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## IRU World Congress November 2018

### Call for Applications

Deadline: 24 March 2017

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## Introduction

IRU is the world's road transport organisation, promoting economic growth, prosperity and safety through the sustainable mobility of people and goods.

Founded in 1948, IRU has members and activities in more than 100 countries. Its core constituents are national transport associations and transport operators, but it also works closely with businesses, governments, the UN and international organisations.

IRU develops knowledge through training and the IRU Academy programme, builds networks via events, seminars and workshops all over the world and conducts advocacy and delivers services. From TIR, the world's global freight transit system, and the TRANSPark app for drivers, to the UpTop global taxi network and its Smart Move campaign that champions the use of buses and coaches, IRU is at the forefront of innovation in road mobility.

To fulfill its strategic objectives, IRU organises World Congresses, which provide a unique platform for setting the transport sector agenda and an unrivalled opportunity to network with peers on an international stage. Through this event, the Congress Host can contribute to shaping policy at a global level and gain valuable information on the latest trends and developments for the transport industry.

This document is a call for applications from potential Congress Hosts. The desired roles and responsibilities of the Congress Host are outlined here, but are not exclusive, and IRU reserves the right to base its decision on other relevant criteria.

## Timing

The forthcoming 32<sup>nd</sup> Congress, taking place ten years following the last IRU World Congress, is distinct – and highly significant. This event is a marker of an exciting new era for the industry and will set the bar high for the resumption of this biennial event.

IRU World Congresses have been organised in Europe, America, Middle-East and Asia (see list below) each time in cooperation with the Host member association, government authority, and other partners and sponsors.

## Previous hosts

1948 Paris	1968 Budapest	1988 Istanbul
1950 Geneva	1970 The Hague	1990 Rio de Janeiro
1952 Madrid	1972 Estoril	1992 Barcelona
1954 Rome	1974 Innsbruck	1994 San Diego
1956 Stockholm	1976 Brussels	1996 Budapest
1958 Vienna	1978 Oslo	1998 Marrakech
1960 Dubrovnik	1980 Seville	2000 Brussels
1962 Munich	1982 Montreal	2002 Bucharest
1964 Cannes	1984 Venice	2004 Yokohama
1966 London	1986 Frankfurt	2006 Dubai
		2008 Istanbul

The next planned event will be held in November 2018 (around the IRU Statutory Meetings).

## Scope

- 2-day event for the World Congress (+ 3 days for IRU Statutory Meetings)
- +1,000 participants expected
- IRU Statutory events (incl. IRU General Assembly)
- Welcome Reception
- Opening Ceremony
- Plenary sessions
- Thematic workshops
- Exhibition
- Ministerial Summit
- VIP Dinner
- Gala Dinner
- Press events
- Field/Technical visit

## Deadline for applications

Expressions of interest in hosting the IRU World Congress (2018): 3 March 2017

Deadline for applications for hosting IRU World Congress (2018): 24 March 2017

## Contact

Applicants must be prepared to give a short presentation and to answer questions at IRU's Committee meeting in Geneva, by 31 March 2017.

Potential hosts are advised to discuss their plans informally with the Senior Event Manager, Christine Poletti, (Christine.Poletti@iru.org) before they express interest to submit an application.

## Criteria

The Call for Applications is open to IRU members or potential members who are able to fulfil the following criteria. These represent desired requirements but are not exclusive. IRU may base its decision on other considerations in addition to the below.

- Commit to the financial investment of the IRU World Congress organisation; amount to be confirmed in negotiations (see first point under Host Responsibilities and Obligations).
- Leverage local/regional political networks (representatives from National Ministries of Transport, Regional and Local Public Authorities, the City representatives, obtain commitment from national governments, arrange participation of head of state, et cetera)
- Leverage local/regional industrial networks
- Integrate local contributions to the programme and nominate a local Congress Chair
- Guarantee an easily accessible location (with an international airport hub)
- Aid in attracting sponsors, ideally both domestic and international.

## **Host Benefits**

- The Host association gains international exposure and promotes its country and region
- Significant economic benefits for the host city/region
- Improve the reputation of your association
- Enlarge your network
- The local sponsors gain exposure and the possibility to increase their market shares
- Hosting the conference is also an opportunity for your association to support and advance the field of Road Transportation
- Receive ten complimentary tickets
- Secure a high-profile slot for the welcome speech during the Opening Ceremony

## **Responsibilities and Obligations of the Host**

Hosting the IRU World Congress involves a financial investment by the Host association of minimum CHF 200,000.

This investment can be financed via:

- Local or national grants
- Sponsorship revenue

If the Host is not able to raise the amount in grants or local sponsorships, it will still be liable to pay the sum to IRU.

In addition to the above financial commitments and in coordination with IRU, the local host will have the obligation to support:

- Marketing, promotion and press relations in its region. The Host will develop, with the support of a marketing agency if needed, a marketing plan to be presented to IRU no later than 2 months after the agreement signature.
- Get support from the national government and city to guarantee a warm and professional welcome to IRU World Congress participants: welcome desk at the airport, free access to public transport, provision of city maps and discounts from restaurants and city attractions.
- Arrange with the national government that the Minister of Transport invites ministers of transport from other countries to attend the conference and to join a separate ministerial meeting.

## **Applications submitted by the Host to include**

- A signed letter mentioning the amounts the Host is committed to investing in the IRU World Congress (with a minimum of CHF 200,000)
- A summary of national and local institutional engagement and support (with signed letters of intent)
- The constitution of the local organising Committee (minimum 4 members) with clear roles and responsibilities of each committee member
- An outline of how the Host will approach conference sponsorship
- The approach to local marketing and promotion to guarantee a significant number of participants from the host country
- A list of support in kind that the Host can provide
- Information on city accessibility and local transportation
- A list of potential congress venues
- Any other information that will help IRU make the selection

## **Responsibilities and Obligations of IRU**

IRU will be responsible for managing and financing any other activities not under the responsibility of the Host and more specifically:

- Congress financial management: IRU is responsible for managing the overall general budget covering all items of the IRU World Congress outside of the financial responsibilities of the Host
- Manage the Congress. IRU will select a Professional Conference Organiser (PCO), whose tasks and responsibilities will be defined in an Agreement between IRU and the PCO. The PCO may also undertake duties on behalf of the Host under separate arrangements but always with the approval of IRU.
- Management of the Congress programme (in collaboration with the local committee and Chair) and invitation of speakers
- Marketing, promotion and press relations
  - Development and maintenance of the Congress website
  - Undertake promotional activities in English as well as the Host's native language
  - Organise a press conference
- Produce all event collaterals (save the date, Congress programme, website, promotional brochure, et cetera)
- Organise post-tour excursions