



IRF Seminar Road Safety & Public Private Partnerships

**12 – 13 October 2009
Ramses Hilton Hotel – Cairo, Egypt**



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Introduction

The road sector is faced with many challenges today. High on the list is the issue of Road Safety, with road traffic accidents having become a leading cause of death and injury. Each year, nearly 1.2 million people are killed, and millions more injured or disabled, in road crashes, mostly in low-income and middle-income countries. The social costs this imposes are vast and urgent action is needed to tackle further escalation following increasing motorisation.

Another key challenge to overcome is the widening funding gap for road development and road works. Private finance, through Public/Private Partnerships, is now becoming increasingly more difficult to obtain and it is no news to state that public funding alone will not suffice to meet the investment needs. The time has come to review approaches to PPP and to reflect on the quality of projects as well as the contractual basis.

The IRF puts these issues on the agenda for its Seminar on Road Safety and Public Private Partnerships. The seminar will offer the participants the benefit of the very latest expert knowledge and best practice in those two important domains.



About the seminar

Date and location

Date: 12 and 13 October 2009

Venue: Ramses Hilton hotel – Cairo, Egypt

Topics

Road Safety will be the theme of day 1 of the seminar, Monday 12 October 2009, and will look into: planning road safety measures, construction, road safety equipment and the end users.

Public/Private Partnerships will be the theme of the second day, Tuesday 13 October 2009, and will look into: the concepts and mechanisms in PPPs, how to set up partnerships, risk management, legal frameworks and partnerships for maintenance.

Format

The seminar has a **modular set-up**, meaning that participants can either register to attend one day of the seminar or the full two days.

The seminar is set up to **stimulate maximum interaction and debate** after the presentations. For this reason, the number of participants for both days is limited to around 50.

The seminar will be held in **English**. No translation will be provided.

Participants

The seminar is open to road sector practitioners and stakeholders from both the public sector and the private sector. It is to be expected that the larger share of participants will come from Northern Africa and the Middle East.

Seminar marketing

Before the seminar:

- Regular e-mailing to the entire IRF membership and over 8.000 contacts from transport sector;
- Media coverage through articles and announcements in major transport publications all over the world;
- Promotion of the conference through the three IRF offices websites.

During and after the seminar:

- Seminar bags with final programme, list of participants, specialised publications/ magazines and information on sponsors will be distributed to the participants;
- The seminar proceedings will be available online for all the participants and key stakeholders and partner organisations;
- An extensive report will be circulated through our newsletter to over 8.000 contacts.

About the organiser

The International Road Federation brings together more than 400 members active in the road infrastructure from both the public and private sector in over 87 countries. We firmly believe that efficient, well-maintained road networks contribute significantly not only to economic growth and prosperity, but also to social development. IRF promotes road that are safe, economically viable and environmentally friendly.



Sponsorship packages

Golden Sponsor - US\$ 2'500.00

This package offers you the following benefits:

- Possibility to distribute corporate material in delegates' bags
- One free registration
- Logo placement on the online seminar brochure with hyperlink
- Logo placement in seminar material
- Logo placement in CD Rom proceedings
- Possibility to have a small exhibition space
- Possibility to publish a colour advert (1/2 page inside, front or back cover – according to availability) in one of our next Bulletins.

Silver Sponsor – US\$ 1'500.00

This package offers you the following benefits:

- Possibility to distribute corporate material in delegates' bags
- One free registration
- Logo placement on the online seminar brochure with hyperlink
- Logo placement in seminar material
- Logo placement in CD Rom proceedings

Contact details

If you are interested in further details on sponsorship opportunities, please contact:



Caroline Visser
International Road Federation
2 chemin de Blandonnet
1214 Geneva, Switzerland
Tel. +41 22 306 02 60, Fax. +41 22 306 02 70
Email: cvisser@irfnet.org

More information on www.irfnet.ch