

**4TH INTERNATIONAL CONFERENCE
FOR SUSTAINABLE MOBILITY
& IRF ANNUAL CONFERENCE**
6 OCT. 2022 MARRAKECH



IN DATA WE TRUST

OLGA GONZALEZ

Marketing Director, Valerann



International Road Federation
Fédération Routière Internationale
Federación Internacional de Carreteras

الطرق السيارة بالمغرب
Autoroutes du Maroc

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INDUSTRY CHALLENGES



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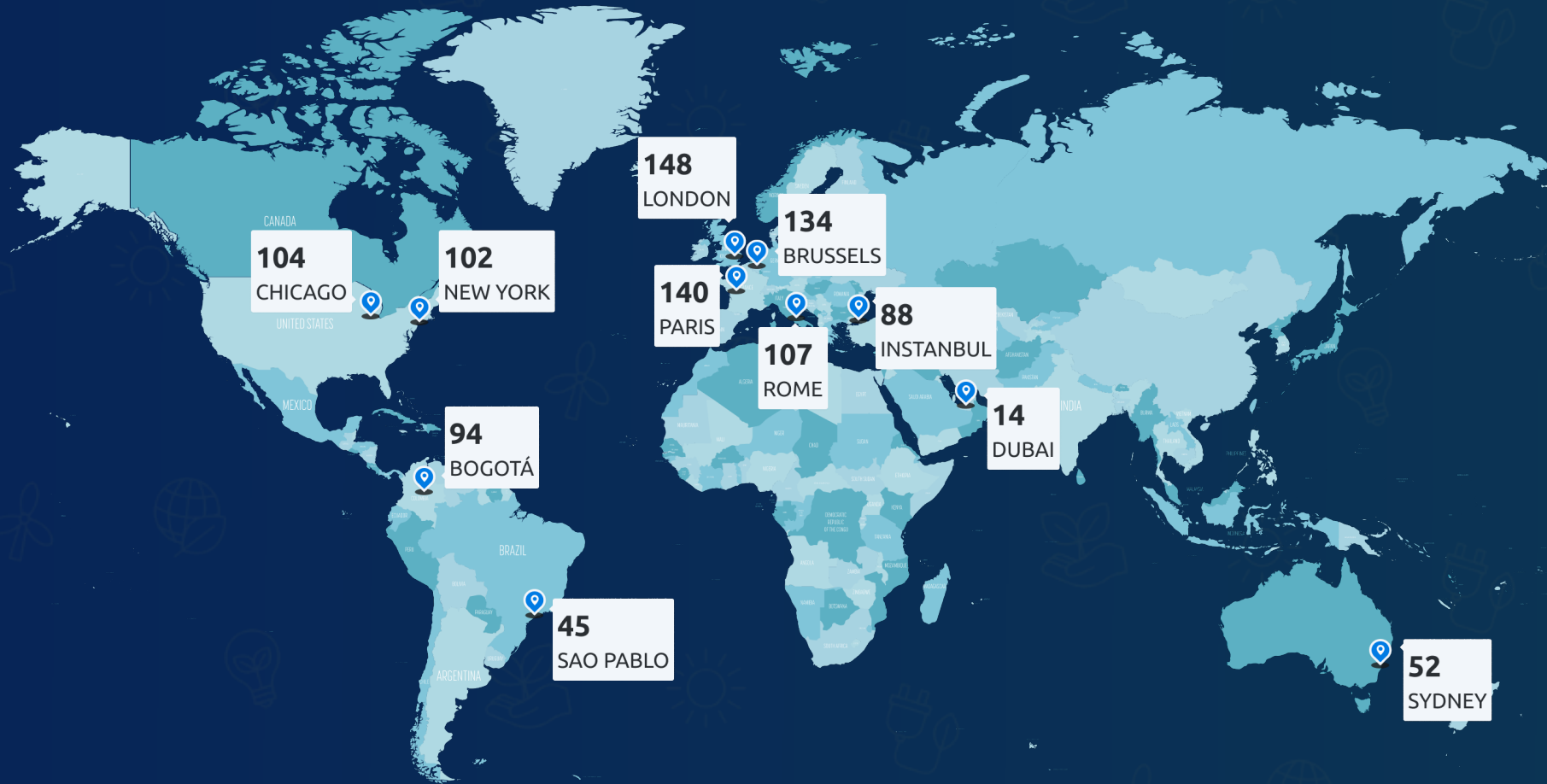
- Cost
- Safety
- Complexity
- Environment
- The unknown

HOURS LOST IN CONGESTION IN 2021



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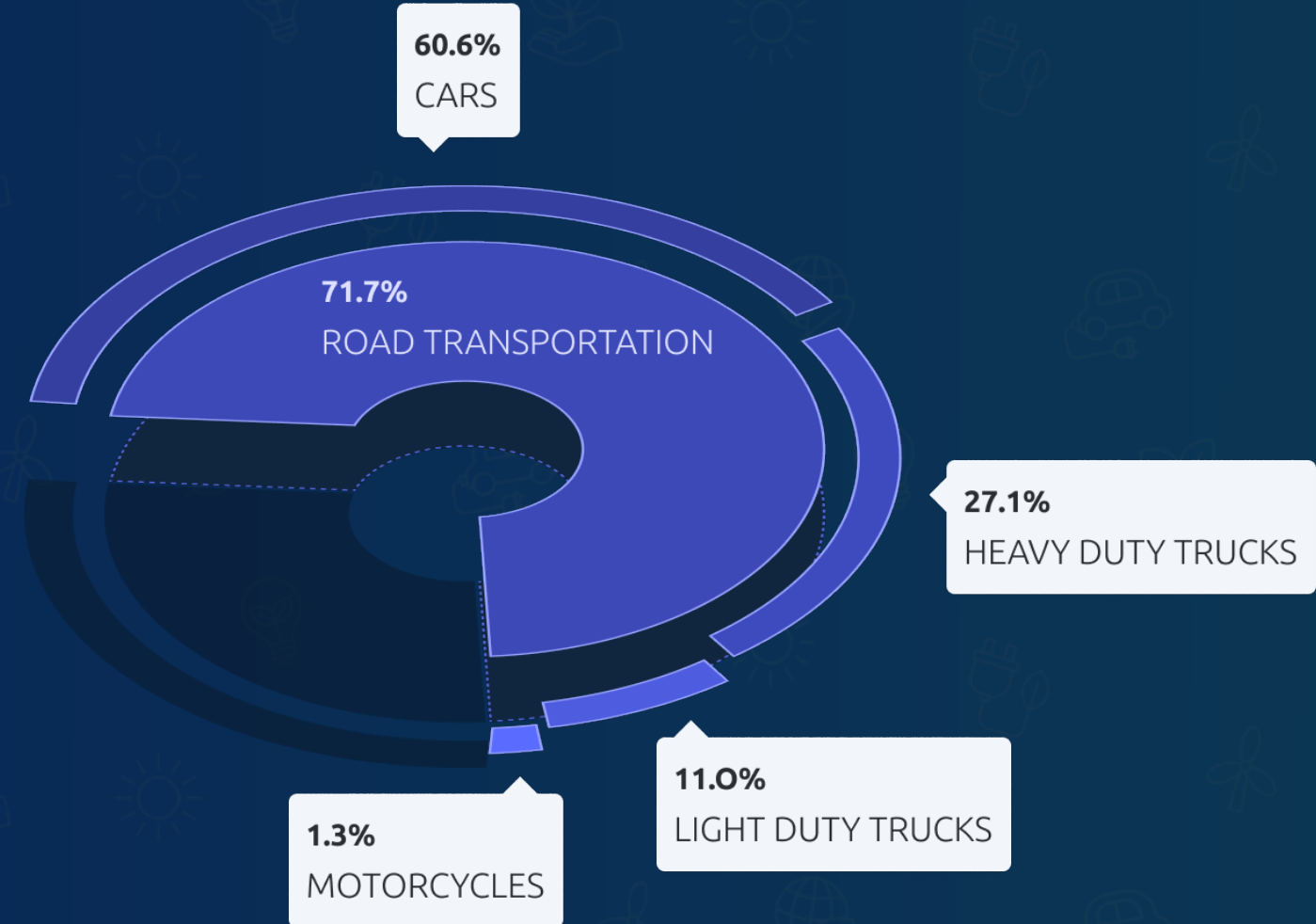




ROAD COLLISIONS COST ON AVERAGE

3%

of country GDP



DATA, MORE DATA, EVEN MORE DATA

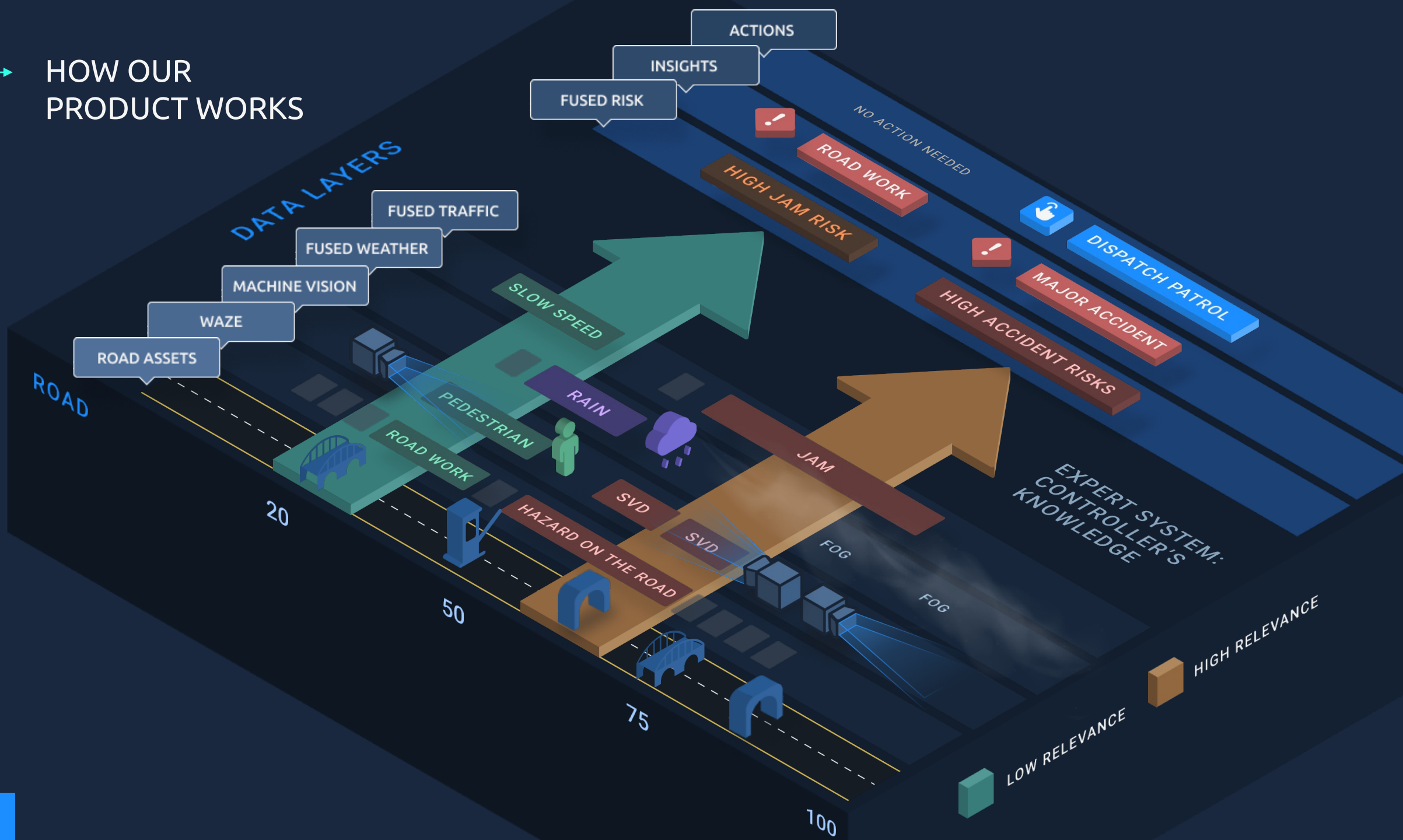


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→ HOW OUR PRODUCT WORKS





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THANK YOU!

OLGA GONZALEZ

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