



TelematicsConferenceSEEurope

Belgrade, 29 September 2011

# The future of telematics in SE Europe is bright – and green

## SE EUROPE IN NUMBERS

**157** million people  
(including Turkey)

**11** million commercial  
vehicles

over **200** telematics  
solutions providers

At the end of September, more than 50 professionals and business people gathered in Belgrade for the first Telematics Conference SEEurope, which was intended to connect businesses and other organisations from Southeast Europe that are involved in telematics, logistics and transport. The event, which was organised by the Slovenian company Ergo Institute, presented the key trends in the rapidly growing industry, trends which predict a very bright future indeed. So-called green telematics solutions were particularly highlighted, for example systems for tracking and managing vehi-

cles that help to save fuel and reduce greenhouse gas emissions, thus contributing to environmental preservation.

This topic was addressed at the conference by Jaap Groot, the Sales Director for Europe at the international MiX Telematics company, which has already equipped 800 thousand vehicles with the tracking systems. Commercial vehicles contribute greatly to global CO<sub>2</sub> emissions (according to some estimates, the share created by transport is 17 percent – including boats and airplanes), therefore it is extremely important how they are managed. As explained by Groot, harsh acceleration and



**More than 50 company representatives** were present at the first regional conference on telematics, which links together Southeast Europe.

braking, excessive idling, over-revving and over-speeding are the main factors that increase fuel consumption. With the vehicle tracking systems, we can monitor the driving style much more effectively and thus come closer to achieving so-called eco-driving, which minimises fuel consumption and CO<sub>2</sub> emissions. This is also very important from a financial perspective, as the owners and managers of the transport fleets can, by changing the habits of drivers through the use of monitoring technology, considerably reduce costs and “squeeze out” each and every drop of potential from their transport vehicles.

Another speaker on the topic was

Klemen Jamšek from the Slovenian company CVS Mobile, which is also increasingly focused on green telematics. In his presentation, he explained that by installing and properly utilising telematics systems, we could save fuel consumption by up to 10 percent and reduce greenhouse gas emissions by approximately the same percentage.

**How will we be driving in the future?**

Innovative entrepreneur Tjay Tjiok, the founder and director of the Dutch company Squarell Technology, had a look into the crystal ball at the conference and tried to predict the future of telematics. According to him, we are

only at the beginning stages with the tracking systems, which were designed primarily to monitor vehicles and drivers, and further attempts to increase the efficiency of rolling stock have already ventured deeply into so-called fleet management 3.0, which mainly stress sustainable development. This can be achieved, for example, by optimising routes, through full utilisation of vehicles and fuel and also through (re)education of drivers, teaching them to make better use of the telematics systems.

Tjiok emphasised that all of this can be guaranteed only through precise measurement and analysis of the numerous variables that the



**Edvard Kraševac, Ergo Institute:** “There are 9 million bicycles in Beijing ...” Yes, but also 11 million commercial vehicles in SE Europe!



**Petar Maksimović, Info Team,** presented issues and particularities with digital maps and navigation in Serbia and Montenegro.



**Boris Belamarić, Telefon,** spoke about the specifics related to producers of vehicle tracking equipment in Croatia.



**Andrius Rupsys, Ruptela,** presented their most recent telematics solutions that have already been installed into vehicles.

electronic systems in vehicles monitor during driving (fuel consumption, engine speed, braking, stops ...). How can users identify which factors are more or less important in terms of economical and eco driving? This is very difficult using only one's mental abilities. Coming in to assist are the systems for tracking and for data analysis that not only show individual variables but also calculate the best combination of them. According to Tjiook, such systems that can advise us regarding how to drive more economically and safely can reduce fuel costs by 5 to 15 percent. "It's no wonder that fleet management 3.0 is becoming the

standard," explained Tjiook, and he added that carriers must start considering use of the system now.

Andrius Rupsys, Director of the Lithuanian company Ruptela, agreed with Tjiook and in his own presentation presented innovative solutions that have been developed by his company and have already been installed into vehicles.

State-of-the-art systems for tracking and management of fleets were also presented by Paula Green, a representative of the Cellocator Division of the Israeli company Pointer Telo-

### 11 million commercial vehicles in South East Europe

The Belgrade conference also focused on the local specifics of South East Europe and presented the first comprehensive study regarding commercial vehicles and tracking systems in the region, which stretches from Slovenia to Greece (Turkey is also classified among them). According to Edvard Kraševc, who cooperated with the Ergo Institute in creating the research, there are around 11 million commercial vehicles in the region, but only around 200 thousand are equipped with tracking systems. That of course means that the potential for development is very high. According to current predic-



**Tjay Tjiook, Squarell Technology,** predicted what will be the future of telematics like.



**Paula Green, Cellocator Division Pointer Telo-cation,** presented their state-of-the-art systems for tracking and fleets management.



**Klemen Jamšek, CVS Mobile:** "Through the use of telematics systems, we can squeeze an additional 10 percent of efficiency out of vehicles."



**Jaap Groot, MiX Telematics,** explained how we can approach eco-driving through the use of tracking systems.



**The guests of roundtable explained that drivers often attempt to outsmart the tracking devices using very innovative methods.**

tions, the number of equipped vehicles will increase by 9–10 percent annually, which is slightly less than in EU countries, where the growth is expected at 20 percent annually.

Petar Maksimović, Director of the Serbian company Info Team, which produces maps for navigation equipment primarily for the regions of Serbia and Montenegro, spoke regarding the local characteristics that are derived from the political-economic situation as well as geographical location of South East Europe. Boris Belamarić from the Croatian company Telefon spoke about the specifics related to producers of vehicle tracking equipment.

**Who'll be the winner – the rivalry between operators and drivers**

At the roundtable discussion that signified the end of the official part of the conference, Jaap Groot from MiX Telematics, Tjay Tjiook from Squarell Technology, Edvard Kraševac from the Ergo Institute and Sašo Vučko from the Nastran company, who acted as a representative of service users, all shared

their perspectives. The guests agreed that the vehicle tracking technologies that were presented at the conference are extremely sophisticated, and that important factors that must now be further examined are the human aspects of the use of telematics systems. In each and every vehicle, there will always be a driver who takes into account the advice of the electronic devices – or chooses not to. On top of that, the roundtable participants also agreed that drivers often attempt to outsmart the de-

vices using very innovative methods. Between fleet managers and commercial vehicle drivers, who are under the watchful eye of the telematics system while driving, there is a kind of “arms race” taking place in which each side tries to develop ways to circumvent their “enemy”. The round table discussion ended with the conclusion that vehicle tracking systems are something that we are certainly going to have to get used to, as so-called green driving will become established practice through regulations and standards. Both EU and national directives will increasingly emphasise the transition to a low carbon society and telematics systems will be an indispensable element.

At the final presentation of the event, at which speakers and many exhibitors made presentations, Conference Director Alenka Bežjak informed all present that next year’s Telematics Conference SEEurope will be held in Slovenia on 27 September 2012. The conference will “circulate” among the nations and regions and thus link together South East Europe.



**Debates on current trends in telematics continued during the networking in the evening.**



The conference gives an excellent opportunity for exhibitors to present their products.



Discussions about further cooperation took place during coffee breaks in exhibition room.

GOLD SPONSOR



COFFEE BREAK SPONSOR



TRANSLATION SPONSOR



EXHIBITORS



Cellocator Division  
Pointer Telocation Ltd.



MEDIA PARTNERS

