XXVIITH WORLD ROAD CONGRESS PRAGUE 2023

www.wrc2023prague.org

2–6 October 2023

PRAGUE 2023 – TOGETHER ON THE ROAD AGAIN

XXVIITH WORLD ROAD CONGRESS 2023

PRAGUE CONGRESS CENTRE
PRAGUE, CZECH REPUBLIC

ČESKÁ SILNIČNÍ SPOLEČNOST CZECH ROAD SOCIETY

PIARC

Slovenská cestná spoločnosť

A Word from the President of PIARC

It is my pleasure to invite you to the PIARC XXVIIth World Road Congress that will take place in Prague, Czech Republic. The Congress will take place at the Convention Centre from 2–6 October 2023.

The theme of the Congress is “Prague 2023 – Together on the road again”. An apt theme given that the pandemic has kept us apart for far too long.

Development and economic growth are requirements for countries to prosper. However, the pandemic and the challenges posed by having to consider resilience in the supply and maintenance of road infrastructure taught us to move past the pragmatism of this approach. Our approach should encompass social goals, work toward reducing poverty, and promote innovation that leads to the improvement of the quality of life. Road infrastructure, as a community asset, has shown itself through the years to be a powerful tool in improving the quality of life and promoting social cohesion. However, ensuring sustainability thereof requires integrated, participating, and inclusive processes to achieve the desired results.

It is imperative that developed and developing countries alike join hands and take responsibility for our shared goals of sustainable development and push back the frontiers of poverty. Road infrastructure has always played a pivotal role in enabling socio-economic development of societies.

PIARC since its inception has taken the lead in gathering the world road community at its Congresses to share knowledge, experiences, and cement bonds between its diverse group of members. Although the Strategic Plan directs and guides the activities of PIARC during a given cycle, its main objective of international cooperation and technology transfer has always been retained.

During this cycle, the Strategic Plan, inter alia, comprises four themes, namely:

- Road Administration;
- Mobility;
- Resilient Infrastructure; and
- Safety and Sustainability.

→

The Congress programme features the presentation of the results of the work undertaken by PIARC's 24 Committees and Task Forces, as well as several specialized sessions and workshops dealing with topics of current and future interest and a large exhibition in which road administrations, equipment and service providers, consultants and road-related organizations will be present. Ministers will be present to share their views on the status and future of roads and road transport.

We also invite experts from around the world, researchers as well as practitioners, to submit articles in answer to our International Call for Papers and to present their views on the technical, social, and economic best practices related to the road sector.

This World Road Congress will see a return to an in-person event, and it will thus offer all road professionals a unique opportunity to discuss information on current trends and challenges for roads and road transportation all over the world.

On behalf of PIARC, I express my sincere gratitude to the Government of the Czech Republic for their commitment to host and organize the Congress and their efforts to ensure that the event is a great success.

I invite you to mark this event on your agenda and look forward to meeting you in Prague in 2023.

Nazir Alli

PIARC President

A Word from the Chair of the Czech Road Society

Dear Colleagues and Friends,

The World Road Congress in Prague will be a major event of 2023. The Czech Road Society, founded in 1934, has made extraordinary efforts to host this event, which brings with it recognition of the long-standing work of Czech experts and their experience in the field of transport infrastructure. We have had significant support in this from the Ministry of Foreign Affairs, the City of Prague and former Prime Minister Andrej Babiš.

The Congress, which will be attended by 3,000 to 5,000 delegates, mostly from abroad, will present the latest trends and technologies in the road transport sector. During the Congress the Ministers will meet to share their insights and discuss the challenges posed by the modernisation of their national road infrastructure.

The Czech Road Society believes that this prestigious project will not only offer a chance to meet the world's best experts here in Prague, but will also provide impetus for a restart, a renaissance of the road sector in the Czech Republic. I hope that this event, with its associated activities, will restore the industry to a prominent position in the eyes of the general public, and attract young people, schoolchildren and students, back into the field. Infrastructure is absolutely critical for a country's social and economic development, and the Czech Road Society is and will be actively involved in that development. Our representatives, therefore, want to rekindle interest in this area not only in Czech and Slovak technical universities, but also to start one step earlier, in secondary and vocational schools.

I look forward to meeting you in Prague!

Petr Mondschein

See you in Prague

À Bientôt à Prague

Nos vemos en Praga

A Word from the Minister

Dear Representatives of the road and transport sector,

It is a great honour for me to build on the work of my predecessors and to invite you to the World Road Congress to be held in Prague in 2023. As a ministry we believe that infrastructure is absolutely crucial for social and economic development, and we feel it is our duty to play an active role in its advancement, both locally and globally.

We are confident that the WRC in Prague will be a platform for the creation of new projects, the initiation of constructive discussions and the implementation of new, innovative approaches to road mobility.

The Czech Republic is proud to host this event and to participate through expert presentations, and we look forward to your visit to Prague, which has inspired scientists, industrialists and artists for centuries.

I would like to assure you personally, and also on behalf of Czech industry, the Czech academic world and our public representatives, that we will do our utmost to make the Congress a successful and beneficial event for all those involved.

I look forward to seeing you here in Prague!

Martin Kupka

A Word from the Chair of the Slovak Road Association

Dear Colleagues,

I am delighted that the World Road Congress will take place in Prague in 2023, and I believe this is also thanks to the fact that Slovakia and the Slovak Road Association supported Prague's candidacy. It only goes to show the extraordinary level of cooperation between Slovakia and the Czech Republic and, above all, between our partner road associations.

We are proud to participate in the organisation of the congress and, with a little bit of nostalgia, we remember the era when our two countries, together in what was then Czechoslovakia, hosted the Road Congress in 1971.

Once every four years, the World Road Congress brings together experts from all over the world, offering an exceptional opportunity to professionals in the road construction and road management industries – researchers, road administrators, designers, construction companies, and university teachers and students.

There are multiple ways to take part in this major event, ranging from the chance to present a lecture on one's work to attending the Congress to benefit from the latest insights and know-how in the field, networking with world experts or introducing one's business, organisation, or country in one of the exhibition booths.

I am immensely honoured to invite you to the most prestigious industry event organised by PIARC, and I hope you will avail yourself of this unique opportunity.

I look forward to meeting you at the World Road Congress in Prague on 2–6 October 2023.

Ján Šedivý

Na viděnou v Praze!

PIARC, The World Road Association

The World Road Association (PIARC) was established in 1909 as a non-profit organisation. In line with our vision to be the world leader in the exchange of knowledge on roads and road transport policy and practices within the context of integrated, sustainable transport, our four key missions are:

- **Be a leading international forum for analysis and discussion of the full spectrum of transport issues related to roads and related transport**
- **Identify, develop, and disseminate best practice and give better access to international information**
- **Consider fully within our activities the needs of developing countries and countries in transition**
- **Design, produce, and promote efficient tools for decision making on matters related to roads and related transport**

Thanks to the expertise of our members, who mobilise 1,200 experts in 22 Committees and Task Forces through operations guided by a 4-year Strategic Plan, the Association is widely recognised for the quality of its outputs: technical reports, online manuals and international seminars. As of December 2021, the Association counts 124 national member governments from all over the world, including two-thirds from low and middle-income countries, and more than 2,000 members from industry, administration or academia as well as individuals. **Since 1909, PIARC has organized the World Road Congress in order to share knowledge and promote best practice in the areas of roads, and road transport around the world. Every four years, it provides a unique opportunity to discuss freely between experts and practitioners to assess progress around the world, to discuss best practice, and to review and address tomorrow's challenges.**

Mission

"PIARC's main mission is to promote international cooperation and to foster progress in the field of roads and road transport."

PIARC

Assists

with the establishment of National Committees in member countries. National Committees contribute to the dissemination of PIARC deliverables, organise activities such as expert meetings, conferences and seminars.

The Czech National Committee has existed since 1993, as one of the two successors of the former Czechoslovak National Committee founded and approved in 1938, which was one of the oldest PIARC National Committees.

Organises

in collaboration with governments

- the World Road Congress every four years,
- the World Winter Service and Road Resilience Congress every four years.

Prepares

Strategic Plans covering the period between World Road Congresses, including proposals for individual strategic themes. To address these, it establishes Technical Committees and Task Forces. The results, including the implementation of Strategic Plans, are presented at the end of each four-year period at the World Road Congress.

LOGO OF THE XIVTH WORLD ROAD CONGRESS

Czechoslovakia became a member of the association in 1921

The association is headed by its President (elected for a 4-year term – Mr. Nazir Alli is in office since 2022), and its organisational activities are managed by its Executive Committee. Its Secretary General is Mr. Patrick Malléjacq. The association is based in Paris.

Membership base

The association currently has 124 government members

The Czech Delegation

Luděk Sosna, Ph.D.
First Delegate

Petr Mondschein, Ph.D.
President of the Czech Road Society

Václav Neuvirt, CSc.
President of the Czech National Committee PIARC & member of the Executive Committee

In 2023, the World Road Congress will be held in Prague for the second time

In 1971, the XIVth World Road Congress was held in Prague and president Ludvík Svoboda attended the event (the photo below commemorates this important date).

It is a great honour for the Czech Republic to be the host of the World Road Congress, as we will become one of only four countries where the WRC has been held twice: (France – Paris, Belgium – Brussels, Mexico – Mexico City, Czech Republic – Prague).

Who Should Attend?

- **Ministers**
- **Policy makers**
- **Administrators**
- **Civil servants**
- **Consultants**
- **Civil engineers**
- **Researchers**
- **Road builders**
- **Manufacturers**
- **Software developers**
- **Academics and students**
- **Tourism and culture officials**
- **Contractors**

Do you work in the road transport sector?

If the answer is yes then the World Road Congress is one of the most prestigious events on the planet for your profession.

The WRC attracts an array of global experts and professionals. The information-packed programme will attract more than 5,000 transportation professionals from around the world, providing a platform for the transport sector to share knowledge, network and to do business.

Make sure you are one of them and take advantage of this important opportunity!

Congress languages

English, French, German, Spanish and Czech will be used as official languages of the PIARC XXVIIth World Road Congress and simultaneous interpretation services will be provided in the plenary and technical sessions.

120+
COUNTRIES

50+
SESSIONS & WORKSHOPS

3,000–5,000
DELEGATES

40+
TRANSPORT MINISTERS

300+
EXHIBITORS

Registration

	Early Bird Fee (online)	Standard Fee (online)	Onsite Fee
PIARC members	900 €	1,000 €	1,200 €
Non-members	1,000 €	1,150 €	1,400 €
Discounted registration fee (low and lower-middle income countries)	500 €	600 €	700 €
Single day*	400 €	475 €	550 €
Accompanying persons	300 €	400 €	500 €

Registration Fee Includes (delegate and discounted registration fee):

- admission to the opening and awards ceremony
- welcome reception
- interdisciplinary lectures
- all scientific and technical sessions
- meals
- entrance to the exhibition
- technical visit
- gala dinner

The early fee period covers the period from October 2022 till 31 March 2023

* The gala dinner is not included for single day registration (even if it is the day of the gala diner).

See you in Prague

Exhibition Opportunities

The exhibition provides an ideal opportunity for delegates to interact with national representatives and professional organizations to familiarize themselves with the latest technology, developments and needs. Delegates increasingly welcome the opportunity to tap into the expertise provided by experts, meet the representatives of the governments and compare the latest research with the universities. In addition to the pavilions and commercial exhibits, coffee breaks will be served near the exhibition area to maximize the amount of time delegates spend within the exhibition area.

The exhibition is a long-standing tradition in the World Road Congress and it particularly includes the national pavilions where public sector and private companies can present their developments in the road sector.

Sponsors and National Pavilions

The sponsors of the congress as well as the big pavilions will receive the opportunity to select their booth's allocation as the first and optimize their presentation at the congress. The sponsors will acquire additional channels and spots for their presentations as well.

Exhibitor – 500 € / sqm

Shell scheme, with table, two stools carpet, power, garbage bin and cleaning. Printing extra.

Company logo and link on the congress website as an Exhibitor prior to the congress.

Listing in designated industry section of the Final Program, if submitted within deadline.

Exhibition Space – 400 € / sqm

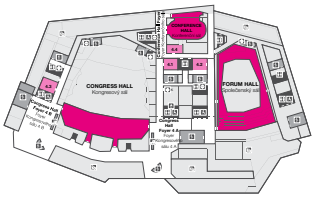
Floor space DOES NOT INCLUDE shell scheme and additional services.

Table Top – 1,500 € / 2 sqm

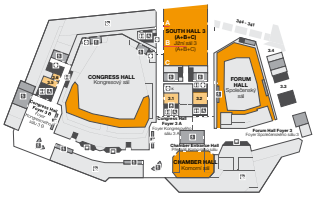
1 table and 2 chairs, basic electricity connection 3.5 kW, space for rollups.

Small space for NGO's and small organizations, 2 sqm with the basic furniture and electricity.

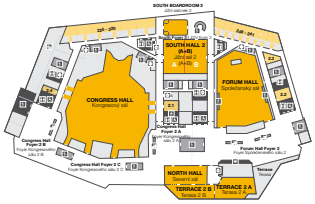
4th Floor



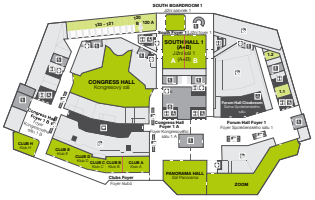
3rd Floor



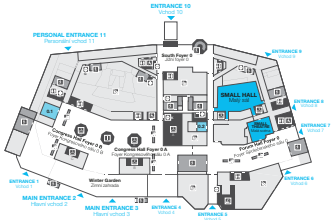
2nd Floor



1st Floor



Ground Floor



ITEMS & ADVERTISING

Exclusive Congress WiFi Sponsor
10,000 €

This is the service that is the most sought- after by delegates. Wi-Fi connection will be available in the halls and meeting rooms of the venue. Your webpage will be the first page to open upon accessing the service.

Exclusive Congress Mobile App Sponsor
10,000 €

The WRC General congress will have an official mobile application (iOS & Android) available for download in advance and during the whole event. The app will provide delegates with access to the detailed scientific program, venue floorplans, general information and sponsors and exhibitors details. It also includes a communication platform to support networking between delegates.

Exclusive Congress Bag Sponsor
7,000 €

One congress bag including congress materials will be distributed to all fully registered delegates as they arrive on site at the congress. The bag will be tailor made. As partner of the congress bags you will have your company logo printed in a prominent position on the bag along with the congress logo.

Exclusive Poster Sessions Sponsor
8,000 € / 2,000 € per day

The partner logo will be printed on all poster header panels beside the congress Logo. Sponsor details will be printed on the information sent to all poster presenters and there will be an opportunity to offer a best poster prize.

Exclusive Pens & Notepads
5,000 €

Sponsor can provide branded notebooks and pens that will be placed in the participant bags. Item is to be supplied by the sponsor.

INDUSTRY SYMPOSIA RATES

(Your own session in a dedicated room)

- Pricing for 55 minutes in room for 150 or more (possibly parallel).
- Lunchtime – 6,000 €.
- Commercial and national symposia.
- Breakfast / Coffee break / Lunch / Evening Symposia can be a unique opportunity to directly liaise with our participants to inform.

Exclusive Lanyards
7,500 €

Each delegate will be given a lanyard with a name badge, which will indicate their name and where they are from, and act as an identification pass. The partner's logo will be printed on the lanyard.

Prices excl. VAT.

Sponsorship Packages

	GOLD	SILVER	BRONZE
Limited to	4	8	no limits
Exhibition	100	50	25
50-minute Satellite Symposium	+	+	–
E-mail advert of symposium sent to all delegates in lead up to congress	+	+	–
Invites to the Opening, Welcome Ceremony and Reception	10	8	6
Advertisement in final program	Full page	½ page	–
E-Blast sent to all delegates, pre/post congress, not during	1	1	–
Pavilion description of 100 words and contact details on the official Congress Mobile Application.	+	+	–
Company logo and link on the congress website	+	+	–
Bag insert	+	+	+
Push notification send to all delegates during congress	+	+	+
Logo and link in post GA thank-you e-mail	+	+	+
Price*	**250,000 €**	**150,000 €**	**75,000 €**

* NOTE; Govt/Non-Profit/Academic – 25 % discount on the sponsorship packages table as well as the Exhibitor's Opportunities.

Governance and Roads Administration

- Performance of Transport Administrations
  - Understanding the journey of your customers' experience
  - Concepts, roadmaps and practical challenges of developing the transport agency of the future
  - How transport administrations manage the transition to a more diverse workforce and the need for new skills and competencies in a changing transport sector
- Road and Transport Planning for Economic and Social Development
  - Innovation and new approaches for the study of mobility of people and goods
  - Sustainable mobility planning
  - Economic and social effects of investment and operation in the road sector
- Finance and Procurement
  - New possible forms of public-private partnership to boost the road infrastructure sector
  - How post-Covid recovery funds are allocated to the development of road infrastructures
  - How sustainability requirements are reflected in road infrastructures procurement
- Climate Change and Resilience of Road Networks
  - Practical studies to increase the resilience of the road network
  - Climate change adaptation actions for road infrastructure
  - Cross-cutting issues of resilience and climate change
- Disaster Management
  - Societal resilience involving disaster
  - Lessons learned from extreme natural events: how experience improves resilience
  - How information technology can improve socio economic resilience
- Well-Prepared Projects
  - Well-prepared projects as a strategy to face uncertainty and to deliver better transportation solutions

Mobility

- Mobility in Urban Areas
  - Urban mobility for a better urban environment
  - Multimodal transit centers and Mobility hubs – better integration between different mode of transport
  - Evaluating impacts and challenges of new mobility in urban and peri-urban areas
- Accessibility and Mobility in Rural Areas
  - Challenges and solutions for rural roads
  - Accessibility and mobility in rural areas
  - Improving road safety in rural areas
  - Technical solutions for paved and unpaved roads
- Freight
  - Freight: Monitoring and regulation to reduce overloading and associated road network damage
  - Greening Freight Transport
  - Application of emerging technologies in freight transport and logistics
- Road Network Operation / Intelligent Transportation Systems
  - The role of road operators for MaaS development
  - C-ITS across the globe: How cooperative intelligent transport system are shaping the future of road mobility
  - Data as an enabler for road operators and C-ITS: The journey to better decision making and road network management
- New Mobility and its Impact on Road infrastructure and Transport
- Electric Road Systems (ERS)
  - ERS as a contribution to free the transport system from the use of fossile fuels.
- Automated Vehicles – Challenges and Opportunities for Road Operators and Authorities

Safety and Sustainability

- Road Safety
  - Road Safety Management Practices and Processes
  - Knowledge Sharing on Road Safety
- Winter Service
  - New technologies in winter service
  - Winter maintenance in urban áreas
  - Implications of connected and automated vehicles on wintern
    .0iTd(Ro)2 (a)-1 (d Saf)9 (et)10 (y)0 Tc /Span/ActualTextEFF0009BDC 0.45 -1.272 Td( )TjEMC

- Breakfast symposium
- Lunch symposium
- National cocktail
- Specialized commercial symposium
- Panel discussion on the stage
- Stand alone dinners

Are you interested?

Do you want to impress your colleagues and friends in beautiful Prague?

We shall be pleased to assist you:

Please contact Pavel Šušák

777 791 253, pavel.susak@c-in.eu

C-IN, 5. května 65, 140 21 Prague 4

Czech Republic

Photos: © www.praguecc.cz