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Asia: Sarah, Steven, Rania and Victor

South Asia

Europe: Coline, Vincent and Adèle

North America

South America: Raphael, Paul and Erfan

**Australia: Lucas, Yann, Thomas and Seydi**

There is not so much traffic because of the low population density. Most freight transport is handled by trucks (UK lorries).

The rail network is not so developed.

Every household has a car, because the level of income is high.

The north of the country is close to Asia and so receives goods and ships them to the rest of the country.

Asia: the continent is vast.

Japan and South Korea lead in quality.

Japan's road network is designed to withstand earthquakes and typhoons. It is also a mountainous country.

In S Korea the toll system is very efficient.

Road transport is important in China, with a network of over 5 million km.

In 2013, China launched the Belt and Road Initiative (BRI) to strengthen links to Asia and Africa.

India has one of the largest networks in the world, with 6.6 million km of road.

The government is now investing in more modern roads.

Central Asia lies between China and Europe and plays a key role in freight that is not sent by sea. Most of this freight passes through Kazakhstan. The BRI and the EU are funding infrastructure improvements.

Africa: road is the most important part of transport in Africa, handling more than 80% of freight and passenger transport.

The continent has 2.8 million km of road, but only a quarter is paved.

This makes access to markets difficult, especially in the rainy season.

The African Union and the African Development Bank are supporting the development of transport corridors. Road safety is a major concern.

South America: 80% of cargo goes by road as well, with much taking the Pan-American highway.

Chile has a more modern network.  
Efforts have been made to deepen continental integration, both for passengers and freight.  
There is a project linking Argentina to Paraguay, etc.  
The best quality infrastructure is in Argentina.

Problems in the trucking profession:

<https://youtu.be/Xyq2963BIsI>

To be exhausted

To be frustrated, tired

Trucking is the backbone of US transport

It used to be one of the best-paid blue-collar jobs

But the industry was deregulated with the Motor Carrier Act of 1980, which abolished fixed rates.

Drivers often own their own rig (truck and trailer)

Now, trucks are called sweatshops on wheels.

I'm a claims' handler.

What are fuel-cell technologies in transport?

Has anybody ever seen a blue taxi in Paris. They work using hydrogen and a fuel cell. I believe fuel cells burn hydrogen to create electricity which is used to power the vehicle. The hydrogen is not burnt directly in the internal combustion engine (motor thermique ou à explosion).

Infrastructure is a bottleneck > un goulot d'étranglement

MENA region > Middle East North Africa

What is fleet management? Gestion de la flotte (ou du parc)

Digital freight-matching platforms – internet platforms that organise freight and transport coordination  
optimise routing: optimiser l'itinéraire

HGV – heavy goods vehicle

It's a nascent technology > une technologie naissante

Here are some of the most important current trends in road haulage (i.e., freight transport by road), especially relevant for Europe (and by extension markets you might work with). I'll keep it fairly concise (per your preference) but cover key dimensions: sustainability, technology, labour, business model & regulatory.

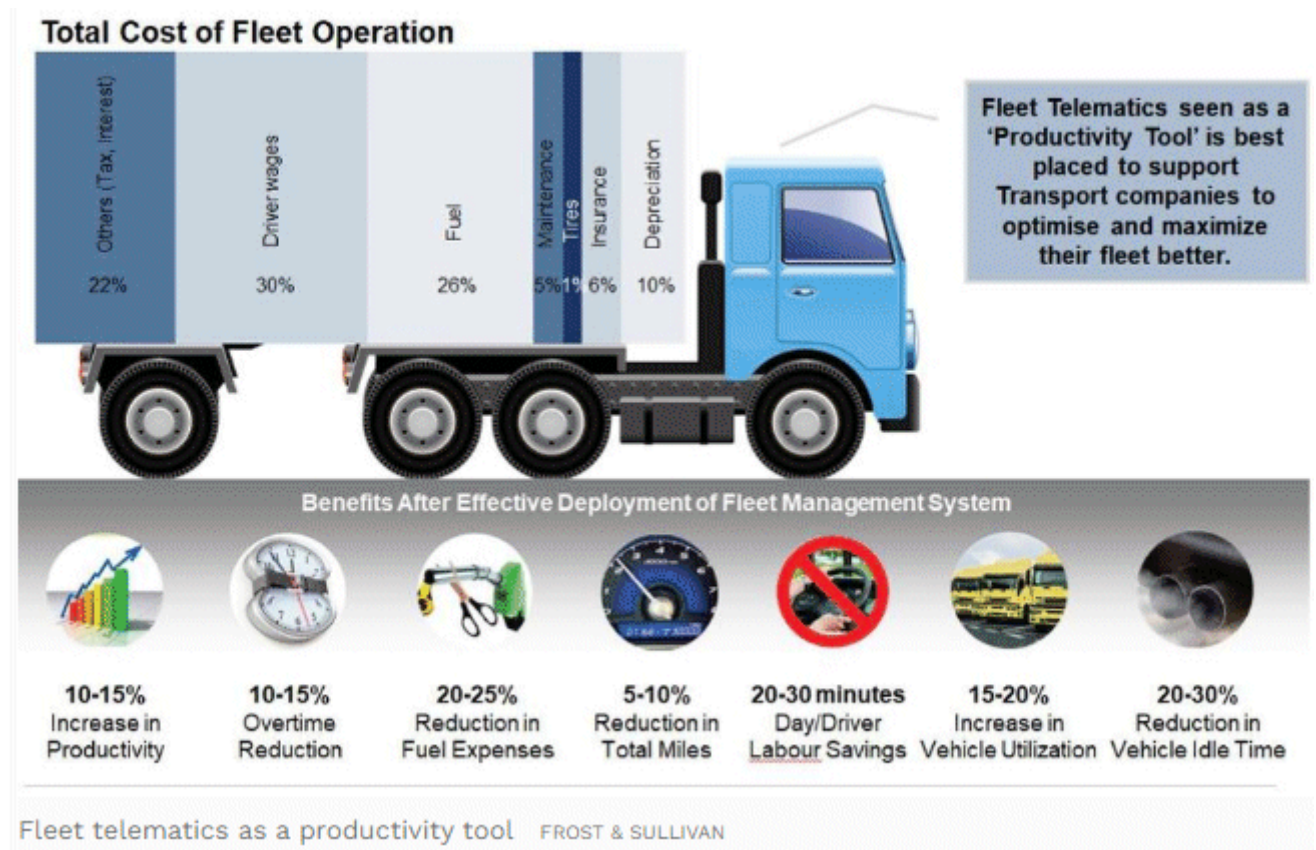
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## 1. Sustainability & decarbonisation

- A major push is underway to transition fleets from diesel to low- or zero-emission vehicles: electric, hydrogen, biofuels. ([Credence Research Inc.](#))
- Fuel efficiency remains a critical driver since fuel can account for a large share of cost. ([OMR Global](#))
- Decarbonisation is also being treated as a total cost of ownership (TCO) problem. A recent study shows zero/near-zero emission vehicles will become competitive as battery/FC technologies mature. ([arXiv](#))
- Infrastructure is a bottleneck (charging stations, hydrogen fuel stations) especially for heavy-haulage. For example, Germany is building a highway charging network for trucks. ([Reuters](#))
- For your consultancy lens: if you're advising or operating in (or connecting with) road haulage in the MENA/dubai region, you'll want to monitor how fleet electrification and alternative fuels will evolve locally.

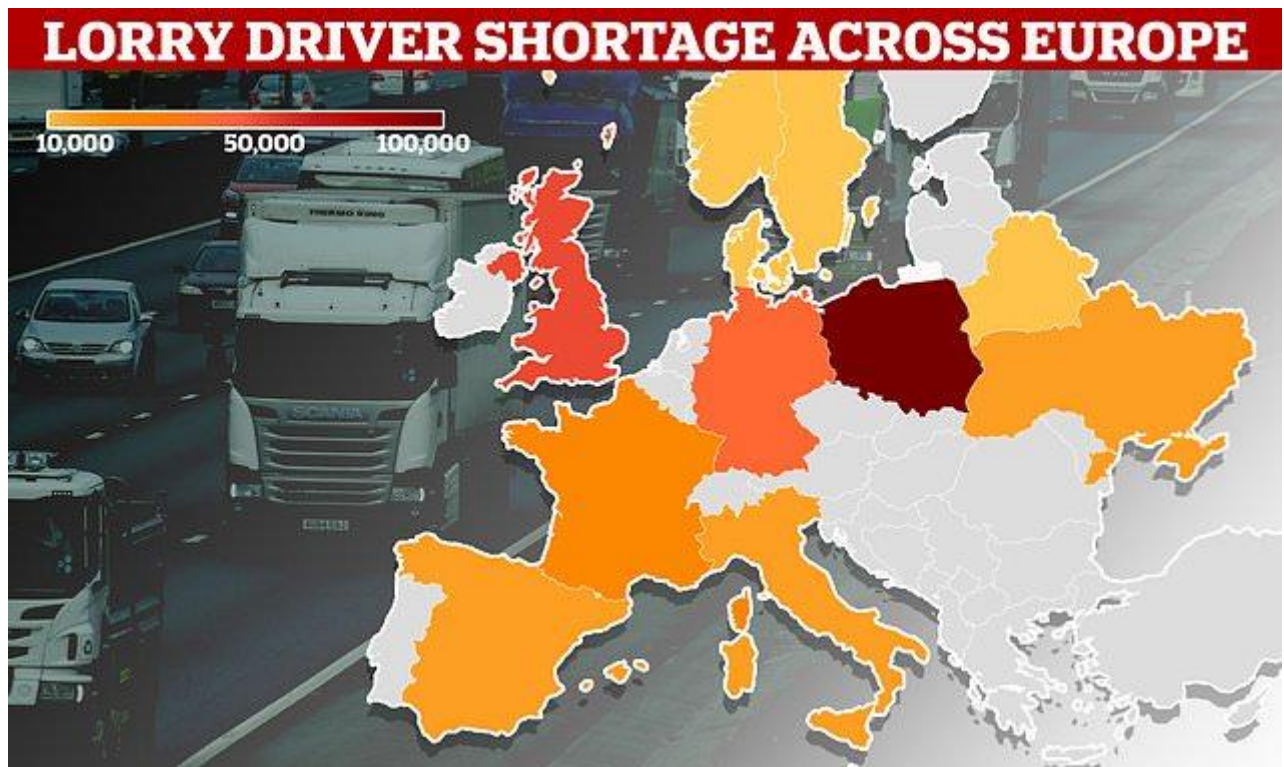
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## 2. Digitalisation & technology integration



- Telematics, IoT sensors, driver-behavior systems are increasingly standard. For instance, fleet management tech reduces fuel consumption and improves utilisation. ([Market Growth Reports](#))
- Digital freight-matching platforms (i.e., connecting shippers and carriers more efficiently, reducing empty miles) are growing strongly. ([Persistence Market Research](#))
- AI & route optimisation: algorithms using real-time traffic, weather, cargo data to optimise routing and reduce costs. ([StartUs Insights](#))
- The haulage industry is turning more “service-oriented” in terms of visibility: clients expect tracking, ETAs, real-time data.
- For your context: in a consultancy role you may advise haulage firms on digital readiness, using data analytics, selecting platforms, or integrating telematics with their operations.

### 3. Labour, driver shortage & changing workforce



Many markets face a shortage of drivers (especially HGV/long-haul). Retention, training and driver- wellbeing are becoming strategic issues. ([Trucking](#))

- At the same time, automation and autonomous technologies are being trialled (hub-to-hub autonomous trucks, ADAS systems). While full autonomy is still nascent, it's a strategic trend. ([StartUs Insights](#))
- For a haulage business, human factors (drivers as key assets) remain critical. For your work you might consider advising on driver recruitment/retention strategies, change management for new tech, etc.

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#### 4. Changing business models & supply-chain resilience


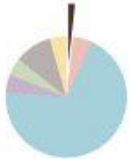

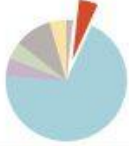
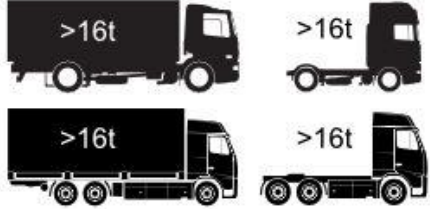

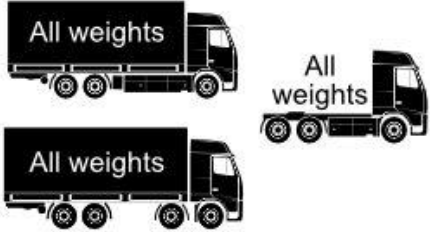
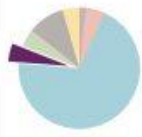

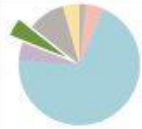

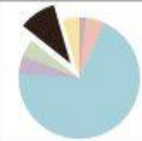



- Growth of e-commerce continues to drive road haulage demand, especially for smaller loads, frequent deliveries, last-mile/urban distribution. ([Market Research Future](#))
- Supply-chain disruptions (pandemic, geopolitical issues, border controls) have underscored the need for flexibility, regional sourcing, more agile logistics. ([Trucking](#))
- Urban logistics is becoming more complex: restrictions in city centres, low-emission zones, more use of smaller vehicles or micro-hubs.
- As a consultant you might look at how haulage firms reposition themselves (e.g., offering value-added services, specialising in urban distribution, partnering with 3PLs) and how the shift from pure carriage to full logistics solutions proceeds.

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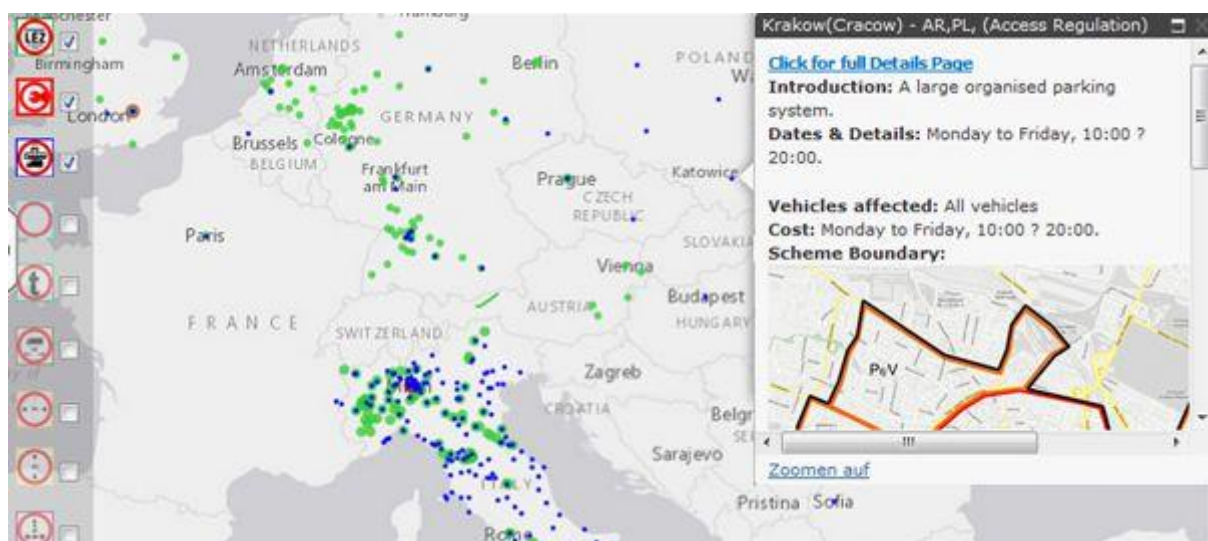
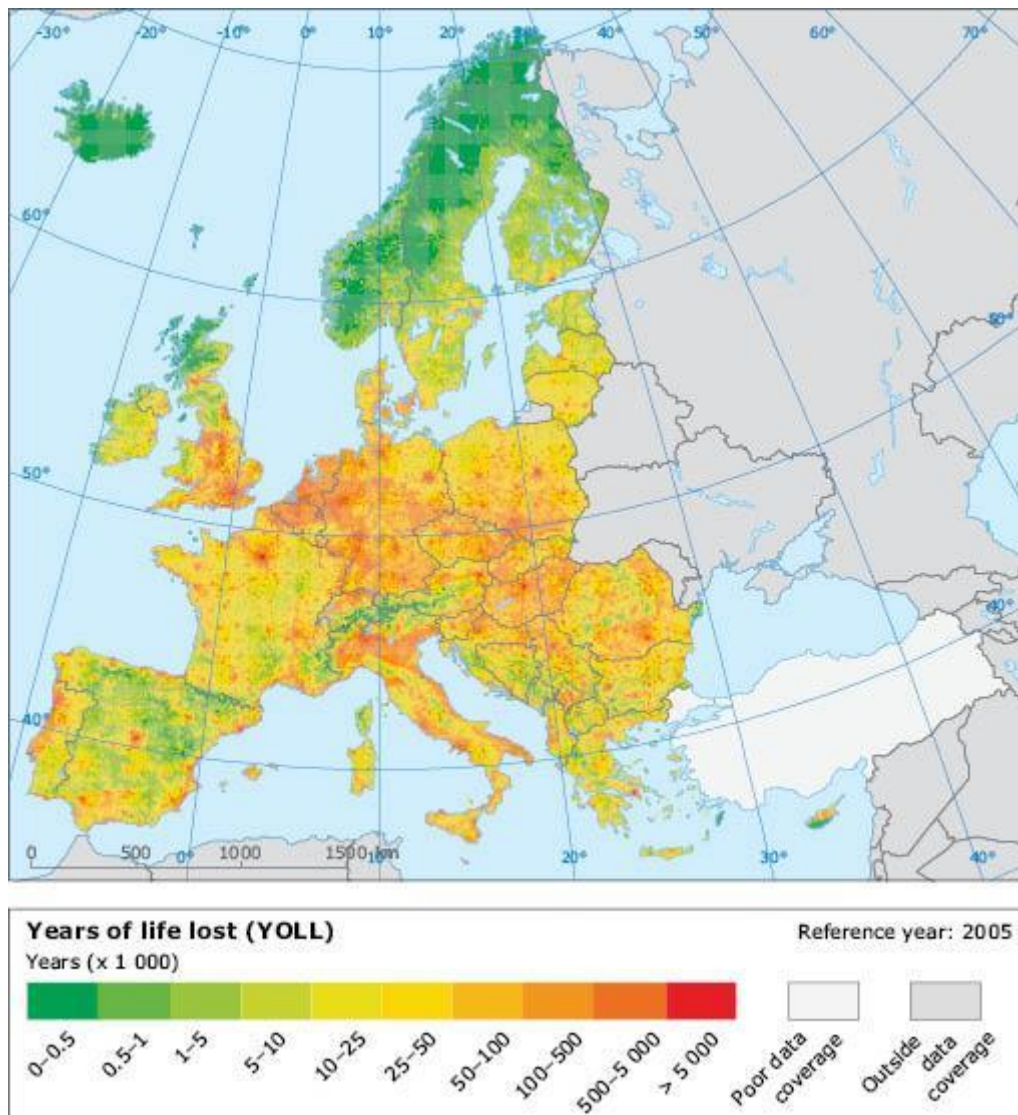
#### 5. Regulatory & compliance pressures





Reduction targets relative to baseline	2025	2030	2035	2040	Annual emissions share
	0%	43%	64%	90%	
	0%	43%	64%	90%	
<b>4x2 and 6x2 trucks</b> 	15%	43%	64%	90%	
<b>6x4 and 8x4 trucks</b> 	0%	43%	64%	90%	
	0%	43%	64%	90%	
	0%	100%	100%	100%	
	0%	15%	15%	15%	n.a.
	0%	7.5%	7.5%	7.5%	n.a.
Unregulated	0%	0%	0%	0%	





- Emissions regulations: e.g., new CO<sub>2</sub> targets for heavy duty vehicles in the EU are forcing fleets to modernise. ([Market Growth Reports](#))

- Urban regulations: low-emission zones, noise constraints, access restrictions for older vehicles.
- Digital requirements: tracking, driver-hours regulations, cross-border freight compliance.
- For your perspective: you may need to help haulage firms understand upcoming regulation in markets like the UK, Europe, Middle East and adapt their fleet strategy accordingly.

## 6. Infrastructure & cost pressures

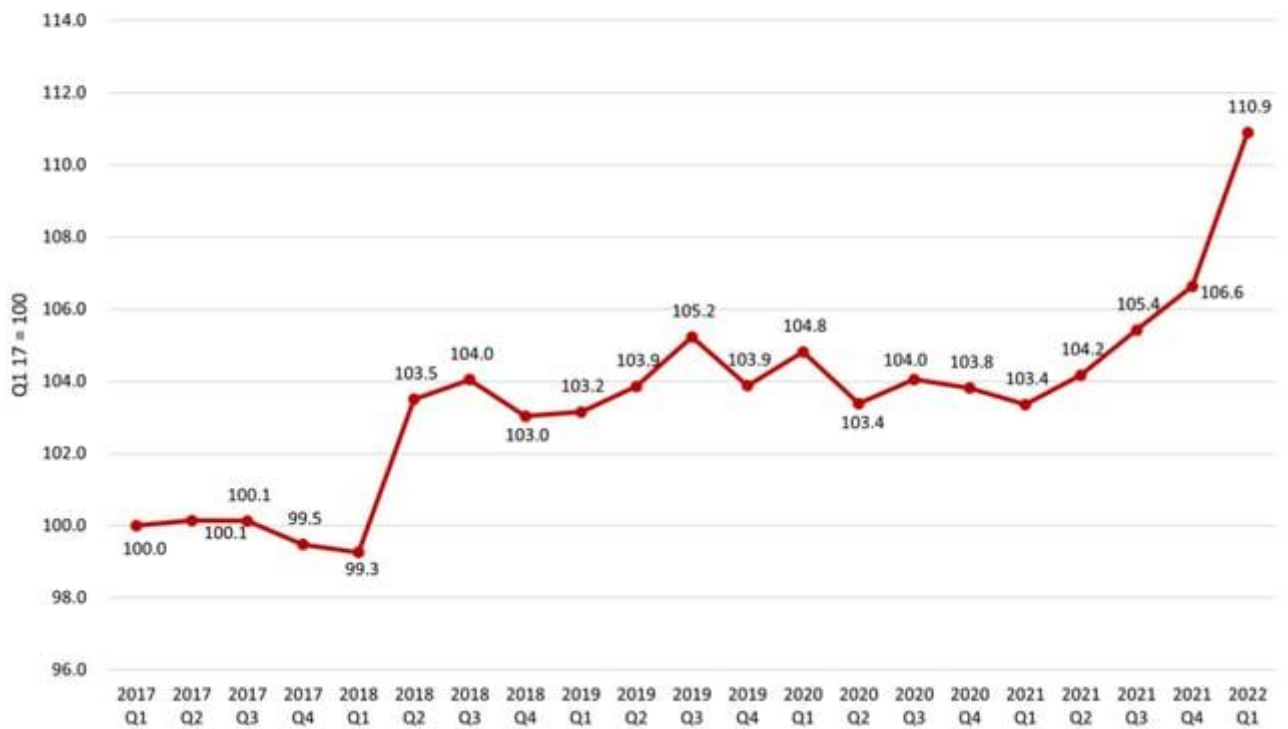




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## Ti x Upplý x IRU European road freight benchmark European road freight rates index, Q1-2022





- Infrastructure for new modes (electric, hydrogen) is still catching up; the cost of investment in fleet renewal is high.
  - Fuel costs and energy price volatility remain big cost drivers. ([Market Growth Reports](#))
  - Road infrastructure and freight corridors matter: improved roads, border crossings (especially post-Brexit in UK/Europe) are relevant for haulage efficiency.
  - In your consulting work: examine the investment implications, cash-flow models for fleet replacement, maintenance of older versus newer vehicles, and how infrastructure constraints (charging, hubs) impact operational decisions.
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## Implications & What to Watch

- If you're advising a haulage firm (or entering the market) you might ask:
    - What is the fleet's plan for transitioning to low-/zero-emission vehicles?
    - How mature is their digital stack (telematics, analytics, route optimisation)?
    - Do they have resilience in their supply-chain (multiple suppliers, regional hubs, flexible network)?
    - How are they positioned for urban/last-mile logistics versus long-haul?
    - Are they aware of regulatory changes (emissions, driver rules, city access) and infrastructure trends (charging, hydrogen)?
    - What is the total cost of ownership (TCO) of new tech/fleet vs older vehicles?
  - Given you are based in France, and planning consultancy (in Dubai or elsewhere), you might compare how these trends manifest in Europe vs Middle East: e.g., electric heavy-duty trucks may still be less widespread in MENA due to infrastructure, fuel costs, regulatory context — so there may be opportunity in advising how to leap-frog.
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If you like, I can **pull together a more detailed slide-deck** or **region-specific breakdown (Europe vs Middle East/North Africa)** of road haulage trends — would that be helpful?

Has anybody seen any good films lately?

**Which tenses are we using here?**

I have seen *L'Etranger*. This is present perfect, because the action took place at an unknown moment in the past, and creates a “states of being” a quality. Hawa has seen the film.

When did you see it?

*I saw it two weeks ago.* This is the past simple (called the preterit in French). Here the action took place at a clearly defined moment in the past. Note “ago” always situates an action in the past, and so must take the past simple.

Yesterday I went to the cinema/ I went to the movies to see *L'inconnu de la Grande Arche*.

It is about the architect of the Grande Arche. He was welcomed with open arms by the Parisian elite.

He quits the project because when the government changed, and Jacques Chirac became Prime Minister the budget was cut.

What is punch line?

Last week OR A week ago

I saw the *Wilding* by David Allen about a couple of farmers who decide to stop their activity to preserve nature: to make their land wild again.

The *Five Starters* a series on Netflix, part documentary.