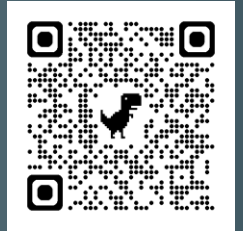


Cross-Border Ticketing



Making Seamless International Mobility
a Reality — Not Just a Vision

TTG London 2026 | Platform

Søren Sørensen

SFMCON — Smart Ticketing Consulting

Brede Dammen

Product Owner, National Journey Planner & Mobility — Entur AS



The Challenge: A Fragmented Continent

“Why can’t a traveller plan and buy a train journey from Oslo to Copenhagen in one go?”



Fragmented Planning

Different apps for every country and operator. No single view of your journey.



No Cross-Border Tickets

You can see the route, but can’t buy one ticket. Multiple bookings, currencies, languages.



Flying Is Easier

Book a flight anywhere in seconds. Sustainable ground travel? Still a puzzle.



Nordic
Innovation



NEMU: Nordic Ecosystem Mobility Unlimited

“What is NEMU and what are you actually building?”

**Plan, book and pay for cross-border mobility in one app,
in your own language and currency.**



North–South Corridor

Oslo → Gothenburg → Copenhagen

Enabled by Entur



East–West Corridor

Helsinki → Stockholm → Oslo

Enabled by Matkahuolto

Funded by Nordic Innovation | Partners: Entur, Matkahuolto, SFMCON, ITS Norway, ITS Finland, ITS Denmark, ITS Iceland



Building on Mandated Standards

“How does NEMU build on existing EU regulation rather than reinventing the wheel?”



Regulatory Foundation

MMTIS Multimodal Travel Information Services — mandated data sharing

TSI Telematics Technical specifications for rail interoperability

EU Green Deal Political backing for sustainable cross-border mobility



Standards We Use

CEN / European Transmodel, NeTEx, SIRI, OpRA, EUDIT

International GBFS, GTFS, TOMP, OMSA, OSDM

Collaboration CEN, MobilityData, NAPCORE, TOMP, UIC

MMTIS gives us the information layer. NEMU takes it to distribution and sales.

What's Working Today

"Can someone actually buy a cross-border ticket today?"

LIVE

Norway – Copenhagen

Entur app — cross-border rail tickets in production

LIVE

Finland– Stockholm

Matkahuolto app — ferry + connecting services in production

COMING SOON

Oslo – Innsbruck via Snälltåget

Prices visible today. Sales launching after final checkout refinements.

LIVE

COMING SOON

FlixBus in Norway (Europe)

Same Entur platform. Cross-border routes to follow after Snälltåget.

Scaling: From Nordics to Europe

“What needs to happen — from a policy and standards perspective — to scale this beyond the Nordics?”



Standards Adoption

More countries must implement MMTIS properly — not just publish data, but enable distribution and sales through NeTeX and EUDIT.



Political Will

Cross-border ticketing needs the same regulatory push that made mobile roaming a reality. One ticket, one payment, across borders.



Open Source & Open Data

Entur’s open source first strategy means our solutions are available for others to build on. Sharing code accelerates adoption.



Sign up

NEMU Webinar 23.3.26

Cross-border sustainable journey planning & purchase in one go

Keynote: EU MMTIS regulation and further regulatory initiatives / Victoire Champenois (DG MOVE)

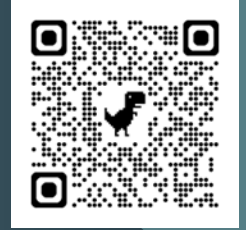
Cross border ferries as part of multimodal travel chains launched.

How to obtain usable NeTEx data from NAPs across Europe.

How to scale from the Norway – Copenhagen and Finland – Sweden corridors to the rest of the Nordica and beyond



Roam Like Home



More on NEMU

Seamless cross-border mobility is not a vision -

It's running in production today.

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