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## **IRU's Logistics and Innovation Forum shows the future of road safety**

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The second edition of IRU's Logistics and Innovation Forum took place last week in London, bringing together mobility and logistics leaders and innovative service providers to discuss the future of safety in road transport.

### **Addressing road safety**

Focused on unlocking the business opportunities of safety, the Forum demonstrated once more its standing as the industry event to share knowledge, forge new business relationships and learn about new solutions driving the industry forward.

### **The networking and knowledge-sharing hub for mobility and logistics**

Sponsored by such market-leading companies as Volvo and Bunasta, the event enabled participants to gain exclusive insights into road safety innovations in areas such as fleet management and digitalisation of the supply chain, including distribution and warehouse systems. Key sessions explained how technology can accelerate safety and compliance in road freight, what to expect from intelligent trucks, and how digital platforms can safely facilitate data sharing.

Keynote speakers - including Kristian Kaas Mortensen (Girteka Logistics), Alexandre Petit (GlaxoSmithKline), Arun Karthikeyan (Amazon) and Daniel Buczkowski (Uber Freight) - shared their in-depth knowledge and expertise, to the benefit of all road transport stakeholders present.

### **Launch of the IRU road safety report**

The latest IRU report on driving road safety innovation was also launched at the event, which revealed that 96% of operators see road safety as key to efficiency and 85% have significant safety investments planned in the near future.

It also found that: "overwhelmingly, for operators across Europe, financial challenges

pose the biggest barrier to investment, with both a lack of sufficient financial resources and a perceived low cost-benefit ratio presenting significant obstacles. Other barriers include technological know-how, human resource levels for implementation and availability of practical solutions.”

The IRU Logistics and Innovation Forum served as a great opportunity for mobility and logistics companies to discuss the challenges identified in the report and develop the best ways of moving forward.

“A multi-stakeholder approach is essential to successfully improving road safety for all road users. It was fantastic today to see so many of the market leaders in mobility and logistics coming together to address the challenges relating to safety and innovation currently affecting the industry,” said IRU Secretary General Umberto de Pretto. “Last week, we participated in the 3rd Global Ministerial Conference on Road Safety in Stockholm and look forward to taking part in more key events during the year, to bring road safety to the top of key stakeholders’ agendas,” concluded Mr de Pretto.

**(IRU)**