



Intertraffic
ISTANBUL

IRF Workshops at Intertraffic Istanbul:

Deploying Intelligent Transportation Systems

Solutions for Fast-Motorizing Countries

Istanbul, Turkey
May 24-25, 2017



Workshop

The Road Industry's Most Trusted Brand in Continuing Education



For more than 50 years, an essential part of the IRF's mission has been the organization and delivery of training courses that provide continuing professional development for individuals and contribute to the dissemination of knowledge and expertise throughout the world.

As a strong believer in continuing education, the IRF provides members, as well as road professionals worldwide with educational opportunities that are recognized by engineering and transportation societies worldwide. The IRF's Global Training Curriculum provides technical expertise in classroom and practical settings where attendees can learn from and have direct access to seasoned professionals. Each course not only provides the most relevant, up-to-date information and best practices and solutions, but is also designed to assist attendees in learning to correctly apply the knowledge gained.

IRF Workshops are specifically developed to meet the needs of today's highway managers. Whether you are a representative of a highway agency, a member of a financing institution, consultant or contractor, IRF workshops will give you the necessary tools to make improvements in your organization. Our mission is facilitate road progress whenever and wherever we can by organizing constructive events, furnishing needed information and assisting with the training and transfer of best practices and technologies around the world.

As Chairman of the International Road Federation, I encourage you to make the most of these opportunities and help fulfill the IRF's vision of better roads for a better world.



Abdullah A. Al-Mogbel
IRF Chairman

About the IRF



OUR MISSION: Building Partnerships

We assist countries in progressing towards better, safer and smarter road systems.

We develop and deliver world-class knowledge resources, advocacy services, and continuing education programs, which together offer a global marketplace for best practices and industry solutions.

We serve a wide range of member organizations from both the public and private sectors of the road and transport industry. Together, we form a global network for information exchange and business development.

We invest in the next generation of transport leaders. Since 1949, the IRF has awarded educational scholarships to individuals in 119 countries to pursue careers in the road and transport industry.

OUR VISION: Better Roads. Better World

We believe that well-planned, safe, accessible and environmentally sound road networks are fundamental building blocks for human and economic development.

We are committed to increasing road and transport investments to meet the demands for safe and efficient travel and flow of goods and services to help improve the lives of people worldwide.

We engage with governments, development institutions, businesses, and academia around the world to make our vision a reality.

OUR ORGANIZATION: A Global Federation

The International Road Federation welcomes members from government, academia, road associations, research institutes, and private industry.

We are a global not-for-profit organization, headquartered in Washington, DC since 1948 and supported by regional offices throughout the world.

The IRF serves a network of public and private sector members in more than 70 countries by providing world-class knowledge resources, advocacy services, and continuing education programs which together offer a global marketplace for best practices and industry solutions.

Course Description

Road agencies across the world are quickening the pace of adoption of intelligent transport systems (ITS) as an integral part of national transport infrastructure strategies. Fast-motorizing countries in particular are moving from concept to reality at a more rapid pace, with important deployments of integrated systems in cities and on the national highway network. The rapid pace and ubiquity of deployment require, more than ever, that senior managers, engineers and other technical professionals involved in the process be equipped with the knowledge and tools needed to leverage the full potential of these new applications.

The International Road Federation is pleased to present 4 workshops available to all visitors attending the 2017 edition of Intertraffic Istanbul. Attendance is free of charge subject to online registration.

(important note: a separate registration is required to enter the fairground). Simultaneous interpretation to Turkish will be provided.

Target Audience

- Road agency & municipal managers
- Local, regional and national planning organizations professionals
- Traffic engineers
- Highway operators
- Road safety professionals
- Road and highway design and management consultants
- ITS project managers

Workshops

May

24

Successfully deploying automated speed enforcement programs

Smart Solutions for Safer Mobility

May

25

Executive Introduction to Intelligent Transport Systems

Unleashing Roadway Analytics

Venue



**Istanbul Expo Center Turkey
(Istanbul Fuar Merkezi Türkiye)**

Çobançeşme Kavşağı P.K. 40

34149 Havalimanı

Yeşilköy / İstanbul

 **Workshop 1:**

Successfully deploying automated speed enforcement programs

Wednesday, May 24,

10:30-12:00, Efes Room (Orange room), Level +1

- Speed as a risk factor
Brendan Halleman, Vice President Europe & Central Asia, IRF
- Speed management programs in Istanbul
Mustafa Sunnetci, IBB Trafik, Istanbul Metropolitan Municipality
- Recent updates on enforcement technologies
David Montgomery, Global Sales Manager - Enforcement Solutions, Siemens
- PPPs for Enforcement
Philip Wijers, Director Government Affairs, Sensys Gatso Group

 **Workshop 2:**

Smart Solutions for Safer Mobility

Wednesday, May 24

14:00-15:30, Efes Room (Orange room), Level +1

- Cities Safer by Design
Tolga Imamoglu, Road Safety Projects Manager, WRI/Embarq
- Smart Safety & Traffic Control
Sonal Ahuja, MENA Regional Director, PTV
- Case study: Introduction of new technology for road traffic incidents detection
Jae-Hyoung Park, Metabuild

Workshop 3:

Executive Introduction to Intelligent Transport Systems

Presented by the IRF Committee on ITS

Thursday, May 25

10:30-12:00, Efes Room (Orange room), Level +1

- ITS: From Strategy to Reality
Dr. William Sowell, VP EDI, Chairman of the IRF Committee on ITS Education
- ITS Strategy for Istanbul
Esma Dilek, IBB Trafik, Istanbul Metropolitan Municipality
- ITS Strategy in the Middle East
Zeina Nazer, Secretary General, ITS Arab

Workshop 4:

Unleashing Roadway Analytics

Presented by the IRF Committee on ITS

Thursday, May 25

14:00-15:30, Efes Room (Orange room), Level +1

- An Introduction to Big Data
Dr. William Sowell, VP EDI, Chairman of the IRF Committee on ITS Education
- Measuring Congestion and its Impacts
Carlos Roman, Director for Public Sector, INRIX
- Using GIS to prioritize intervention to the network
Vincent Lecamus, CEO, Immergis

GLOBAL

KNOWLEDGE • ADVOCACY • EDUCATION
BEST PRACTICES • BUSINESS OPPORTUNITIES

Better Roads. Better World.



IRF[®]
— GLOBAL —

International Road Federation

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