



# The Impact of Transportation Networks on Trade and Tourism

Izmir, Republic of Turkey  
7-8 June 2011

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*IRU – Project Officer*





# This is the IRU

Working together for a better future

**IRU**

Travailler ensemble pour un meilleur avenir



# Evolution of IRU Membership

**Created  
1948**

**National Associations  
from 8 founding countries**



**2010  
180 Members  
74 Countries**



# Evolution of IRU Structure

**1948**

IRU founded in Geneva



**1973**

IRU Permanent Delegation to the EU established in Brussels

**1998**

IRU Permanent Delegation to Eurasia established in Moscow



**2005**

IRU Permanent Delegation to the Middle East established in Istanbul



- Sustainable Development

- Innovation
- Incentives
- Infrastructure

- Facilitation

- Trade
- Tourism
- Road Transport

These are  
also the  
priorities  
of the  
IRU Academy



- 1. Innovation** – develop ever more effective “at-source” technical measures & operating practices to improve road safety.
- 2. Incentives** – encourage faster introduction by transport operators of best available technologies and practices.
- 3. Infrastructure** – ensure safe infrastructure through adequate investment in new infrastructure and remove bottlenecks and missing links and make full use of existing infrastructure.

## Make the Smart Move!



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

smart move,  
a joint industry  
campaign to  
increase the use  
of buses and  
coaches and achieve  
sustainable mobility for  
all!



The image features a blue-toned background with a faint world map. In the center, the IRU Academy logo is displayed, consisting of the letters 'IRU' in a bold, blue, sans-serif font inside a white-bordered rectangle, with the word 'Academy' in a white, italicized serif font below it. In the foreground, there are silhouettes of seven business professionals. Two individuals in the center are shaking hands, while others stand around them. The overall scene conveys a sense of global collaboration and professional excellence.

# **IRU** *Academy*

**Addressing the human  
element in road safety**

**Worldwide Excellence in Road Transport Training**



# International Network of IRU Academy Accredited Training Institutes (ATIs)





# International Recognition

## IRU Academy Advisory Committee



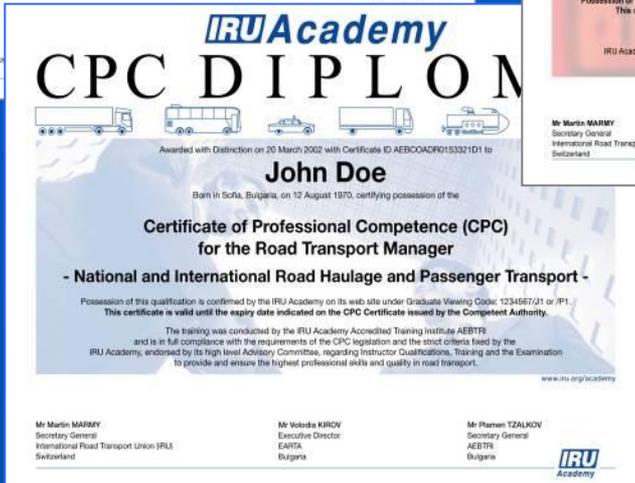
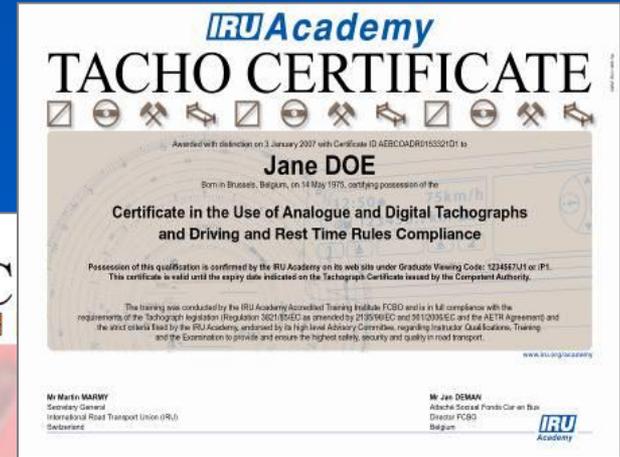
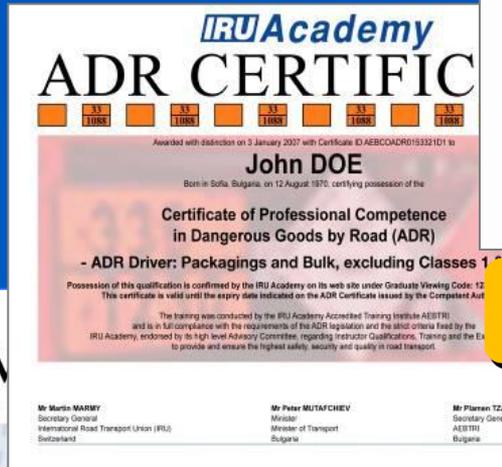
**UNECE**

United Nations  
Economic  
Commission for  
Europe



# IRU Academy Programmes

## Competence



## Compliance

## Safety

## Recognition



# IRU-LAS Cooperation

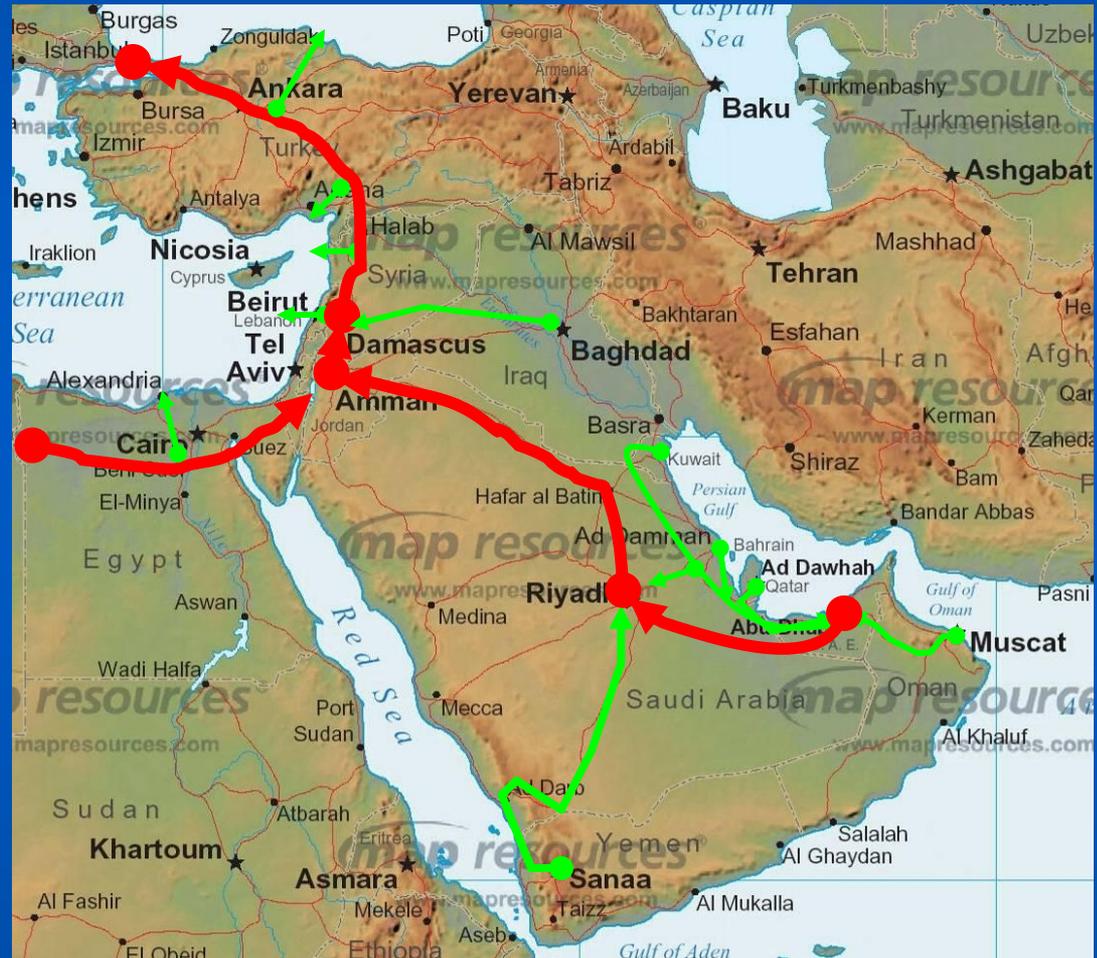
*Working together  
for a better future*



نعمل معاً من  
أجل غد أفضل



- An important bridge for the road transport to interlink major gulf ports with the European Markets.





- In 17 May 2011, two Addenda to a bilateral MoU were signed between the IRU and AULT to extend their cooperation to facilitate and secure international trade and road transport in the League of Arab States (LAS) region



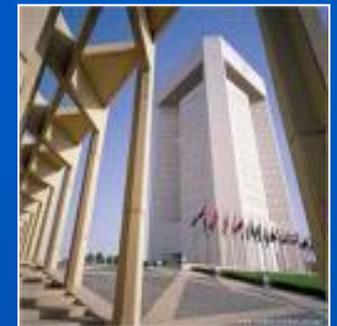


# IRU-AULT Cooperation Framework at a Glance

- Develop professional training at the international standards of the IRU Academy across the LAS Member States, where local authorities and training centres attach priority to improving quality and efficiency of industry
- Promote together with the LAS the expansion and implementation of key UN trade and transport facilitation agreements and conventions, notably the TIR Convention, ADR, 1982 Harmonisation Convention, CMR and ATP.
- Assist the LAS Member States to establish new or improved road transport legislation in compliance with the international standards.



The IRU elaborated a special road transport development programme for the LAS region and assisted the AULT to prepare a detailed proposal for Technical Assistance Grant for consideration of the Islamic Development Bank, which was approved by the Bank in February 2011.





# IRU-AULT-IDB Cooperation in 2011

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- **The IDB Technical Assistance Grant :-**
  - Conduct a special report on key UN Conventions and their benefits to the LAS Member States
  - Collect data about real commercial deliveries across main routes in the LAS region (NELTI-4)
  - Conduct a pre-feasibility study for a future Truck Accident Causation Scientific Study in the LAS region
  - Organise National Training and TIR Workshops in Algeria, Egypt, Saudi Arabia and Syria
  - Organise an IRU-LAS-AULT Regional Ministerial Conference in partnership with the IDB

# New Eurasian Land Transport Initiative



Interconnecting businesses in Asia and Europe and along the Eurasian landmass

Increasing public and business awareness of the huge opportunities created by this land bridge





# New Eurasian Land Transport Initiative



12 independent road transport operators from 8 countries;

More than 117 round trips via territories of 24 countries



**Bakshish at the border accounts for 30% of additional costs!**

6. Cargo carried

4 200 tonnes



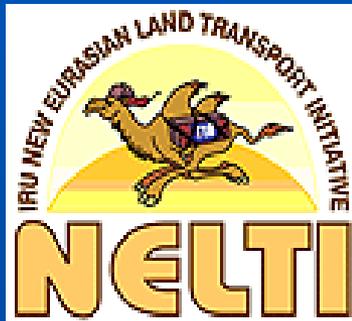
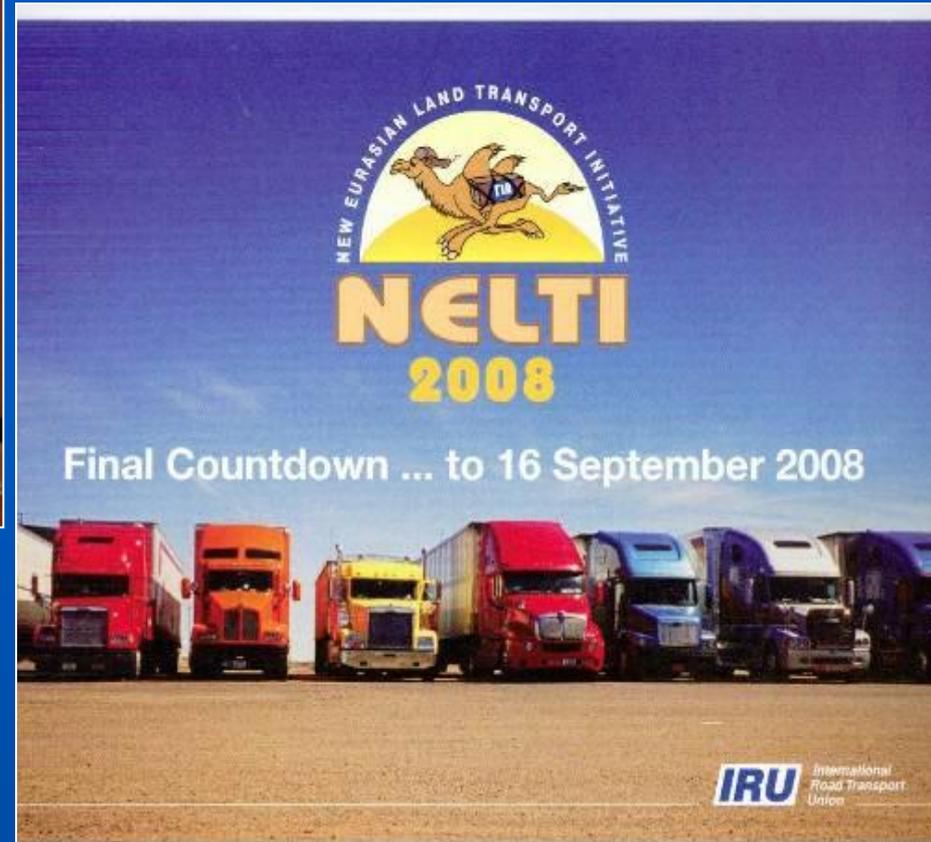
## NELTI

- Implement UN trade and road transport facilitation tools
- Increase cooperation between transit States
- Introduce multilateral transport permit system
- Improve customs procedures
- Provide multi-entry and transit visas for drivers



# IRU NELTI Project... changed the mindsets in Asia!

**It can work in the Middle East, too!**



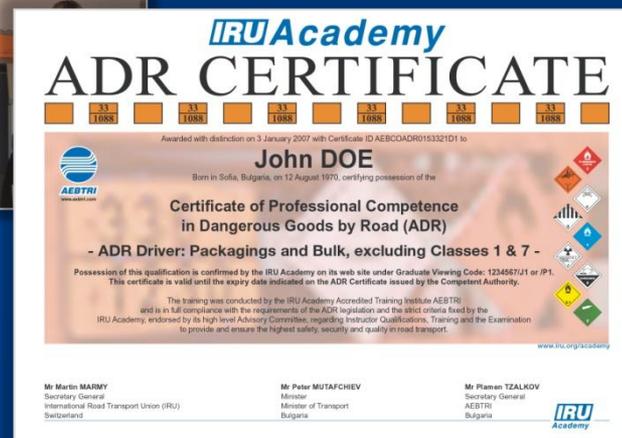


# 3<sup>rd</sup> IRU-LAS-AULT Seminar on Road Safety and Carriage of Dangerous Goods by Road (ADR)

23-24 October 2011, Cairo, Egypt



The 3<sup>rd</sup> IRU-LAS-AULT Seminar on Road Safety and Carriage of Dangerous Goods by Road (ADR) will be held in Cairo, Egypt on 23-24 October 2011 and it will precede the meeting of the LAS Council of Arab Ministers of Transport which will be held on 25-26 October 2011.





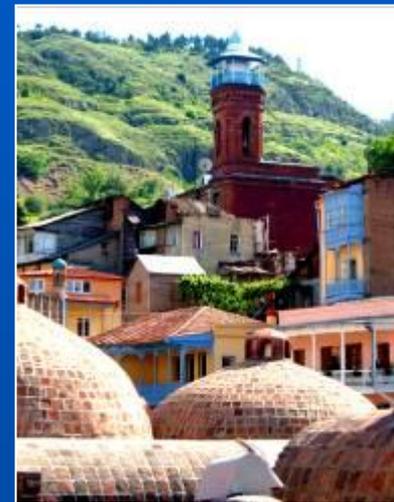
# Road Freight Transport: Interconnecting every business and every transport mode between Europe and Asia – Focus on the Caucasus



*6<sup>th</sup> Euro-Asian Road Freight Transport Conference & Ministerial Meeting*



*Tbilisi, 16-17 June 2011*





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

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for a better future*



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