



Transport Research Arena • Europe 2010

Brussels • Belgium • 07-10/06/2010

Greener, Safer and Smarter Road Transport for Europe

**SECOND
ANNOUNCEMENT**

**INVITATION & CALL FOR
SPONSORS/EXHIBITORS**

www.traconference.eu



**Conférence Européenne
des Directeurs des Routes
Conference of European
Directors of Roads**



European Commission



**European Road Transport
Research Advisory Council**

Welcome by the EC, CEDR & ERTRAC



It is my pleasure to invite you, on behalf of the European Commission, to the third European Road Transport Research Arena, TRA 2010, to be held in Brussels from 7 to 10 June 2010.

TRA 2010 will be a golden opportunity for EU road transport stakeholders and researchers to discuss new strategies for completing the process that began at Gothenburg's TRA 2006: the process of creating a true 'European Road Transport Research Arena'.

In a Europe of many cultures, traditions and languages, one of the challenges lies in get-

ting researchers, business people and policy makers to reach common understanding. As issues such as sustainable mobility, and the competitiveness of our automotive industry rise up the political agenda, it becomes so much more important that the major players have an opportunity to meet, so they can discuss the direction to take in the future. TRA 2010 will provide such a meeting place.

Join us in Brussels in June 2010 to develop an integrated approach to achieving greener, safer and smarter road transport for Europe.



Janez Potočnik
European Commissioner
for Science and Research



On behalf of CEDR (Conference of European Directors of Roads) and ERTRAC (European Road Transport Research Advisory Council) it is our great pleasure to invite you to the third Transport Research Arena, TRA 2010, which will take place in Brussels, Belgium, from 7 to 10 June 2010.

To build on the success of the second TRA 2008 held in Ljubljana, CEDR, ERTRAC and the European Commission will again provide the opportunity for all the stakeholders involved in transport research to come together and present their findings, learn what is new and discuss the challenges facing Europe today in the road transport sector.

Several major challenges for transport will have to be overcome to satisfy the mobility needs of the European society, in particular to:

- lower the impact of mobility on the environment, make transport "cleaner" and "greener", reduce energy consumption, improve energy efficiency, and enhance security of energy supply by decreasing dependency on fossil fuels,
- optimise the use of existing infrastructure, make transport more efficient, improve mobility in urban and inter-urban transport, increase infrastructure throughput and reduce congestion,
- improve traffic and transport safety and security
- adjust the design and construction methods to climate change and future trends of heavy vehicles

- to determine and apply the correct price for road transport considering the external costs induced by road traffic.

TRA 2010 will concentrate on these challenges through the six pillars built around the European research and innovation strategies and embracing key issues on urban and inter-modal transport.

The main theme of TRA 2010 is Sustaining Road Transport Mobility through innovation in Europe. Indeed, a breakthrough in the technologies and research demands for a sustainable road transport system is fundamental considering that the road transport sector is a major contributor to the economy and society at large.

Since innovation in transport in Europe will require a multi-stakeholder and multi-disciplinary system approach, we invite you to join our Arena to share the present and what is to come in the world of transport in Europe. The local organizers, the Flemish Roads and Traffic Agency, the Walloon Directorate-General Roads and Buildings and Brussels Mobility in conjunction with the Belgian Road Association, will offer you a comprehensive forum to exchange information on road transport research and innovation.

We sincerely hope that you will benefit from, share and discuss the forthcoming results and innovations in transport research in Europe at TRA 2010 and we very much look forward to seeing you in Brussels in June 2010.



Talis Straume
Chairman of CEDR



Wolfgang Steiger
Chairman of ERTRAC

Welcome by Chris Caestecker



On behalf of the Flemish Roads and Traffic Agency, the Walloon Directorate-General Roads and Buildings and Brussels Mobility of the Brussels-Capital Region, it is my pleasure to invite you to the 3rd Transport Research Arena (TRA 2010) conference held in Brussels, Belgium from 7 to 10 June 2010.

Transport plays an important role in European economy and society. Many different industries and services, ranging from manufacturers and suppliers to employees and workers, utility companies and local authorities, are involved in this sector in one way or another.

The TRA provides a platform for transport research in Europe. It is most attractive for the research industry and to those who have to implement the results of research into transport: namely road administrations at national, regional and local levels, contractors, as well as vehicle manufacturers and fuel producers.

Following the past two years, the TRA will deal with climate change and road safety, embraced in the slogan "Greener, safer and smarter transport for Europe". For TRA 2010 the main theme will be Sustaining Road Transport Mobility through innovation in Europe. Under this heading a large number of guest speakers will elaborate on the needs of the transport sector now and will take a glance at this sector's future. TRA 2010 will be a meeting place for anyone who is professionally engaged in transport.

The conference programme will be organized into six pillars built around the European research and innovation strategies while emphasising on climate change, CO₂, fuel efficiency and supply:

- I. European Road Research Needs and Agendas.
- II. Transport, Mobility and Infrastructure.
- III. Safety and Security.
- IV. Energy, Environment and Resources.
- V. Design and Production (Vehicles and Infrastructure)
- VI. Societal Importance of Road Transport.

Belgium, the host country for TRA 2010, lies at the heart of Europe. Thanks to this special geographical position, Brussels is an attractive city where more than thousand international public and private organizations have established their headquarters or permanent secretariat. Moreover, Belgium is known for its tradition of openness, and contributed to the birth of European integration.

Belgium's central location also makes it unique in terms of logistics. It is centrally situated on the economic and urban backbone and in Europe's most important coastal area. Thanks to the dense motorway network in Western Europe, Belgium is at the crossroads of the major routes from north to south, from west to east and from north west to south east. Brussels Airport also plays an increasingly important role in international passenger transport. In short, Belgium constitutes a major platform in European transport.

CU in 2010!



Chris Caestecker
Chairman Management Committee

Objectives, Topics & Programme overview



CONFERENCE OBJECTIVES

TRA 2010 is an event for the alignment of the stakeholders of transport research and development. It follows previous successful editions of the conference in 2006 in Gothenburg and in 2008 in Ljubljana. The TRA contributes to innovation for sustainable mobility in Europe, leading to a greener, safer and smarter transport system, which will be more sustainable, competitive and efficient.

By enhancing the networking and clustering of Europe's research and development capacity – based on a shared Strategic Research Agenda (SRA) and Research Framework – the TRA helps to align European, national, regional and private research and development actions on transport.

The **European Commission (EC)** sees an opportunity for all parties involved to meet and to present, exchange and disseminate the results obtained in research and development. As such, the European Commission welcomes this TRA and strongly supports it.

ERTRAC is a body of crucial importance when creating and implementing a shared European Research Framework on Road Transport.

The **CEDR members**, being both regulating authorities and public clients and with the tools and the capacities they possess, are the important driving forces to implement the European Research Area.

SCOPE: All aspects of road transport research and innovation will be covered

This is essential, as the TRA will demonstrate and highlight problems and challenges facing road transport in the future, which does require a multi-stakeholder and multi-disciplinary system approach. This approach is envisaged in different strategic documents.

In addition, TRA 2010 will deepen contacts with other modes of transport including their interfaces, which will become a constituent part of future TRA events, with special attention for urban mobility.

The TRA 2010 programme is organized into six pillars built around the European research and innovation strategies while emphasizing on climate change, CO₂, fuel efficiency and supply:

European Road Research Needs and Agendas, including:

- Public-private joint research needs and agendas
- Specific regional research needs
- New concepts to fund research and innovation

Transport, Mobility and Infrastructure, including:

- New mobility concepts
- Intermodality
- Demand management
- Effective utilisation of existing urban and inter-urban road network
- Road network robustness
- Logistics and freight transport
- Intelligent transport systems
- Cooperative systems
- Integrated mobility management

Safety and Security, including:

- Accident prevention and analysis
- Vulnerable road users
- Human factors
- Safety impact of road maintenance
- Passive and active safety systems
- Vulnerability of transport systems

Energy, Environment and Resources, including:

- Mitigation of the environmental impact of transport networks
- Air pollution
- Noise reduction
- Sustainable land use
- Future energy resources for road transport
- Greenhouse gas reduction

Design and Production

(Vehicles and Infrastructure), including:

- User driven design and production
- Time to market reduction
- Incentives for innovation in procurement and contracting
- New materials
- Pavement and infrastructure management
- Asset management
- New concepts of maintenance and monitoring
- Adaptation to climate change
- Life cycle analysis

Societal Importance of Road Transport, including:

- Towards a sustainable society
- Societal trends and behaviour
- Scenarios for the future
- Elderly and disabled people
- Implementation and deployment
- Socio-economic impact assessment

YEAR 2010

The Young European Arena of Research is a competition for early-stage researchers who are doing research in the area of road transport. The competition gives the researchers an opportunity to showcase their work to experts within the field, both on the internet and, for the finalists, at the Transport Research Arena conference in Brussels in June 2010. Detailed information will be presented on the website.

TIME SCHEDULE

Full Paper submission
October 1st 2009

Approval of full papers and acceptance for oral presentation
January 15th 2010

The main theme of TRA 2010:
Sustaining Road Transport Mobility through innovation in Europe



CONFERENCE PROGRAMME OVERVIEW

	Monday, June 7 th 2010	Tuesday, June 8 th 2010	Wednesday, June 9 th 2010	Thursday, June 10 th 2010
MORNING		Plenary session	Plenary session	Thematic sessions in parallel
	Opening session	Strategic sessions in parallel	Strategic sessions in parallel	
	LUNCH	LUNCH	LUNCH	CLOSING CEREMONY
AFTERNOON	Plenary session	Thematic sessions in parallel	Thematic sessions in parallel	
	Strategic sessions in parallel			
	Welcome reception		Gala dinner	

List of Committees



TRA 2010 MANAGEMENT COMMITTEE

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Mr. **Claude Van Rooten**
Mr. **Etienne Willame**

- » Director General, Roads and Traffic Agency (Flanders, Belgium)
- » Director General, Directorate-General Roads and Buildings (Wallonia, Belgium)
- » Director General, Brussels Mobility (Brussels-Capital Region, Belgium)
- » Secretary General of CEDR
- » Chairman of CEDR (2009)
- » Chairman of CEDR (2010)
- » Deputy Chairman TRA 2008
- » European Commission (DG INFSO)
- » European Commission (DG TREN)
- » European Commission (DG RTD)
- » Chairman of FEHRL Executive Committee
- » Chairman of ERTRAC
- » Director ERTRAC Secretariat
- » Technical coordinator CONCAWE, co-leader ERTRAC Environment and Energy working group
- » Director of Polis network, co-leader ERTRAC Urban Mobility working group
- » Chairman of the TRA 2010 Programme Committee
- » Chairman of the TRA 2010 Organizing Committee



Mr. Chris Caestecker



TRA 2010 PROGRAMME COMMITTEE

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Prof. dr. **Anne Beeldens**, Deputy Chairlady
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Mr. **Wim Verhoeve**
Mr. **Luc Swartebroeckx**

- » BRRC (Belgium), FEHRL, CEDR TG Research
- » BRRC (Belgium)
- » FEHRL, ZAG Ljubljana (Slovenia)
- » FEHRL
- » ERTRAC, EARPA, AVL List GMBH (Austria)
- » FEHRL, CEDR TG Research, Danish Road Directorate (Denmark)
- » ERTRAC, EUCAR, CRF (Italy)
- » European Commission (DG TREN)
- » European Commission, ICT for Transport (DG INFSO)
- » European Commission, ICT for Transport (DG INFSO)
- » FEHRL, EPFL (Switzerland)
- » ERTRAC, ERTICO - ITS Europe
- » CLEPA, AGORIA Automotive (Belgium)
- » CEDR, Ministry of Transport (Spain)
- » ERTRAC, CEDR, Vägverket (Sweden)
- » ERTRAC, LCPC (France)
- » LSM, FUCaM, GIBET/BIVEC (Belgium)
- » CEDR TG Research, ERTRAC, TUWien (Austria)
- » ERTRAC, University of Southampton (UK)
- » European Commission (GD TRD)
- » ERTRAC, Banverket (Sweden)
- » ECTP, Autostrade (Italy)
- » ECTRI, TRL (UK)
- » ERTRAC, IBDIM (Poland)
- » Independent expert (Belgium)
- » ERTRAC, UITP
- » ERTRAC, EUCAR, Volvo (Sweden)
- » CLEPA
- » Brussels Mobility (Brussels, Belgium)



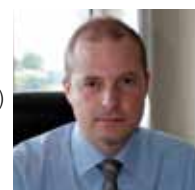
Prof. Claude Van Rooten



TRA 2010 ORGANIZING COMMITTEE

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- » Directorate-General Roads and Buildings (Wallonia, Belgium)
- » Roads and Traffic Agency (Flanders, Belgium)
- » Deputy chairlady Programme Committee, BRRC (Belgium)
- » Chairman Communication Task Force, Brussels Mobility (Brussels, Belgium)
- » Directorate-General Roads and Buildings (Wallonia, Belgium)
- » Directorate-General Roads and Buildings (Wallonia, Belgium)
- » Roads and Traffic Agency (Flanders, Belgium)
- » Roads and Traffic Agency (Flanders, Belgium)
- » Brussels Mobility (Brussels, Belgium)
- » Brussels Mobility (Brussels, Belgium)
- » HRG Belgium



Mr. Etienne Willame

Invitation for sponsors & exhibitors



The local organizers, the European Commission, CEDR and ERTRAC kindly invite potential sponsors and exhibitors to join Transport Research Arena, TRA 2010, in Brussels and to contribute to the success of the conference.

The **target audience** is therefore as follows:

Industry:

- Road and communication infrastructure contractors
- Energy / fuel suppliers
- Vehicle manufacturers and suppliers
- Road equipment and Intelligent Transport Systems (ITS) providers
- Service providers

Research institutions:

- Research centres and laboratories
- Universities

Public Bodies and other organizations involved in transport:

- European Commission
- Governments (Member States)
- Local and Regional Governments
- Road Administrations
- Transport companies
- Non-profit organizations concerned with environment protection, new mobility, road safety, ...

The conference programme covers a wide range of activities, and sponsors and exhibitors presenting projects, equipment, materials and services in these areas are very welcome and will get a unique opportunity for promoting their activities and products.

THE EXHIBITION AT SQUARE BRUSSELS

The TRA 2010 EXHIBITION is the best place to meet your partners and to expand your business relations with all important players in transport research and transport innovation.

The exhibition will be held at the Square Brussels exhibition hall which is adjacent to the lecture halls [www.square-brussels.com]. To enhance networking, coffee breaks and food outlets will be organized within the exhibition, also giving exhibitors the opportunity to invite visitors on their own stand. Exhibitors can also organize catering on their own stand.

Moreover, an additional "outdoor" exhibition will be organized at the "Autoworld Museum". This venue is nearby the main conference center and easily reachable by public transportation (subway – all conference participants will receive a free pass for the duration of the conference). The Autoworld Museum will also be the venue for the welcome party to the conference.

On Wednesday June 9th, the exhibition will be open to all public. This will be the occasion to show the benefits of research to ordinary citizens and to invite potential customers to discover technologies of tomorrow.

Basic stands have a surface of either 9 m², 18 m² or 36 m² and will be allocated on a first come first served basis. All-in booth are provided as a standard and include : carpet, wrapped in plastic before use, outer walls (panels of each 250h x 100w), a spotlight, one table and 2 chairs, name board and electricity. Exhibitors are responsible for further decoration of their stand and for the presentation of their products. Nearer to the exhibition date, each exhibitor will receive an "exhibition manual" with all necessary information. Each exhibitor will receive entry passes to the exhibition for 2 persons. Additional entry passes for exhibitor staff exclusively have to be ordered in advance.

OUTDOOR EXHIBITION AT THE "AUTOWORLD MUSEUM"

This exhibition is meant for "live" presentation of rolling material (cars, vans, electric vehicles etc.). An indoor all-in booth inside the Autoworld Museum will be provided for welcoming purposes and arrangements for the outdoor exhibition are made on a case per case basis. Please contact the organizing committee for further detail and arrangements. For additional information on the venues, please consult www.autoworld.be.

For additional information on the venues, please consult

www.square-brussel.com

www.autoworld.be

PROGRAMME OF THE EXHIBITION

Sunday, June 6th 2010	Set-up of the exhibition
Monday, June 7th 2010	Set-up of the exhibition 14.00 hrs - Official opening at Square 19.00 hrs - Official opening at Autoworld
Tuesday, June 8th 2010	09.00 hrs till 17.00 hrs - Exhibition
Wednesday, June 9th 2010	09.00 hrs till 17.00 hrs - Exhibition open to all public
Thursday, June 10th 2010	09.00 hrs till 13.30 hrs - Exhibition 14.00 hrs till 23.59 hrs - Dismantling of the exhibition (both at Square Brussels & Autoworld Museum)

Invitation for sponsors & exhibitors

OPPORTUNITIES AND OPTIONS FOR SPONSORS

You have the opportunity to join TRA 2010 as a main sponsor in one of the following categories

DIAMOND SPONSOR [45.000 EUR]

- exhibition floor space of 36 m²
- free exhibition space at Autoworld
- half page advertisement in the " third and final announcement "
- full page advertisement (A4 format) in the " final programme "
- display of the logo on the introduction page of the website www.traconference.eu
- display of the logo on all future publications of the conference
- promotional leaflet / documents in the conference bag
- company logo projected during main events (opening ceremony, gala evening etc.)
- four participants in the conference free of charge
- four additional invitations for the gala evening

PLATINUM SPONSOR [30.000 EUR]

- exhibition standard stand of 18 m²
- half page advertisement in the " third and final announcement "
- full page advertisement (A4 format) in the " final programme "
- display of the logo on all future publications of the conference
- three participants in the conference free of charge
- three additional invitations for the gala evening

GOLDEN SPONSOR [15.000 EUR]

- exhibition standard stand of 9 m²
- full page advertisement (A4 format) in the " final programme "
- display of the logo on all future publications of the conference
- two participants in the conference free of charge
- two additional invitations for the gala evening

OTHER OPTIONS FOR SPONSORING

Many other opportunities are available to TRA 2010 sponsors like :

- **sponsoring of coffee breaks :**
 - Coffee breaks, arranged in the exhibition hall, are one of the best opportunity for interaction and networking during the meeting.
 - Display on the catering areas of roll-up or other banners or leaflets produced by the sponsor.
 - 2 500 EUR per coffee break.
- **special exhibition stands :** consult us to organize your demand on a case per case basis.
- **social events of the companies :**
 - The organizing committee will provide assistance in organizing of any social events that your company would like to host during the meeting.
 - Contact the organizing committee with your ideas and they will put forward proposals and calculate costs. Possibility of conference room inside the Square Brussels building.
- **advertisement on the conference's website :**
 - From the conference's website to the companies' website starting at the latest 2 months before the conference.
 - 2 000 EUR
- **a full page advertisement in the final programme :** 1 500 EUR
- **an half page advertisement in the final programme :** 900 EUR
- **display of the logo on directional signs at the event :** contact the organizing committee.
- **display of the logo on the official conference bag :**
 - This bag is distributed to each participant upon arrival. It could be customized with your logo and your name, beside the logo and title of the event.
 - Contact the organizing committee.
- **display of the logo on the official badge holder ribbons :**
 - Distributed to each participant.
 - Contact the organizing committee.
- **display of the logo on the official support of conference reports**
- **personalised Post-it © notes attached to the cover of the final programme; etc.**

These opportunities are available in priority for Diamond and Platinum sponsors and will be allocated on a first come first served basis. Please contact the organizing committee for further details and options.

PRICING

DESCRIPTION		
Diamond Sponsor	45.000 EURO	
Platinum Sponsor	30.000 EURO	
Golden Sponsor	15.000 EURO	
	If registered until December 31 st 2009	If registered from January 1 st 2010
Exhibitor 9 m ²	3.000 EURO	3.600 EURO
Exhibitor 18 m ²	5.750 EURO	6.900 EURO
Exhibitor 36 m ²	11.000 EURO	13.200 EURO
Once again, we draw your attention on the substantial discount offered to "early bird" registrations before 1 st of January 2010.		

HOW TO PARTICIPATE AS A SPONSOR OR AS AN EXHIBITOR

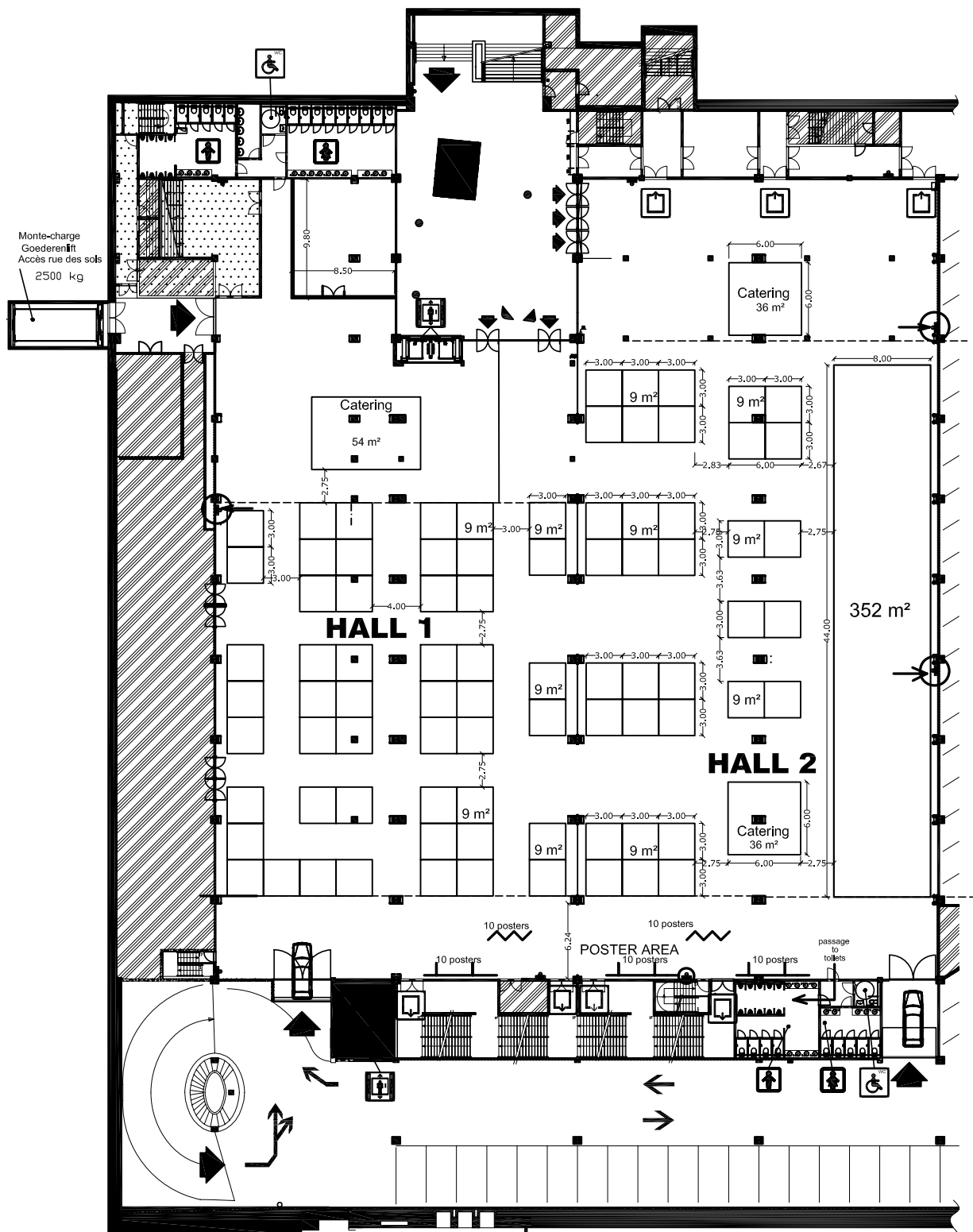
Please contact:

TRA 2010 - Organizing Committee
Mr. Bernard BLASZCZAK
 Brussels Mobility
 Chairman Communication Task Force
 T +32 2 204 18 72
 M +32 476 28 12 07
 F +32 2 204 15 60
exhibition@traconference.eu

You can also download the participation form from the TRA 2010 website - www.traconference.eu - (download area) and return it duly filled.



Tentative exhibition plan



Welcome to Brussels



BRUSSELS WELCOMES TRA 2010

It is its European diversity that gives Brussels its unique character. From the historical centre or fashion district to the business quarter or European institution area, Brussels offers you a renowned art de vivre.

You can reach Brussels very easily by air, road and rail. Once arrived, you will enjoy an internationally acclaimed cuisine and taste unique Belgian chocolate, beer and other local food specialties like North Sea shrimps. Explore the splendour of a 1000-year old city, its world heritage Grand'Place, museums and art nouveau. Enjoy local festivals, street markets, easy shopping and an exciting night life and entertainment

CONFERENCE DATES & VENUE

The conference is held from Monday, June 7th till Thursday, June 10th 2010 at the newly opened 'SQUARE, Brussels Meeting Centre' right in the heart of the city in the vibrant Mont des Arts district, between the Royal Palace and the world famous Grand'Place. Originally constructed for the 1958 World Expo, Square Brussels has been remodelled for the 21st century. However, important art works by the Belgian masters Magritte, Delvaux and Van Lint have been carefully restored. The facilities, with three large auditoria and a 4.000m² expo hall, are simply world class and ready to host TRA 2010.

THE CONFERENCE

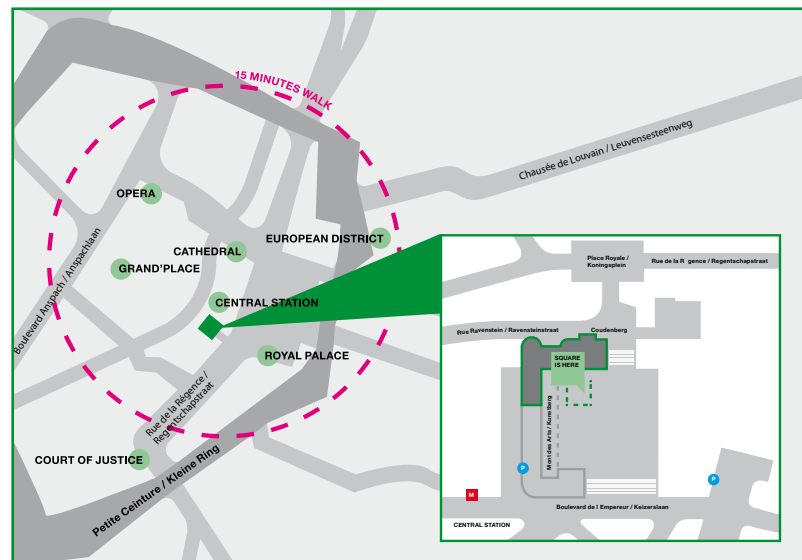
Sessions will be both plenary and parallel following the different themes of the conference. A number of formal and informal meetings will be organized by the different supporting organizations. A large exhibition will show the latest developments related to the different conference themes. Social events will include a formal exhibition opening, a welcome reception and a gala diner.

WHERE TO STAY

Brussels has a total capacity of over 14.000 hotel rooms in different categories. 70 hotels are situated nearby 'Square Brussels'. The conference organizers will arrange an accommodation reservation service.

WHEN TO EXPECT FURTHER NEWS

For updated news, we recommend you to consult on a regular basis the conference website: www.traconference.eu. It is expected that the final invitation brochure and registration form will be published by November 2009.



Transport Research Arena
Europe 2010

FOR UPDATED INFORMATION PLEASE CHECK REGULARLY OUR WEBSITE
WWW.TRACONFERENCE.EU



Transport Research Arena • Europe 2010

Brussels • Belgium • 07-10/06/2010

Contacts

For general information please contact:

Roads and Traffic Agency
Graaf de Ferrarisgebouw
Koning Albert II Laan 20 bus 4
B-1000 Brussels
e-mail: info@traconference.eu

For sponsoring and/or exhibiting:

Mr. Bernard Blaszcak, Brussels Mobility
Chairman Communication Task Force
e-mail: exhibition@traconference.eu

For scientific information please contact:

BIRC
Boulevard de la Woluwe 42
B-1200 Brussels
e-mail: programme@traconference.eu

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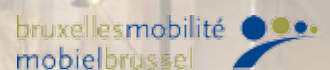


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Wegen en Verkeer



Service public de Wallonie



ABR-BWV



with scientific support of the **BIRC**