

NEXTSTATION

MARRAKECH 2015



5TH INTERNATIONAL CONFERENCE ON RAILWAY STATIONS



Palmeraie Palace

Marrakech, 21-22 october 2015

IRU Global Taxi Network

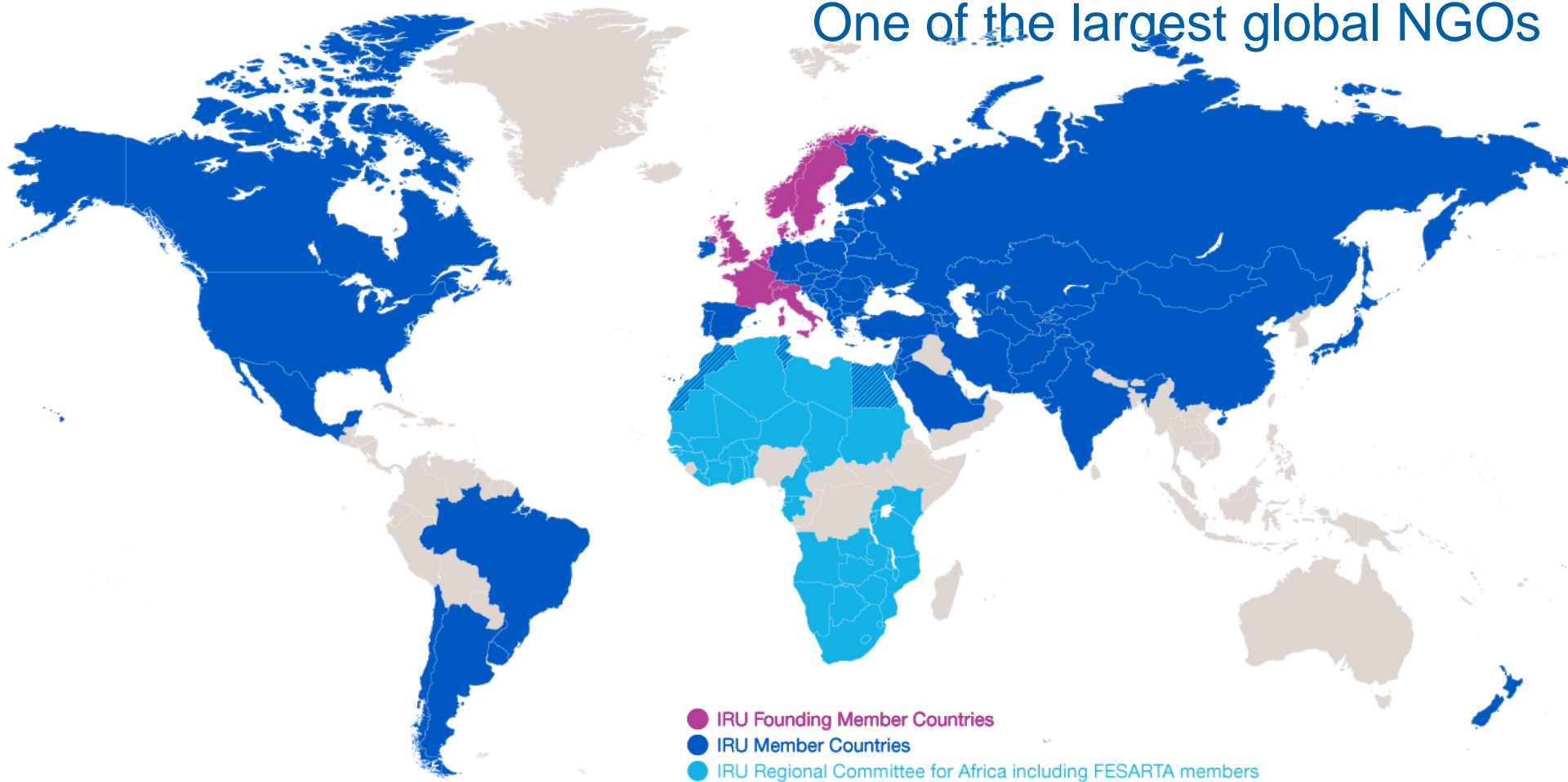
*5th International Conference on Railway Stations
Marrakech 2015*

Adil Gaoui

IRU Evolution of IRU Membership

1948: 8 Founding Member Countries

Today: present in over 100 countries
One of the largest global NGOs



- IRU Founding Member Countries
- IRU Member Countries
- IRU Regional Committee for Africa including FESARTA members



IRU Group Taxi and Hire Cars with Drivers (TA)

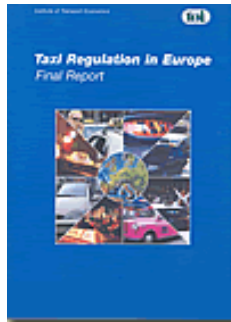


Events

Campaigns

Training

Services



Industry positions

Studies

Best practices

TAXI

2nd INTERNATIONAL TAXI BUSINESS RECEPTION

6th INTERNATIONAL IRU TAXI FORUM

“TAXI – ANYTIME, ANYWHERE”

IRU BZP TAXI CITY TAXI INFILL

Cologne • Germany • 7 - 8 November 2014

A woman in a dark blazer is talking on a mobile phone and waving her hand to hail a taxi on a city street. The background is a blurred city street with cars and buildings.

Taxis are part of public transport...

... probably the most innovative part

They must be recognised as public transport, where they are not

4 pillar approach



Policy advocacy to ensure level playing field

Global alliance of supportive institutions and bodies

Global Taxi *Service Quality* Network (GTN)

Re-launching the global “Taxi – Anytime, Anywhere” campaign

GLOBAL TAXI NETWORK



A network of taxi industry federations and taxi apps. Partners **certified** by federations by meeting a list of predefined GTN quality criteria

A collection of colorful app icons is displayed on a dark background. The icons include WhatsApp (green), YouTube (red), a yellow taxi app icon with a car and Wi-Fi symbol, and a white icon with a soundwave. A blue rectangular text box is overlaid on the top right, containing white text.

**Building a stronger
and smarter taxi for
our society**



To promote
the
organised
taxi industry
leadership
...

... in
ensuring
high quality
and safe
services to
customers
...

... by
making use
of modern
technology
(apps)...

...in full
respect of
the
regulatory
framework

**Global
roaming area
where
customers
use their local
taxi app
anytime &
anywhere in
the world**

Who can become a GTN Member?



MAGYAR KÖZÚTI
FUVAROZÓK EGYESÜLETE



G. T. L.



SVENSKA
TAXI

Any Taxi trade association who is a Member or Associate Member of the IRU
Ensuring representation of the legal and professional taxi business



UN

taxi-Mietwagen



ASTAG+

A.E.B.I.F.





Any taxi smartphone application service provider is entitled to apply to become a GTN Partner

To be eligible, the app must meet a pre-defined set of GTN service quality conditions, and sign the GTN's Service Quality Commitment Charter





Quality

The Global Taxi Network guarantees a minimum quality of customer service

Dispatching

- Orders are directly sent to properly licensed taxi companies, according to the relevant local rules; AND
- They are only dispatched by licensed taxi companies, through their own dispatch systems.

Safety

- Only prop
- Only prop

Service Quality

- Service resp
- comparable
- The applicat
- passengers -
- To recover t
- Resolving cu

Fares & Payment

- Passengers are given the possibility to only pay required fares as displayed on the in-vehicle taximeter; AND
- Passengers can use the application without having to supply their credit card details.





**GTN Evaluation
Committee**

**GTN Advisory
Committee**





Taxi Deutschl.



12 Partners

250,000 taxis

+30,000 taxis/month

Beginning of networking/roaming between partners



IRU Events 2015 – 2016



Tehran



Las Vegas



New Delhi



Cologne



Istanbul





- **Name** Adil GAOU
- **Company** IRU Global taxi network



THANK YOU MERCI

