



Transport Research Arena • Europe 2010

Brussels • Belgium • 07-10/06/2010

Greener, Safer and Smarter Road Transport for Europe

**THIRD**  
ANNOUNCEMENT

**FINAL INVITATION &  
REGISTRATION FORM**

[www.traconference.eu](http://www.traconference.eu)



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



European Commission



European Road Transport  
Research Advisory Council

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# 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, Brussels Mobility and the Federal Administration Mobility and Transport 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.



*Ivars Pāže*  
Chairman of CEDR



*Wolfgang Steiger*  
Chairman of ERTRAC

# Welcome by Mr. Chris Caestecker

## Chairman of the Management Committee



On behalf of the Flemish Roads and Traffic Agency, the Directorate-General Roads and Buildings of the Walloon Public Services, Brussels Mobility of the Brussels Capital Region and the Federal Administration Mobility and Transport, 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 organised into six pillars built around the European research and innovation strategies while emphasising on climate change, CO<sub>2</sub>, 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.

During multiple plenary, strategic and thematic sessions, these topics will be elaborated.

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 organisations have established their headquarters or permanent secretariat. Moreover, Belgium is known for its tradition of openness, contributed to the birth of European integration and is proud to present since recently the first EU permanent president, representing EU leaders on a global stage.

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.

TRA 2010 will also feature a social programme, including on Tuesday, 8 June 2010 the "Private encounter with Magritte". The Magritte Museum will be rented, only granting access to the TRA Conference 2010 participants. This will enable you to discover the museum at its full glory and enjoy a private gala dinner in 'the Forum', the breathtaking reception hall of the Royal rooms of the museum.

CU in June!



*Chris Caestecker*  
Chairman Management Committee

# Introduction by Mr. Claude Van Rooten

Chairman of the Programme Committee



Dear future TRA participants,

It is my great pleasure to invite you, in the name of the TRA 2010 Programme Committee, to the third European Transport Research Arena, in Brussels, Belgium. With the help of the pillar leaders, their deputies and all the members of the Programme Committee we will establish a programme in which all of you can find your interest. Discussions on a higher level, strategic views as well as interesting research results will be presented. The focus is put on quality and innovation all in the scope of the Greener, Safer and Smarter transport.

We sincerely hope and are confident that you will find in the TRA 2010 programme your special topic as well as the broader vision on transport research and integration in the interacting society. TRA will offer you apart from the large networking facilities a deeper insight in ongoing research projects as well as new ideas and new partners for future research.

Looking forward to meet you at TRA 2010 in Brussels,

Sincerely



*Claude Van Rooten*  
Chairman of the Programme Committee



# List of Committees



## TRA 2010 MANAGEMENT COMMITTEE

Mr. **Chris Caestecker**, Chairman  
Mr. **Dirk De Smet**, Deputy chairman

Mr. **Jean-Claude Moureau**  
Mr. **Jean-Paul Gailly**  
Mr. **Michel Egger**, Secretary  
Mr. **Michele Minenna**  
Mr. **Talis Straume**  
Mr. **Bojan Leben**  
Mr. **Juhani Jääskeläinen**  
Mr. **Pascal Collotte**  
Mr. **Arnoldas Milukas**  
Mr. **Govert Sweere**  
Mr. **Wolfgang Steiger**  
Mr. **Steve Phillips**  
Mr. **Ken Rose**  
Mr. **Sylvain Haon**  
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)
- » Director General Mobility and Road Safety, Federal Public Service, Belgium
- » Secretary General of CEDR
- » Chairman of CEDR (2009)
- » Chairman of CEDR (2010)
- » Deputy Chairman TRA 2008 Organizing Committee
- » European Commission (DG INFOS)
- » European Commission (DG TREN)
- » European Commission (DG RTD)
- » Chairman of FEHRL Executive Committee
- » Chairman of ERTRAC
- » FEHRL Secretary General & ERTRAC Liaison
- » 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

Prof. **Claude Van Rooten**, Chairman  
Prof. dr. **Anne Beeldens**, Deputy Chairlady  
Mr. **Aleš Žnidarič**, Former Chairman  
Dr. **Adewole Adesiyun**  
Dr. **Josef Affenzeller**  
Mr. **Gianfranco Burzio**  
Mr. **Sylvain de Royer-Dupré**  
Ms. **Myriam Coulon-Cantuer**  
Mr. **Guy Hoeberechts**  
Prof. **André Gilles Dumont**  
Dr. **Maxime Flament**  
Mr. **Björn Hedlund**  
Mr. **Casimiro Iglesias**  
Dr. **Hans Ingvarsson**  
Mr. **Bernard Jacob**  
Prof. **Bart Jourquin**  
Prof. dr. **Johann Litzka**  
Prof. **Mike McDonald**  
Mr. **Patrick Mercier-Handisyde**  
Mr. **Bo Olsson**  
Dr. **Livia Pardi**  
Mr. **Neil Paulley**  
Dr. **Andrzej Urbanik**  
Dr. **André Vits**  
Mr. **Ulrich Weber**  
Mr. **Goran Wirmark**  
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)
- » ERTRAC, EUCAR, CRF (Italy)
- » European Commission (DG TREN)
- » European Commission, ICT for Transport (DG INFOS)
- » European Commission, ICT for Transport (DG INFOS)
- » 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)
- » ERRAC, 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

Mr. **Etienne Willame**, Chairman  
Mr. **Geert De Rycke**, Deputy chairman  
Dr. **Anne Beeldens**  
Mr. **Bernard Blaszczak**  
Mr. **Philippe Lemoine**  
Mr. **Laurent Donato**  
Ms. **Joke De Rocker**  
Ms. **Ilse Luybaerts**  
Ms. **Fanny Vyverman**  
Mr. **Luc Swartebroeckx**  
Ms. **Camille Thiry**  
Mr. **Jan Deconinck**  
Ms. **Karen Jansen**

- » 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)
- » Roads and Traffic Agency (Flanders, Belgium)
- » Brussels Mobility (Brussels, Belgium)
- » Brussels Mobility (Brussels, Belgium)
- » HRG Belgium
- » HRG Belgium



Mr. Etienne Willame

## Partners & sponsors

### » DIAMOND SPONSOR



**RENAULT**

**VOLKSWAGEN**

AKTIENGESELLSCHAFT

### » GOLDEN SPONSOR



**TEIN**  
TELECOM

# Objectives & Topics of TRA 2010



The conference programme is built up around six pillars, covering the different aspects of road transport and research:

- I. European Road Research Needs and Agendas
- II. Transport, Mobility and Infrastructure
- III. Safety & Security
- IV. Energy, Environment & Resources
- V. Design & Production - Automotive and Infrastructure
- VI. Social Importance of Road Transport

The goal of TRA 2010 is to bring information to the participants at three different levels: general interaction at the plenary sessions, specific views on topics and policies during the strategic sessions and in depth presentations and discussion on specific transport topics within the thematic sessions.

During the **plenary sessions**, the policy and future view concerning important topics such as **Energy Use and Sustainability in Transport, Future Transport and Urban Mobility** will be presented by a number of established speakers. In these sessions, emphasis is put on the general strategy and on their future implementation. The topics will be looked at from the view of a 'greener, safer and smarter

road transport' and will bring the different opinions of the stakeholders: the European Commission, ERTRAC and CEDR, among others road owners, industry, road users, politicians and researchers.

The **strategic sessions** will further develop the topics evocated in the pillars, and put emphasis on the following topics:

- The European green cars initiative
- Cooperative Systems
- Integrated mobility management
- Safer transport
- Intelligent transport systems
- Logistics and multi-modal transport
- The future of transnational research
- ICT for energy efficiency
- Mobility challenges for cities

Finally, the **thematic sessions** will go into technical details and give the floor to various eloquent speakers, keynote players in their field of research. The different topics are presented in the programme overview.

## WORKING LANGUAGE

The working language during the whole TRA Conference will be English.

## TRA PROCEEDINGS

The TRA report will be presented in printed and CD-ROM format.

The printed report will contain the abstracts of all accepted papers.

The report on CD-ROM will contain the keynote lectures and all full size accepted papers. Both will be handed over to the participants at the beginning of the TRA Conference at the registration desk.





# Overview of the programme

## MONDAY, 7 JUNE 2010

10:00	11:30	1:1	Opening Session
11:30	12:00		Students' competition - Presentation of awards
12:00	12:00		Official opening of the TRA 2010 Exhibition
12:00	13:30		Lunch
13:30	15:00	2:1	Energy use and sustainability in transport
15:00	15:45		Coffee break
15:45	17:00	3:1	The European green cars initiative
17:00	19:00		Break
19:00	21:30		Opening Ceremony and Welcome Cocktails at Autoworld
			Safer transport

## TUESDAY, 8 JUNE 2010

09:00	10:15	4:1	Future transport
10:15	11:00		Coffee break
11:00	12:15	5:1	The future of transnational research
12:15	13:45		Lunch
13:45	15:00	6:1	Traffic management and control
15:00	15:45		Coffee break
15:45	17:00	7:1	Modelling/Estimation/Evaluation
20:00	23:00		Gala dinner
			Cooperative Systems
			Impact assessment and FOT's
			Future energy for road transport
			Human factors and driver behaviour
			Green house gas reduction - Energy efficient vehicle and effects of

## WEDNESDAY, 9 JUNE 2010

09:00	10:15	8:1	Urban mobility
10:15	11:00		Coffee break
11:00	12:15	9:1	Mobility challenges for cities
12:15	13:45		Lunch
13:45	15:00	10:1	Urban transport system and services - part 1
15:00	15:45		Coffee break
15:45	17:00	11:1	In vehicle safety systems including ADAS
20:00	23:00		Free evening
			Intelligent transport systems
			Infrastructure related safety issues - part 1
			Asset management, including pavement and infrastructure management - part 1
			Infrastructure related safety issues - part 2
			Asset management, including pavement and infrastructure management - part 2

## THURSDAY, 10 JUNE 2010

09:00	10:15	12:1	Vehicle-highway cooperation
10:15	11:00		Coffee break
11:00	12:15	13:1	ITS network management
12:15	12:30		Break
12:30	13:30		Closing Session
			Electric vehicle
			Vulnerable road users including powered two wheelers
			Asset management, including pavement and infrastructure management - part 3
			Models, tools and other issues
			Accident analysis
			New concepts of maintenance and monitoring

Legend

Plenary sessions

Strategic sessions

Thematic sessions

Poster sessions

Students' competition

Breaks, dinner, lunches, reception

## Tentative list of speakers



Mr. **Chris Caestecker**

Mr. **Freddy Thielemans**

Mr. **Ivars Pāže**

Dr. **Wolfgang Steiger**

Mrs. **Maire Geoghegan-Quinn**

Mr. **Herman Van Rompuy**

Mrs. **Neelie Kroes**

Mrs. **Anne E. Jensen**

**ERTRAC**

Mr. **Marc Papinutti**

Mr. **Siim Kallas**

Mr. **Fred Wegman**

Mr. **Peter H. Appel**

Prof. Dr. **Josef Kunz**

Mr. **Jos Ding**

Sir **Albert Bore**

Mrs. **Anne-Sophie Parent**

Mrs. **Helma Orosz**

Mr. **Jean-Claude Moureau**

Prof. **Mike McDonald**

» Chairman of the Management Committee

» Mayor of Brussels

» Chairman of CEDR 2010

» Chairman of ERTRAC

» Commissioner for Research and Science

» President of the European Council

» Vice-President of the Commission, Commissioner for Digital Agenda

» Member of the European Parliament

» Major vehicle manufacturers: Renault, Volkswagen, Volvo Truck and others

» General Director of Roads in France

» Vice-President of the Commission, Commissioner for Transport

» Director of SWOV

» Administrator Research and Innovative Technology Administration,  
U.S. Department of Transportation

» General Director of Roads in Germany

» Director European Federation for Transport and Environment – (T & E)

» Member of the Committee of the Regions, Birmingham City Council

» Secretary General, AGE EUROPE, European Older People's Platform

» Mayor of Dresden (DE) and President of POLIS

» Director General of Brussels Mobility

» University of Southampton, UK - Rapporteur

The above list is tentative and does not commit the Organizing Committee.



## YEAR2010

The Young European Arena of Research

The **Young European Arena of Research 2010** is a competition for early-stage researchers across Europe exploring the area of surface transport within their research. The competition gives the students an opportunity to showcase their work to experts within the field, both on the web and, for the best applicants, at the Transport Research Arena Conference, TRA 2010 in Brussels in June 2010.

Students are required to submit an abstract on-line under one of the six pillars built around the Transport Research Arena 2010 Conference Programme. They include five scientific pillars, plus one additional futuristic pillar where students are asked to present their vision of the future of transport. The six pillars are:

1. Safety and Security
2. Energy, Environment and Resources
3. Mobility and Intermodality
4. Design and Production of Vehicles and Infrastructure
5. Societal Importance of Transport
6. Future Visions of Transport



This collection of submitted abstracts is hosted online on the YEAR 2010 website, <http://year2010.fehrl.org>. It represents a showcase of young European research and is open for viewing by all those interested in the field. All abstracts will go through an online judging review, after which the 50 finalists will be invited to attend the TRA 2010 Conference in Brussels to display their research in a designated exhibition space. The 50 finalists will be judged a second time at the conference and the Gold, Silver and Bronze medals for each of the pillars will be announced and presented during the conference, for an expected 1,500 delegates to observe.

During the last TRA Conference in 2008 in Slovenia Commissioner Potocnik presented the winners with their medals during the opening ceremony. He commented that *'We are at a turning point in the way we transport ourselves and our goods. We can no longer sustain the means we have been using for the last decades, and the future must be based on exciting new technologies. YEAR 2010 gives young researchers the chance to show how they can shape the future of transport. With more than 300 students in 26 countries competing last year, it really is confirming itself as the top prize in the field.'*

To apply please visit the YEAR 2010 website for instructions on how to register and submit your abstract. The deadline for submissions is 1st March 2010.

If you have any further questions or queries please email [year@ucd.ie](mailto:year@ucd.ie).





## MONDAY, 7 JUNE 2010

### Opening Ceremony and Welcome Cocktails at Autoworld

Place & time: Autoworld, Parc du Cinquantenaire 11, 1000 Brussels  
Starting at 19.00 hrs.

Autoworld opens its doors and invites you to discover the automotive history through a unique and outstanding collection : more than 300 vehicles, of all origins.

Horse-drawn coaches, two-doors sport sedan from back in the Fifties, dream limos, popular car, etc. And let us not forget the motorcycles and the commercial vehicles.

The Autoword Museum and its surroundings are also the venue of the TRA 2010 OUT-DOOR EXHIBITION from 7 June evening till 10 June noon.

All participants to TRA 2010 are invited to attend.



## TUESDAY, 8 JUNE 2010

### Gala evening "Private encounter with Magritte"

Place & time: Royal Museum of Fine Arts, Rue de la Régence 3, 1000 Brussels  
Starting at 19.30 hrs.

Since 2 June 2009, visitors are able to discover the Magritte Museum on 2.500m<sup>2</sup>, housed in a building of the Royal Museum of Fine Arts of Belgium. The museum will display the works of the surrealist artist, which belong to the Royal Museums of Fine Arts of Belgium and which are mainly the result of purchases as well as of the legacies Irène Hamoir-Scutenaire and Georgette Magritte.

This multidisciplinary collection is the richest in the world. It contains more than 200 works consisting in oils on canvas, gouaches, drawings, sculptures and painted objects but also in advertising posters, music scores, vintage photographs and films produced by Magritte himself.

The Magritte Museum will be privately rented for the TRA Conference 2010 and you will be able to discover the museum at its full glory. An exclusive gala dinner will be served in the "Forum", the breathtaking reception hall of the Royal rooms of the Magritte Museum.

Tickets for this gala evening are optional and cost 150,00 € (175,00 € if reserved after March 15<sup>th</sup>). Included are: entrance to and guided tour of the Museum, cocktails, dinner and drinks, concert.



# Participation fees & registration



To register for the 3<sup>rd</sup> TRA Conference 2010, its activities and to book hotel rooms, each participant should complete a registration form and return it to:

3<sup>rd</sup> TRA Conference 2010 - Registration Office  
p/a HRG Belgium  
Hoveniersstraat 37  
B-2018 Antwerp ( Belgium )  
Phone: +32.3.235.76.86  
Fax: +32.3.236.59.89  
E-mail: [registration@traconference.eu](mailto:registration@traconference.eu)

The registration form should preferably be completed online on the TRA Conference's website [www.traconference.eu](http://www.traconference.eu) under 'registration' following the instructions under the 'registration' section. Registrations are also welcome by mail and/or fax using the enclosed registration form.



## PAYMENTS

Participation fees in Euros (€) should be paid as following:

**By credit card:** using the appropriate space on the registration form

**OR**

**By bank transfer:** please make the payment by stating the full name of the participant and invoice reference on the TRA Conference's account as follows:

Account name	HRG Belgium NV / TRA 2010
Bank	BNP Paribas Fortis
Account number	001-5981924-10
IBAN number	BE41 0015 9819 2410
Swift code	GEBABEBB

## FEES

	Registered	Until 15 March 2010	From 16 March 2010
Participants		€ 610,00	€ 700,00
Students		€ 560,00	€ 700,00
Accepted authors		€ 560,00	€ 700,00
Tickets gala dinner on 8 June 2010		..... x € 150,00	..... x € 175,00

The participation fees include:

- TRA documentation
- Entrance badge
- Admission to the TRA venue and to all lectures
- Admission to the Exhibition where coffee breaks will be served
- Lunch vouchers on the TRA working days ( four )
- Opening Ceremony and Welcome Cocktails at Autoworld

## CONFIRMATION OF REGISTRATION

When registering online, the system will send you a confirmation of the receipt of your registration request. Afterwards, and also for registration requests received by mail or fax, the TRA Registration Office will send you a formal confirmation of registration and payment with all necessary documents to be presented upon registering for the TRA Conference 2010.

## CHANGES IN YOUR REGISTRATION

### Name change:

Should you be prevented from attending, you may take the opportunity to send a colleague in your place. Name changes are accepted at no charge until May 15<sup>th</sup> 2010. After May 15<sup>th</sup> 2010, there will be a charge of € 100,00 per name change (no guarantee is given that name badges etc. will be modified).

### Cancellations:

The TRA Registration Office must be notified in writing of cancellations of registration.

Apart from the cancellation fees applicable for the hotel reservation (see hereafter) the following charges will apply:

- if cancelled before May 15<sup>th</sup> 2010: 50% of the payment
  - after May 15<sup>th</sup> 2010: 100% of the payment
- However, please note, that in both cases, the TRA proceedings will be made available to the person who has cancelled his/her participation. Refunds will only be processed after the TRA Conference.

## INSURANCE & LIABILITY

In registering for the TRA Conference, participants and accompanying persons agree that the Organizing Committee, the TRA Registration Office, the TRA venue and in general all providers cannot accept any liability for personal injury, loss or damage to property and belongings or additional expenses incurred as a result of delays, strikes or any other causes. Participants are strongly recommended to make their own arrangements related to health and travel insurances.

# Hotel accommodation



The Organizing Committee has made reservations for a number of rooms at favorable rates in hotels of different categories. These hotels are all situated nearby the SQUARE Brussels Meeting Centre in downtown Brussels.

Reservations should be made by using the registration form and by indicating the hotel of your choice. All reservations have to be paid in advance in full. A hotel confirmation and voucher will be sent to you along with the other TRA documents.

Please be informed that the Organizing Committee cannot guarantee reservations requested after 30 March 2010. Of course we will do our utmost to cope at any moment with your requirements.

In the unlikely event of a cancellation, the following charges will be applied:

- if cancelled before 30 April 2010: no charge (apart from the booking fee) will apply
- if cancelled between 1 May 2010 and 31 May 2010: one night plus booking fee will be charged
- if cancelled after 1 June 2010 or in case of a no-show: no refund  
(Please note that all refunds will only be processed after the TRA Conference)

## HOTELS

Name	Category	Single room	Double room
Le Méridien	5*****	259,00 €	309,00 €
Hotel Amigo	5*****	239,00 €	259,00 €
Royal Windsor	5*****	239,00 €	268,00 €
Marriott	5*****	229,00 €	229,00 €
Métropole Hotel	5*****	175,00 €	205,00 €
Novotel Off Grand Place	3***	175,00 €	185,00 €
Best Western Premier - Carrefour de l'Europe	4****	169,00 €	189,00 €
Ibis Off Grand Place	2**	159,00 €	173,00 €
NH Atlanta Hotel	4****	150,00 €	165,00 €
NH Grand Place Arenberg Hotel	3***	150,00 €	165,00 €
Novotel Centre Tour Noir	3***	150,00 €	150,00 €
Scandic Grand Place	4****	135,00 €	155,00 €
Ibis Centre Ste Catherine	2**	133,00 €	147,00 €
Floris Arlequin Grand'Place	3***	110,00 €	130,00 €
Floris Avenue Hotel	3***	100,00 €	120,00 €

The above special rates include accommodation, buffet breakfast, taxes and service charges. The rates do not include a booking fee of € 25,00.

# Invitation for sponsors & exhibitors



The local organizers, the European Commission, CEDR and ERTRAC kindly invite potential sponsors and exhibitors to join the Transport Research Arena 2010 – 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, 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 Brussels Square exhibition hall which is adjacent to the lecture halls. 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”. Autoworld is nearby the main conference center and easily reachable by public transportation. The Autoworld Museum will also be the venue for the welcome party to the conference.

On Wednesday 9 June, the exhibition will be open to the general public. This will be the occasion to show the benefits of research and to invite potential customers to discover future technologies.

Basic stands have a surface of either 9 m<sup>2</sup>, 18 m<sup>2</sup> or 36 m<sup>2</sup> 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 museum and its surroundings, please consult [www.autoworld.be](http://www.autoworld.be).

For additional information on the venues, please consult

[www.square-brussel.com](http://www.square-brussel.com)  
[www.autoworld.be](http://www.autoworld.be)

## PROGRAMME OF THE EXHIBITION

<b>Sunday, 6 June 2010</b>	Set-up of the exhibition
<b>Monday, 7 June 2010</b>	Set-up of the exhibition 12.00 hrs - Official opening at Square 19.00 hrs - Official opening at Autoworld
<b>Tuesday, 8 June 2010</b>	09.00 hrs till 17.00 hrs - Exhibition
<b>Wednesday, 9 June 2010</b>	09.00 hrs till 17.00 hrs - Exhibition open to the general public
<b>Thursday, 10 June 2010</b>	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

- exhibition floor space of 36 m<sup>2</sup>
- free exhibition space at Autoworld
- a full page advertisement (A5 format) in the " final programme "
- display of the logo on the introduction page of the website [www.traconference.eu](http://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

- exhibition standard stand of 18 m<sup>2</sup>
- a full page advertisement (A5 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

- exhibition standard stand of 9 m<sup>2</sup>
- a full page advertisement (A5 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 opportunities 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 event 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
- **a 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 us.
- **display of the logo on the official badge holder ribbons :**
  - Distributed to each participant.
  - Contact us.
- **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
Platinum Sponsor	€ 30.000
Golden Sponsor	€ 15.000

Exhibitor 9 m <sup>2</sup>	€ 3.600
Exhibitor 18 m <sup>2</sup>	€ 6.900
Exhibitor 36 m <sup>2</sup>	€ 13.200

## HOW TO PARTICIPATE AS A SPONSOR OR AS AN EXHIBITOR

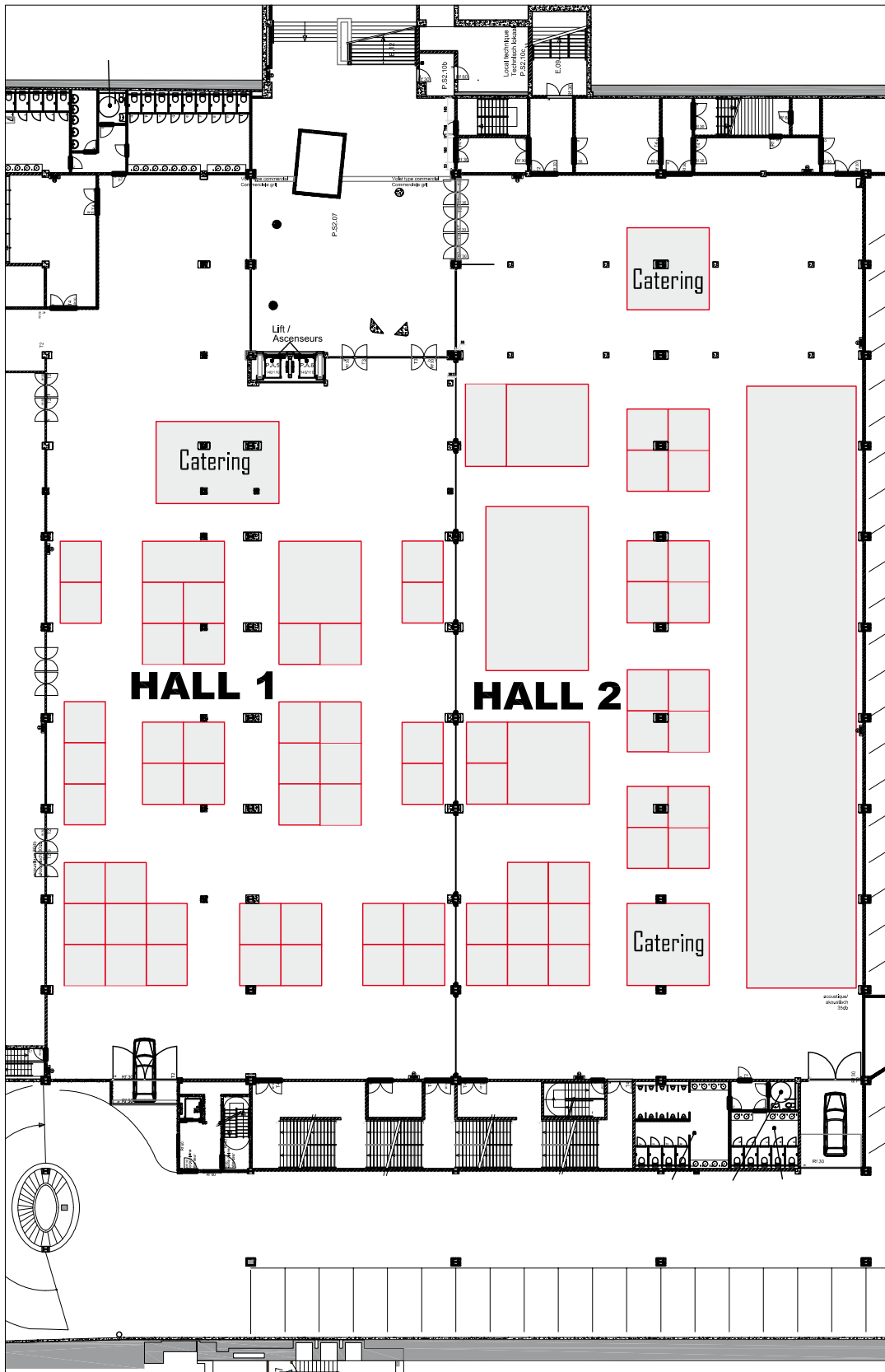
The registration form should preferably be completed online on the TRA Conference's website [www.traconference.eu](http://www.traconference.eu) under the 'registration' section. Registrations are also welcome by mail and/or fax using the registration form.

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](mailto:exhibition@traconference.eu)



# Tentative exhibition plan



# EVERYONE'S TALKING ABOUT ECOLOGY. RENAULT IS DOING SOMETHING ABOUT IT.

For more than 15 years, Renault has been working to lessen the impact of its activities on the environment. Renault eco2 marks the company's commitment to building environmentally-compatible cars. Only vehicles manufactured in factories that are ISO 14001 standard-certified are allowed to carry the Renault eco2 label (a standard that guarantees a continual reduction of the impact such production sites have on the environment). Today, Renault eco2 vehicles emit less than 140g of CO<sub>2</sub> per km (less than 5.3l per 100km for diesel models, mixed cycle). Moreover, they are already manufactured using up to 17% recycled plastic, and are 95% recyclable at the end of their life cycles. Additionally, Renault has joined forces with SITA France, creating a joint venture to speed up the implementation of recycling and the recovery of end-of-life vehicles. **It's time to change.**

[www.renault-eco2.com](http://www.renault-eco2.com)



Renault présente 



# General information



## 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

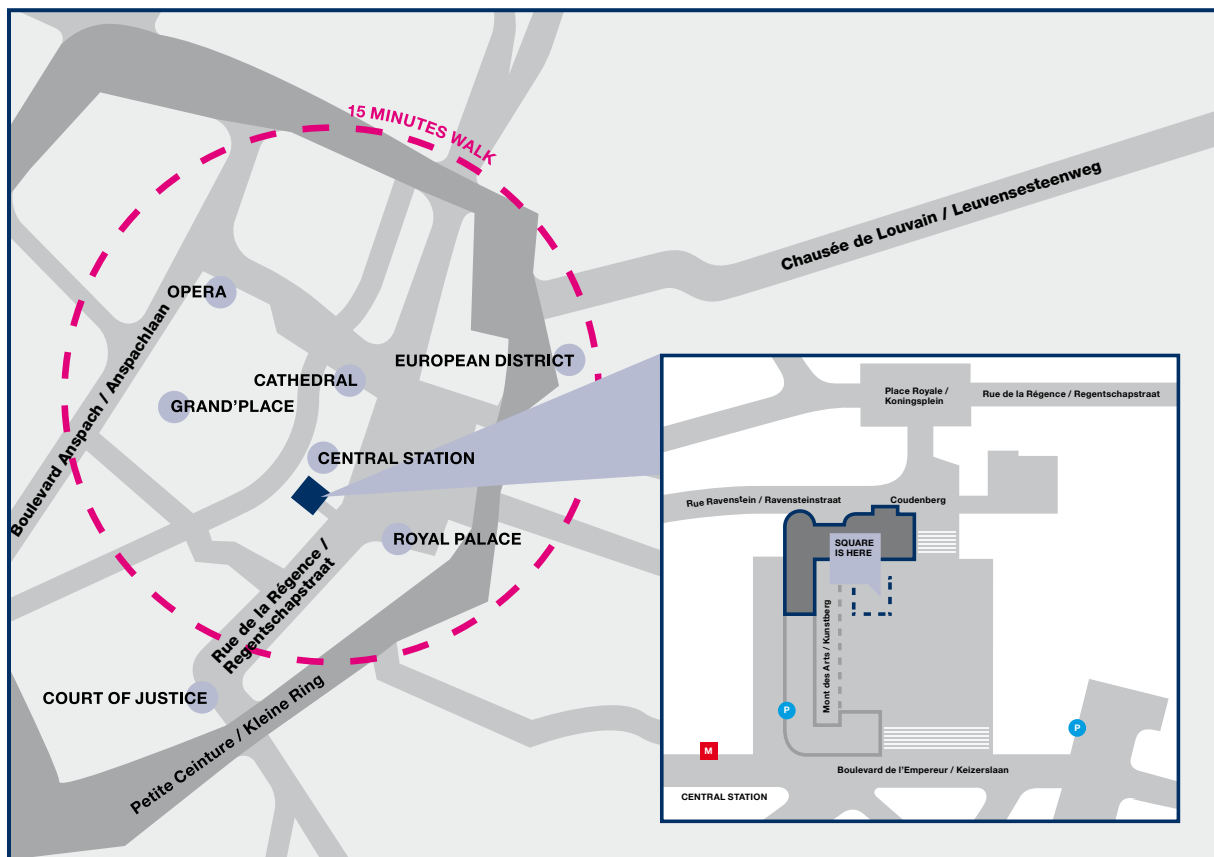
unique Belgian chocolate, beer and other local food specialties like North Sea shrimps.

Explore the splendor of a 1000-year old city, its world heritage Grand Place, museums and art nouveau. Enjoy local festivals, street markets, easy shopping, an exciting night life and entertainment.

## CONFERENCE DATES & VENUE

The 3<sup>rd</sup> TRA Conference is held from Monday 7 till Thursday 10 June 2010 at the newly opened SQUARE Brussels Meeting Centre. A registration and welcome desk will be available on site.

The registration office will open on Monday 7 June as from 07.30 hrs.



Transport Research Arena  
Europe 2010

FOR UPDATED INFORMATION PLEASE CHECK REGULARLY OUR WEBSITE

[WWW.TRACONFERENCE.EU](http://WWW.TRACONFERENCE.EU)



**SQUARE Brussels Meeting Centre** is situated right in the heart of the city and 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 remodeled for the 21<sup>st</sup> century. However, important art works by the Belgian masters Magritte, Delvaux and Van Lint have been carefully restored.

A striking glass entrance provides a dramatic point of focus in Albertina Park. Lighting, interiors and sound design all contribute to a warm, stimulating environment, where minds can meet and ideas can flow. Square offers breathtaking views over the Brussels skyline, and is set in one of the city's most stimulating districts. The facilities, with three large auditoria and a 4.000m<sup>2</sup> expo hall, are simply world class and ready to host TRA 2010.

[www.square-brussels.com](http://www.square-brussels.com)

### **PROTECTING WORKERS AGAINST SMOKING, NEW LEGISLATION SINCE 1 JANUARY 2006**

As of 1 January 2006 smoking in public places, such as SQUARE Brussels Meeting Centre, is forbidden by the Belgian legislation. Therefore the no-smoking rule applies to all those present at the 3<sup>rd</sup> TRA Conference 2010, exhibitors and visitors.

Thank you for respecting this legislation.

### **TRANSPORT**

#### **By air**

When arriving by air, Brussels International Airport (Zaventem) is a mere thirty minutes away from the SQUARE Brussels Meeting Centre.

The most convenient way to travel from Brussels International Airport to SQUARE Brussels Meeting Centre is by train. You can take the train directly to 'Central Station'. There is a direct entrance from Central Station to Square Brussels. From 05.30 hrs till nearly midnight, the railway links the airport with Brussels Central station up to four times an hour and the ride takes less than twenty minutes.

A one-way ticket to Brussels Central Station costs approx. 5 € for second-class and approx. 7 € for first class. Instead of taking the train you can also take a taxi directly to the SQUARE Brussels Meeting Centre.

#### **By car**

Brussels is well connected to the main traffic arteries of Europe. There are 650 parking places under the SQUARE Brussels Meeting Centre. The parking entrance is situated at " Rue des Sols " and there are direct entrances to Square Brussels on level -2 and -3.

#### **By train**

Brussels is easily accessed by high speed trains: Eurostar (from London), Thalys (from Paris, Amsterdam or Cologne), ICE (from Frankfurt and Köln). Most of these trains stop at either Brussels Midi or North Station (or both) from where you should take a shuttle train to Brussels Central Station (with direct entrance to Square Brussels).

#### **By underground (metro)**

The largest Belgian urban public transport company, STIB/MIVB, has 6 metro lines (line numbers 1 till 6). You can reach SQUARE Brussels Meeting Centre directly by taking line 1 (Gare de l'Ouest - Stockel) or line 5 (Erasmus - Herrmann-Debroux). These lines

stop at Central Station with a direct entrance to Square Brussels Meeting Centre.

### **PASSPORTS AND VISA**

Belgium is a member country of the Schengen agreement, which allows free travel within its member states after having abolished checks at their common borders in 1995. Basically all participants from these member states do not need a visa for travelling to Belgium. All participants from other countries should contact the local Belgian or EU-consulate to ask which formalities are required.

### **CURRENCY AND BANKING**

The local currency is the Euro available in coins of 1, 2, 5, 10, 20, 50 eurocent(s) & 1 and 2 euro(s). Banknotes have a value of respectively 5, 10, 20, 50, 100, 200 and 500 Euros. Please note that a large number of shops do not accept banknotes of 100, 200 and/or 500 Euros for purchases of small value.

Banks are open Monday to Friday from 09.00 hrs till 16.00 hrs (some may close at lunch time). ATMs and cash dispensers are widely available. Banks and shops accept most bank cards (with pin code) and credit cards. Personal cheques are no longer in use and are not accepted by shops.

### **CLIMATE**

Belgium enjoys a mild maritime climate. Summers are generally warm with changeable periods (rain), but excessively hot weather is rare.

### **ELECTRICITY**

230 volts AC, 50 Hz. Plugs are of the 2-pin round type.

Driving ideas.  
**VOLKSWAGEN**  
GROUP

## Turning volts into miles.

### Our electrification strategy for tomorrow's mobility.

Our goal is clear: Cars that drive entirely with electricity from renewable energy sources. However, it's clear that achieving this will take some time. That's why we're working at full speed to make electric motors practical enough for everyday use. The result: Success. Even today, we're testing a drive that can cover large proportions of everyday trips using electricity. The combustion engine is only switched on for driving longer distances. This means, in future, you'll not only reach your destinations in a more environmentally friendly way, but also for less money. You can find out more about tomorrow's mobility at [www.driving-ideas.de](http://www.driving-ideas.de)





## **CONTACTS AND PROGRAMME**

### **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](mailto:info@traconference.eu)

### **For sponsoring and/or exhibiting please contact:**

Mr. Bernard Blaszcak, Brussels Mobility  
Chairman Communication Task Force  
e-mail: [exhibition@traconference.eu](mailto:exhibition@traconference.eu)

### **For programme information please contact:**

Dr. Anne Beeldens, BRRC  
Deputy Chairlady Programme Committee  
e-mail: [programme@traconference.eu](mailto:programme@traconference.eu)

## **REGISTRATION OFFICE – 3<sup>RD</sup> TRA CONFERENCE 2010**

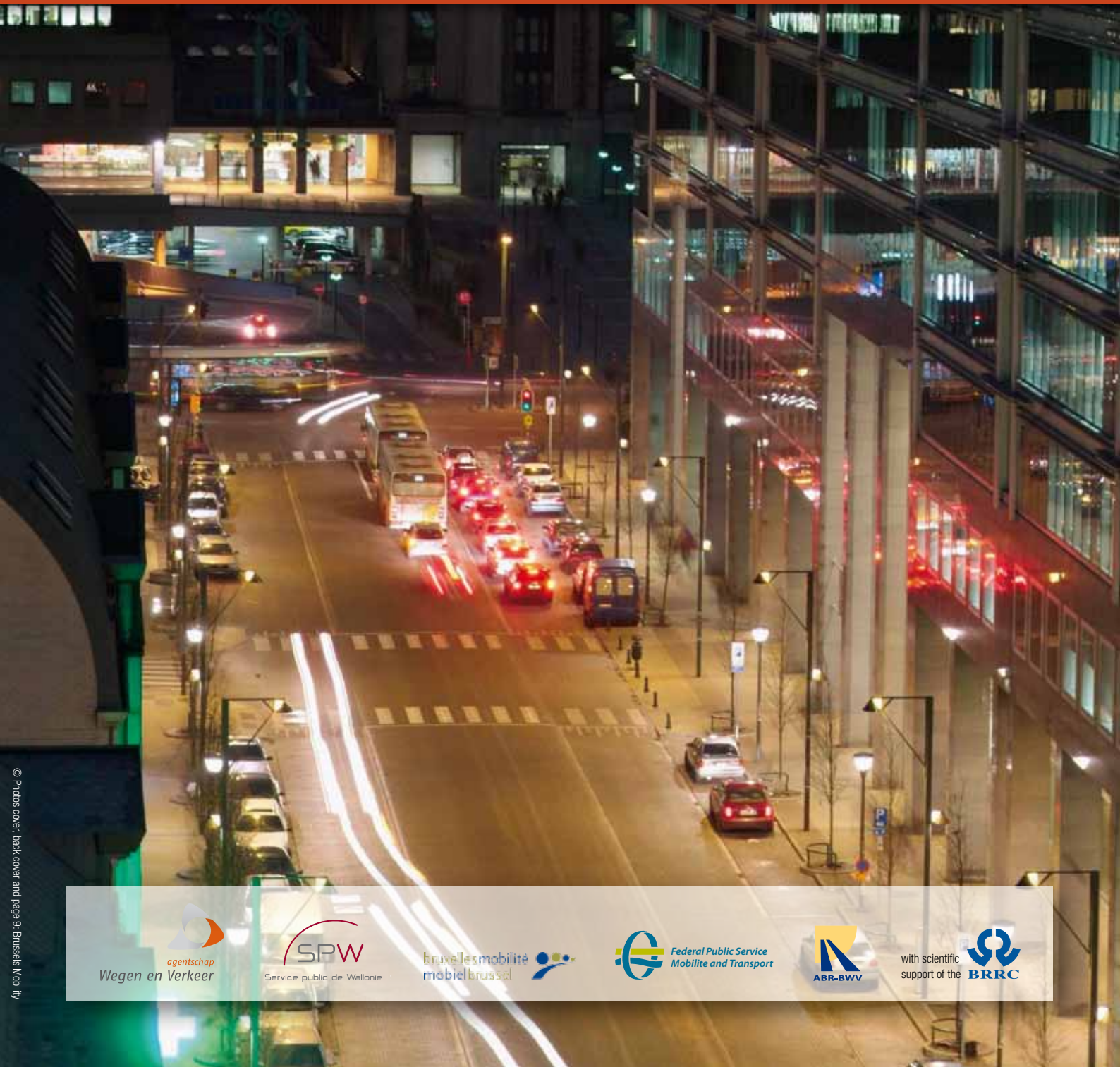
p/a HRG Belgium  
Hoveniersstraat 37  
B-2018 Antwerp

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