



European Parking Association Statement of the 18th EPA Congress

The 18th EPA Congress, held in Rotterdam, showed a massive progress in professionalism of the European Parking Industry since the last Congress in Berlin, two years ago:

- Municipalities and public authorities are actively managing dynamic and static traffic
- Digitalization is no longer a “buzz-word” but has already arrived in all aspects of our business
- Parking is getting away from “brick & mortar” to new concepts and we will all have to adopt the business models developing with high speed.
- Standardization on payment structure (like the EPA-IPIPS) and on data exchange formats are available and should be adopted by our industry as soon as possible.
- EPA is taking over a proactive part in bringing industry into the necessary “flow”
- We have seen a tremendous variation and quality of presentations for the EPA Awards.

The congress has seen a huge number of highly professional presentations and concepts and recognizes that the key messages for the next future will be the following:

- The cooperation of local city authorities and the parking industry can perfectly work out, as we have seen on the example of our wonderful host-town Rotterdam.
- New technologies, like connecting intelligence in the vehicle and in the car park, electric vehicles and autonomous cars will define the future, but there is still a long way to go.
- Parking enforcement will be modernized and “decriminalized”. Funds will be well distributed.
- The race for the ownership of data, and use of data in the business, is going on in high speed.
- Parking Policies and management are getting more important for cities and local authorities
- Customer orientation must still be in the strong focus for our industry.
- Sustainable Mobility and Smart Cities will be some of the leading conditions for developing the parking business.

The EPA congress proved once more that the parking industry in Europe, in a rapidly changing world, made giant leaps towards professionalisation. Different regimes and policies are hindering a fast rollout of new technologies throughout Europe. These “walls” will have to be torn down to open the market and society for an exciting future.

“A lot of people in our industry haven't had very diverse experiences. So they don't have enough dots to connect, and they end up with very linear solutions without a broad perspective on the problem. The broader one's understanding of the human experience, the better design we will have.” (Steve Jobs)

Rotterdam, September 22, 2017