



## **EuroBusExpo 2010 Opening Ceremony**

**2 November 2010**

### **Statement by Graham Smith, Vice President, International Road Transport Union (IRU)**

Excellencies, Dear Exhibitors and Guests, Ladies and Gentlemen,

Allow me, on behalf of the International Road Transport Union (IRU) and its 180 national Member Associations in 74 countries on the 5 continents, to say that we are delighted to be part of this landmark industry event – the opening of the EuroBusExpo 2010 exhibition, indeed the largest bus and coach show this year.

Allow me to also congratulate the entire exhibition team on this occasion and wish you all – the 260 exhibitors and the thousands of visitors - a highly successful exhibition and business contacts.

The IRU is here with you today because the role of bus and coach transport, not only in the UK, but across the globe, is vital to achieve society's economic, mobility, social and environmental objectives.

This exhibition contributes substantially to the development of new technologies and innovations in our sector, making our business more profitable and further improving our customers' comfort, and our excellent safety and environmental performances.

I must say, however, that to speed up the take over and optimise the use of these outstanding technological developments, we must have at our disposal an appropriate and business-friendly legislative framework – something which is missing in many countries and regions today.

This has led to a situation where buses and coaches are not only underutilised by the public and authorities in terms of their contribution to mobility and public welfare, but they are also the victim of political negligence and often improper, non-adapted and even restrictive legislation.

Precisely for this reason, the bus and coach industry and its partners worldwide have joined forces to implement the Smart Move campaign, with the clear objective to improve the image of buses and coaches in the eyes of politicians, the media and, ultimately, in the eyes of the people themselves, and, by the same token, to considerably increase the use of our services.

Today, Smart Move enjoys the support of 82 committed partners and thousands of individual supporters worldwide, who share the objective and the values of the campaign. This is the reason why I am also particularly delighted today to share this podium with the leaders of our Member Associations in the UK, the CPT, and its President, Steve Whiteway, and the Expo Director, Mark Griffin. I would like to take this opportunity to thank them both for their outstanding support for the Smart Move campaign and express my hope that, in the near future, we would welcome numerous additional supporters from among their members and show visitors, as was the case with the UK Greener Journeys campaign - another good example of an industry effort to increase the use of our services.

Let me end by saying that any of us acting alone will achieve very little. But no challenge is too great if we implement the IRU moto, “working together for a better future”.

Hence my appeal to you - join us, support the Smart Move - to play an active role in contributing to green, safe and affordable mobility for all!

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