

Ladies and gentlemen!

We are now approaching the end of the congress part of this ASECAP Study and Information Days. The events still ahead of us are the gala dinner tonight and the technical tour tomorrow. I will provide some practical information on those events before I complete my remarks.

The gala dinner will be here at Plaza hotel 19.30. I hope to see all of you there. Tomorrow the technical tour will depart at 10:00 o'clock. The technical tour will visit 4 of the wonders of Oslo: firstly the new Bjørvika tunnel below the Oslo fjord, then the Vigeland sculptures park, the Holmenkollen ski jump and finally the new opera. This should give you a picture of Oslo as a city well connected to both the sea and to nature: The blue and the green, the city in between.

If you have registered for the technical tour, and you do not intend to participate, please inform us at the desk outside. And if you want to join without having registered, please inform us also, and we will check if we have additional spaces available.

Looking back at the two days here, it is impossible to summarize all the sessions in five minutes, but there are a couple of things to reflect on. Without going into any details, a couple of important principles - or important attitudes – have been mentioned.

As the last speaker yesterday afternoon, Klaus Schierhackl tried to keep us awake with a couple of provoking statements. You remember that he did not give the CESARE III and IV projects a nice, smiling smiley. If we use directly implemented solutions as the measurement for success, then he was right. CESARE has not brought any solutions for our customers, not yet. The conceptual work performed in CESARE, but also in other projects like RCI and MEDIA, has nevertheless been important to improve our understanding of the questions we are facing, and to provide some answers to these questions. On the other hand, it is time to move from the concept work into practical solutions.

And this is the first of the three attitudes I would like to emphasize.

“Just try it”. The interoperability initiatives between France and Spain presented yesterday sounds like a good example to me. Several initiatives have been implemented, and I am pretty sure that the final result will be the complete interoperability for the French and Spanish toll road networks.

We have to recognize that implementing a 50% solution is better than planning a 100% solution, which never goes beyond the desktop level. Quality is nevertheless required. The 50% solution must be implemented with high quality, so that it can be accepted in practical life. We have tried in Scandinavia, and we have the Easygo service working very well. We have a business case in operation.

And here we are at the second attitude:

“User-friendly solutions”. Keep focus on user-friendly solutions which are accepted by our customers. As I said in my opening statement yesterday, we must ensure a high level of user acceptance for tolling as the best way to finance road infrastructures. This will again strengthen the political acceptance.

In 2008 we introduced a new billing system here in Oslo. The system principally worked well, from a technical point of view. It was mainly a pre-paid approach, and the customers had difficulties to understand the bills we sent them. The result was a massive load on our customer service department. We had to change and simplify the billing in order to handle the situation. Now we have a post-paid billing system which is highly accepted by the users and the number of questions has been reduced to a minimum. This was really a lesson learned for us.

The third and final attitude, that I will mention, was brought forward by Eva Tzoneva in her presentation yesterday.

“The secret is to talk to each other”. She said that nobody has all the answers to the questions we have raised during these two days. I certainly agree. And in my opinion Eva gave us the best answer to many of the questions: “The secret is to talk to each other”. If we follow this approach we have a very good chance of getting the answers needed.

What will you do when you return to your office? Will you be busy processing all the e-mails you have received? Will you water the suffering flowers in your office? Whatever routine tasks you have to perform, please try to do something for the future also.

- Schedule a meeting with persons that can provide a bit of the answers to the open questions.
- If you are not updated on the main reasons for customer complaints, talk to your customer service experts.
- Take the initiative to implement a new solution! If you are not in the position to take that decision yourselves, tell your boss about your good ideas from this conference.

Then maybe your boss will approve your participation next year in Brussels. The first preparations for Brussels are starting already. There is a lot of work behind a conference like this. And in this context I want to use the opportunity to thank my colleagues in the organizing committee for the good work they have done. Together with the ASECAP staff from Brussels:

- Carole Defosse
- Severine Puissant prison
- Eric Cuaz

and

- Rene Moser

Working together with the external organizing company, technicians and interpreters, you have all done a very good job before and during this conference. Thank you very much!

Please join me in a round of applause for them!

My best thanks also to all the speakers who have shared information, thoughts and ideas with us. I hope that you have enjoyed the 38th ASECAP Study and Information Days so far, it is our pleasure having you as our guests here.

Soon Kalistratos Dionellis will present the 2011 ASECAP Study and Information Days in Brussels. I want to be there next year, because as you remember:

“The secret is to talk to each other”.

Thank you for your kind attention.