the spotlight

## MoU with Albania

We signed a MoU with the Albanian Minister of Public Works and Transport, Sokol Oildashi, to strengthen our cooperation in developing, promoting and further

facilitating road transport in the Balkan region and in Albania, notably through the implementation of the TIR Convention.



## Working together to drive African development

Further to the establishment of the IRU Regional Committee for Africa (CRIPA), we organised a symposium on “Trade and road transport facilitation” in Casablanca, attended by over 200 Ministerial, Customs, tax and port authorities, representatives from international organisations and financial institutions, as well as trade and road transport industry delegates from 20 African countries.

Discussions focused on how to drive economic and social development in Africa at local, national, regional and continental level by promoting and facilitating trade and international road transport.

Participants concluded that all public and private actors involved in the transport and logistics chain should join efforts to support economic and social development in Africa, notably by effectively implementing the key UN multilateral trade and road transport facilitation instruments, to allow road transport to drive progress, prosperity and ultimately peace on the African continent.

International organisations including the World Bank, WCO, UNECA, the African Development Bank, the Islamic Development Bank, the Union for the Mediterranean (UfM), Arab Maghreb Union (AMU) and the Islamic Centre for Development and Trade (ICDT) also expressed their strong interest in collaborating with us to contribute to economic and social development in Africa.

### CRIPA Members call for action

The 22 CRIPA African Member countries have expressed their strong will and commitment to promote and facilitate inter-African trade by road transport, to interconnect African countries and link their trade to the global economy, in a unanimous Resolution calling upon the governments and competent authorities of African countries to:

- Work in close cooperation with associations representing transport and logistics in a constructive spirit of public-private partnership;
- Implement at national level the necessary procedures to ratify the key UN international conventions including, as a priority, the Harmonization and TIR Conventions.



## Integrating Maghreb economies

At a workshop of the Ministerial Regional Study on Trade and Infrastructure Facilitation for the Maghreb countries, we called on all stakeholders to ratify and implement the key UN multilateral trade and road transport facilitation instruments and develop professional transport capacity-building, based on professional training as provided by the IRU Academy, and on the establishment of rules to access the profession, in order to ensure the facilitation and efficiency of national and international road transport across the continent.

Co-organised by the World Bank, the AMU and the Ministry of Equipment and Transport of the Kingdom of Morocco, participants confirmed the importance of regional integration for the Maghreb countries including the development of inter-state trade by implementing the key UN facilitation instruments.

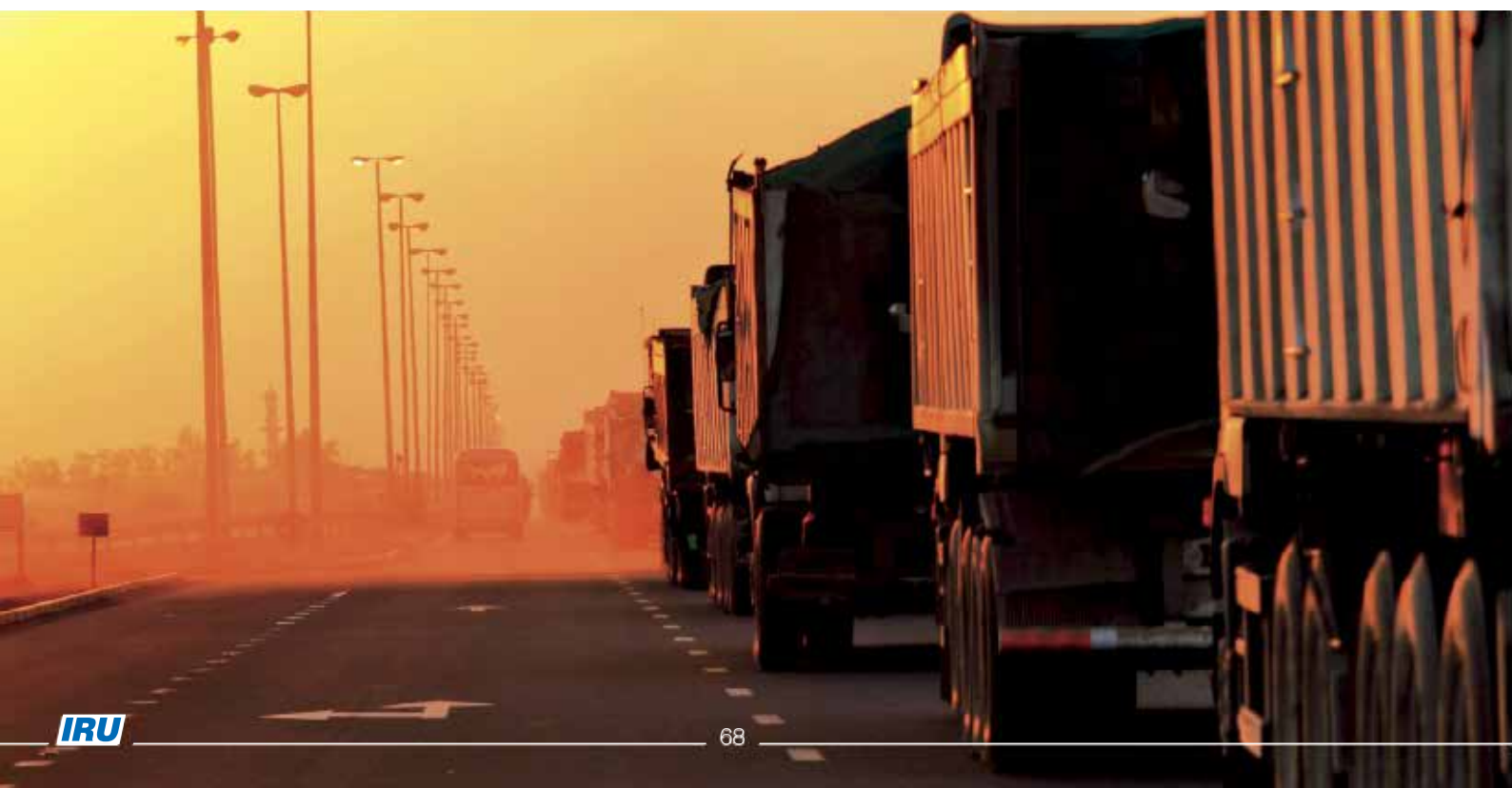
We also signed a Cooperation Protocol with the Minister of Transport and Infrastructure of Morocco, Aziz Rabbah, and our Moroccan Member FT-CGEM to formalise our commitment to working together to promote and further facilitate national and international road transport in Africa.

## Developing secure international road transport in Sub-Saharan Africa

We organised two International Seminars in Yaounde in partnership with the Cameroonian Transport Association (OPSTAC) and in Dakar with the Senegalese Union of Transit and Transport Authorised Companies (USETTA), where we had the opportunity to share the IRU's more than 60 years of experience and expertise in facilitating and securing trade with some 100 participants from the region. We highlighted the benefits of the key UN multilateral instruments for the specific needs of the region's trade and road transport operators, as well as the crucial importance of

professional training, as provided by the IRU Academy.

We also met with the Minister of Transport, Post Office and Digital Economy for the Republic of Burkina Faso, Gilbert G. Noël Ouedraogo, and the Director General of Customs of the Republic of Cameroon, Minette Libom Li Likeng, to discuss the facilitation and security benefits of the key UN Conventions, particularly the TIR Convention, to develop and secure trade and international road transport throughout Africa.





# Africa will never be the same

*Umberto de Pretto, IRU Deputy Secretary General, reviews with us the first year of IRU activities in Africa.*

**T**he IRU established the IRU Regional Committee for Africa just one year ago. How would you assess the first year?

It has been an exciting challenge! We have met with different public and private stakeholders to present our initiatives aimed at facilitating and securing trade and international road transport in Africa.

To this end, during their first meeting on 4 May 2012, CRIPA Members adopted a Resolution requesting the ratification of the key UN multilateral facilitation Conventions by the African Governments.

Further to this Resolution, the IRU and CRIPA Members signed Cooperation Protocols with the Governments of Guinea-Conakry, Morocco and the African Union

of Transport and Logistics (UATL). Contacts at the highest level of the States were also made with Benin, Burkina Faso, Cameroon, Equatorial Guinea, Egypt, Ghana, Ivory Coast, Liberia and Senegal to encourage them to implement the key UN facilitation and security instruments, namely the Harmonization and TIR Conventions.

The first concrete manifestation of the implementation of the CRIPA Resolution of 4 May 2012 is the accession by the Kingdom of Morocco to the UN International Convention on the Harmonization of Frontier Controls of Goods (21 October 1982), which will enter into force in this country on 25 December 2012.

Cameroon, Congo, Egypt, Ivory Coast, Kenya and Senegal have demonstrated a keen interest

in ratifying and implementing the Harmonization and TIR Conventions.

We have also been busy collaborating with international organisations. For example, the World Bank, with whom we co-organised seminars and workshops in different countries to discuss ways to facilitate and secure trade, increase road safety and drive economic growth. We met with UNECA to lay the foundations for future cooperation and confirm our common goals and we will also sign a MoU with the Union for the Mediterranean to develop cooperation on trade and road transport facilitation, especially in Arab Maghreb Union countries.

Not only that, but we met up with CETMO and GTMO 5+5 where we agreed to work





together on transport policy in the Mediterranean region, particularly on training and observatory development, and held discussions with the Islamic Centre for Development of Trade, where we confirmed a possible collaboration on trade facilitation in CRIPA countries.

All in all, it's safe to say that the IRU's 65 years' experience and expertise in facilitating and securing trade and international road transport is very appealing on the African continent. We're looking forward to working even more closely with authorities, regional organisations and global IRU partners such as the World Bank and UN in 2013 to effectively facilitate and secure road transport in Africa.

**We heard that you gained two new member countries at the first CRIPA meeting, is that true?**

That's correct. Twenty African countries approached the IRU to create CRIPA, to promote and facilitate road transport and give a much needed boost to African national economies. At our first meeting in May 2012, Algeria,

Libya and a second road transport association from Liberia joined, bringing the number up to 26 Members in 22 countries, all of whom committed to implement the key UN multilateral facilitation and security instruments.

**You mentioned earlier that the IRU's presence was eagerly awaited. Could you tell us why?**

Well, as I heard directly from hauliers and even national authorities, trucks on African roads today are facing several severe problems that block trade development. Challenges include the lack of regulations, financial constraints, road safety and lack of training. One quickly understands that Africa is suffering from inefficiency in its road transport industry, but equally that the IRU has instruments and services to effectively address every challenge.

**What priority do you think should be tackled first to take up this challenge?**

Two of the biggest challenges to developing road transport in Africa are of course political stability and security.

In my opinion, the implementation of the key UN multilateral facilitation and security instruments, starting with the TIR and Harmonization Conventions, and the establishment of rules to access the profession along with professional training as provided through the IRU Academy, are the simple, effective solution.

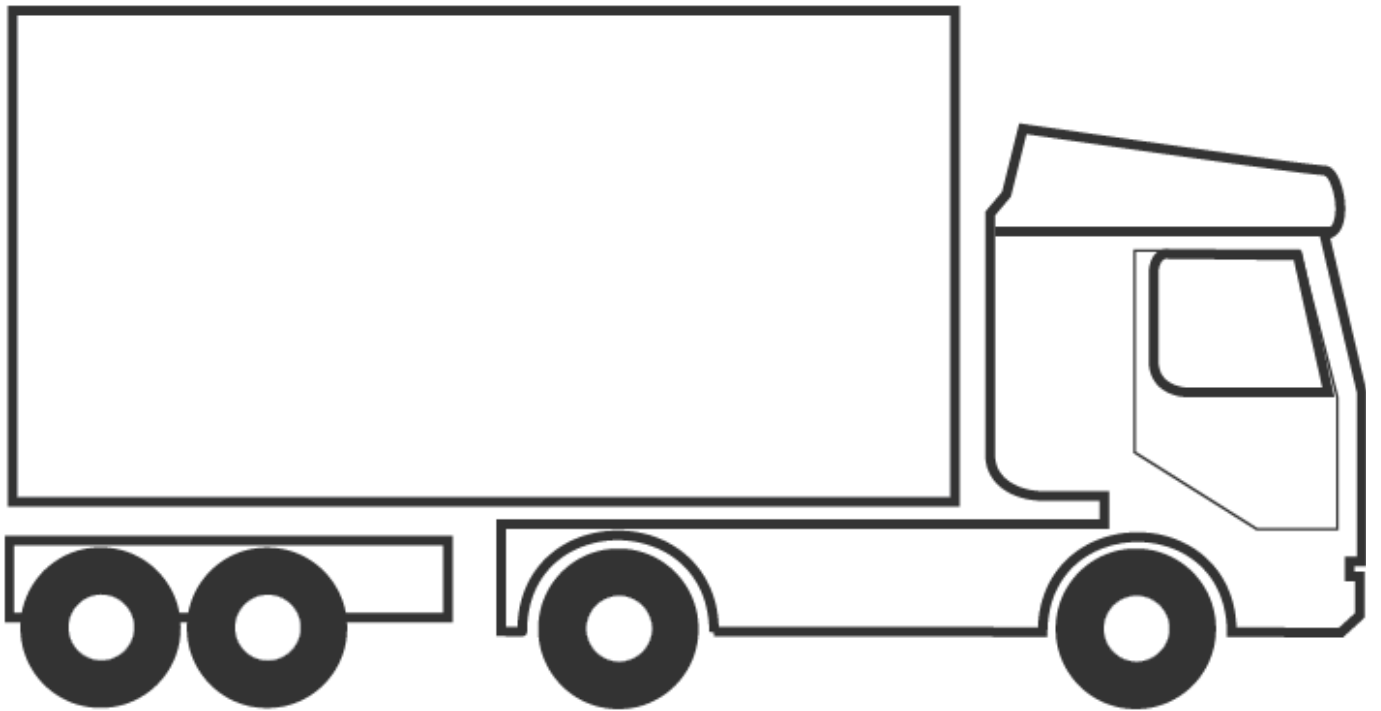
**Any final thoughts on your expectations for 2013?**

We are looking forward to a year of concrete actions in Africa. After a first year of promoting IRU activities and the CRIPA Resolution among international and regional organisations, African Governments and various partners, it is now time for CRIPA countries to implement the key UN multilateral facilitation and security instruments. When they succeed in doing so, this will bring hope and prosperity to the African continent.

Indeed, Africa will never be the same! ■

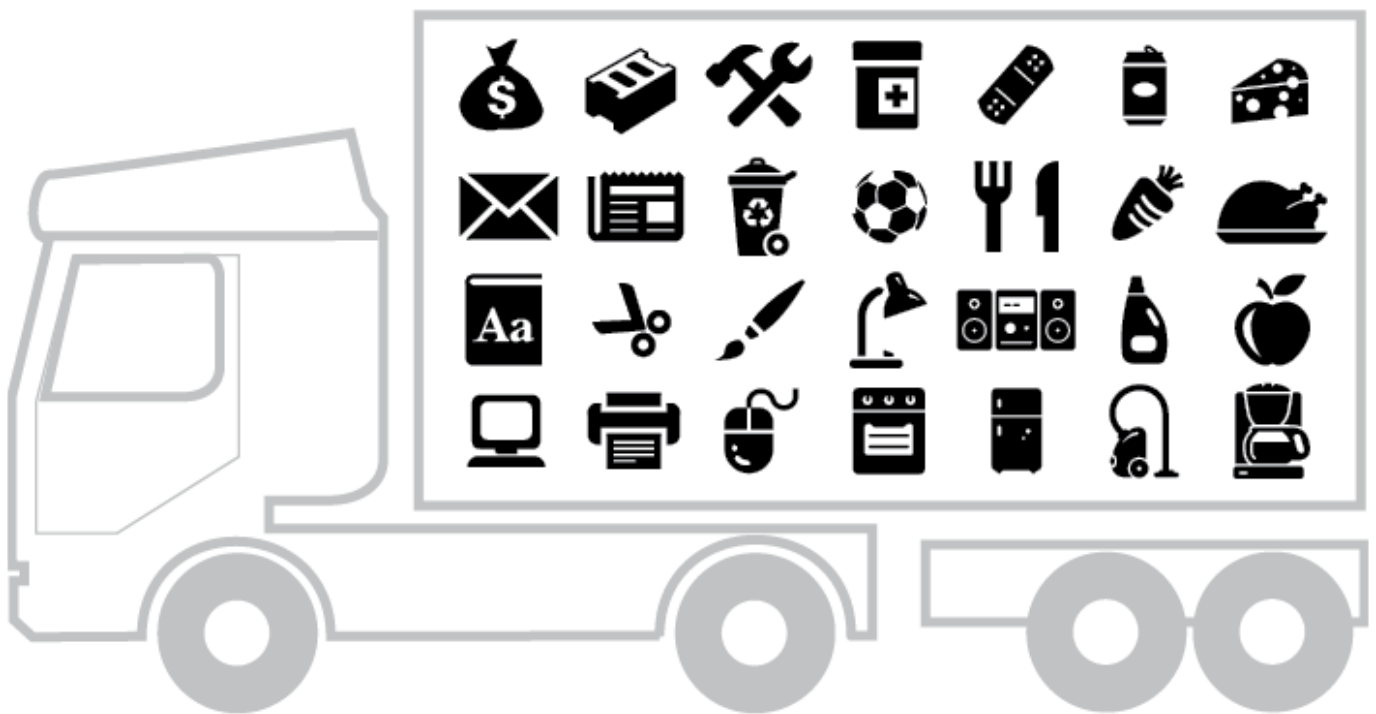


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Every single item that is produced or consumed  
everywhere in the world has been, at some point  
of its production and distribution, on a truck.

If trucks stop, the economy stops.

# 10 The TIR System



'TIR' stands for *Transports Internationaux Routiers* or International Road Transport and is the only global Customs transit system based on a UN Convention implemented in public-private partnership.

The TIR System has been facilitating and securing trade and international road transport for over 60 years, by allowing goods in Customs-sealed vehicles and freight containers to transit countries without border checks, through the use of one internationally recognised and harmonised Customs control document: the TIR Carnet.

TIR significantly reduces border waiting times while enhancing security, decreasing costs and increasing road transport efficiency in many regions of the world. It streamlines border crossing procedures by having Customs formalities done at the origin and destination, rather than at each frontier, guaranteeing payment of Customs duties and taxes and offering free of charge, web-based, pre-declaration and other IT risk management tools.

## In the spotlight

### WCO-IRU TIR Distance Learning Course

The successful WCO-IRU TIR Distance Learning Course has been updated and now consists of 14 dynamic and interactive modules that cover the fundamentals of the TIR System, providing TIR transport associations,

TIR transport operators and Customs authorities with high quality training to ensure the smooth running of the TIR System. It is available online in Arabic, English, French, Russian and Spanish.

# 68

contracting parties

# 57

operational countries

# 25

interested parties

# 3 million

TIR Carnets per year

# 20 million

border crossings per year

# \$1 billion

USD in bank guarantees per day





## Securing global trade

With international trade volumes on the rise, the TIR System can effectively facilitate and secure trade.

Countries such as Argentina, Brazil, China, India, Pakistan and Saudi Arabia, have already expressed a keen interest in joining

the TIR System to benefit from the security and facilitation it provides. We have also continued to demonstrate the benefits of implementing the TIR Convention to drive economic development in all regions.

### Reactivating TIR to help move Afghanistan from aid to trade

TIR reactivation in Afghanistan would help move the country from aid to trade and could soon become a reality. In 2012, during a successful TIR event in Herat, where the first Afghan TIR transport test was performed, we held concrete discussions with Afghan authorities and rolled out the practical steps to be undertaken. The highest Afghan authorities gave their support and confirmed the Afghan Government's strong commitment to reactivating TIR in the near future.

Shortly after, key stakeholders from the public and private sector in Afghanistan attended a 3-day practical TIR workshop, in order to finalise the remaining actions needed to restart TIR transport operations to and from Afghanistan. Workshop participants learned all about the legal and practical aspects of TIR and learnt the security benefits of implementing the online TIR Risk Management applications.

### Reinstating TIR in the EU to boost economic growth

Historically, the TIR System has helped expedite Europe's reconstruction through facilitated and secure international trade by road transport and yet was prohibited on EU territory in 1968 with the creation of the mandatory T System.

As the EU is now looking to revise its Customs Code, the timing couldn't be better to reintroduce the TIR System on EU territory. It would effectively allow

12 million EU trucks to drive EU trade with the full economic and security benefits of the TIR System. It would also allow 600,000 fleet operators to no longer depend on intermediaries to capture and expand their business. In this perspective, we are advocating choice between the T and TIR Systems. Reintroducing TIR in the EU is a win-win proposition to stimulate economic growth.



## Egypt prepares for TIR

Major public and private stakeholders met to discuss a concrete action plan aimed at speeding up the efforts undertaken by Egypt to join the TIR Convention in the very near future. They unanimously recognised that Egypt needs to implement TIR to further develop international trade and enable the country to become a logistical hub for the region in the future.

The Federation of Egyptian Chambers of Commerce (FEDCOC) and the Union of Chambers and Commodity Exchanges of Turkey agreed that adherence to the TIR Convention would be particularly timely today, considering the recent launch of

regular ferry lines allowing roll on-roll off (ro-ro) transport between the two countries, and committed to work together for the further expansion of the TIR System throughout the Middle East and North Africa. To this end, we signed Cooperation Agreements with the President of FEDCOC, Ahmed M. El-Wakil, to facilitate the activation of the TIR System in Egypt.

The League of Arab States (LAS) Council of Transport Ministers then joined the IRU and AULT at a special ceremony to bid farewell to the first two trucks carrying goods from Egypt to Turkey under a special TIR Pilot Project.

## TIR in the Middle East: time for action

To support the expansion of TIR to the Middle East, we, together with the LAS, called upon the Minister of Transport, Jabara bin Eid Al-Suraiseri and the Director General of Customs of the Kingdom of Saudi Arabia, Dr Saleh bin Manea Al-Khaliwi, to take the lead in implementing TIR.

When meeting the Director General of Saudi Customs, we highlighted the tried and

tested security benefits that TIR can offer to the Kingdom of Saudi Arabia and to intra-regional as well as global LAS trade.

Dr Al-Khaliwi recognised the major importance of the TIR System, not only in increasing security for Saudi Customs, but for all 22 LAS Member States, which he claimed should join TIR collectively in the near future with the support of the LAS.

## TIR expansion in Africa

In May 2012, the 26 CRIPA Members from 22 African countries adopted a Resolution requesting African Governments to implement key UN multilateral facilitation and security instruments, particularly the Harmonization and TIR Conventions. Further

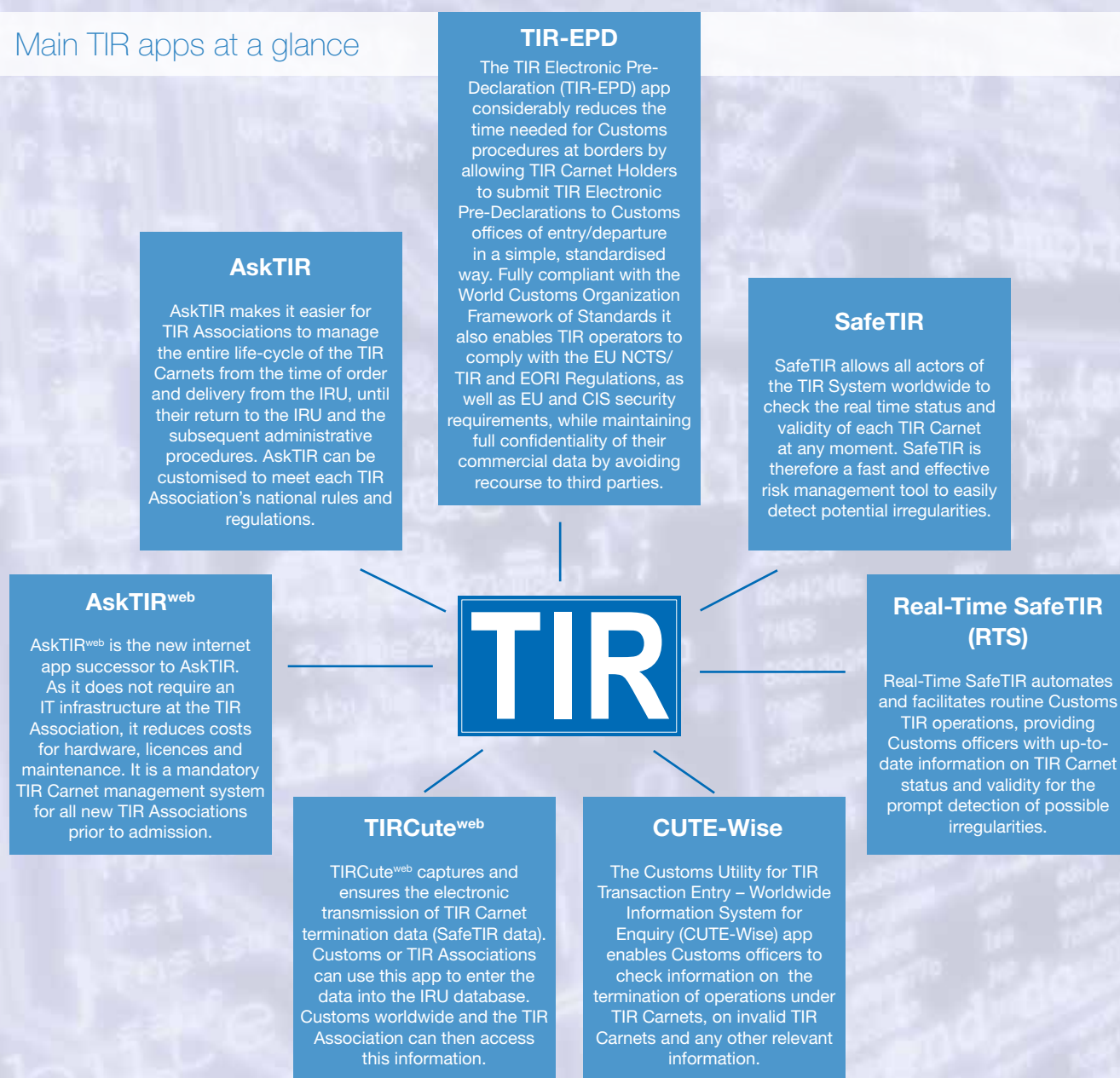
to this resolution, international seminars were organised in Cameroon and Senegal to increase awareness among key stakeholders of the facilitation and security benefits of the TIR System.

# TIR online apps: efficient risk management to secure trade

Our first and foremost priority with the TIR System is to ensure its security, which is why we use modern web-based applications in parallel with the security elements already specified in the TIR Convention. These online applications are available to Customs authorities, issuing and guaranteeing

associations, insurers and transport operators and allow the transmission of electronic pre-declarations to Customs, real-time TIR Carnet traceability and efficient risk management, while making TIR operations faster, more secure and user-friendly, all free of charge.

## Main TIR apps at a glance





# TIR-EPD Green Lanes: TIR transport made even faster!

Many countries cannot benefit from trade development due to unacceptably long border waiting times that range from many hours to several days. These unpredictable, huge delays entail additional transport time and costs, negatively impacting trade, and thus national economies' growth and employment. Our new TIR-EPD Green Lanes concept provides a simple solution to this.

TIR-EPD Green Lanes are dedicated lanes on both sides of the border that are fully compliant with TIR and Harmonization Convention requirements, as well as the WCO's SAFE Framework of Standards.

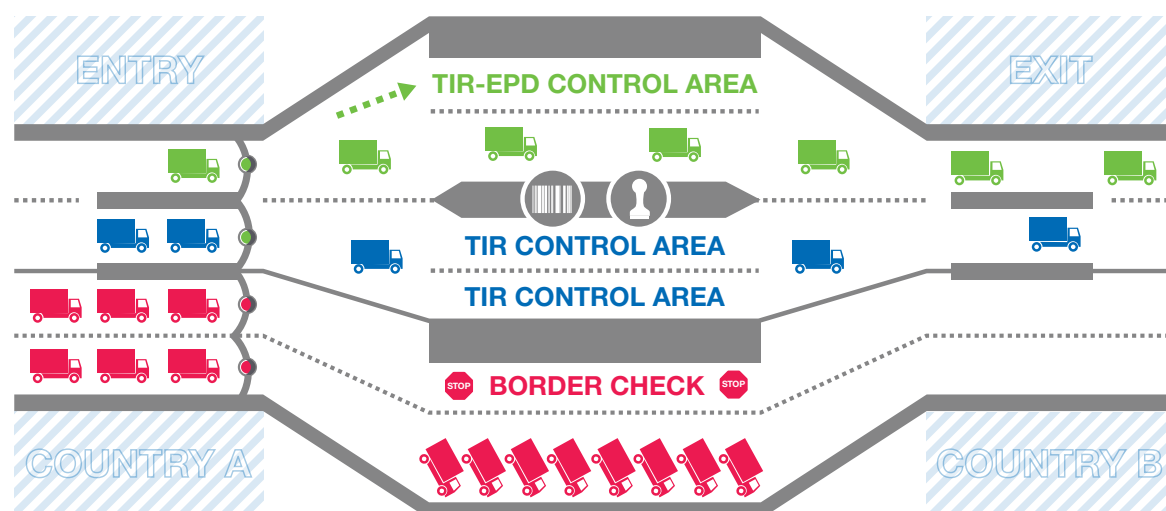
Electronic pre-declarations containing all the required cargo and transit data are

transmitted through the TIR-EPD app by duly identified and authorised fleet operators, prior to the truck's arrival at the border, allowing Customs authorities to assess risks and determine in advance which truck should be subject to a specific control.

***TIR-EPD Green Lanes  
reduce border waiting  
times, facilitate  
trade, increase  
risk assessment  
effectiveness, improve  
customs control  
efficiency and secure  
trade and transport.***

Trucks transporting goods under TIR Customs seals and permitted by Customs to use TIR-EPD Green Lanes are only subject to the scanning and stamping of their TIR Carnet, thus enjoying fast and efficient Customs control which massively reduces border waiting times and transport costs and improves the working conditions of Customs officers and truck drivers.

## TIR-EPD Green Lanes blueprint



# 11 Driving progress and prosperity along the Silk Road

Today, 80% of world trade is carried out through some 30 increasingly saturated ports. Physical isolation from main trade flows has blocked the economic development of landlocked countries, often creating political and social tensions.

***No country is landlocked to road transport. Road trade links between Europe and Asia are an economically attractive and viable alternative to traditional, saturated maritime trading routes.***

As no country is landlocked to road transport, reopening the ancient Silk Road to international road transport offers a viable alternative for trade between Asia and Europe, driving progress, prosperity and ultimately peace in all countries along these routes by interconnecting every business to every major world market, thus bringing new economic opportunities and creating jobs.

CNBC coverage of  
the Silk Road



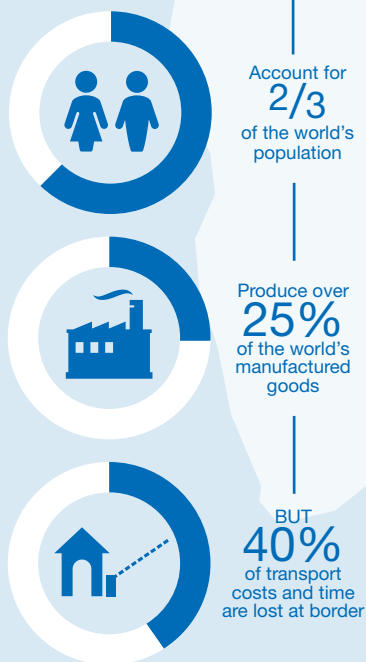
***To ensure economic growth, it is time to effectively facilitate road transport through appropriate procedures!***



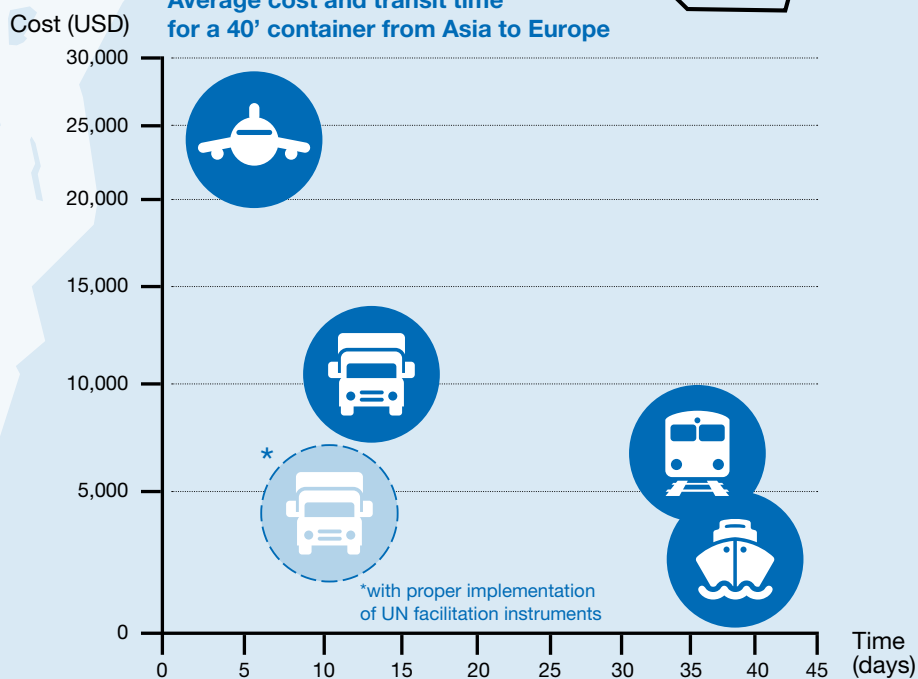
# The modern Silk Road



## Countries covered by the modern Silk Road



## Average cost and transit time for a 40' container from Asia to Europe



## Milestones of the modern Silk Road

1959	2003	2005	2007	2008	2009	2011
Asian Highway Network initiated by the UN	Intergovernmental Agreement on the Asian Highway Network (IGA) adopted. 32 signatory countries	IRU Beijing-Berlin-Brussels Caravan	IRU Black Sea Ring Highway Caravan	NELTI-1: First commercial deliveries across Eurasia	NELTI-2: Commercial deliveries monitored on extended routes	NELTI-3: Commercial deliveries monitored across ECO region

Sources: The Moscow News, 16-22 October 2012. IRU New Eurasian Land Transport Initiative (NELTI), Phases 1, 2 and 3. US Chamber of Commerce, Land Transport Options between Europe and Asia, July 2006. United Nations Economic Commission for Asia and the Pacific.



# Model Highway Initiative

Our Model Highway Initiative (MHI) aims to design and build, in public-private partnership, an exemplary road section with ancillary infrastructure such as secure parking areas, hotels and fuel stations, along with harmonised, appropriate procedures. The objective is to promote and further facilitate trade and international road

transport across the Eurasian continent, by supporting the coherent development of such complementary infrastructure which is necessary to improve drivers' working conditions, transit security and efficiency through harmonised procedures along the Silk Road routes.

## From landlocked to "land-linked" Central Asian countries

An IRU-TRACECA delegation, including IRU Secretary General, Martin Marmy, and TRACECA Secretary General, Eduard Biriucov, met with high level officials from Central Asian governments to gain support for MHI.

They first attended the UN-OHRLS High-Level Global Thematic Meeting on International Trade, Trade Facilitation and Aid for Trade, where IRU Under Secretary General, Igor Rounov, presented the results of the NELTI project as well as MHI. The IRU-TRACECA delegation held parallel meetings with senior WTO and WCO executives and UN Under Secretary General, Gyan Chandra Acharya, on the best way to implement MHI to effectively facilitate trade and international road transport.

The delegation then met with the President of Tajikistan, H.E. Emomaly Rahmon, to discuss how to effectively integrate trade and road transport development into the Almaty Programme of Action, as well as to help transform landlocked countries into "land-linked" countries. President Rahmon confirmed that he shares this vision and gave his patronage and full support of the Government of Tajikistan by inviting all stakeholders to a high-level International Conference on these issues with the

participation of Heads of States in Dushanbe in September 2013.

Following the official visit with President Rahmon and a successful seminar on MHI, a joint statement in support of its development in Tajikistan was signed by Khudoyor Khudoyorov, Deputy Minister of Transport of Tajikistan as well as the IRU-TRACECA Secretaries General.

The delegation then travelled to Kyrgyzstan where it met with the Prime Minister of the Kyrgyz Republic, Zhantoro Satybaldiyev. The IRU Secretary General briefed the Prime Minister on road transport development in Central Asia and the IRU's cooperation with the UN, TRACECA and other international organisations in the promotion of Eurasian transport links. The Prime Minister commended IRU efforts to facilitate trade and international road transport in the region through the revitalisation of the ancient Silk Road, including MHI.

Finally, the delegation met with the Chairman of the State Customs Service of the Kyrgyz Republic, Kubanychbek Kulmatov, to discuss the implementation of the Harmonization and TIR Conventions, as well as to demonstrate the benefits of MHI for the region.

## Developing the South Caucasian section of the Model Highway

Together with the BSEC Secretariat, Black Sea Trade and Development Bank and Greek company Egnatia Odos, it was agreed to draft a prefeasibility study for the South Caucasian section of the Model Highway.

Official results of the prefeasibility study identifying the main criteria for implementing MHI in the South Caucasus along the Baku-Tbilisi-Batumi-Trabzon route, were presented in Baku (Azerbaijan), Tbilisi (Georgia) and Ankara (Turkey) to representatives from governmental agencies, including the Ministries of Transport, Economic Development, Foreign Affairs and Finance, the State Customs Committees, as well as ADB, GUAM, TRACECA, OSCE and the national business community. All welcomed our efforts to develop ancillary road infrastructure in the South Caucasus and notably emphasised the need to further coordinate actions between all stakeholders to implement MHI based on the results of the prefeasibility study.





## NELTI shifts to third gear in ECO region

27

companies

8

ECO Member States

139

trips

2,823

tonnes carried

40%

of transport time spent at borders

38%

of transport costs from unofficial levies

14.5 km

average speed

Since its launch in 2008, the IRU's New Eurasian Land Transport Initiative (NELTI) has allowed the scientific analysis of monitoring results based on over 200,000 border crossings. The Economic Cooperation Organisation Regular Monitoring of Trucks (ECO RMT), organised in partnership with NELTI's third phase (NELTI-3), has identified the main impediments and non-physical barriers to international road transport within the ECO region to help governments stimulate economic growth by facilitating trade and international road transport.

This joint ECO RMT/NELTI-3 project has allowed the collection and analysis of data on the current conditions of international road transport faced by professional truck drivers during international commercial cargo deliveries in the ECO region, such as border waiting times, Customs procedures, controls and roadside checks, as well as existing transport infrastructure, through special questionnaires and logbooks applying the UNESCAP Time-Distance-Cost methodology.

***“Reliable, factual information on ECO region road transport conditions is crucial to identify real impediments and appropriate solutions to remove or reduce physical and non-physical barriers to international road transport.”***

ECO Deputy Secretary General,  
Altaf Asghar





## Trade in ECO region hindered by border crossings

Analytical results of the joint IRU-ECO initiative have confirmed those of NELTI-1 and 2 – road trade links between Europe and Asia are an economically attractive and viable alternative to traditional, saturated maritime trading routes.

However, NELTI-3 also revealed that 40% of transport time is lost at borders while ‘unofficial payments’ account for 38% of transport costs in the ECO region. These significant barriers reduce the average speed of trucks to a staggering 14.5 km/h across the ECO region, which dramatically hinders the development of trade in and between ECO countries. This loss is ultimately borne by the ECO economies and their citizens.

This penalising situation results from non-harmonised commercial traffic regulations, numerous check points, inappropriate Customs formalities and controls, cumbersome visa processes for drivers, as well as only partial implementation of the key UN multilateral trade and transport facilitation instruments, which most ECO Member States have already ratified.

These findings clearly confirm the need to urgently and effectively implement the key UN multilateral facilitation and security instruments, such as the Harmonization and TIR Conventions, increase cooperation between ECO transit states, introduce an ECO multilateral transport permit system and provide multi-entry and transit visas for professional commercial drivers.

# From landlocked to ...bridging Asia and

*We interview the IRU Under Secretary General and General Delegate to Eurasia, Igor Rounov,*

Leading intergovernmental organisations, such as the UN, WTO, OSCE and TRACECA, consider the development of Euro-Asian Transport Links (EATL) as one of the priorities for the Millennium Development Goals. How does the IRU Permanent Delegation to Eurasia contribute to developing EATL and the Almaty Programme of Action?

EATL and the Almaty Programme of Action have a similar goal in common. They both aim to develop the economies of landlocked countries that are physically isolated from major world markets. When you develop

land connections, it allows road transport to interconnect businesses to these markets, so both programmes are in line with our core activities.

We completed our joint IRU–UNMAS “Demining Afghanistan” project, which was a first-of-its-kind public-private partnership to remove mines along the roads that link Kabul to neighbouring countries in the north. It helped Afghanistan move from aid to trade, contributed to the development of EATL and was commended by the UN Secretary General, Ban Ki Moon.

At our 2012 Conference in Turkmenistan, in partnership with UN-OHRLLS, OSCE and TRACECA, we discussed transport and transit development in Central Asia and the Caspian region and called on governments to implement facilitation measures such as establishing road to sea ferry crossings, simplifying visa procedures for professional drivers and removing other barriers.

The Conference was a big success, which is why we are also organising a 2013 Conference with UN-OHRLLS and TRACECA on trade and international road transport in Central Asia, under the patronage of the President of Tajikistan. We are confident that drawing governments’ attention to the need for facilitated trade and international road transport will help bring progress, prosperity and peace to the region.

**W**hat are the main challenges for road transport in Eurasia?

I would have to say that gaining support for our Model Highway Initiative is the key to increasing security and good working conditions for drivers and companies operating between Europe and Asia. We are working to meet this challenge and the initiative successfully gained momentum in 2012.

We showcased the results of the prefeasibility studies for Model Highway sections in Central Asia and the South Caucasus to high-level officials in Tajikistan,



# land-linked countries

## Europe

*who explains how road transport facilitation can help unleash Eurasian economic potential.*

Kyrgyzstan and Kazakhstan, who all showed great enthusiasm. Joint statements supporting the project were signed by the Tajik and Kyrgyz Governments, TRACECA and the IRU.

The South Caucasus study results also received high-level support in Ankara, Baku and Tbilisi. So now the next step is to draft a full-blown feasibility study on both Model Highway sections.

Another important challenge for us is to create digital maps for drivers that would provide all the information they need for their daily work, as detailed in the IRU General Assembly Resolution. We are working with TRACECA on this project and once it is completed, it will have a significant economic impact, because digital maps will increase road transport efficiency while reducing operators' costs.

The recent creation of the Common Economic Space in January 2012 must have changed the way road transport companies operate in Eurasia. Can you tell us more?

Yes, indeed it has greatly changed the rules of road transport operations not only for Belarussian, Russian and Kazakh companies, but also for international hauliers. We discussed these challenges at the IRU – AsMAP UA's International Conference in Yalta and the business community's perception of this Common Economic Space is quite positive. It has reduced

the number of border crossings and related formalities and, in the long run, it will help harmonise road transport regulations between these three countries. However, there is still the issue of implementing multilateral trade and transport facilitation instruments in the Common Economic Space.

So, together with our Belarussian, Kazakh and Russian Member Associations, we are working closely with the Eurasian Economic Commission to share our more than 60 years of experience in facilitating and securing trade and international road transport through the TIR System and IT risk management tools like TIR-EPD for electronic pre-declarations.

To that end, we signed a MoU with the Commission that

establishes a legal framework for further cooperation that is mutually beneficial.

What are your expectations for 2013?

On one hand, we are expecting the second wave of the economic crisis, which will result in decreasing freight volumes and negatively impact our industry. On the other hand, the deepening integration process in this region is removing administrative barriers to international road transport, so it is the perfect time to pursue our strategy to promote and facilitate road transport across Eurasia.

I am confident that together with our Member Associations and partner organisations, working as one, we will succeed! ■





# 12 Demining Afghanistan: From aid to trade

## An innovative public-private partnership

The closing ceremony of the IRU-UNMAS PPP for Demining Afghanistan was held in April 2012 during the International Mine Awareness Day at the UN Headquarters in New York, where we showcased how this innovative IRU/UNMAS collaboration has contributed to the better integration of Afghanistan to global trade and transport networks through the development of safe and secure roads, which not only drives trade

and progress, but ultimately prosperity and peace.

The aim of this PPP was to increase security and facilitate Afghanistan's integration into the global economy by clearing roads and minefields and battle areas adjacent to roads, which pose a significant threat to the movement of goods and passengers.

### Road transport drives progress, prosperity and ultimately peace

Implemented within a 100m corridor on either side of the 700km ring road which connects Kabul to the northern provinces of Baghlan, Balkh, Jowzian, Kunduz, Parwan and Samangan, the project has helped reinvigorate socio-economic opportunities between Afghanistan and Tajikistan, Turkmenistan, Uzbekistan and beyond, and has helped move the country from aid to trade by international road transport, thus contributing to the reconstruction, development and stabilisation of Afghanistan.

The project will yield a positive impact on the living conditions of over 7 million people living in the six provinces through which the ring

road runs by securing the mobility of local communities through safer roads. It will also reduce the cost of food and non-food items and return land to its original agricultural use, increasing trade and business opportunities and strengthening the trade among Afghanistan's provinces and with Tajikistan, Turkmenistan, Uzbekistan and ultimately Europe, which are all connected through this road.



***"IRU assistance has contributed to a safer and more prosperous Afghanistan. I very much look forward to continuing a fruitful partnership with the IRU."***

*UN Secretary General, Ban Ki-moon*



Once fully secured, Afghanistan's roads – strategically located along the Silk Road – will once again play an essential role in Euro-Asian trade by road transport that can bring prosperity to the entire landmass through the revitalisation of the ancient Silk Road.

## Reactivating TIR in Afghanistan to facilitate and secure trade flows

With this view, TIR reactivation in Afghanistan has been actively discussed to ensure facilitated and secure trade by international road transport. Remaining actions needed to restart TIR operations to and from Afghanistan have been finalised in cooperation with our TIR Association in Afghanistan and key Afghan stakeholders from the public and private sector, who learned all the legal and practical aspects linked to the implementation of the TIR System, as well as the security benefits of online TIR Risk Management applications.

The first TIR transport test between Afghanistan and Iran has successfully taken place, using two trucks loaded with agricultural products, departing from the border crossing of Islamqala in Herat province, and terminating in the Iranian port of Bandarabas. The test was an excellent opportunity to train transport operators and Customs officials to use and process TIR Carnets in Afghanistan to allow the reactivation of TIR in the near future.

***“There were many mine accidents in this area before clearance and many people lost their legs, hands, eyes and even their lives. Now we have many shops and oil pump stations in the area. This is a busy road ... we will be able to take care of our families and communities.”***

*Ahmad Shah, Resident of Godar, Afghanistan*

More about the project on the blog:  
<http://demining-afghanistan.org>

Demining Afghanistan:  
a picture tale



# 68

hazardous zones cleared

# 6,161

hazards removed

# 42

communities impacted

# 3,000

over  
families benefitted

# 2,000

local jobs created



# 13 Ensuring security



## TRANSPark: Locating and promoting secure parking areas

**1 in 6**

drivers attacked

**42%**

in parking areas

**68%**

at night

**63%**

targeted the vehicle and its load

Security is a major concern across the transport and logistics chain, especially since the rise of road piracy which has caused huge human and economic costs. Faced with tough competition, strict regulations, cargo theft and attacks on drivers, proper route planning, including information on where drivers can take secure and comfortable rest periods, has never been more important.

We addressed this pressing issue by developing an easy-to-use online app to help commercial road users locate secure parking areas where and when needed. The TRANSPark application has been upgraded for a more user-friendly experience and is now accessible without prior registration on the IRU website – free of charge.

**TRANSPark**

Introducing  
TRANSPark



Source: Attacks on Drivers of International  
Heavy Goods Vehicles, IRU and the  
International Transport Forum, 2008





## The ideal app for road transport fleet managers, commercial drivers and parking owners/managers

Users can search, locate and contact over 4,000 parking areas in more than 40 different countries by country, city or street, within a specified radius up to 200km or along a planned itinerary. Advanced search options also allow users to filter results, based on security and comfort levels, as assessed by parking managers.

They can also submit feedback on parking areas they have used and add missing ones to ensure TRANSPark stays permanently up-to-date.

TRANSPark combats direct freight-related crime by encouraging the development and availability of more secure and comfortable parking areas, and by stimulating cooperation between authorities, parking area owners and transport operators. It secures the entire logistics chain and helps address accurate information issues on crime hotspots for cost-effective investments in parking infrastructure.

Even better, TRANSPark helps secure drivers, vehicles and loads, improves road safety and saves fleet operators time and money, while helping them comply with legislation.

**4,000+**  
parking areas

**40+**  
countries worldwide



[www.iru.org/transpark](http://www.iru.org/transpark)



## Wanted: More secure parking areas... and their location!

We strongly encouraged authorities present at the International Transport Forum's Group on Road Transport, and at the European Commission workshop on 'The provision of information for safe and secure parking for trucks and commercial vehicles', to join forces in combating attacks on drivers, by providing us with up-to-date data on the location of secure parking areas in their countries, to further improve TRANSPark's geographical coverage.

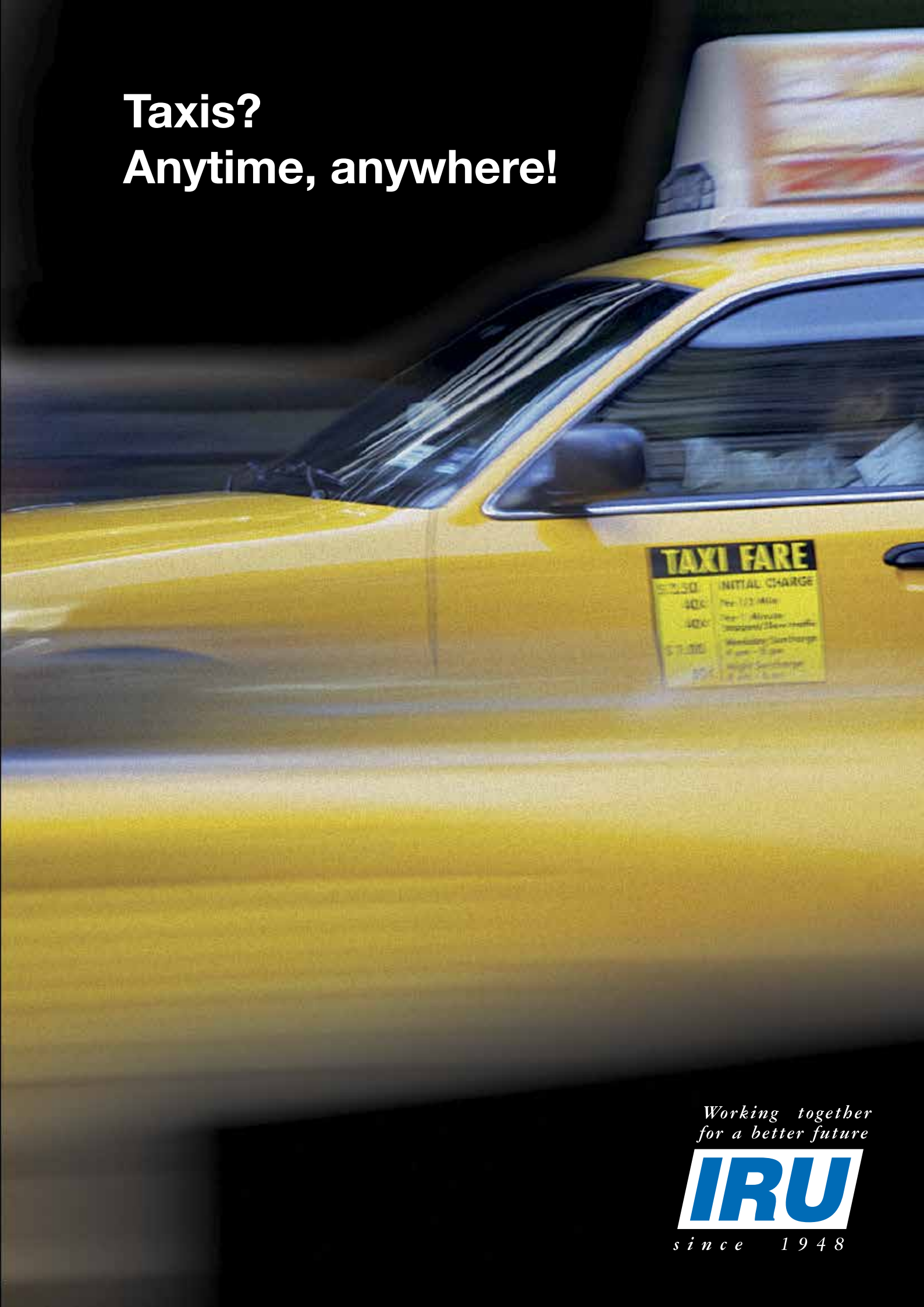
We were pleased to hear the EC proposal for secure parking areas every 50km on the European core network in the TEN-T proposal, but insisted that location data for all parking areas, including information on crime hot spots, should be provided to TRANSPark by responsible authorities.

***It is crucial that public authorities and parking owners/managers provide information on the location of secure parking areas to TRANSPark.***

We also urged the EU Justice and Home Affairs Council to establish national multidisciplinary consultation platforms involving all actors in combating road freight crime. We stressed how law enforcement agencies should provide crime hotspot locations to enable more efficient policing and recalled that the provision of data by authorities on the location of secure parking areas in TRANSPark is an effective measure in eliminating the black market for stolen goods.



**Taxis?**  
**Anytime, anywhere!**



*Working together  
for a better future*

**IRU**

*since 1948*



# 14 Streamlining legislation and enforcement

## Harmonising fines and sanctions

### ECR online complaints desk

In 2012, we started hosting the Euro Control Route (ECR) “Disproportionate Fines & Sanctions Online Complaints Desk” as a cornerstone of our public-private partnership with the EU enforcement community, aiming to create harmonised and efficient enforcement of European road transport legislation to further improve road safety, working conditions and fair competition at EU level.

Currently available in English, French, German and Romanian, the ECR Complaints Desk allows transport operators and drivers to report controls or penalties that they consider unfair with regards to compliance with the EU Driving and Rest Times and Tachograph Regulations. Fines should be fair and proportionate, yet dissuasive, to effectively improve regulatory compliance.

***Harmonised enforcement complements the common EU regulatory framework and is instrumental in enabling transport operators to do their job properly, efficiently and with certainty.***

Indeed, control bodies and the industry widely acknowledge that these rules, their application and sanctioning can differ dramatically from country to country. Our goal is to understand what is really happening in roadside enforcement and remedy any control practices that might need correcting.

While reporting this information to the complaints desk is not the same as making an appeal, the collection of such data has enabled us, together with ECR control bodies across the EU, to better understand the state of enforcement. It helps us pinpoint what is going wrong and where and how improvements can be made, with a view to using this information to effectively improve the consistency of regulatory controls and eliminate unfair practices where possible.



## Electronic Register of Road transport Undertakings - ERRU

We co-hosted a seminar with ECR and TISPOL, in close cooperation with the European Commission DG MOVE, to discuss the introduction of the Electronic Register of Road transport Undertakings (ERRU), which entered into force on 1 January 2013 for the 27 Member States. The seminar exposed the

variety of different interpretations of relevant EU regulations, as well as the differences in enforcement actions and penalties against transport operators from one Member State to the next. It equally highlighted that many States are unlikely to be ready for ERRU's introduction in 2013.

## Digital tachograph: Improvements to end fraud

We support the numerous improvements made by the European Parliament TRAN committee to the EC proposal to modify the EU Tachograph Regulation.

The compulsory training of enforcement officers, the free use of Global Navigation Satellite System (GNSS) signals and a prohibition on automatic sanctions of the Tachograph Regulation through the use of new technology fitted to digital tachographs, will all considerably enhance fraud prevention.

However, we rejected the committee's call for the compulsory retrofitting of all vehicles

with digital tachographs. Moreover, as no financial costing or impact assessment has been undertaken, we have called on the

European Parliament to reject this aspect of the amendments.

**Beating tachograph fraud is a top priority for the road transport industry.**

Beating tachograph fraud is a top priority for the road transport industry. The EU Tachograph Regulation should thus improve the security of the device in the interests of fair competition, road safety, and good working conditions, but with proportionate, cost-efficient and effective measures, while providing better support to drivers and companies in carrying out their duties.

## Legal Assistance Network

We have upgraded our global online network of lawyers so that users can rapidly identify a competent lawyer in any given country worldwide. Members of this network are legal professionals with extensive

expertise in different areas of law applicable to international road transport. They provide their services, for a standard fee, to IRU Member Associations and transport operators requiring specialised legal assistance.

## Increasing liabilities for road transport operators

The 9<sup>th</sup> IRU Symposium of Lawyers on the “Evolution of contractual relations in road transport” highlighted current enforcement pitfalls, stressing the need to simplify and harmonise existing legislation and regulations to improve road transport operators productivity and return on investment, as well as to enhance legislative effectiveness for the benefit of all stakeholders.

Recent economic and technical developments have had an influence on the contractual liability of road transport operators, just as social constraints and security concerns have had an influence on their criminal liability. As a result, transport operators must find new ways to manage and respond to these challenges.

The Symposium identified that one of the best ways to address increasing liabilities for road transport operators is to use internationally standardised general conditions, such as the IRU General Conditions for the international carriage of goods by road that set legal terms regarding

the respective liabilities of the carrier, sender and consignee of international road carriage.

Other tools, such as IRU model clauses, contracts and guidelines, or professional training as provided by the IRU Academy, were also identified as vital to remaining aware of and compliant with the latest legislative developments impacting international road transport operations.

Symposium delegates concluded that governments should:

- Improve the enforcement of existing international Conventions on road transport;
- Conclude the UN OmniBUS Agreement on international regular bus and coach lines;
- Give systematic precedence to international/multilateral standards and models, where they exist, over bilateral or regional ones;
- Provide more transparency in the implementation and enforcement of legislation and regulations.

***Legislation for road transport operations is becoming more complex. This situation negatively impacts the economy, the road transport sector's productivity, operators' return on investment and authorities' efficiency and effectiveness in the enforcement of regulations.***





## “e-CMR” increases road transport efficiency

We welcomed the entry into force of the Additional Protocol to the CMR Convention, and called upon governments to join the Additional Protocol and adopt a harmonised approach to its implementation for an accelerated introduction of e-CMR to improve supply chain efficiency.

Carriers can now electronically record, store and exchange CMR data with their commercial partners. This significantly improves document management by reducing the potential for human error, while

increasing the efficiency of road transport operations.

However, harmonising practical implementation requirements is crucial since some authorities still request a paper copy in addition to an e-CMR Consignment Note, which completely defeats the purpose and benefits of using an electronic system. Governments should also agree on technical standards regarding electronic signatures and authentication methods in order to experience the full benefits of e-CMR.

## ITS applications in road transport need to be harmonised

We stressed the urgent need for more standardisation, harmonisation and interoperability of Intelligent Transport Systems (ITS) applications, communications and protocols.

Indeed, new technology and ITS can considerably contribute to even more efficient and environmentally-friendly road transport.

However, the complications and restrictions resulting from the poor implementation

of ITS, including issues with the digital tachograph and electronic tolling systems, have led to multiple revisions and unfair sanctions on users, due to incompatible technology and differing interpretations of European law.

Standardisation and harmonised implementation are therefore vital to improving the effectiveness, reliability, safety, security, efficiency, and environmental performance of commercial road transport.

# 15 Incentives for a better future

We are continually impressed with the hard work and dedication of road transport professionals and companies to constantly improve the efficiency and performance of our industry.

IRU Awards serve as incentives to reward best drivers, company managers, as well

as best policy and industry practices that increase the safety, security, efficiency and environmental, social and business performance of road transport. We promote these achievements and outcomes worldwide, as a way to disseminate best practices to be emulated by the entire industry.

**1,041**  
drivers

**1,000,000+**  
kilometres each

**20 years**  
without accident  
or legal infringement

## IRU Diploma of Honour

The IRU Diploma of Honour was awarded to 1,018 bus/coach and truck drivers and to 23 taxi drivers from 25 countries. Each award winner has driven a minimum of one million kilometres during a career of at least 20 years in national or international goods or passenger road transport, without causing an accident or committing any serious violation of traffic, Customs or administrative regulations during the last five years. Such performance deserves recognition and serves as an example to younger drivers while raising the profile of the profession.

## IRU Order of Merit

We awarded the IRU Order of Merit to **Theodor Kaplan**, Secretary General of our Kazakh Member Association, the Union of International Road Carriers of the Republic of Kazakhstan (KAZATO), to **Tofiq Nurullayev**, President of our Azerbaijani Member Association, the Azerbaijan International Road Carriers Association (ABADA), and to **H.E. Binali Yıldırım**, Minister of Transport,

Maritime Affairs and Communications of the Republic of Turkey, in appreciation of their exceptional contribution to the development of the road transport industry at both national and international levels, notably as exemplary supporters of the IRU's work and initiatives to facilitate road transport in their respective regions.

## IRU Top Manager Award

We awarded the IRU "Top Road Transport Manager" to 59 managers from 17 countries worldwide, engaged in the national or international transport of goods or passengers by road, including taxi

companies, for their promotion of safe, secure, environmentally friendly and efficient road transport through their professional competence and managerial achievements.





## Best Eurasian transport operator of the year

This annual IRU Award recognises the considerable environmental, safety, economic and social progress, as well as professionalism achieved by road transport companies in the Eurasian region. This contest enjoys great popularity among international road transport associations and companies in Eurasia and aims at promulgating best practices in Eurasian road transport companies. In 2012, the international jury paid particular attention to Euro norm compliance, financial stability, as well as professional training of staff.

The 2012 winners were:

**I.P. Metelkov**, Russia (1-10 vehicles), a small company of 6 vehicles, was nominated as the best road transport operator in the Povolzhsky region for the high quality of services provided.

**Bercoltrans**, Moldova (11-50 vehicles), was nominated for being the most eco-friendly

with 27 Euro-5 vehicles in its fleet, having the TIR-EPD Certificate of Support and for maintaining a high level of professional training – three company managers have completed the Certificate of Competence with CIPTI, the IRU Academy's ATI in Moldova.

**Kievskoye ATP 13061**, Ukraine (50+ vehicles), one of the oldest road transport companies in the country, operating since 1954, was awarded the best road transport company in the Ukraine by AIRCU in 2011 for placing a high priority on road safety and establishing their own training centre for drivers.

Special Certificate:

Russian company **Selta** was nominated for a Special Certificate for the dynamic development of the company. They started in 1999 with just 15 vehicles and now have a fleet of over 4,000 vehicles.



# Diakonos: “One who serves”

## Conclusion by the IRU Secretary General

From the start of my professional career – when the IRU was still a youthful 20-year-old – but more especially since 1978, the year I joined the IRU, I have had the privilege of being in the driver’s seat to serve our industry while observing road transport evolution in serving economic and social growth throughout the world.

The emergence of the consumer society and the development of road transport in the post-war economic boom in OECD countries were followed by oil crises, economic liberalisation, the collapse of the Soviet empire and the simultaneous rise of the European empire, whose Member States gradually abandoned their national democratic prerogatives in favour of Community bureaucracy. Finally, in recent years I witnessed the advent of globalisation and the virtual economy in Western countries, as well as the shift of production, innovation and creativity towards the East and the Far East.

Looking back over this period, it is striking to see that in the real economy the vision of leaders and managers – including within associations and road transport companies – has always been that of entrepreneurs who had the willingness, through their profession, to serve. To this end they worked hard, fuelled imagination and had the audacity and courage to create new services and to innovate. They took risks. They developed all possible synergies in the logistics chain. They did their utmost to better serve the economy and ensure that it remained competitive.

***It is striking to see that in the real economy the vision of leaders and managers – including within associations and road transport companies – has always been that of entrepreneurs who had the willingness, through their profession, to serve.***

***Road transport operators will be able to widen the range of their indispensable services, and in particular person to person services, to contribute, with major added value, to the mobility of persons and goods by road.***

Looking to the future, road transport will remain the only mode capable, both locally and globally, of maintaining person-to-person contact and service with tourists and with shippers and consignees alike. Road transport operators will therefore continue to benefit from an immeasurable

advantage to better serve the demands of their clients. Indeed, these increasing and ever more specific demands evolve rapidly, day after day, thanks to the opportunities offered by internet as regards speed, availability and the externalisation of production and services, in accordance

with the individualisation of the growing mobility of persons and of goods.

This irreversible evolution of the services requested will enable all road transport pioneers, who have an entrepreneurial spirit, to develop new logistics trends and new cooperation, adding value to the services of

road transport which is always the core element in any supply or mobility chain. In so doing, road transport operators will be able to widen the range of their indispensable services, and in particular person-to-person services, to contribute, with major added

value, to the mobility of persons and goods by road, to meet client demand.

Over the same period, in the exalted circles of financial conglomerates and the virtual economy, encouraged by unbridled liberalism – often in connivance with the State – and devoid of all professional ethics and morals, the leaders had as their sole objective not to serve others but rather to serve themselves. Thus it is not rare

to observe that, thanks to the spiral of speculation in the financial markets, an item can be negotiated over twenty times before finally being transported to serve a client.

This globalisation of trade since the 1980s has regularly been presented by governments, experts and the media as the new Eldorado – the heavenly outcome of economic and social progress.

Dazzled or even hypnotised by easy money, by recurrent massive subsidies – including to sectors which are structurally in deficit, such as the railways – and by the limitless loans granted by the virtual economy without any guarantee, the builders of the new millennium have consistently managed to seduce their interlocutors with useless, exorbitantly costly projects whose principal trump card was excessiveness.

In transport, and particularly in rail and air transport, the aim to serve others – as for the financial decision-makers – has been replaced by this excessiveness or even speculation on alleged future needs. To this end, in all their analyses, passenger numbers and freight tonnage have been multiplied by millions, at times bordering on the absurd.

In our virtual age, as proven every day in the world of banking, there is no need for need in order to implement an idea or to increase already colossal sovereign debts.

In general, for lack of political courage and regardless of the gravity of the consequences for the cost of living, for sovereign debts, for growth or for budget deficits, projects such as abandoning nuclear power, subsidising biofuels or installing solar panels still have a future. Indeed, such “green” projects, associated with a few studies by environmental or

***Hypnotised by recurrent massive subsidies – including to sectors structurally in deficit, such as the railways – the builders of the new millennium have managed to seduce their interlocutors with useless projects whose principal trump card was excessiveness.***



biodiversity experts, are most of the time labelled as being of “high environmental quality” by the decision-makers eager to implement them.

To paraphrase George Orwell, one of whose characters said “War is peace. Freedom is slavery. Ignorance is strength”, today one can say that “Useless is the future”.

Due to the serious – in particular financial – consequences of the virtual economy, decision-makers have substituted catastrophism for moral foundations, reason and social science which had hitherto always linked service to the country and social progress to technological advances.

This imagining of the worst is currently embodied in a Manichaeism of opposition: progress or nature. Yet the prospect of real progress for society implies producing more while rapidly moving away from this arbitrary split. Indeed, the lack of courage observed in too many decision-makers not only paves the way for imagining the worst, but also, through the dominant thinking which is wreaking havoc in our society, leads to the aberrations of this catastrophism.

It is thus astonishing to note that numerous decision-makers and heads of state, who had previously been quite unable to predict or foresee the grave consequences of globalisation on their country's sovereign debt or employment market, have suddenly set a trend which consists of predicting the worst for all major societal issues.

This wave of catastrophism and fear created by the decision-makers themselves, with the unfailing support of the media, only reinforces counter-productive anxiogenic feelings and "imagining the worst". Yet, as history has demonstrated, it should be clear to everyone that it is impossible for an entrepreneur to succeed in business, impossible to achieve scientific and technological progress, and impossible to generate growth and comfort, without taking risks.

This is why it would be preferable for society if decision-makers finally had the courage to serve their country by taking the risks necessary to rekindle hope, to motivate entrepreneurs and to promote growth via the appropriate incentives for SMEs which generate 85% of all employment.

However, it was in this atmosphere of "imagining the worst" that several governments recently decided to phase out nuclear power and subsidise biofuels to curb CO<sub>2</sub> emissions from fossil fuels. It is

undoubtedly due to "imagining the worst" that such decisions were made even before knowing the actual potential, cost and real impact of alternative energy sources.

It is hardly surprising, therefore, that further to these major, yet unconsidered and demotivating decisions, we are faced,

on the one hand, with an increase in unemployment and, on the other hand, with soaring prices for basic foodstuffs – after thirty years of regular decrease.

This mainly penalises the younger generations and is a betrayal, due to a lack of political courage, of the millions of the poorest

human beings who spend over 80% of their meagre income on food. Yet today, thanks to generous state subsidies, almost half the corn grown in the USA and over 60% of rapeseed grown in Europe are earmarked for energy production.

This simple reflection on the blatant disregard for the United Nations Millennium Development Goals and on the lack of ethics in governance and service to the planet as a whole by OECD countries clearly demonstrates that the price of the courage of decision-makers vis-à-vis technological, economic and social progress is far less than the price of their lack of courage.

Simultaneously, road transport – which is and which will remain the only mode able to unite people and to better distribute wealth – continues to grow everywhere. Indeed, thanks to the right choice

they repeatedly make, road transport's clients continue to benefit directly from road transport operators' passion to better serve the mobility of passengers and goods everywhere.

Despite – or maybe due to – this success, and always for want of the necessary political courage to counter the increasing imagining of the worst advocated by anti-road lobbies, in recent decades the

***As history has demonstrated, it should be clear to everyone that it is impossible for an entrepreneur to succeed in business, impossible to achieve scientific and technological progress, and impossible to generate growth and comfort, without taking risks.***

***The lack of courage observed in too many decision-makers not only paves the way for imagining the worst, but also leads to the aberrations of catastrophism.***



governments of too many countries have also done everything in their power not to serve the real economy, but to curb the growth of our industry.

This ruthlessness has led to the levying of exorbitant taxes and duties on the use of road vehicles representing four to six times the production price of the energy consumed and to the implementation of a host of regulations which have made road transport the most regulated transport mode – far beyond air, rail or sea transport. This situation results namely in the fact that on the main trade routes, border waiting times currently account for over 40% of total transport time.

Due to the liberty offered by globalisation, and given that over 85% of goods and 100% of companies in the real economy are served by road transport, any penalty on road transport is an even greater penalty on the economy. It is for this reason that this increasing fiscal and regulatory ruthlessness on the part of numerous governments has grave adverse effects such as deindustrialisation or unemployment which remain totally ignored by decision-makers to this day.

Indeed, statistics show that in many western countries, this state ruthlessness against road transport has turned into a most effective incentive to foster and promote deindustrialisation and the delocalisation of production generated by the real economy, leading to unprecedented unemployment rates, sometimes exceeding 50% for young people, in too many countries.

As road transport undertakings, like most SMEs, are crushed by fiscal and regulatory pressure, it is paradoxical to see that at the same time, the virtual economy created by the ruling caste of multinationals and financial conglomerates remains highly

protected by the State and is granted every privilege.

Thus, rather than being taxed to serve growth, economic development and employment, their real profits are being shifted day after day, knowingly,

remorselessly and without sanction, to the many available tax havens. One of the main consequences of these *pro domo* services is to jeopardise not only the future of companies in the real economy, but also that of the countries which were the most advanced and, until recently, the main drivers of progress.

The IRU on the other hand, thanks to the determination and perseverance of its governing bodies and the unwavering support of its Members, has relentlessly continued to serve road transport operators since 1948, according to its statutory objective. Indeed, the IRU has resolutely fostered innovation and the facilitation and sustainable development of road transport which has become vital everywhere to ensure the mobility of people and goods required for production and for the growth and development of the real economy.

***Under the IRU umbrella, all road transport managers are not only driven by passion, they not only have a vocation – indeed, for them, their profession is sacerdotal, or diakonos in the Greek sense.***

Looking at the experience, vision, determination and dedication of the leaders of road transport undertakings and of the 170 IRU national Member Associations which serve their national economy in

over 70 countries under the IRU umbrella, it is obvious that all these managers are not only driven by passion, they not only have a vocation – indeed, for them, their profession is sacerdotal, or *diakonos* in the Greek sense.

In this framework, one has to admit that the lack of consideration and support, coupled with the constant political ruthlessness against our industry, are often the source of great frustration.



However, when we look at the vital role, ethics and contribution of our industry in the service of the State, of society, of the economy and ultimately of everyone's well-being and future, while preserving the future of our planet for our children and our children's children, by comparison with other privileged sectors, we can be proud of our achievements in pursuing this mission.

Major challenges and major achievements not only require sound vision, real professionalism and unflinching determination, but also what is mostly lacking today: courage.

Courage is indeed a very rare quality, but it should always drive those whose only vocation is to serve.

Thus John F. Kennedy, the man who chose to serve the world by achieving "one small step for man, one giant leap for mankind" in just seven years, said, and I quote: "We choose to go...not because [it is] easy, but because [it is] hard, because that goal will serve to measure and organise the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win."

***The IRU has resolutely fostered innovation and the facilitation and sustainable development of road transport which has become vital everywhere to ensure the mobility of people and goods required for production and for the growth and development of the real economy.***

It is in this very same spirit that I have dedicated my professional life to serving the road transport industry. Indeed, as our organisation's Secretary General and like many other leaders of IRU Member

Associations and many colleagues, company heads or statesmen, we do not only hold a function. We are not only living a passion; we truly entered into a *diakonias* with this profession – road transport – which we have had the privilege and honour to serve.

As such, in conformity with Confucius who said, and again I quote, "Choose work that you love and you won't have to work another day", to serve and then leave my function of Secretary General, while ensuring the continuity of this service to our profession, such is the duty which I still have towards all those who are determined to go on "working together for a better future".

  
Martin Marmy

# Acronyms

<b>AAC</b>	IRU Academy Accreditation Committee	<b>ECR</b>	Euro Control Route
<b>AASTMT</b>	Arab Academy of Science, Technology and Maritime Transport	<b>EEC</b>	Eurasian Economic Commission
<b>ADB</b>	Asian Development Bank	<b>EFTA</b>	European Free Trade Association
<b>ADC</b>	IRU Academy Advisory Committee	<b>EIA</b>	Energy Information Administration
<b>ADR</b>	UN Agreement on Dangerous Goods	<b>EMS</b>	European Modular System
<b>AfDB</b>	African Development Bank	<b>EPTO</b>	European Passenger Transport Operators
<b>AMU</b>	Arab Maghreb Union	<b>ERF</b>	European Road Workers Federation
<b>ATI</b>	Accredited Training Institute	<b>ERRU</b>	Electronic Register of Road transport Undertakings
<b>AU</b>	Arab Union	<b>ETAC</b>	European Truck Accident Causation Study
<b>AULT</b>	Arab Union of Land Transport	<b>ETAG</b>	European Travel & Tourism Action Group
<b>BRIC</b>	Brazil, Russia, India, China	<b>ETF</b>	European Transport Workers Federation
<b>BSEC</b>	Black Sea Economic Cooperation Organization	<b>ETOA</b>	European Tour Operators Association
<b>BWTO</b>	Border Waiting Times Observatory	<b>EU</b>	European Union
<b>CAD</b>	Customs Affairs Commission	<b>EurAsEC</b>	Eurasian Economic Community
<b>CAE</b>	Economic Affairs Commission	<b>FEDCOC</b>	Federation of Egyptian Chambers of Commerce
<b>CAJ</b>	Legal Affairs Commission	<b>FIA</b>	International Automobile Federation
<b>CAREC</b>	Central Asia Regional Economic Cooperation	<b>FIATA</b>	International Federation of Freight Forwarders Associations
<b>CAS</b>	Social Affairs Commission	<b>GEMD</b>	Group of Experts on Dangerous Goods Transport
<b>CEPIC</b>	European Chemical Industry Council	<b>GETIL</b>	Group of Experts on Intermodal Transport and Logistics
<b>CETMO</b>	Centre for Transportation Studies for the Western Mediterranean	<b>GNSS</b>	Global Navigation Satellite System
<b>CFCFA</b>	CAREC Federation of Carrier and Forwarder Associations	<b>GTMO 5+5</b>	Transport Group of the Western Mediterranean
<b>CIS</b>	Commonwealth of Independent States	<b>GUAM</b>	Organisation for Democracy and Economic Development
<b>CIT</b>	International Technical Commission	<b>HLG</b>	High-Level Group
<b>CLEA</b>	Eurasia Liaison Committee	<b>IATA</b>	International Air Transport Association
<b>CLECAT</b>	Association of European Transit Companies	<b>ICDT</b>	Islamic Centre for Development of Trade
<b>CLTM</b>	EU Goods Transport Liaison Committee	<b>IDB</b>	Islamic Development Bank
<b>CMR</b>	UN Convention on the Contract for the International Carriage of Goods by Road	<b>ILO</b>	International Labour Organization
<b>CO<sub>2</sub></b>	Carbon Dioxide	<b>IMO</b>	International Maritime Organization
<b>CPC</b>	Certificate of Professional Competence	<b>IRF</b>	International Road Federation
<b>CRIPA</b>	IRU Regional Committee for Africa	<b>IRU</b>	International Road Transport Union
<b>CSE</b>	Commission on Services to Road Transport Operators	<b>ITF</b>	International Transport Forum
<b>CSR</b>	Road Safety Commission	<b>ITS</b>	Information Technology System
<b>CTC</b>	Coordinating Transport Conference	<b>LARTI</b>	Latin American Road Transport Initiative
<b>CTM</b>	Goods Transport Council	<b>LAS</b>	League of Arab States
<b>CTP</b>	Passenger Transport Council	<b>LASTAC</b>	League of Arab States Truck Accident Causation Study
<b>CUTE-Wise</b>	Customs Utility for TIR Transaction Entry - Worldwide Information System for Enquiry	<b>LEZ</b>	Low Emission Zone
<b>DG MOVE</b>	Directorate-General for Mobility and Transport	<b>LLDC</b>	Landlocked Developing Country
<b>DRIVEN</b>	Drivers and Road Transport Instructors Vocational European Network	<b>MC</b>	Modular Concept
<b>EAU</b>	Eurasian Union and Common Economic Space	<b>MDG</b>	Millennium Development Goals
<b>EC</b>	European Commission	<b>MEP</b>	Member of the European Parliament
<b>e-CMR</b>	Electronic consignment note	<b>MHI</b>	Model Highway Initiative
<b>ECMT</b>	European Conference of Ministers of Transport	<b>MoU</b>	Memorandum of Understanding
<b>ECO</b>	Economic Cooperation Organization	<b>NELTI</b>	New Eurasian Land Transport Initiative
<b>ECOSOC</b>	UN Economic and Social Council	<b>OAS</b>	Organization of American States
		<b>OECD</b>	Organisation for Economic Co-operation and Development



OSCE	Organization for Security and Co-operation in Europe
PPP	public-private partnership
RCEAE	Regional Committee to the EurAsEC
ro-ro	Roll On-Roll Off
RTS	Real-Time SafeTIR
SCO	Shanghai Cooperation Organization
SEETAC	South-East European Transport Axis Cooperation
SME	Small-Medium Enterprise
STARTS	Skills, Training and the Road Transport Sector
TA	Taxis & Hire Cars with Driver
TA	Technical Assistance
TEN	Trans-European transport Network
TIR	UN Customs Convention on the International Transport of Goods Under Cover of TIR ( <i>Transports Internationaux Routiers</i> ) Carnets
TIR-EPD	TIR Electronic Pre-Declarations
TISPOL	European Traffic Police Network
TRACECA	Transport Corridor Europe-Caucasus-Asia
UATL	African Union of Transport and Logistics
UfM	Union for the Mediterranean
UFTAA	United Federation of Travel Agents' Associations
UIC	International Union of Railways
UICR	International Union of Professional Drivers
UIRR	International Union of Combined Road-Rail Transport Companies
UITP	International Association of Public Transport
UN	United Nations
UNCTAD	United Nations Conference on Trade and Development
UNDP	United Nations Development Programme
UNECA	United Nations Economic Commission for Africa
UNECE	United Nations Economic Commission for Europe
UNECLAC	United Nations Economic Commission for Latin America and the Caribbean
UNEP	United Nations Environment Programme
UNESCAP	United Nations Economic and Social Commission for Asia and the Pacific
UNESWA	United Nations Economic and Social Commission for Western Asia
UNMAS	United Nations Mine Action Service
UN-OHRLS	United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States
UNWTO	United Nations World Tourism Organization
USAID	United States Agency for International Development
VAT	Value Added Tax
WB	World Bank
WCO	World Customs Organization
WHO	World Health Organization
WTO	World Trade Organization



WORKING  
TOGETHER  
FOR A  
BETTER  
FUTURE

*Working together  
for a better future*



*s i n c e 1 9 4 8*

**International Road Transport Union  
Headquarters**

3, rue de Varembe  
B.P. 44  
CH-1211 Geneva 20  
Switzerland

Tel: +41-22-918 27 00  
Fax: +41-22-918 27 41  
E-mail: [iru@iru.org](mailto:iru@iru.org)  
Web: [www.iru.org](http://www.iru.org)

**IRU Permanent Delegation  
to the European Union**

32-34, avenue de Tervueren  
Bte 17  
B-1040 Brussels  
Belgium

Tel: +32-2-743 25 80  
Fax: +32-2-743 25 99  
E-mail: [brussels@iru.org](mailto:brussels@iru.org)  
Web: [www.iru.org](http://www.iru.org)

**IRU Permanent Delegation  
to Eurasia**

Office 417, entr. 6  
12, Krasnopresnenskaya nab.  
Moscow 123610  
Russia

Tel: +7-495-258 17 59  
Fax: +7-495-258 17 60  
E-mail: [moscow@iru.org](mailto:moscow@iru.org)  
Web: [www.iru-eapd.org](http://www.iru-eapd.org)

**IRU Permanent Delegation  
to the Middle East and Region**

Selenium Plaza  
Hakkı Yeten Cad. No.: 304, Kat: 11  
Beşiktaş 34349 Istanbul  
Turkey

Tel: +90-212-215 60 00  
Fax: +90-212-215 60 10  
E-mail: [istanbul@iru.org](mailto:istanbul@iru.org)  
Web: [www.iru.org](http://www.iru.org)

**IRU Regional Committee for Africa  
Secretariat**

3, rue de Varembe  
B.P. 44  
CH-1211 Geneva 20  
Switzerland

Tel: +41-22-918 27 00  
Fax: +41-22-918 27 41  
E-mail: [iru@iru.org](mailto:iru@iru.org)  
Web: [www.iru.org](http://www.iru.org)