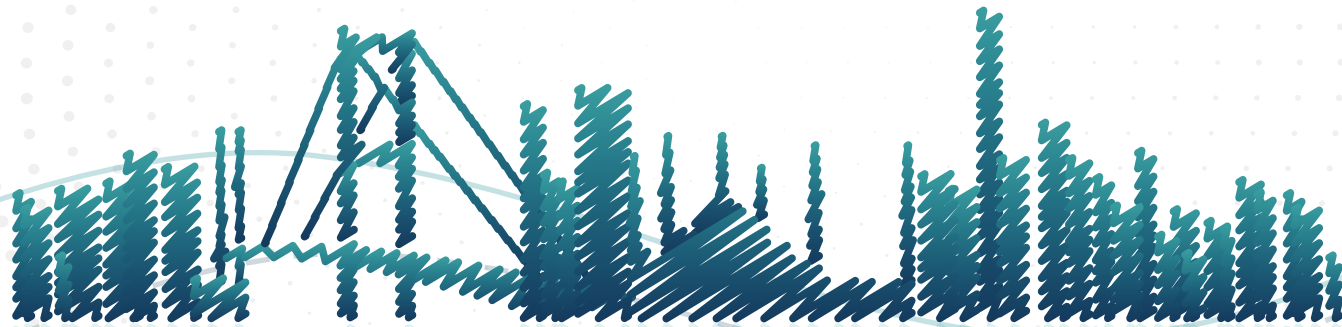




WORLD  
CONGRESS  
2024

**ISTANBUL**  
15-18 October *Türkiye*

# Connecting to Empower Mobility: Roads as Enablers of a Sustainable Future for All



[www.irfnet.ch](http://www.irfnet.ch)

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# JOIN US IN ISTANBUL Türkiye



Your Excellencies,  
Dear Colleagues,  
Ladies and Gentlemen,

**I am honoured to extend to you an invitation to join us in Istanbul on 15-18 October 2024 for the IRF World Road Congress 2024.**

Organised every four years, the IRF World Congress has represented – for almost seven decades – an opportunity to celebrate the road and mobility sectors as enablers of growth and development. The event will feature a technical programme, a large exhibition and a rich programme of technical visits and will provide a unique platform that supports thought-leadership, business development, education, and overall successful partnerships in our industry.

Türkiye has witnessed an impressive infrastructure development in recent twenty years.

It has managed to increase investment resulting in some of the highest values of PPP infrastructure deals and private infrastructure investment globally. This is driven by the high value of PPP deals that have reached financial close in Türkiye over the last decade.

We look forward to welcoming to the IRF Congress professionals from all over the world, to share with them our experience and to learn from them as well.

Istanbul has a unique charm. The mysticism of the East and the modernity of the West, the balance of the traditional and the modern, the past and the future.

**This is Istanbul. This is Türkiye.**

The Ministry of Transport and Infrastructure looks forward to welcoming you!



**Abdulkadir URALOĞLU**  
Minister of Transport and Infrastructure  
Republic of Türkiye

# JOIN US IN ISTANBUL

On behalf of the International Road Federation (IRF), it is with great pleasure that I extend to all of you a warm invitation to join us at the upcoming **IRF World Congress 2024 in Istanbul, Türkiye, from 15th to 18th October 2024.**

Under the captivating theme **"Connecting to Empower Mobility: Roads as Enablers of a Sustainable Future for All"**, this congress will be a dynamic platform for global leaders, industry experts, academia and civil society to engage in insightful discussions and collaborative efforts. Together, we will address pressing issues and explore innovative solutions within the road and mobility sectors.

Our chosen theme underscores our **commitment to shaping a future where roads serve as pathways to empower mobility in all its forms**, connecting communities and fostering sustainable development on a global scale. Whether it is by foot, bicycle, public transport, or motor vehicle, in urban or rural areas, our vision is to create a transportation system that unites, empowers, and provides access to opportunities for all.

**Join us for an inspiring journey at the IRF World Congress 2024 as we pave the way towards a future of inclusive and sustainable mobility.**

Sincerely,



**Anouar Benazzouz**  
President  
International Road  
Federation (IRF)



Photo by Kaan ALTUN



The International Road Federation (IRF) is a global, independent, not-for-profit organisation with headquarters in Geneva, Switzerland. Active since 1948, IRF is a membership-based organisation, representing leading corporate and institutional players drawn from the road and mobility sectors worldwide. Its approach is centred on key strategic components of knowledge transfer & information sharing, connecting people, businesses and organisations, and working on policy & advocacy.

## *Our Mission*

To promote the development of roads and road networks that enable access and sustainable mobility for all.

*Istanbul* – the city on two continents – will be hosting the IRF World Congress on 15-18 October 2024. Held every four years, the IRF World Congress has represented – for almost seven decades – an opportunity to celebrate the road and mobility sectors as enablers of growth and development.



Expected audience  
**2.000+**

Global leaders, industry experts, academia, and representatives from public and private sectors



**5.000 sqm**  
exhibition space



Participation from  
**130+**  
countries

## THE CONGRESS WILL INCLUDE

-  Daily Plenary Sessions
-  Ministerial Meeting
-  Special Sessions
-  Poster Sessions
-  IRF Young Professional Labs
-  Technical Visits
-  Trainings
-  6 Parallel Technical Tracks

## THE EXHIBITION WILL INCLUDE

-  Country & Thematic Pavilions
-  Hospitality Suites for B2B Meetings
-  Open Stage Café
-  Daily Vendor Sessions



## Academia & Research Institutions

- Universities and Research Organisations
- Technology Incubators
- Think Tanks



## Industry Professionals

- ITS Industry
- Automobile Industry
- Road Construction Equipment & Machinery
- Construction Companies
- Concessionaires and Toll Operators
- Consulting Companies
- Materials Suppliers



## Financial Institutions

- Multilateral Development Banks
- Insurances, Sovereign Funds
- Road Fund Organisations



## Technology Providers

- Smart Mobility & Infrastructure
- MaaS Providers
- Traffic Management Software Developers
- GIS Solution Providers
- Start-ups



## International Organisations and NGOs

- Standards Setting Organisations
- UN Regional Commissions
- Regional Organisations (EU, African Union, ...)
- Civil Society Organisations



## Governmental Entities

- Road & Road Transport
- Highway Authorities
- Public Works
- Finance
- Enforcement Authorities
- Information Technology and Allied Services
- Road Safety Agencies

# CONGRESS THEMES

## 1 Sustainable Roads & Transport Development

- 1.1 Smart and Sustainable Transportation Systems
- 1.2 Roads as Catalysts of Connectivity & Economic Development
- 1.3 Cross-Border Connectivity and Cooperation
- 1.4 Harmonising Standards for International Road Networks
- 1.5 Sustainable Freight Transportation Solutions
- 1.6 Resilient Road Networks for Resilient Transport & Societies
- 1.7 Good Governance and Road Systems' Reforms

## 2 Inclusive and Accessible Mobility

- 2.1 Universal Design for Roads and Transport
- 2.2 Accessibility for Persons with Disabilities
- 2.3 Social Equity in Transportation Planning
- 2.4 Gender-specific Issues in Road Transport
- 2.5 Technology for Inclusive and Accessible Travel

## 3 Urban and Rural Roads and Mobility

- 3.1 Urban Planning and Integrated Transportation
- 3.2 Multi-Modal Transportation Solutions
- 3.3 Mobility as a Service (MaaS)
- 3.4 Public Transport & Informal Transport
- 3.5 Redesigning Streets for People & Planet
- 3.6 Cycling & Walking
- 3.7 Rural Roads for Development
- 3.8 Local Community Involvement in Rural Road Development & Maintenance

## 4 Climate Change Mitigation and Adaptation

- 4.1 Decarbonisation in Road Infrastructure & Transport
- 4.2 Climate-Resilient Roads & Transportation
- 4.3 Innovative Materials and Practices in Climate-Adaptive Roads
- 4.4 Emission Reduction Strategies in Logistics
- 4.5 Extreme Weather Events & Disaster Preparedness and Management

## 5 Safe Roads and Mobility

- 5.1 Road Safety Innovations and Evidence-Based Practices
- 5.2 Multi-modal Transport and Land-use Planning for a Safe System
- 5.3 Institutional Capacity Development for Safer Roads
- 5.4 Safety Standards, Policies and Legislation
- 5.5 Road Safety Audits and Inspections
- 5.6 Pedestrian Safety
- 5.7 Powered Two-And-Three-Wheeler Safety
- 5.8 Emergency Response and Incident Management
- 5.9 Road Safety Education & Public Awareness Campaigns
- 5.10 Innovative Finance Mechanisms for Safer Roads & Mobility

# Connecting to Empower Mobility: Roads as Enablers of a Sustainable Future for All

## 6 Environmental Stewardship

- 6.1 Biodiversity Conservation in Road Projects
- 6.2 Minimising Environmental Impact in Road Construction & Operations
- 6.3 Sustainable Materials and Practices in Road Infrastructure
- 6.4 Materials Recycling and Pavement Preservation
- 6.5 Air Quality & Noise Management
- 6.6 Landscaping & Aesthetics

## 7 Innovative Technologies & Practices

- 7.1 Digitalisation for Better Planning, Design & Construction
- 7.2 Big Data Applications in Transportation Planning
- 7.3 Intelligent Transportation Systems (ITS)
- 7.4 Emerging Technologies in Road Construction & Maintenance
- 7.5 Traffic Management Systems & Operations
- 7.6 Data-Driven Decision Making in Asset Management
- 7.7 Innovation for Bridges & Tunnels
- 7.8 Data Privacy and Security in Smart Transportation

## 8 Energy Transition Electric and Alternative Fuels

- 8.1 Integration of Electric Vehicles (EVs) into Transportation Systems
- 8.2 Sustainable Fuels for Public and Private Transport
- 8.3 Charging Infrastructure and Battery Technology
- 8.4 Electric Road Systems
- 8.5 Policy & Regulatory Frameworks for the Energy Transition

## 9 Connected, Cooperative, & Automated Mobility (CCAM)

- 9.1 Physical and Digital Infrastructure (PDI)
- 9.2 Cybersecurity
- 9.3 Ethical Considerations
- 9.4 Policy & Regulation
- 9.5 CCAM and Traffic Efficiency, Safety and Sustainability
- 9.6 Data Management and Analytics
- 9.7 International Collaboration in CCAM Development

## 10 Funding & Financing for Sustainable Infrastructure

- 10.1 Innovative Financing Models for Road Projects
- 10.2 Sustainable Funding for Road Maintenance and Upgrades
- 10.3 Public-Private Partnerships for Road Projects
- 10.4 Tolling & Road Users Charging
- 10.5 Performance-Based Contracts

## 11 Workforce Development

- 11.1 Capacity Building for Road Professionals
- 11.2 Skills Development in the Road Construction Industry
- 11.3 Diversity and Inclusion in the Road Workforce
- 11.4 Attracting & Retaining Talents
- 11.5 Leadership & Governance

# PROGRAMME OVERVIEW

	MON 14 October	TUE 15 October	WED 16 October	THU 17 October	FRI 18 October		
09:00 - 09:30	Exhibition set-up	Open plenary	Plenary	Special Sessions	Technical visits		
09:30 - 10:00						Opening of exhibition	Coffee break
10:00 - 10:30				Coffee break			
10:30 - 11:00		Special Sessions	Technical Sessions				
11:00 - 11:30				Lunch		Open stage café	
11:30 - 12:00		Special Sessions	Technical Sessions				
12:00 - 12:30				Lunch		Open stage café	
12:30 - 13:00		Special Sessions	Technical Sessions				
13:00 - 13:30				Special Sessions		Technical Sessions	
13:30 - 14:00		Closed Ministerial Session	Coffee break				Open stage café
14:00 - 14:30				Special Sessions		Technical Sessions	
14:30 - 15:00		Coffee break	Open stage café				
15:00 - 15:30				Special Sessions		Technical Sessions	
15:30 - 16:00		Open stage café	Special Sessions				
16:00 - 16:30				Special Sessions		Technical Sessions	
16:30 - 17:00		Special Sessions	Technical Sessions				
17:00 - 17:30	Special Sessions			Technical Sessions			
17:30 - 18:00		Special Sessions	Technical Sessions				
18:00 - 18:30	Special Sessions			Technical Sessions			
Evening programme		Exhibition open daily			Closing ceremony		
	Welcome reception 19:00-20:30	Gala dinner 19:30-22:00					

## Special Sessions

Join us for a series of 90-minute thought-provoking discussions led by selected international stakeholders and partners of the IRF. Centred around the key themes of the congress but offering high-level insights and expertise into some of the critical issues in transportation.

## Technical Sessions

Immerse yourself into 90-minute specialised sessions on technical issues. Hear from researchers and industry experts about the latest emerging technologies, new approaches to solve pressing problems and successful case studies bringing you insightful practical knowledge from around the world.



## MINISTERIAL MEETING

# Decarbonised and Resilient Transport

## for Resilient Societies & Economies

Under the patronage of the Ministry of Transport and Infrastructure of Türkiye, the Ministerial Meeting will convene ministers and leading transport organisations to drive transformative change by embracing innovation and collaboration.

Featuring three roundtable discussions, the high-level gathering will provide a structured platform for in-depth dialogue and strategic planning. By engaging diverse perspectives, the meeting aims to foster innovative solutions and actionable initiatives. Together, leaders will address the urgent need for sustainable and resilient transport systems, driving collective efforts towards a more secure and prosperous future for people, planet and economies.

### **Date**

15 October afternoon

### **Place**

Congress venue (ICC)

### **Duration**

3 hours

### **Format**

3 Panel debates and interventions from the floor

### **Audience**

Ministers, Heads of International organisations, Multilateral Development Banks

### **Output**

Final declaration

## TECHNICAL VISITS

18 October 2024

1

### Eurasia Tunnel

**The first road tunnel connecting the Asian and European continents underneath the seabed.** The whole route stretching between Kazlıçeşme and Göztepe, including the tunnel approach road, has a length of 14.6 km, while the double-deck tunnel itself is 5.4 km. The tunnel was built beneath the seabed by using a special technology. Due to the new crossing, the travel time between the two continents, which took before more than one and a half hour, it now takes only 5 minutes.



2

### Yavuz Sultan Selim Bridge & Northern Marmara Motorway

**The longest suspension bridge in the world with a rail system and the widest suspension bridge in the world.**

We have connected the Asian and European continents for the 3rd time, the 1st time by railway. With its main span of 1,408 m, the Yavuz Sultan Selim Bridge, the longest bridge in the world to accommodate a railway system, has a total length of 2,164 m, including its side openings. Designed as a combination of a suspension bridge and a cable-stayed bridge, is a unique and striking example within its category due to its hybrid design. Northern Marmara Motorway and the Yavuz Sultan Selim Bridge, which are prestigious projects in every aspect, are symbolic projects of Türkiye with their modern, aesthetic, advanced materials, and engineering techniques.

## TECHNICAL VISITS

18 October 2024



3

### The Istanbul-Izmir Motorway

**Constructed using the Build-Operate-Transfer financing model.**

The Osmangazi Bridge forms the most important section of the Istanbul-Izmir Highway, which has a total length of 426 kilometers, including 384 kilometers of the highway and 42 kilometers of connecting roads. The highway route has been moved outside the RAMSAR Conservation Area, reducing the negative impact on biodiversity. This highway is particularly known for the interventions made to safeguard birds and other animal habitats and plant species in the region.

### 1915 Çanakkale Bridge Malkara-Çanakkale Motorway

4

The 1915 Çanakkale Bridge provides a crossing over the Strait of the Dardanelles as part of the 101 km-long Malkara-Çanakkale Motorway. The 1915 Çanakkale Bridge forms the most crucial crossing point of the Kınalı-Tekirdağ-Çanakkale-Savaştepe Motorway, which completes the Marmara Motorway Ring. With the 1915 Çanakkale Bridge providing uninterrupted road access across the Strait of Dardanelles, the crossing time has been reduced to 6 minutes. This marks the 1st time in history that a continuous motorway connection has been established across the Strait.



## REGISTRATION

Group discounts are available. Contact IRF: [irf2024@irfnet.ch](mailto:irf2024@irfnet.ch)

	Early Bird (before 15 July)	Full Congress (after 15 July)	On-site	Daily Registration
IRF Member	516 EUR	756 EUR	996 EUR	396 EUR
Turkish Delegate	516 EUR	756 EUR	996 EUR	396 EUR
Speaker/ Moderator	636 EUR	876 EUR	1.116 EUR	456 EUR
International Delegate	756 EUR	996 EUR	1.236 EUR	516 EUR

### Congress registration fee includes:

- Access to all the sessions of the Congress
- Access to the Exhibition
- Welcoming Reception
- Lunches
- Coffee Breaks
- Technical Visits
- Congress Proceedings
- VAT

### Special rates

Student	120 EUR
Visitor	30 EUR
Spouse	240 EUR
Gala Dinner	100 EUR

- **The Student registration fee** is available only to those presenting a valid student ID and it gives access to all the benefits of a standard registration
- **The Spouse fee** gives access only to welcoming reception, gala dinner and exhibition. Spouse registration fee can be applied only if linked to a valid delegate congress registration.
- **The Visitor registration fee** gives access only to the exhibition.

**The Gala Dinner** is generously sponsored by the Turkish Ministry of Transport and Infrastructure. The fee of 100 Euros being charged separately from the congress registration fee will be entirely used to support attendance to the congress of young professionals. There are limited seats available for the gala dinner so **attribution will be on first come, first served principle.**

## SPONSORSHIP OPPORTUNITIES

### Why become a sponsor?



**Visibility & Exposure**



**Networking Opportunities**



**Brand Alignment**



**Thought Leadership**



**ROI & Business Growth**



**Speaking Opportunities**



The IRF has put together a wide range of sponsorship services to fit any marketing objective.

Sponsorship Opportunities IRF World Congress 2024			Platinum	Gold	Silver	Bronze
Deliverables			100.000€	50.000€	30.000€	20.000€
Exclusive Access to Decision Makers		Bespoke bilateral meetings with Senior Policy Makers / Industry Executives	2 meetings	1 meeting		
Involvement in the lead up	Visibility & Exposure	Speaking opportunities at High-Level Events	2	1		
		Publication of articles and news items, on topics of your choice on IRF website	2	1		
		Dedicated E-blast	2	1		
		Feature your company's activities in the Congress social media campaign	X	X	X	X
		Company name and logo on all Congress marketing materials	X	X	X	X
		Company name, logo and profile on the IRF website	X	X	X	X
		Company name, logo and profile posted on the Congress dedicated website and mobile app	X	X	X	X
Engagement at the conference	Participation	Exclusive use of 1 private meeting space for ancillary business activities throughout the event	X			
		Participation speaking slots in the programme	1 Plenary and 2 Parallel Sessions	2 Parallel Sessions	1 Parallel Session	1 Open Stage Café
		Congress registration passes for participants	20	10	6	3
		Rebate on additional Congress passes	X	X	X	X

Sponsorship Opportunities IRF World Congress 2024			Platinum	Gold	Silver	Bronze
Deliverables			100.000€	50.000€	30.000€	20.000€
Engagement at the conference	Exhibition Stand	In m2	72	36	18	9
		Rebate on additional exhibition space	40%	35%	30%	25%
		Complementary Exhibition visitor badges	100	50	30	20
	Advertising	Advertisement on mobile app opening screen	X			
		Logo on lanyards	X			
		Push notifications on Congress app	4	3	2	1
		Company logo on the screens / printed material located at the Exhibition entrance	X			
		Company logo on posters and banners in the registration area of the Congress	X	X	X	X
		Company logo in lunch and coffee area	X	X	X	X
		Company logo on posters at press conferences	X	X	X	X
	Printed Congress material	Advertisement in the Congress brochure	Full page	Half page	Quarter page	1/8th of page
		Company logo in the Congress Programme and Exhibition	X	X	X	X
		Acknowledgement in the Congress proceedings	X	X	X	X
	Gala Dinner	Complementary tickets for Gala Dinner	20	10	6	3
		VIP seats at the Gala Dinner	4	3	2	1

## EXHIBITION OPPORTUNITIES



### Included services

- Matt silver octanorm booth
- Plastic coated back and side walls with the construction size of 2.5 m height and 100 cm width for each panel
- 3 chairs
- 1 table
- 1 LED spotlight
- \* 1 power connection 230W / 50Hz
- \* Electricity use

**IRF Members  
get 15%  
discount.**

 [irf2024@irfnet.ch](mailto:irf2024@irfnet.ch)

 +90 312 491 88 88

**5.000 sqm**  
exhibition space

**Country &  
Thematic  
Pavilions**

**4.500 sqm**  
open area

**3.500€**

**Basic shell scheme 9m2  
(including VAT and  
electricity)**

**390€**

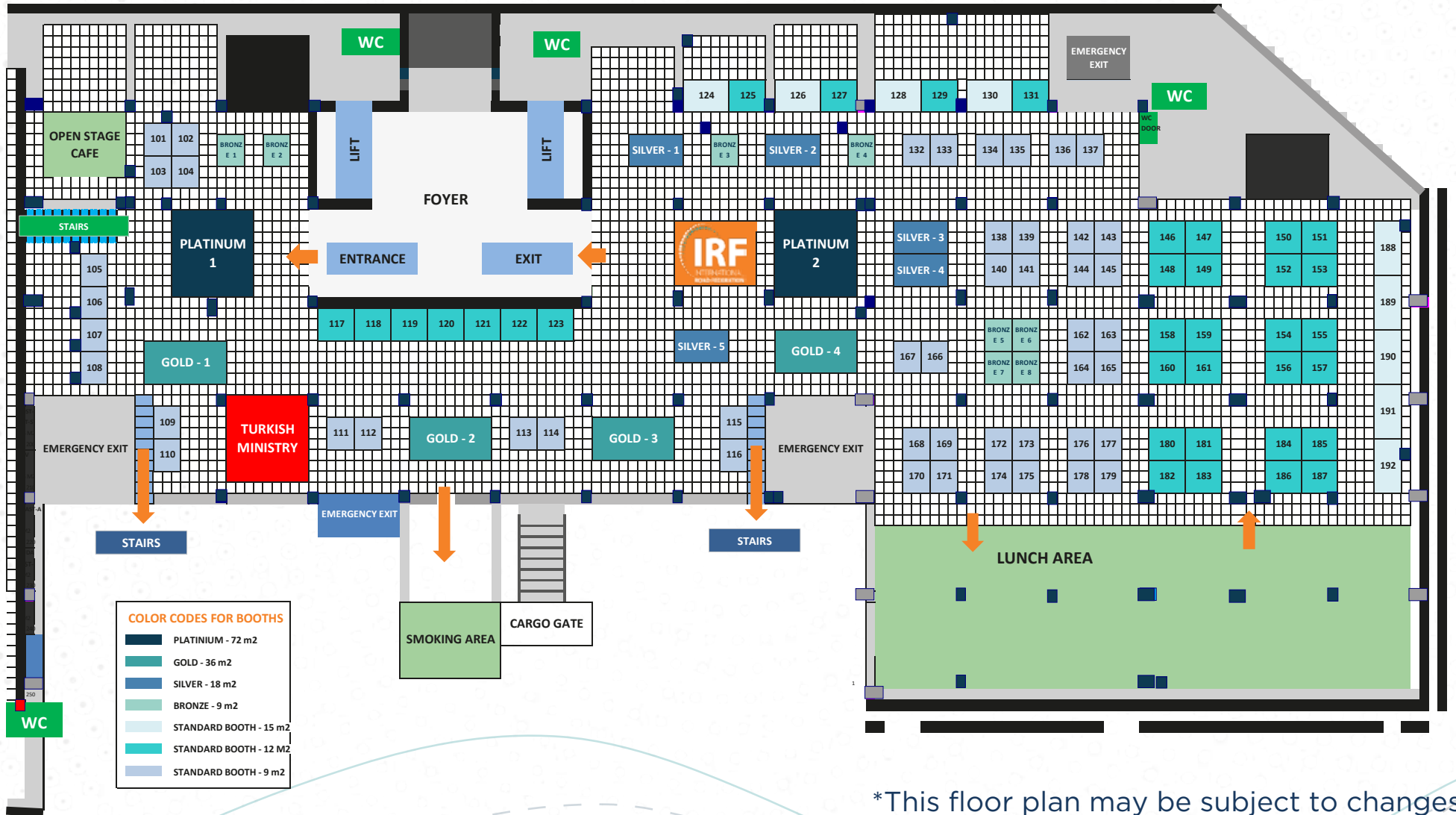
**Price per m2 for basic  
shell scheme  
(including VAT)**

**330€**

**Price per m2 floor  
space only  
(including VAT)**



# FLOOR PLAN



## CONGRESS VENUE

The Istanbul Congress Center comprises a world class technological infrastructure, professional staff and unrivalled quality of service to guests, making the organisation the shining star of Türkiye in the regional and international arena. Being the one and only congress centre in Türkiye that can simultaneously host different events on each floor and answer to every need, ICC is one of the few elite event complexes in the world with its modern architecture and wide range of facilities.

4.500

sqm  
open area

16.000

sqm  
multi-purpose  
area

car parking  
capacity

850

vehicles

Auditorium with

3.705

seats

115

meeting  
rooms

Türkiye



## HOW TO ARRIVE

Istanbul Congress Center is situated in the Congress Valley in Taksim-Nişantaşı district, the most elegant and central destination in Istanbul.

<https://maps.app.goo.gl/GReMkLME1jfWKE1Q8>

### Arriving at ICC From the Airports

#### By Taxi

Istanbul Airport (European Side) 37 min.  
Sabiha Gökçen Airport (Anatolian Side) 55 min.

#### By Metro

Take the M2 Yenikapı-Hacıosman metro line and get off at Osmanbey or Taksim stations.

## ACCOMMODATION

The main **hotels** are at a walking distance to the venue. You can access [here](#) a list of suggested hotels.

## VISA TO TÜRKİYE



For detailed information about visa regulations to Türkiye:

<https://www.mfa.gov.tr/visa-information-for-foreigners.en.mfa>



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CONGRESS  
2024**



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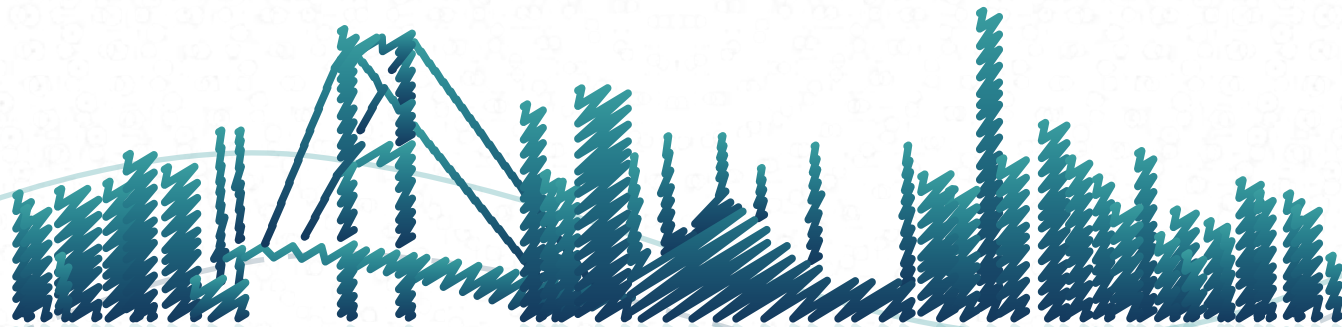
@irf\_roadfederation



**WORLD  
CONGRESS  
2024**

**We look forward to seeing you all in**

*Istanbul!*



**[www.irfnet.ch](http://www.irfnet.ch)**