



OPENING SPEECH

Dean Herenda
EasyWay Chairman

EasyWay Annual Forum 2010 - Lisbon

Lagoas Park Hotel, 16, 17 e 18 November 2010



Minister Mendonça,

Representatives of the European Commission,

Dear host,

Colleagues, friends and guests,

Let me also extend – as a 2010 Chairman of EasyWay - a warm welcome from the EasyWay community and to all of you who will be with us for the next three days.

The Annual Forum in Lisbon is the third one following the ones of Taormina's in 2008 and Vienna 2009.

Annual Forums have proven to be important to present achievements, results of activities within EasyWay but also to all those outside EasyWay who have helped us and contributed to the ITS deployment success.

Because EasyWay is a programme for deployment of Europe-wide ITS systems and services on TEN T Roads and their interfaces with urban areas and other modes of transport we are all aware that this is possible only in the positive environments of cooperation for internationally harmonized services.

The Annual Forums is where this cooperation and good spirit gets the most visible.



As you know EasyWay is driven by the national road authorities of the 27 Member States who participate either as partners or as observers with a full support and contribution of road operators and associated partners.

The main strength of the programme is that it provides a unique platform where Member States can cooperate intensively on the development of European ITS services across Europe.

The programme also works in an open consultation and close cooperation with other key stakeholders in mobility including road authorities, associations, the automotive industry, telecom operators, standardization bodies as well as other service providers and public transport stakeholders.

As a chairman of the EasyWay Steering Committee, I am happy to inform you here also of the fact that negotiations for the continuation of the EasyWay programme between EasyWay and the European Services have been positively concluded. We are now positive to receive the decision for EasyWay phase II sometime before Christmas 2010.

My mandate as a chairman will end by the end of this year and I am happy that this year – with its moments of darkness and doubts but also good will and devotion - will be crowned with positive achievements.

This continuation of the EasyWay programme to the phase II (2011-2012) and hopefully phase III (2013-14) will allow us to further develop



and deploy harmonized ITS systems and services across the TEN-T roads in Europe and wider.

Between the first and second phase of the programme EasyWay has discussed internally and also with the European Services about some necessarily adjustments and changes in terms of governance and communication for a better transparency and definition of outcomes. We have produced a strategy and action plan which is in line with the still fresh ITS directive and the ITS Action Plan. These documents are the frameworks of our activities where roles and responsibilities and foreseen results are closely defined.

We are extremely proud that parts of these documents will also be included in the decision for EasyWay Phase 2.

To finish I wish you a pleasant stay and hope to have open minds and discussions about bringing even more intelligence in the transport of tomorrow.

Thank You.