

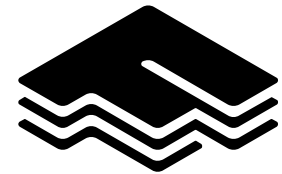


Enabling efficient and safe multimodal logistics with data and traffic management services

Pia Julin, Fintraffic
Digilog 22.11.2023



**We are forerunners in digital know-how,
but there is still a lot we can do
in utilizing data**
to improve cost-competitiveness



We have huge logistic costs in Finland

The distances are long

We are far away from the target markets

Labour costs are above average European level

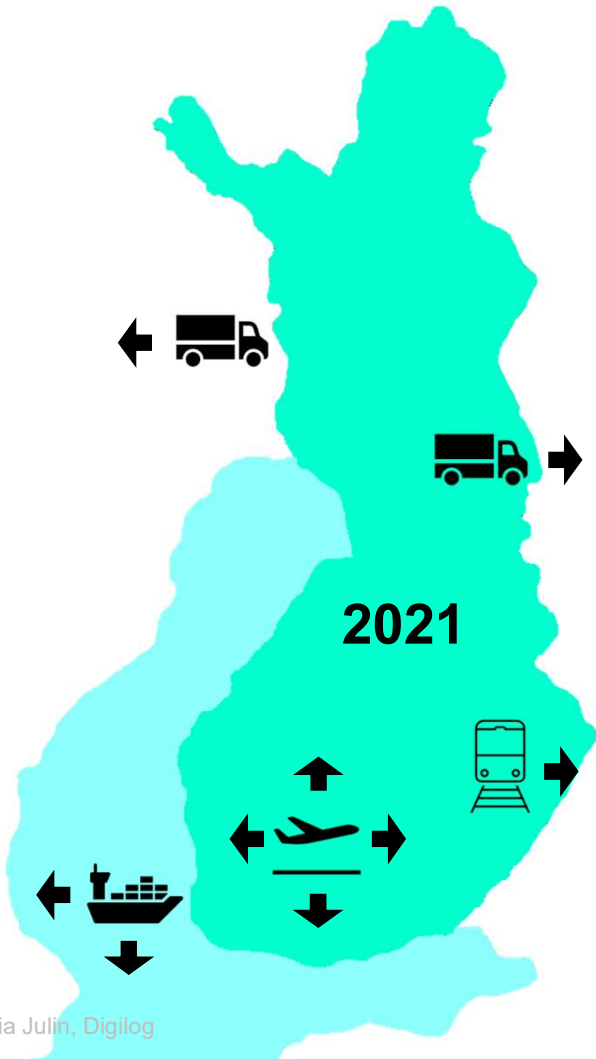
12%

Costs in relation to GDP



The importance of digitalizing logistics is not yet recognized!

The challenging global situation is not making things easier



We are facing multiple challenges

- ❑ **Climate crisis** The need to lower emissions and to prepare for extreme weather conditions increases costs
- ❑ **Economy's recession** is weighing down in particular the volume of freight transport in traffic
- ❑ **Challenges in supply chains** increase logistics costs and lengthen delivery times
- ❑ **Lack of expertise** in the future

Finnish Technology Industry reports 11/2023:

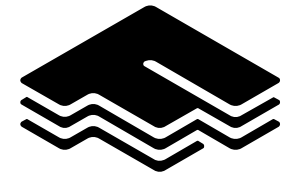
Outlook for exports has darkened

The monetary value of new orders received by technology industry companies in the July–September period was **24 per cent lower** than in the previous quarter and **30 per cent lower year-on-year**.

Picture: Helsingin Sanomat



Many possibilities are still at our reach



New innovations change the way we operate



Digitalization of Traffic is an effective tool in building sustainability and productivity

Digitalization offers a unique possibility to:

- create better and equal traffic and logistic services for customers
- build a more effective traffic system, cut down traffic related costs for companies and households and to cut down emissions
- create growth to the industry, to support Finland's competitiveness
- enhance international accessibility

70%

Growth forecast for Global traffic market by 2030

13%

of companies' and households' money is spent on logistic and traffic costs

20%

of emission are caused by traffic. We need to cut the emissions to half by 2030

Sources: Traffic Industry's Programme for Sustainable Growth 2021-2023, University of Turku / Logistics Study 2020, Traficom, Statistics Finland

There is a lot of potential – let's not waste it!

Improving the efficiency of
travel and logistics
chains by

5 %
would lower



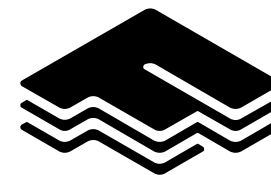
Households'
traffic costs*

600 ▼
million €

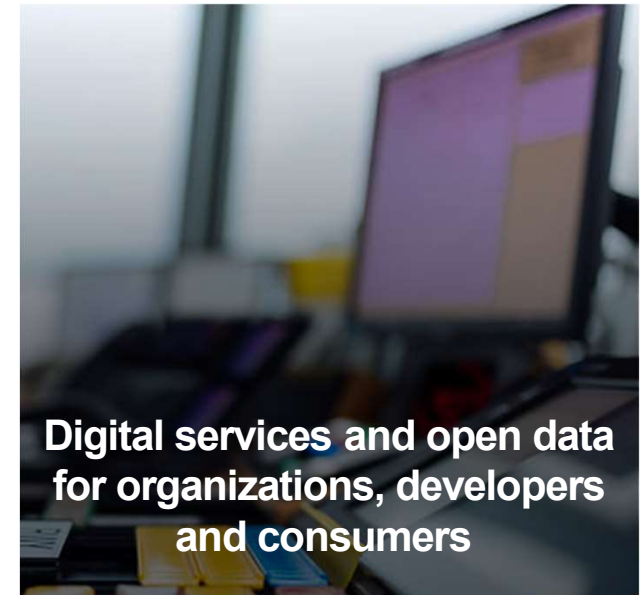
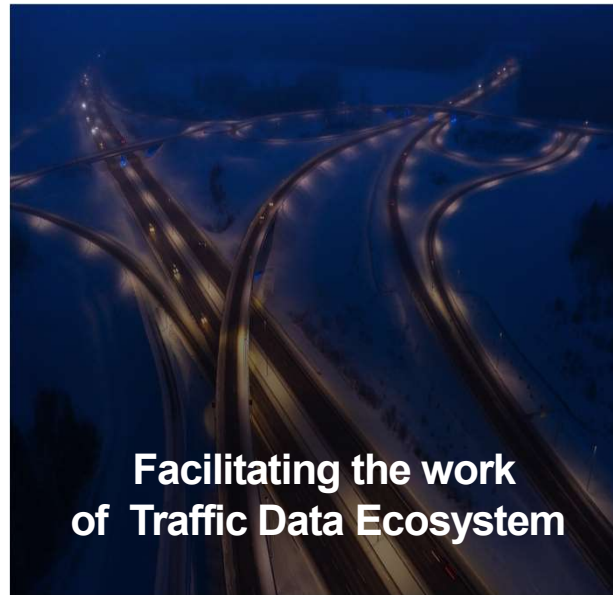
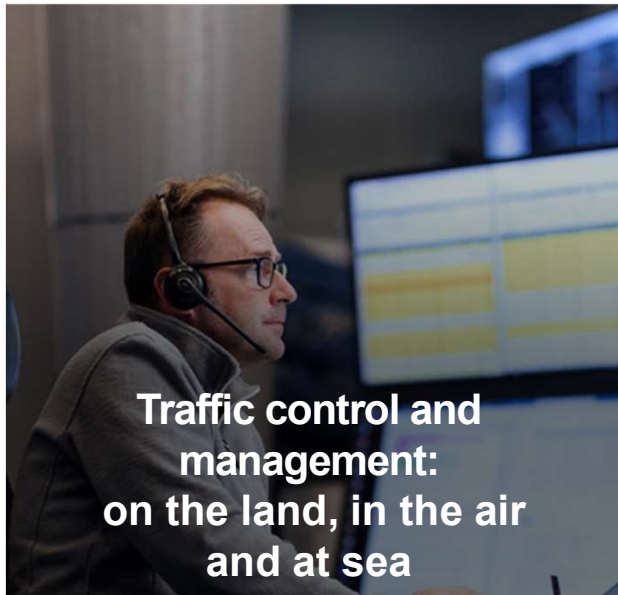
Companies'
costs

1,5 ▼
billion €

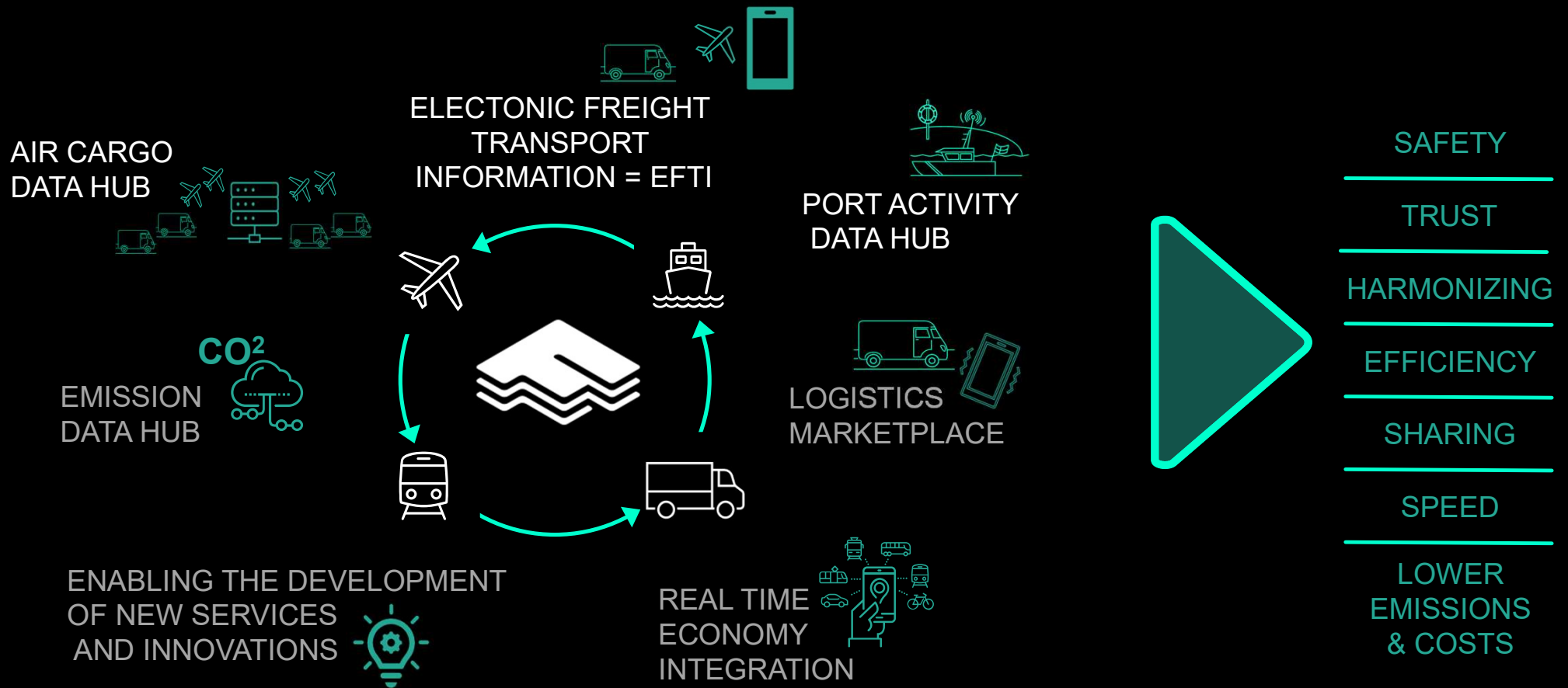
How can Fintraffic help?



Fintraffic's services support building a multimodal, global supply chain



Linked data generates more value than separate solutions



Already 190 leading mobility organizations are working together in Traffic Data Ecosystem

Traffic Data Ecosystem was founded in November 2021. It does not restrict competition. Anyone can join.

What we want to achieve with the help of digitalization:

- More efficiency to logistic chains
- Increase the attractiveness of public transport and travel chains
- Reduce emissions
- Speed up home market and grow export of services
- Create new business models and services
- Create growth



<https://www.fintraffic.fi/en/trafficecosystem>

23.11.2023 Pia Julin, Digilog

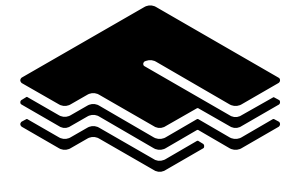
Co-operation and utilizing linked data is more important than ever!

Share your data

Bring us ideas how to improve data

Bring us new use cases

Participate actively to our data ecosystem



Thank you

Let's make an effect!

