



ESCAP-UIC seminar on facilitation and costing of railway services

Bangkok, 9 to 11 December 2015

Building a strong railway sector *... It's all about people*

Before we start...

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

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

Before we start...

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

Rail freight also...



- *allows producers access to necessary inputs of raw material, intermediate goods at affordable cost*
- *allows producers to send products to markets*
- *contribute to economic integration*
- *delivers external benefits that are increasingly valued by policy-makers*

... people?!...

government people



Key policy issues (*governments*)

- *make rail freight a business in a fast-moving, fast-evolving economic world*
- *let the private sector play (not synonymous with privatization)*
- *don't let borders become barriers*
- *secure a leveled playing field through increased policy integration/coordination*
- *avoid contradictory policies*

Need to adopt practical policies supporting more effective railways

... people?!...

railway people



Key policy issues

- *identify market(s) and develop customer-tailored services/products*
- *identify and measure costs and keep an eye on the bottom-line*
- *understand the market and its actors (competitors) to pitch the right price*
- *secure a leveled playing field through increased policy integration/coordination*
- *enhance assets / use technology in relation to markets*
- *downsized staff... with better salaries reflecting higher skills*
- *link railway to logistics requirements*

Need to adopt practical policies supporting more effective railways



railway people and shippers



create "market place" opportunities at which shippers can air their grievances

"s a social-media-infused" world... Don't sell and run-away!

Customers like to be talked to

Build trust to influence mindsets and perception

Specialize your sales people so they know the business particulars of shippers

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

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_3703

