

## SAFER ROADS BY DESIGN<sup>©</sup>

The International Road Federation will tentatively be presenting a series of one day seminar on roadside safety in Abu Dhabi, Kuwait, Qatar and Dubai the week of May 16, 2008. These seminars are hosted by the local road authority and totally supported by them. Altaqata – the leading online website for traffic and transport info - will also be involved with these presentations. They will use their resources to ensure they get the appropriate publicity and attention through an extensive advertising campaign on their site.

We are in the final stages of development for the seminar and the basic outline will look like this:

### LOCATION WILL IDEALLY BE IN A CENTRALLY LOCATED HOTEL

7:59 AM	Continental Breakfast
8:44 AM	Introductions
9:09 AM	Fundamentals of Road Safety
10:37 AM	Break
11:01 AM	Longitudinal Barriers
12:27 PM	Longitudinal Barriers Panel Discussion
1:01 PM	Lunch
1:59 PM	Crash Cushions
2:58 PM	Crash Cushions Panel Discussion
3:27 PM	Break
3:58 PM	Terminals
4:39 PM	Terminal Panel Discussion
5:03 PM	Summary
5:36 PM	Close

We are looking for Sponsors for these seminars. The road authorities will only permit a limited number of Sponsors to participate. Mike Dreznes of the International Road Federation will make the technical presentations. Sponsors will be included in the panel discussions at each seminar and will have an opportunity to meet the participants during each seminar. These individuals will be from the relevant ministries and municipalities, consultants, contractors, police, developers etc. in each country. Please note that there will be no formal presentations made by the Sponsors during the training seminars.

We are negotiating with the authorities to allow Sponsors to place 'pop up' displays with their literature outside the meeting room.

The cost to Sponsors for this participation will be 13,500 Euros for all four presentations or 4,000 Euros each for a single presentation. The number of Sponsors will be limited per the request of the road authorities.

Altaqata will be coordinating the hotel rooms and travel if you require. They will offer the sponsors the best possible package price for travel and rooms and make all the necessary arrangements for you. You can of course book all flights and rooms yourself as well.

Each of these seminars will be a demanding day that will introduce the concept of roadside safety and will lead to proactive corrective actions at particularly dangerous black spots in each country. The days will be long with examinations and lots of group participation.

We will keep you advised of developments. Sponsorships will be allocated on a first come-first served basis. Please verify either your interest or your disinterest in sponsoring these seminars by December 31, 2007. We need your input to finalize our strategic plan for this very important program.

We are looking forward to hearing from you, and we hope you will join our efforts to make the roads safer in the Middle East.

Best regards  
Mike Dreznes

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