

INTELLIGENT TRANSPORT SYSTEMS (ITS)

AN OPPORTUNITY FOR NEW ZEALAND (NZ)

Intelligent transport systems (ITS) can provide solutions to societal problems such as congestion, improve environmental outcomes, and generate enormous commercial success for New Zealand businesses.

New Zealand is the perfect environment for developing and testing ITS solutions. Ranked 3rd in the world for creativity, 4th in highest renewable primary energy supply, 5th in Asia and Oceania for innovation, 6th in the world for contribution to science and technology and 9th in the world for being prepared for artificial intelligence, New Zealand has a unique platform from which to launch and strengthen an already emerging ITS sector.

New Zealand has a multi-billion dollar opportunity to develop new, high-tech businesses in ITS, with a vast potential global market for ITS products. The ITS landscape in New Zealand already has a number of projects underway. For example, work is currently under way on the design of an intelligent transportation system in Auckland, while Wellington just opened its first smart motorway. Products already produced here include GPS systems, drones, robotic port cranes, airport baggage handling systems and wireless charging technology.

While New Zealand has areas of comparative advantage and emerging solutions in the ITS space, these can be accelerated and exported to the world through focussed initiatives in key areas. The Intelligent Transport Systems Advisory Group, comprising 16 leading New Zealand organisations, has commissioned a report on how to remove investment barriers and capitalise on our comparative advantage to develop ITS further in our niche environment. Find the full report online under: www.businessnz.org.nz/resources/reports-and-publications/2018/businessnz-its-report

AIRWAYS



WHY YOU SHOULD GET INVOLVED...

NEW ZEALAND'S UNIQUE OPPORTUNITY TO DEVELOP AND EXPORT INTELLIGENT TRANSPORT SYSTEMS (ITS)

1
...just three ITS products could lead to a turnover of **\$1.5 billion** for local ITS suppliers per year in the **domestic & export markets**

2
...ITS will significantly **reduce road congestion** & **lower transport emissions**

3
...ITS can **improve efficiency** & **increase logistic productivity**

4
...ITS will help to make personal travel **greener** & **safer**

THERE IS A CALL FOR ACTION. WE NEED...

...A SHARPER GOVERNMENT FOCUS ON ITS,
...GREATER CO-ORDINATION BETWEEN GOVERNMENT AND BUSINESS,
...MORE R&D AND WIDER DATA SHARING,
...AN UP-SKILLING OF REGULATORS AND ALIGNING EDUCATION.

...TO ENCOURAGE GROWTH IN ITS