



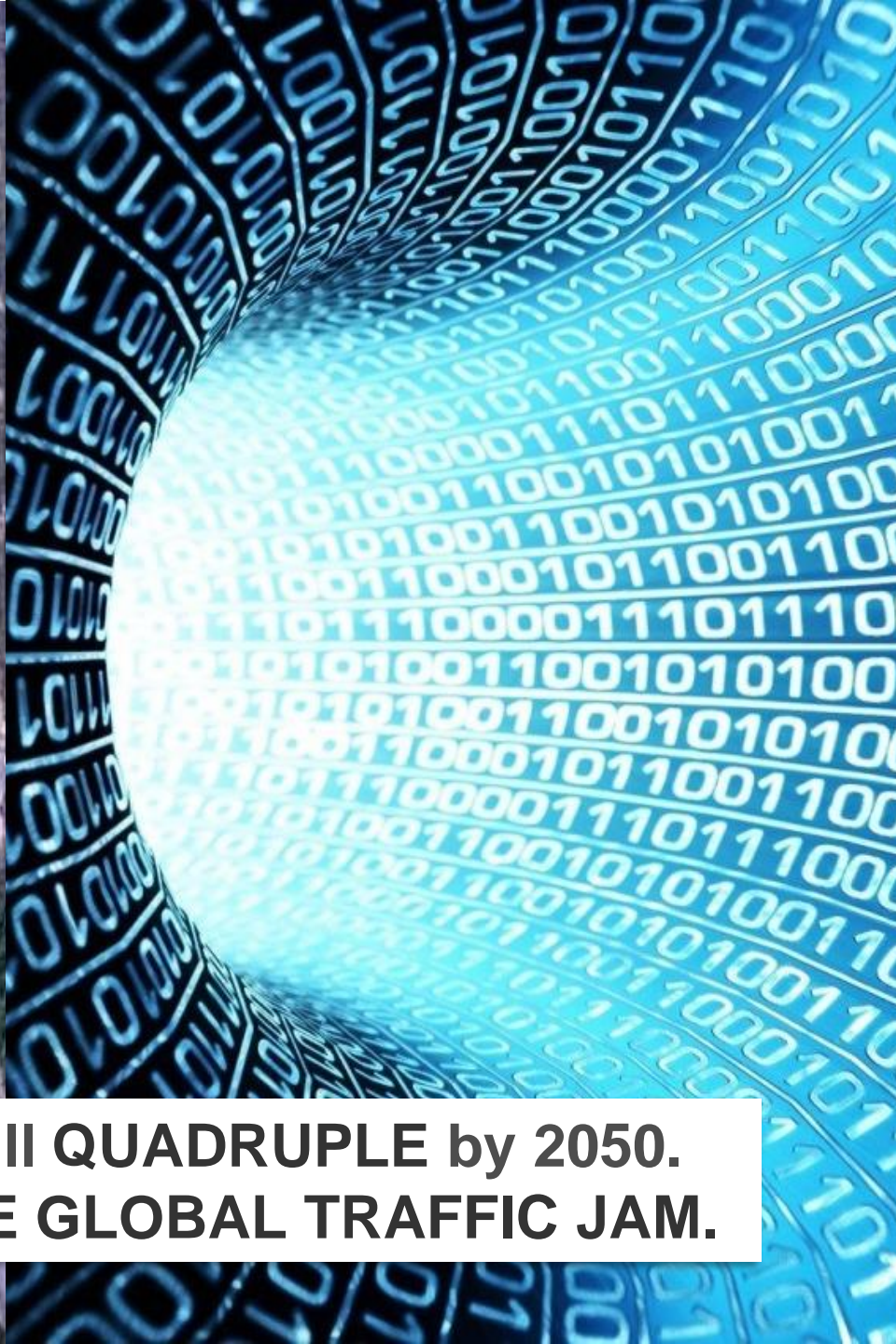
Ministry of Transport
and Communications

Innovative services and digitalization in transport sector

3rd Florence Intermodal Forum – 9 March 2015

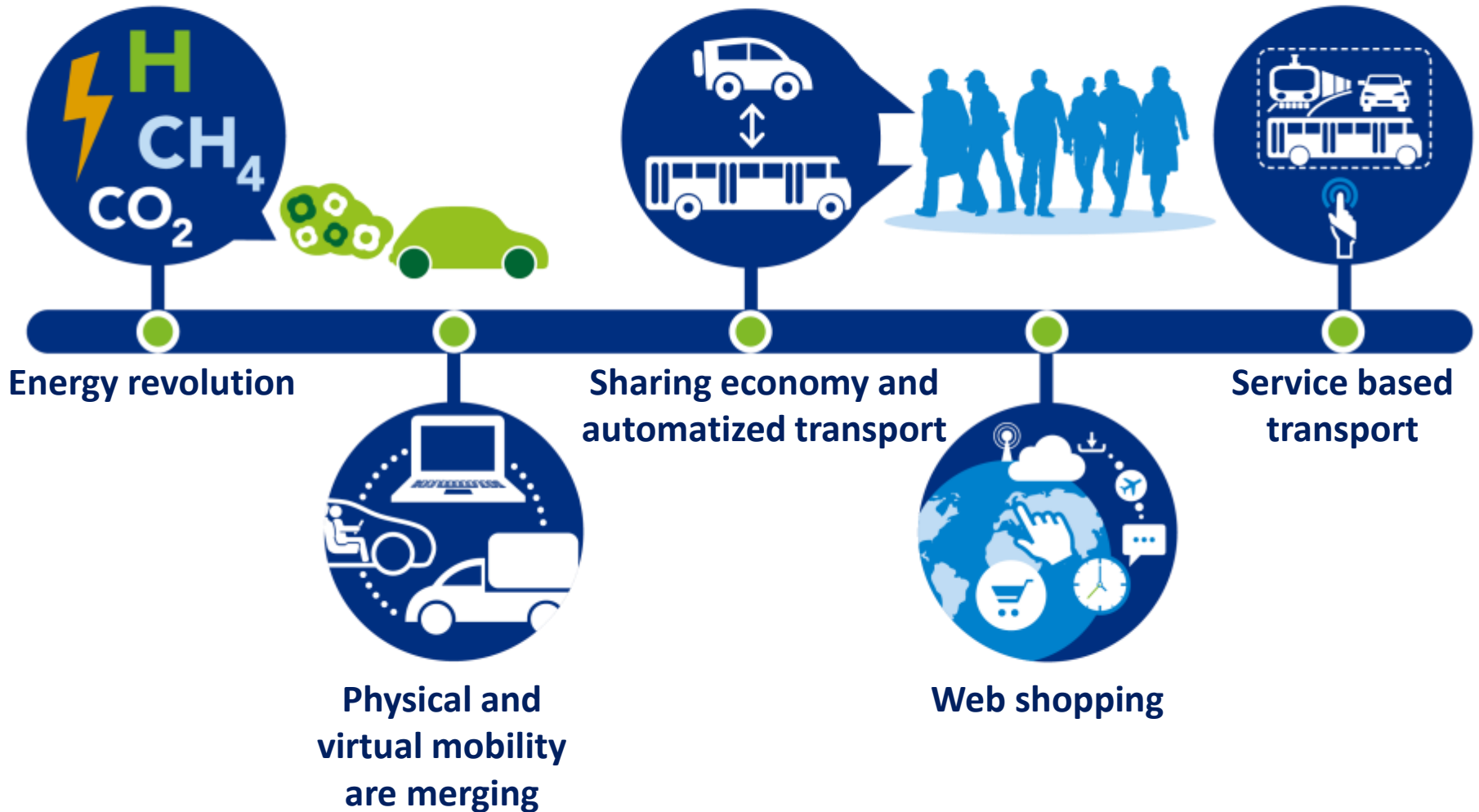
Veera Kojo, Senior Officer for Legal Affairs





**The number of cars will QUADRUPLE by 2050.
We are heading to THE GLOBAL TRAFFIC JAM.**

The world is changing



Global Mobility Market



**Global
Mobility
Market**
≈10.000 Bn€

**Global
Transport Infra**
1000 Bn€
(McKinsey 2013)

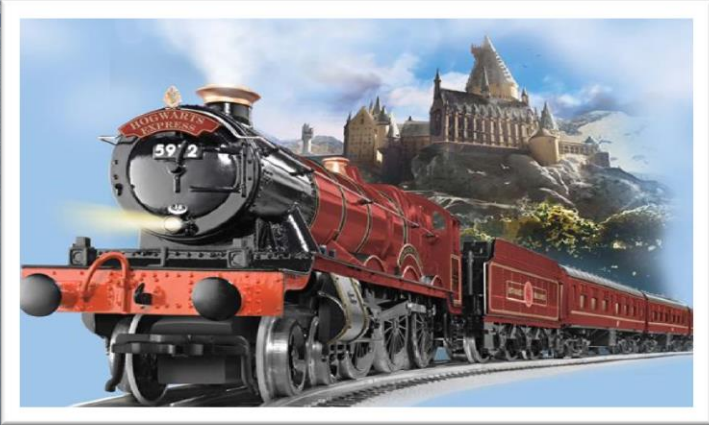
MOBILITY AS A SERVICE FRAMEWORK



MY MOBILITY SERVICES



Robotisation



What is needed

Clear vision, bold experimenting

Cross-sectoral de/reregulation

Open data and interfaces

Global co-operation

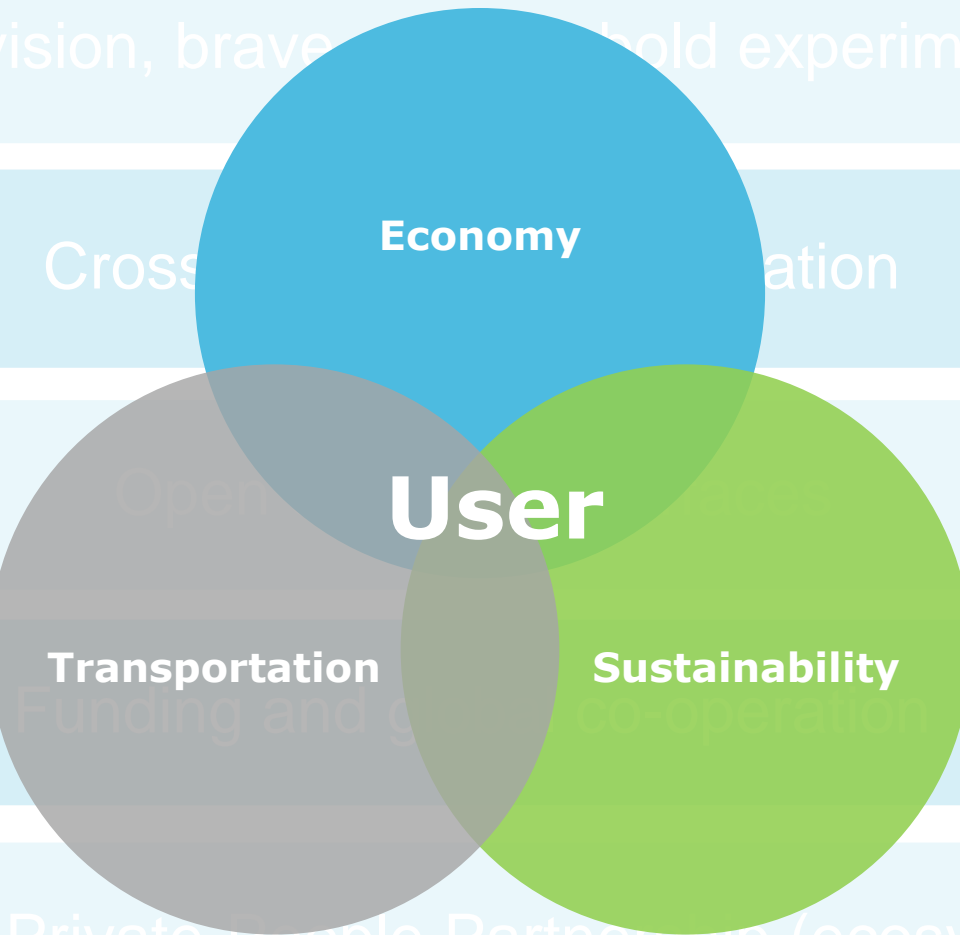
Public-Private-People Partnership (ecosystem)

Vitality and sustainability through transport

Clear vision, brave bold experimenting

Cross-sector collaboration

Open innovation



Transportation

Sustainability

Public-Private-People Partnership (ecosystem)

“We can choose to be energized by disruptions.”

Bill Ford, ITS World Congress, 2014

