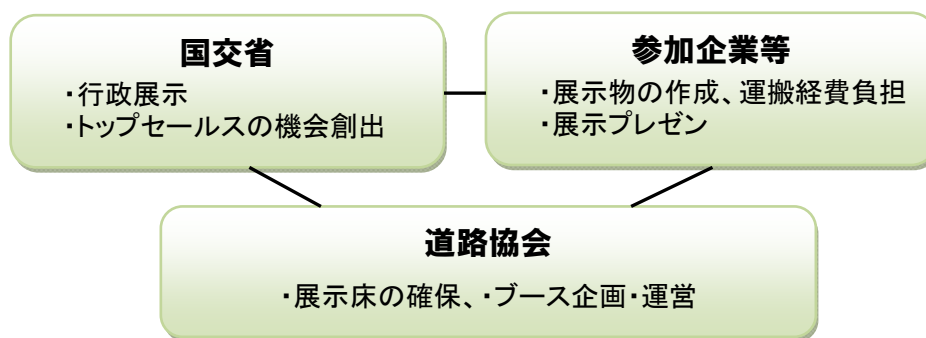


PIARCメキシコ大会 展示の考え方（案）

1 出展の基本方針（案）

- ① 政府の成長戦略を踏まえ、道路関連産業・技術の海外展開を推進する場とする
- ② 海外展開の視点から、日本が誇る最先端技術、優位技術を重点的にPRする
- ③ 道路協会の会員企業・団体ほか、広く参加を募る

2 関係機関の役割分担の考え方（案）



3 展示に参加するメリット

- PIARCの加盟国は、現在118カ国であり、その2/3は発展途上国・経済移行国である。メキシコ大会には、経済成長の著しい中南米諸国等を中心に、3000人を超える関係者の参加が見込まれており、日本の最先端技術・優位技術を展開する絶好の機会である。
- 政府の成長戦略の下、官民一体となったインフラの海外展開をめざすにあたり、各国大臣クラスが多数出席するPIARC世界大会は、官民協同でトップセールスが可能な場になる。
- 官民協同で出展するため、広い展示スペースが確保でき、団体・企業が単体で出展する場合よりも多くの集客が見込める。
- 道路協会が共有スペース等を設けるため、団体・企業が単体で出展する場合よりも安価になる。

ブース設計のイメージ（素案）

※出展企業の応募状況によって再整理を行う

※パネルのサイズはA1サイズを想定

1) 日本の道路施策【4パネル程度】

- ① 日本の道路整備の歴史
- ② 日本の道路施策（渋滞対策、交通安全、防災対策、ITS 等）
- ③ 国土交通省成長戦略(国際展開、官民連携 等)

2) 海外に広がる日本の高速道路技術【10パネル程度、うち2枚は大パネルを想定】

- ① 日本の高速道路 <大パネルを想定>
 - ・ 日本の高速道路の路線図
 - ・ 高速道路会社の管轄図
- ② 高速道路会社の海外事業 <大パネルを想定>
 - ・ 海外事務所の所在地
 - ・ 海外受注プロジェクトの概要
- ③ 高速道路会社の先端技術(交通管制、ITS、長大橋技術、道路運営・管理 等)

3) 日本の誇る道路技術【15パネル程度】

- ① 環境・安全技術(環境対策、交通安全、ITS 等)
- ② 建設・施工技術(長大橋、トンネル、耐震 等)
- ③ 維持管理・アセットマネジメント技術(橋梁、舗装、点検技術 等)



XXIVth World Road Congress XXIV^e Congrès Mondial de la Route XXIV Congreso Mundial de Carreteras

Mexico city, 09/26-30/2011 • Mexico, 26-30/09/ 2011 • Ciudad de México, 26-30/09/2011



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December/Décembre/Diciembre/17/2010



PIARC メキシコ大会 日本ブースの出展参加企業の募集について（案）

1. 出展参加企業の募集方針

- ・ 出展参加企業等は、出展経費として最低50万円程度を負担する。
- ・ 展示パネルのコンテンツは、出展参加企業等が提供する。
- ・ パネルは統一規格として、全体で調整し、（社）日本道路協会で作製する。
- ・ 映像、模型、PC等の展示を希望する場合は別途、企業等が費用を負担する（追加の負担もあり得る）。
- ・ 道路協会は、企業等が利用する共有のコミュニケーションスペースを提供する。
- ・ 日本の道路技術・施策全般の紹介は、国交省にて展示を行う。

2. 出展参加企業の募集手続き

2月1日（火）	メキシコ大会準備会（第1回）
2月上旬～	団体・企業への出展案内・打診 （準備会委員から呼びかけ）
2月下旬	説明会案内 （道路協会HPへの掲載）
3月中旬	出展参加希望団体・企業への説明会の開催 出展参加企業募集
3月下旬	出展参加応募締切
4月上旬	出展参加企業決定

今後のスケジュールについて

展示制作会社の選定

- 1月 5日（水） 募集案内（道路協会 HP）
- 1月17日（月） 説明会
- 1月31日（月） 提案書類提出締め切り
- 2月 1日（火） ヒアリング ⇒ 展示制作業者決定

出展参加団体・企業の選定

- 2月1日（火） メキシコ大会準備会（第1回）
- 2月上旬 ～ 団体・企業への出展案内・打診
（準備会委員から呼びかけ）
- 2月下旬 説明会案内
（道路協会 HP への掲載）
- 3月中旬 出展参加希望団体・企業への説明会の開催
出展参加企業募集
- 3月下旬 出展参加応募締切
- 4月上旬 出展参加企業決定

展示ブース・コンテンツ製作

- 4月中旬 出展参加企業のコンテンツ調整
- 5月 展示ブース基本設計
グラフィックデザイン
- 6月 展示ブース詳細設計
- 7月 工場制作（海外）
- 8月 輸送・通関
運営方法等の最終確認
現地制作・施工
- 9月26日～30日 会期

※具体的なスケジュールは展示制作会社と協議



XXIVth World Road Congress

Mexico City
from 26th to 30th September 2011

BULLETIN 02

Mobility, Sustainability and Development



XXIVth World Road Congress

Mexico City

from 26th to 30th September 2011

Since **1908**, the **World Road Congress** has been the premier international event for roads and road transport.

This **XXIVth** edition will present current research and best practice, provide a venue for discussion of advances in technology and practice and bring together road transport stakeholders to facilitate collaboration and information sharing.

Past Congresses have attracted over **3.000** delegates from across the world working in government, corporate and international associations.

The Congress will showcase **innovation, progress** and **new directions** in all areas of road transport ranging from **road safety, administration, infrastructure, sustainability** and **maintenance**.

If you work, or have an interest, in any field of roads and roads transport the **World Road Congress** is a must for you to attend.

You are invited to visit the host country, **Mexico**, to discover its well known hospitality, culture, and ancient history. You will experience the joy and excitement of a place where tradition and modernity mix in a constant effervescence for your delight.

Roads for a better life

XXIVth World Road Congress

Mexico City, from 26th to 30th September 2011

Roads for a better life.
Mobility, Sustainability and Development

PROGRAM



The program for this Congress will provide outstanding opportunities to enrich knowledge and experiences related to roads and road transport as well as foster relationships with specialists and decision makers from all over the world, through the technical sessions, the exhibition and technical visits offered during the event.

You will also have the opportunity to enjoy our warm hospitality during the various social events, where

you will experience Mexican cultural of cuisine, music and dance.

The Congress official languages will be English, Spanish and French. During the ceremonies, technical sessions, visits and social events simultaneous translation services will be offered in the three languages.

The following table presents an at-a-glance schedule of the main activities of the program.

DATE	TIME	ACTIVITY		
Monday 26	09:00 - 13:00 hrs.	OPENING CEREMONY		
	13:00 - 15:00 hrs.	LUNCH		
	15:00 - 17:30 hrs.	MINISTERS' SESSION		
	17:30 - 21:00 hrs.	EXHIBITION OPENING		
Tuesday 27	09:00 - 12:30 hrs.	5 TECHNICAL SESSIONS IN PARALLEL	TECHNICAL VISITS	EXPO
	12:40 - 13:30 hrs.	KEYNOTE SESSION		
	13:30 - 15:00 hrs.	LUNCH		
	15:00 - 18:30 hrs.	5 TECHNICAL SESSIONS IN PARALLEL		
Wednesday 28	09:00 - 12:30 hrs.	5 TECHNICAL SESSIONS IN PARALLEL	TECHNICAL VISITS	EXPO
	12:40 - 13:30 hrs.	KEYNOTE SESSION		
	13:30 - 15:00 hrs.	LUNCH		
	15:00 - 18:30 hrs.	5 TECHNICAL SESSIONS IN PARALLEL		
Thursday 29	09:00 - 12:30 hrs.	5 TECHNICAL SESSIONS IN PARALLEL	TECHNICAL VISITS	EXPO
	12:40 - 13:30 hrs.	KEYNOTE SESSION		
	13:30 - 15:00 hrs.	LUNCH		
	15:00 - 18:30 hrs.	5 TECHNICAL SESSIONS IN PARALLEL		
	20:00 - 23:00 hrs.	GALA DINER		
Friday 30	09:00 - 12:30 hrs.	5 TECHNICAL SESSIONS IN PARALLEL		
	12:30 - 14:00 hrs.	LUNCH		EXPO
	14:00 - 15:30 hrs.	CLOSING SESSION		



PLENARY SESSIONS

OPENING CEREMONY



All Congress delegates, accompanying persons and exhibitors are welcome to this ceremony where the President of Mexico, **Felipe Calderon Hinojosa** will do the honor of opening the XXIVth World Road Congress.

The opening ceremony will provide delegates with an introduction to the comprehensive program, including the Congress purpose and goals. Awards to the best contributions submitted to the call for papers will be presented during this session.

MINISTERS' SESSION

This session will be chaired by the Secretary of Communications and Transport of Mexico and the discussion topic will be: 'Sustainable mobility within social policy'. The session will be divided into three topics - Sustainable Financing, Safe Mobility and Environmental Responsibility. Ministers from all around the world will be invited to share their point of view and explain the current challenges facing their countries and the solutions they are implementing.



KEYNOTE SESSIONS



Three keynote addresses will be given at the Congress by world renowned experts in their field. These sessions will address the areas of politics, finance and engineering. They will serve to generate exciting ideas and debate.

CLOSING SESSION

The closing session will include a summary of the congress highlights and a presentation on the future direction of the World Road Association, including the presentation of its four-year Strategic Plan. The host country of the next World Road Congress will invite delegates to experience the wonders and innovation of their country during an official handover of the Congress by the Association.



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STRATEGIC DIRECTION SESSIONS



With the support of National Reports, these sessions will focus on challenges facing the roads and road transport sector from a political and strategic viewpoint. They will be organized and chaired by the four Strategic Theme Coordinators of the PIARC Strategic Plan 2008 - 2011.

Strategic Theme A: Sustainability of the road transport system:

“Mitigating the impact of the road system on climate change”.

Strategic Theme B: Improving provision of services:

“Delivering efficient and effective customer oriented services”.

Strategic Theme C: Safety of the road system:

“A strategic approach for safety: putting knowledge into practice”.

Strategic Theme D: Quality of road infrastructure:

“Managing road assets in the context of sustainable development and climate change adaptation”.





SPECIAL SESSIONS

Thirteen special sessions will be prepared in collaboration with other international organizations related to the field of road infrastructure and road transport.

These special sessions will provide delegates with the opportunity to hear from different stakeholders working in the areas of road transport, infrastructure and safety. Attendees will discuss topical issues in the key topic areas identified as current and emerging issues affecting the roads sector.

01. Sustainability of road transport. Where are we heading? How do we assess sustainability?
02. What are the perspectives for road transportation systems in different parts of the world?
03. Integration of road networks and other surface transport modes at continent level and modal shift.
04. Large cities: integration of the different surface transport modes.
05. Sustainable rural roads networks.
06. Transport and land use planning. How well integrated are they?
07. Performance-based management of the road transport system.
08. Good governance and integrity.
09. Road safety: results achieved by national policies and challenges ahead.
10. Practical experiences in Public-Private-Partnership in developed and developing countries.
11. Road user charging schemes, lessons learned and future prospects.
12. What can we expect from ITS for a safer and more efficient traffic management?
13. Future of automobile transport (technologies, usage) and its impacts on design of road infrastructure and operations.



TECHNICAL COMMITTEE SESSIONS

With the support of individual papers from the Call for Papers these sessions will be dedicated to discussing and sharing the results of activities and work of the Technical Committees of the World Road Association for the 2008 – 2011 period.

- TC A.1 Preserving the environment
- TC A.2 Financing, managing and contracting of road system investment
- TC A.3 Road system economics and social development
- TC A.4 Rural road systems and accessibility to rural areas

- TC B.1 Good governance of road administrations
- TC B.2 Road network operations
- TC B.3 Improved mobility in urban areas
- TC B.4 Freight transport and inter modality
- TC B.5 Winter service

- TC C.1 Safer road infrastructure
- TC C.2 Safer road operations
- TC C.3 Managing operational risk in road operations
- TC C.4 Road tunnel operations

- TC D.1 Management of road infrastructure assets
- TC D.2 Road pavements

- D.2a Road surface characteristics
- D.2b Flexible and semi-rigid pavements
- D.2c Concrete pavements

- TC D.3 Road Bridges
- TC D.4 Geotechnics and unpaved roads.





POSTER SESSION



All accepted contributions from individual papers as a result of the Call for Papers will be displayed for half a day each at the Poster Sessions, where the authors will be able to meet and interact with Congress delegates.

NEWCOMERS' SESSION

for the benefit of those attending a PIARC World Road Congress for the first time, a newcomers' session will be offered. An overview of the Association, the variety of sessions and functions of the Congress will be presented and time for questions and answers will be available.



TECHNICAL VISITS



Every Congress delegate will be able to sign up for one of the following Technical Visits:

- 1) Northern-arc Mexico City bypass.
- 2) Mexican Institute for Transport, Queretaro.
- 3) Mexico City suburban train.
- 4) Traffic control center in Mexico City
- 5) UNAM's, Institute of Engineering laboratories.

To take part in these visits you will need to indicate your choices in order of preference in the registration form. Spaces are limited according to the facility and will be granted in the order registrations will be received.

A detailed description of each technical visit can be found on the Congress web site.

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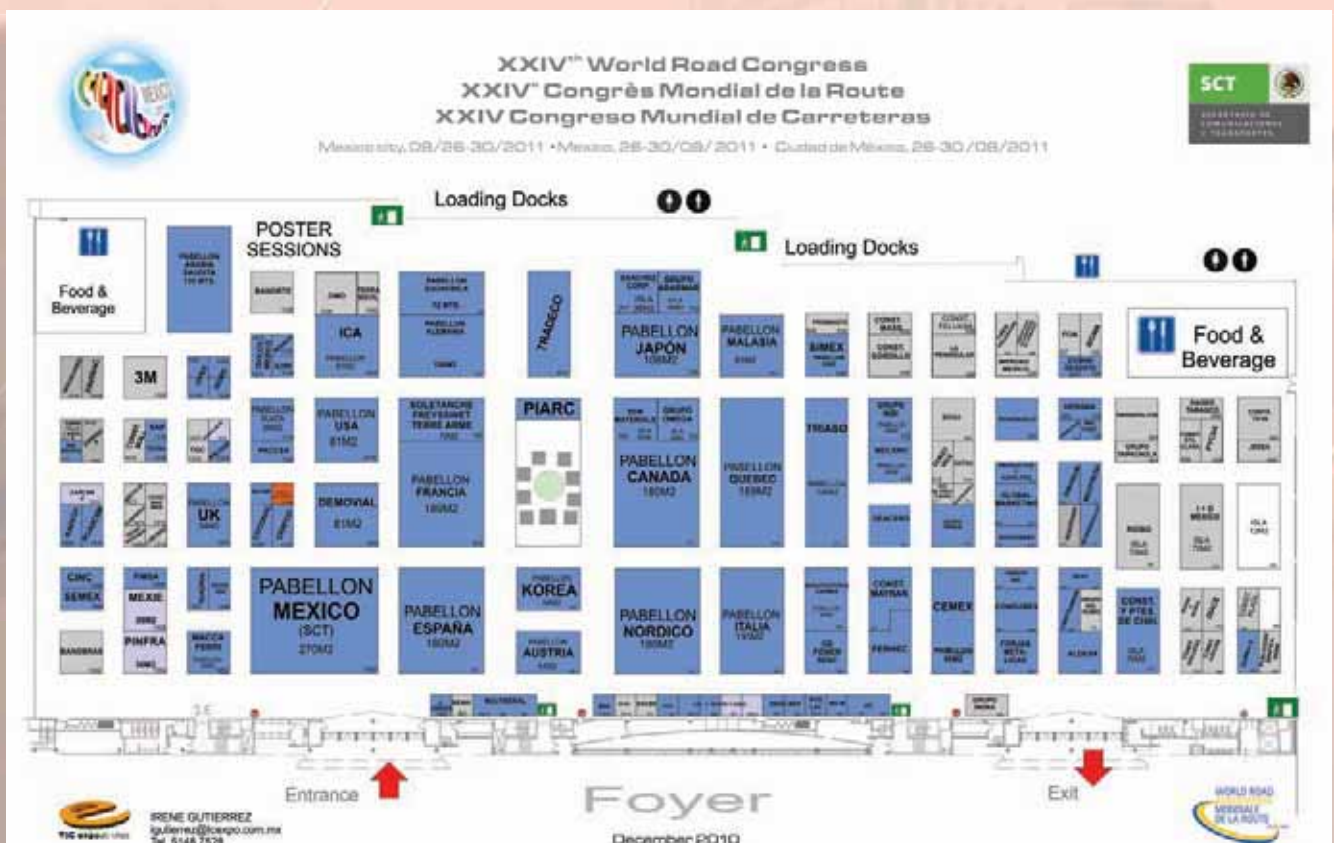
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EXHIBITION

The exhibition will be opened at **17:30 p.m. on Monday 26, September 2011** at the end of the Ministers' Session and will remain open during all Congress Sessions. This exhibition provides a unique opportunity to learn about the latest achievements and innovations related to roads and road transport. Several countries and private companies have already reserved space for their pavilion in the exhibition area.

The exhibition will be attended by Congress delegates, exhibitors, contractors, government agents, company owners, researchers, consultants and business people. On Thursday **29 September** the exhibition will be open to the public.

As at december 17th, 2010, 80% of the exhibition area has been reserved. To benefit from a prime position you are invited to reserve your space now on-line, on the web site of the Congress.





ACCOMPANYING PERSONS PROGRAM

Monday, September 26th:

Opening Ceremony at Centro Banamex: 9:30 - 13:00.

Welcome Cocktail at Centro Banamex: 17:30 - 21:00.

Tuesday, September 27th:

Choice N° 1: Mexico City tour: 09:00 - 14:00

Choice N° 2: Taxco and Cuernavaca tour: 08:30 - 18:30

Wednesday, September 28th:

Choice N° 1: Teotihuacan pyramids: 09:00 - 15:00

Choice N° 2: Puebla and Cholula tour: 08:30 - 18:30

Thursday, September 29th:

Xochimilco 09:30 - 13:30

Gala dinner at Centro Banamex: 20:00 - 23:00.

Friday, September 30th:

Choice N° 1: "Ballet Folklórico" at Palacio de Bellas Artes: 09:00 - 12:00

Choice N° 2: Mining history in Hidalgo 09:00 - 18:00

REGISTRATION

Registration for the Congress starts on January 2011 on-line through the web site.

Congress registration fees will be the following:

PIARC members before 1st July, 2011:	850.00 USD
PIARC members after 1st July, 2011:	1,000.00 USD
Non members before 1st July, 2011:	1,050.00 USD
Non members after 1st July, 2011:	1,200.00 USD
Accompanying persons before 1st July, 2011:	400.00 USD
Accompanying persons after 1st July, 2011:	450.00 USD
PIARC members of low and lower middle income countries (*)	500.00 USD
Non members of low and lower middle income countries (*)	570.00 USD
One day fee:	250.00 USD

(*) Low income and middle income countries at the bottom, as classified by the World Bank report published in 2010

ACCOMMODATION

Mexico City has many different hotel options, however for the XXIVth World Road Congress the organizing committee has reserved rooms in various hotels of different categories.

Information about hotels and rates can be found in the Congress web site or by contacting:

Imoreno@turycon.com.mx



www.aipcrmexico2011.org • www.piarcmexico2011.org

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CONGRESS WEB SITE:

www.aipcrmexico2011.org • www.piarc-mexico2011.org

CONGRESS WEB SITE:

