

2nd CAREC Railway Working Group

Bangkok, 18-19 April 2016

Buildtisgal/strongtraevaylesector



... a quick take on the context of rail transport





Better access to goods and services in support of economic and social development while at the same time minimizing the negative impacts of a rapidly growing transport sector

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Emissionsnandenerglypment,

- - trithspott/ceringinsptt/ee2en vargestectal.ribeuto? to CO2 emissions
 - demand for energy set to grow by one-third over 2010-2035
 - all the net increase in oil demand comes from transport

Urban-based societies

life-style based on instant and around-the-clock availability/services

Transport infrastructure / services

no single mode can serve individually the region's need for mobility



... a quick take on the context of rail transport



All the freight that railways carry could be carried by other modes of transport



Greater annuence win ampiny demand

by 2050 freight volumes in non-OECD countries could increase by a factor of 4 to 5 compared to 2000 levels while passenger mobility could increase by five to six-fold.

Emissions and energy

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All the freight that railways carry could be carried by other modes of transport



However, railways...

- can convey wider range of freight types than pipelines
- are faster and more universally available than inland waterways
- offer greater carrying capacity and are cheaper than air transport
- can deliver higher capacity at lower external costs than road

[Exception is bulk shipping... but even that can be constrained by the availability of navigable waters]

Rail freight can also ...

- allow producers access to necessary inputs of raw material, intermediate goods at affordable cost
- contribute to economic integration
- deliver external benefits that are increasingly valued by policy-makers



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... people?!...

gailweagpeople



Key policy issues

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- Idethidypaindtorsesture plast that dynampy and a south the varitation in e
- dodenstabdrthersmarkelmenblaterestors (competitors) to pitch the right price
- sectarece lesseled /plagented log ping heiladiora se an policy sintegration/coordination
- alavia size that at a the second se
- link railway to logistics requirements

Need to adopt practical policies supporting more effective railways







Do they talk?

... people?!...

- identify market(s) and develop customer-tailored services/products
 create "market place" opportunities at which shippers can air their grievances
- identify and measure costs and keep an eve on the bottom-line - it's a social-media-infused "World... Don't sell and run-away! (Customers like to be talked to)
- understand the market and its actors (competitors) to pitch the right price build trust to influence mindsets and perception
- specialize south sales people so they know the Busikets particulars of shippers
- downsized staff... with better salaries reflecting higher skills
- link railway to lo

Create an image that shippers want to be seen to associate with



... people?!...



...where is the next generation?

- customers are vital to railway organizations of shippers can air their grievances
 - "it's a social-media-infused" world... Don't sell and run-away! Customers like to be talked to
- in some countries a third of the workforce will retire in the next ten years
- build trust to influence mindsets and perception
- _ attracting tand retaining a provide know the business particulars of shippers ... before much of the inherited knowledge goes into retirement
- how to harness the

Create an image that shippers want to be seen to associate with

Partner with universities (UIC Railway Global Executive MBA course)



Sopeo#teke-away" remarks

Do we have people?



...where is the next generation?

become more shipper-friendly and customer-focused

Marketing is not just about taking wagon orders and handling complaints

 customers are vital to railway organizations

get close to customers, ... so are their own people

in sound exatantial she it thirds in fetre work force will retire in the next ten years

assess their needs,

attracting (and retaining) young people determine whether these needs are a botentiantish of the inherited knowledge goes into retirement

match product to customer, how to harness the "glamour" factor that aeronautics or aerospace have harnessed?

• Understand supply chain (customer's logistics)

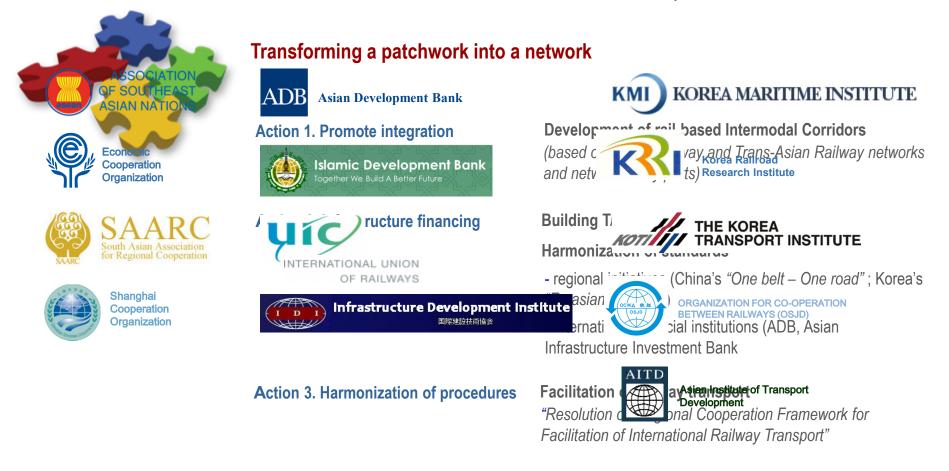
connect with	ubs and logistics centres Partner with universiti	ies
partner (more	than compete) with other modes(UIC Railway Global Executive MBA cours	se)





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ESOAP is a future direction of work





Ministerial Conference on Transport, 3rd session (last quarter of 2016)







Th@nk you

www. unescap.org/our-work/transport