



4TH IBERO-AMERICAN ROAD SAFETY CONGRESS (CISEV)

CANCÚN (MÉXICO), 30th September – 2nd October 2014



4th IBERO-AMERICAN ROAD SAFETY CONGRESS

The Latin America and Caribbean Region has registered for decades a high number of traffic accidents, not only in the rural roads, but also in the urban areas. Traffic accidents are now one of the leading causes of death in the region, especially for the age group of 5-44 years. Around 100,000 people are killed in road accidents yearly and more than 5 million are injured.

According to the World Health Organization (WHO), these figures are 10 and 20 times higher than in other industrialized regions. In addition, it is estimated that the economic losses from road accidents reached in some countries of region to 4.5% of GDP.

According to WHO, if nothing is done to curb this trend, the annual deaths caused by road accidents worldwide will raise two million by 2030. Thereby, the virulence of traffic accidents will be located at the level of diseases like AIDS.

WHO and United Nations (UN) started the Decade of Action for Road Safety 2011-2020", an initiative that promotes the implementation of urgent and effective measures to minimize accidents and road deaths.

Following this philosophy of work, many multilateral bodies such as the Inter-American Development Bank, the World Bank and the Latin American Development Bank have developed initiatives to improve road safety in the region. For example, the Inter-American Development Bank (IDB) launched the Road Safety Strategy and Action Plan 2010 -2015 five years ago. Since the implementation of these programs, the outlook for road safety in Latin America and the Caribbean has achieved significant improvements, although there is an enormous work to be done.

Creation of national road safety agencies, comprehensive awareness campaigns, incorporation of safety standards in vehicles and active collaboration with multilateral agencies are some of the most important milestones, as well as the launch of a major international organization as the Ibero-American Road Safety Observatory (OISEVI).

In this context, the Ibero-American Road Safety Congress (CISEV) traveled to Costa Rica in 2008 to celebrate its first edition. This new commitment, a pioneer in the region, was born with the intention to lead a process of sharing knowledge and experiences on road safety in Latin American countries.

After a successful first edition, with more than 350 participants and nearly 200 conference delegates, the CISEV continued on his way, stopping in 2010 in Argentina and Colombia in 2012.

Since its inception, the growth of this international forum has not ceased. In its three previous editions, the CISEV shows an impacting balance: 3000 delegates from over 25 countries presented 500 lectures, over 5,000 m² of commercial exhibitions and nearly one hundred



exhibitors. There is no doubt that the CISEV has become a must stop for all international road safety experts.

The Mexican city of Cancun is the next station CISEV. The 4th edition of this international meeting will be held between September 30th and October 2nd 2014, under the slogan "Progress of the Decade of Action for Road Safety Decade. Together we can save lives".

The 4th edition of CISEV is organized by the Ibero-American Road Institute (IVIA) and has the support of the Ministry of Health, through the National Council for the Prevention of Accidents (CONAPRA), and the Ministry of Transport of the Government of Mexico. It is also promoted by the Inter-American Development Bank (IDB), the Development Bank of Latin America (CAF-CAF), as well as the National Road Safety Agency of the Ministry of Internal Affairs and Transport of the Government of Argentina, the Traffic Directorate (DGT) of the Ministry of Spain and the Spanish Road Association (AEC).

Choosing Mexico to host the 4th CISEV was not accidental. It should be recalled that road safety is a top priority of the Mexican government. Each year, over 24,000 people are killed on the roads of the country; almost 750,000 serious injuries and 40,000 cases of disability are additional consequences.

In addition, traffic accidents are the leading cause of death for the Mexican population between 5 and 34 years, with particularly serious in the case of children as these claims are the second cause of orphanhood. The human drama involving these figures must be added the costs of all kinds they generate. Mexican authorities estimate that the figure is 6,500 million euros per year.

This question and many others will be discussed in depth during the 4th CISEV. Therefore, its thematic structure is varied and extensive, ranging from design and planning of infrastructure to mobility management, active and passive vehicle safety and driver education, leaving aside more specific aspects such as legislation and health response after accidents.

PREVIOUS IBERO-AMERICAN ROAD SAFETY CONGRESSES

1ST IBERO-AMERICAN ROAD SAFETY CONGRESS

- San José (Costa Rica), 28-30 May 2009
- Organized by the National Laboratory for Materials and Structural Models of the University of Costa Rica (LanammeUCR) and Ibero-American Road Institute (IVIA).
- Sponsored by the Ministry of Public Works and Transport and the Road Safety Council (COSEVI) of the Government of Costa Rica.
- Promoted by the World Bank and the Traffic Department of the Ministry of Interior of the Government of Spain.
- The opening ceremony was chaired by the Minister of Public Works and Transport of the Government of Costa Rica, Karla González Carvajal.



- Figures:
 - 350 delegates.
 - 14 countries represented.
 - 8 thematic areas.
 - 24 technical sessions.
 - 159 presentations.
 - 7 plenary sessions.
 - 150 m2 of commercial exhibition.

More information available (in Spanish) in:

http://www.institutoivia.com/primer_cisev_galeria.asp

2nd IBEROAMERICAN ROAD SAFETY CONGRESS

- Buenos Aires (Argentina), 20 -22 October 2010
- Organized by the National Road Safety Agency of the Ministry of Interior of the Republic of Argentina, the Ibero-American Road Institute (IVIA) and Argentina Road Association.
- Promoted by the Pan American Health Organization (PAHO), the National Highways of the Government of Argentina, the World Bank, the Inter-American Development Bank and the Traffic Department of the Ministry of Interior Government of Spain.
- The 2nd CISEV was declared by the Argentine government "Meeting of National Interest" by Resolution 1153/2010.
- The opening ceremony was chaired by the Minister of Interior of Argentina, Florencio Randazzo.
- Figures:
 - 1,541 delegates.
 - 25 countries represented.
 - 196 presentations.
 - 10 thematic areas
 - 30 technical sessions
 - 43 special lectures
 - 2,000 m² of exhibition with 34 stands.

More information available (in Spanish) in:

http://www.institutoivia.com/segundo_cisev_galeria.asp



3RD IBEROAMERICAN ROAD SAFETY CONGRESS

- Bogotá (Colombia), 12-16 June 2012.
- Organized by the Ministry of Transport of the Republic of Colombia, the Colombian Chamber of Infrastructure and Ibero-American Road Institute (IVIA).
- Promoted by Corporation Road Prevention Fund, the Colombian Society of Engineers, the Inter-American Development Bank (IDB), the Development Bank of Latin America CAF, the World Bank and Argentina Road Association.
- The opening ceremony was chaired by the Deputy Minister of Transport of the Republic of Colombia, Felipe Targa Rodríguez, and closure by the Minister of Transport of the Republic of Colombia, Miguel Peñalosa Barrientos.
- Figures:
 - 812 delegates.
 - 12 countries represented
 - 182 presentations
 - 12 thematic areas
 - 68 lectures
 - 3,030 m2 of exhibition with 39 stands

More information available (in Spanish) in:

http://www.institutoivia.com/tercer_cisev_galeria.asp

TECHNICAL AREAS OF THE 4TH IBERO-AMERICAN ROAD SAFETY CONGRESS

Several technical fields will be covered in the congress, in the three formats available:

- Plenary sessions.
- Technical and scientific presentations.
- Technical communications.

The five pillars of the Decade of Action for Road Safety will be covered in the technical program:

| | | | | |
|---|--|-----------------------------------|--|---|
| National activities | | | | |
| Pillar 1 Road safety management | Pillar 2 Safer roads and mobility | Pillar 3 Safer vehicles | Pillar 4 Safer road users | Pillar 5 Post-crash response |
| International coordination of activities | | | | |

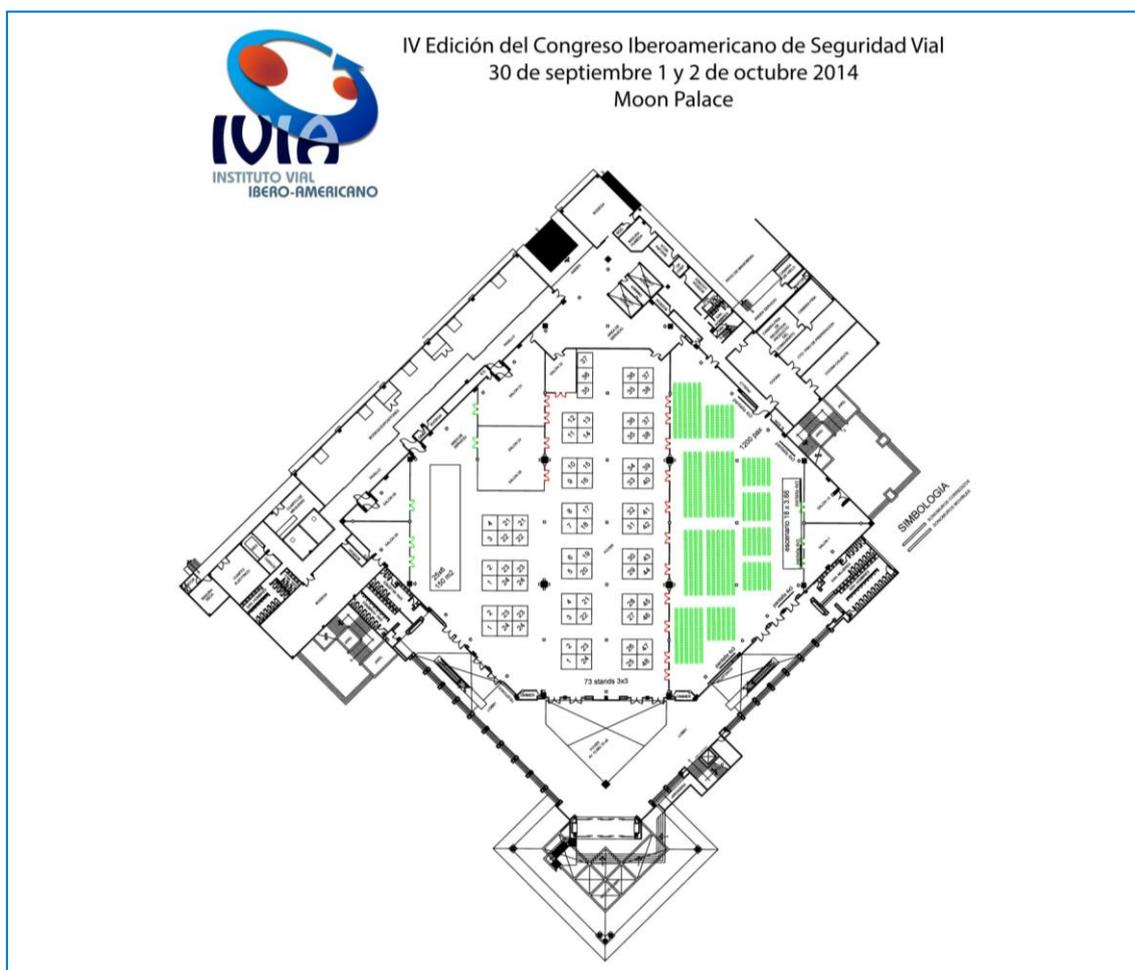


IV CISEV COMMERCIAL EXHIBITION

Simultaneously with the celebration of the 4TH Ibero-American Road Safety Congress, a commercial exhibition is scheduled. The most representative institutions and companies in the field of road safety have been invited to participate. This will be the perfect window to show the road safety community the latest developments, proposals, experiences, projects and programs that industry players are developing.

Governments of the region, responsible for traffic management, training of drivers, construction, maintenance and operation of road infrastructure, will find in the 4th CISEV a unique space for sharing knowledge and experiences. Similarly, leading companies in the field of new technologies applied to road traffic safety equipment (signs, barriers, lighting ...), car manufacturers, trainers, etc will have the opportunity to show their products and services.

It will also be an excellent commercial opportunity for institutions oriented to research, care for victims, awareness, insurance, which will also have the opportunity to spread their actions and initiatives. In total, the Congress venue hotel offers 1,000 m² of exhibition space, distributed as follows:





There are different options of participation in the commercial exhibition, as well as excellent visible possibilities for sponsorship.

COMMERCIAL EXHIBITION

Commercial stands are available from 9 m² to size desired by the client.

Prices:

| Before 30 June | After 30 June |
|---|---|
| 300 US\$ / m ² (217 €/m ²) | 360 US\$ / m ² (260 €/m ²) |
| VAT not included | VAT not included |

This price does not include commercialization and design.

SPONSORSHIP OPTIONS

| | GOLD | SILVER | BRONZE |
|--|---------------------------|---------------------------|------------------------|
| | US\$ 30.000 (21.700 €) | US\$ 15.000 (10.850 €) | US\$ 5.000 (3616 €) |
| Number of free registrations | 8 | 4 | 2 |
| Possibility of presentation in plenary sessions or technical & scientific sessions | ✓ | ✓ | |
| Special recognition after congress | ✓ | ✓ | ✓ |
| Coffee break sponsorship | ✓ | | |
| LOGO included in the program | AAA | AA | A |
| Special advertisement in the conference rooms | ✓ | ✓ | |
| Exhibition room | 27 m ² | 18 m ² | 9 m ² |
| Visibility in the website | AAA | AA | A |
| Visibility of LOGO during the congress | AAA | AA | A |
| Video-promotion in streaming | ✓ | ✓ | |
| Presence in all printed material | AAA | AA | A |
| Promotion material to be included in the delegates kit | ✓ | ✓ | |
| Reserved seats for the opening and closing sessions, as well as gala dinner | 3 | 2 | 1 |
| Company's description (50 words) in the website | ✓ | ✓ | |
| Special thanks during opening and closing sessions | ✓ | ✓ | |



OTHER SPONSORSHIP OPTIONS

On-line retransmission of the event (Streaming): \$ 25000 USD - € 18,083

Design of an specific APP: \$ 20000 USD - € 14,466

These prices are exempt from VAT.

PAYMENT

Transfer in USD \$

Account BIC: CCOCESMM IBAN: ES68 0234 0001 0090 2772 9619

Holder: Ibero-American Road Institute (IVIA)

Bank details: Banco Caminos, C/ Almagro, n.º 8 - 28010 Madrid, Spain

Transfer in EURO

Account BIC: CCOCESMM IBAN: ES34 0234 0001 0690 2030 1968

Holder: Ibero-American Road Institute (IVIA)

Bank details: Banco Caminos, C/ Almagro, n.º 8 - 28010 Madrid, Spain

All bank charges are paid by the issuer

ADDITIONAL INFORMATION

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