

# SEOUL 2015

## 25<sup>th</sup> *World Road Congress*

Seoul, Republic of Korea  
2–6 November, 2015



# Roads and Mobility – Creating New Value from Transport



## 25<sup>th</sup> World Road Congress

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The 25<sup>th</sup> World Road Congress Seoul 2015 is coming into view. Seoul 2015 will be a “place of opportunity” where road experts and decision-makers around the world can meet together.

Participants from more than 120 countries are expected to attend the Congress, and thousands of specialists will join and discuss current themes related to the road transport system.

Ministers and State Secretaries from over 50 countries will share their views on current global issues related to road transport.

Seoul 2015 is the unique global forum where you can present your expertise and collect cutting-edge information on best practice for introduction in your country.

In addition, you can have chances to experience the unique culture of Korea as well as the cultures of participating nations. Seoul welcomes you with open arms. Please come and enjoy!

**Roads and Mobility – Creating New Value from Transport**





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## CONGRESS GENERAL THEME

### Roads and Mobility – Creating New Value from Transport

Roads have long played an integral part in the life, cultural exchange, and economic development of mankind. Especially in the automobile age, roads greatly contributed to the rapid global development and the rise of modern civilization.

The core value of roads is to enable safe and quick transportation of people and goods. Road travel today increasingly involves advanced environmental and information telecommunications technologies, and integration of roads in their environment is more than ever required. Sustainability of the road transport system has become key for the social and economic benefits of our communities. The roads of the future are expected to create new spaces with the adjoining land, generate energy using sunlight and geothermal heat, and create a new culture and social functions to satisfy all kinds of needs.

Now is the time for experts in road transportation to explore new roles of roads and facilitate their advancement by recognizing the enormous potential of roads and supporting the values that may lead to various advanced technologies.

The 25<sup>th</sup> World Road Congress Seoul 2015 will establish concepts and discuss strategies to create new values in road transportation based on the four strategic themes of the World Road Association (PIARC) : Management and Performance; Access and Mobility; Safety; and Infrastructure.

## WORLD ROAD ASSOCIATION

The World Road Association (PIARC) was established in 1909 as a non-profit association. Its broad aim has been to promote international cooperation on issues related to roads and road transport.

As of September 2013, the Association has 120 national member governments from all over the world. Two-thirds of these members are developing countries (DC) and countries in economic transition (CET). There are over 2,000 other members, about half of whom are individual members.

For over 100 years, PIARC has organized the World Road Congress to share knowledge and promote best practices in the area of road infrastructure and road transportation around the world.

Every four years, it provides the opportunity to assess progress around the world, to discuss the solutions to the problems of today, and to raise tomorrow's prospects.

## CONGRESS LANGUAGES

**English, French, Spanish** and **Korean** will be used as official languages of the 25<sup>th</sup> World Road Congress and simultaneous interpretation services will be provided for the sessions.



## Minister of Land, Infrastructure and Transport



Looking back to the history of mankind, civilization has enabled the construction of roads, and roads have contributed to the development of more advanced civilization. Roads serve as channels for the transportation of goods and people - similar to how the metabolism system functions for a living organism.

The Korean economy is closely related to the development of the country's road infrastructure. Over the half century, the Korean government has concentrated on expanding the key national traffic network including the major expressways. Without doubt, such an effort is what enabled the rapid development of the Korean economy.

However, many countries including Korea still focus on increasing the road network in quantity simply to save distribution costs. We have experienced that such reckless expansion can result in damaging the natural environment or aggravating social conflicts. It is now time for us to step up to the next stage and search for new values of roads based on our creativity and countless invaluable experiences. That is why the 25<sup>th</sup> World Road Congress in Seoul is titled "Roads and Mobility - Creating New Value from Transport."

Throughout the world, attempts are made to actualize the new values which lie in the road transportation. The evolution and convergence of information and communications technology act as the catalyst for creating new values. If you participate in the 25<sup>th</sup> World Road Congress, you can encounter all the latest road technologies currently implemented in Korea including the smart transportation systems. In particular, you can experience one of the world's most successful public transportation system, since the Congress will be held in Seoul - a large city populated by some 10 million citizens.

The 25<sup>th</sup> World Road Congress will definitely provide innovative ideas for the planning, designing, constructing and management of roads and the maintenance of the system. I truly hope that the Congress in Seoul will help the participants to face a turning point in terms of road development. Hopefully, the Congress will also provide chances for policy makers to debate and discuss ways to implement sustainable transportation systems.

On behalf of the Korean government, I highly recommend that you take part in this Congress to meet the road experts from all sectors and share the latest news for road transportation. I am confident that it will be a precious time for us all. I look forward to meeting you in Seoul.

Thank you for your interest in the Congress.

**Suh Seoung-hwan**  
Minister of Land, Infrastructure and Transport



## Mayor of Seoul Metropolitan Government



It is my great pleasure to welcome you to Seoul for the 25<sup>th</sup> World Road Congress 2015. As the capital of the Republic of Korea, Seoul is located at a geographically privileged area in between China and Japan, the two largest markets of Asia. Seoul serves as the business hub for the North-East Asian region based on its highly advanced digital and knowledge industries.

Seoul is a city where the 600 years of history and the cutting-edge information technology coexist harmoniously. Various international events were hosted here including the 3<sup>rd</sup> ASEM Summit in 2000 and the 5<sup>th</sup> G20 Summit in 2010. Seoul was also selected as the Best MICE City by Global Traveler for two consecutive years.

I believe that Seoul was able to win its global reputation thanks to its outstanding transportation system including the road, railroad, and airline network. The airports, high-speed railroads, expressways, and harbor facilities are what enabled Seoul to grow into a global city.

Now, Seoul is making a great progress in terms of its road system, as it seeks to improve its current car-oriented road policies into people-oriented. With more roads featuring better functions for the environment and the people, Seoul aims to provide a more qualified life for everyone.

As can be implied from the theme for the 25<sup>th</sup> World Road Congress, "Roads and Mobility – Creating New Value from Transport", roads of the future must facilitate various functions and create new values. Seoul is the place where various values of roads can be easily discovered.

Moreover, Seoul is a beautiful city where the country's culture and history are well-preserved. I am sure that it is a perfect place for visitors to experience true Korea.

Anyone interested in the field of road and road transportation are invited to Seoul to take part in the 25<sup>th</sup> World Road Congress. While sharing and discussing road-related information in this global city populated by over 10 million citizens, you will be able to set up new ideas which might bring changes to the road industry. I hope the Congress in Seoul will help the decision-makers from each country to make important decisions for their road policies.

Seoul will do its best to support the 25<sup>th</sup> World Road Congress so that you can fully enjoy without any trouble.

I look forward to your active participation.

**Park Won Soon**  
Mayor of Seoul Metropolitan Government



## President of the World Road Association



Over time, countries all over the world have come to depend on roads as the main public asset to provide year-round access and mobility for their populations. As a consequence, today's road networks must operate continuously even as new demands, expectations and technologies surge and pose new challenges.

Rising to meet these challenges demands great knowledge and commitment from road practitioners worldwide. Every four years, the World Road Association (PIARC) organizes the World Road Congress as the premier forum for road and road-transportation related information and knowledge exchange to allow road professionals to obtain, in one single event, relevant and up-to-date knowledge on topics of current concern.

The XXV World Road Congress will be held in Seoul, Republic of Korea, in November 2015, under the theme "Roads and Mobility: Creating New Value from Transport". The Congress program features the presentation of the results of the work undertaken by PIARC's 17 Technical Committees, a number of specialized sessions dealing with topics of current and future interest and a large exhibition in which road administrations, equipment and service providers, consultants and road-related organizations will be present.

For the first time since 1999, the World Road Congress will take place in the Asia-Pacific region, and it will thus offer road professionals in that region a unique opportunity to obtain information on current trends and challenges for roads and road transportation all over the world.

On behalf of the World Road Association, I express my gratitude to the government of the Republic of Korea for their dedication in organizing this conference and I have great pleasure in inviting you to attend and participate in the XXV World Road Congress.

Mark November 2 to 6, 2015 on your calendar now, and join us in Seoul, Republic of Korea, for this world-class event.

I look forward to seeing you there!

**Oscar de Buen Richkarday**  
President of the World Road Association



## President of the Organizing Committee



Since the 1960s, the Korean government has continuously increased investments for the development of the road transportation industry which served as the foundation for the growth of the Korean economy. As a result, the country made a transition from an agricultural country with less than US\$ 200 of GDP to an industrial country with nearly US\$ 30,000 of GDP. It is one of the few countries that successfully shifted from an aid recipient to donor. Without doubt, Korean road transportation is evaluated as one of the most successful cases throughout the world history of the road transportation industry.

Now, the Republic of Korea is making preparations to host the 25<sup>th</sup> World Road Congress in the country's capital, Seoul. From November 2<sup>nd</sup> to the 6<sup>th</sup> 2015, the Congress will be visited by some 1,200 decision-makers including ministers and vice-ministers from 50 countries, and central or local government officials from 120 countries. Moreover, thousands of experts in the road transportation industry are expected to participate over the period.

The 25<sup>th</sup> World Road Congress is not only large in scale but rich in content. The program includes various activities such as technical sessions, exhibitions, business consulting services, etc. Seoul will be a place of opportunity where experts can introduce state-of-the-art technologies and share ideas on road transportation. Especially in the Technical Committee Sessions, participants can see the most recent road trends at a glance, as the sessions will be conducted based on the four strategic themes: Management and Performance; Access and Mobility; Safety; and Infrastructure.

Under the theme "Roads and Mobility - Creating New Value from Transport", the Organizing Committee is making every effort to turn the 25<sup>th</sup> World Road Congress into a highly-qualified and the most satisfying event. The Organizing Committee was established in July 2013, and initiated a full-scale preparation from the first day of 2014. Divided into the planning team, promotion team, technical program team, and several other teams, the Committee will closely interact with the PIARC headquarters to generate ideas and lead the Congress into a successful event.

The Organizing Committee for the 25<sup>th</sup> World Road Congress sincerely invites you to Seoul. Please come and enjoy the Congress!

**Kim Hak-song**  
President of the Organizing Committee





## GENERAL PROGRAM

### Opening Session

All participants including congress delegates, accompanying persons and exhibitors are welcome to this session.

### Ministers' Session

This session will deal with the topic "The Evolution of Road Policy for the Next Generation."

### Technical Sessions

There will be 4 Strategic Direction Sessions, 17 Technical Committee Sessions, 14 Special Sessions, 3 Keynote Speeches, Poster Sessions, etc.

### Technical Visits

Participants will be offered opportunities to visit various organizations, agencies and local sites of infrastructure projects.

### Social Events

Welcome reception and gala dinner will be held during the Congress. And accompanying persons will enjoy various interesting programs.

### Closing Session

This session will include presentations covering the Congress results, general report, and the strategic plan for years 2016 through 2019. The 25<sup>th</sup> World Road Congress will end after Seoul hands over the flag to the next host city.

### Post-Congress Program

After the Congress, exciting tour programs will be provided for those who want to enjoy the pleasant autumn mood of Korea. This program includes visits to Jeju Island, Mt. Seorak National Park and so on.

## PRELIMINARY PROGRAM

DATE	TIME	ACTIVITY	
Monday, Nov. 2 <sup>nd</sup>	10:00-12:00	Opening Session	
	14:00-17:30	Ministers' Session	
	17:30-21:00	Exhibition Opening & Welcome Reception	
Tuesday, Nov. 3 <sup>rd</sup>	09:00-12:30	5 Technical Sessions in Parallel	Exhibition & Technical Visits
	12:40-13:30	Keynote Speech	
	15:00-18:30	5 Technical Sessions in Parallel	
Wednesday, Nov. 4 <sup>th</sup>	09:00-12:30	5 Technical Sessions in Parallel	Exhibition & Technical Visits
	12:40-13:30	Keynote Speech	
	15:00-18:30	5 Technical Sessions in Parallel	
Thursday, Nov. 5 <sup>th</sup>	09:00-12:30	5 Technical Sessions in Parallel	Exhibition & Technical Visits
	12:40-13:30	Keynote Speech	
	15:00-18:30	5 Technical Sessions in Parallel	
	20:00-22:00	Gala Dinner	
Friday, Nov. 6 <sup>th</sup>	09:00-12:30	5 Technical Sessions in Parallel	Exhibition
	14:00-15:30	Closing Session	



## MINISTERS' SESSION

The Minister of Land, Infrastructure and Transport of Korea will chair this session under the topic "The Evolution of Road Policy for the Next Generation." To simplify the decision-making process, Ministers responsible for road policies from all regions of the world will gather and share their experiences and opinions in this plenary session.

## TECHNICAL SESSIONS

### Strategic Direction Sessions

The Strategic Direction Sessions will focus on future prospects from a political and strategic point of view. These sessions will be prepared and chaired by the strategic theme coordinators of the four themes from PIARC Strategic Plan 2012–2015. These sessions will be based on the national reports from member countries of the Association around the world.

Strategic Theme 1 (ST1)	Management and Performance
Strategic Theme 2 (ST2)	Access and Mobility
Strategic Theme 3 (ST3)	Safety
Strategic Theme 4 (ST4)	Infrastructure



## Special Sessions

The Special Sessions are designed to consolidate PIARC's relationships with other international and regional organizations active in the field of road and road transport. These sessions should address topical issues which are different from those dealt with by Technical Committees and Strategic Direction Sessions.

Topics for special sessions will be defined and posted on the website in the coming months:

[www.piarcseoul2015.org](http://www.piarcseoul2015.org) / [www.aipcrseoul2015.org](http://www.aipcrseoul2015.org)

## Technical Committee Sessions

The Technical Committee Sessions will be dedicated to discussing and sharing the results of the work and activities of the World Road Association Technical Committees from 2012 through 2015. In the course of preparation for these sessions, chairpersons of Technical Committees can make international calls for individual papers. The Technical Committee Sessions will be chaired by the chairperson of the committee.

### Structure of the PIARC Technical Committees

	1	2	3	4	5
ST1	Performance of Transport Administrations	Financing	Climate Change and Sustainability	Road Transport System Economics and Social Development	Risk Management
ST2	Road Network Operations	Improved Mobility in Urban Areas	Freight Transport	Winter Service	Rural Road Systems and Accessibility to Rural Areas
ST3	National Road Safety Policies and Programs	Design and Operations of Safer Road Infrastructure	Road Tunnels Operations		
ST4	Management of Road Assets	Road Pavements	Road Bridges	Earthworks and Unpaved Roads	



## Keynote Speeches

Each day, a world-recognized specialist will deliver a keynote speech on one of the burning topics affecting roads and road transport. These one-hour plenary sessions are designed to call the attention of the Congress delegates and generate ideas.

Speakers and themes will be posted on the website:

[www.piarcseoul2015.org](http://www.piarcseoul2015.org) / [www.aipcrseoul2015.org](http://www.aipcrseoul2015.org)

## Poster Sessions

All authors, whose individual contributions have been accepted for publication after the call for papers, will have the opportunity to display their work and results for half a day at poster sessions and interact with the Congress participants.

## TECHNICAL VISITS

There will be opportunities to visit various organizations, agencies, and local sites for roads, bridges and high-tech transport systems built according to Korea's road policies. The program also includes visits to global companies representing Korea such as Samsung Electronics and Hyundai Motors.

## CALL FOR PAPERS

### International Call for Papers

The World Road Association will issue a call for individual papers. Specialists will be invited to present research findings, scientific studies, case studies and organizational methods on specific topics determined by PIARC Technical Committees.

Accepted papers will be presented during the poster sessions and included in the Congress proceedings. Outstanding contributors will be selected for oral presentations at the Technical Sessions.

### Submissions of Abstracts and Full Papers

The international call for individual papers is available online from April 2014.

Abstracts will be reviewed anonymously by the Technical Committees. Authors of accepted abstracts will be requested to submit the full paper by February 27<sup>th</sup>, 2015. The full papers will be reviewed by the Technical Committees to decide on its publication and presentation at the Congress.

## PIARC PRIZES 2015

PIARC is organizing a new edition of the PIARC Prizes competition for the 25<sup>th</sup> World Road Congress in 2015.

PIARC Prizes will be awarded to the individuals who submit the best papers to the Congress. The candidates will be carefully chosen according to the rules and procedures of the Communications Commission.

The results of the competition will be announced by July 15<sup>th</sup>, 2015, prior to the Congress in Seoul. Winners will be invited to participate and receive their awards at the Congress.

PIARC Prizes will be awarded during the opening session.





## EXHIBITION

An exhibition related to the 25<sup>th</sup> World Road Congress will also be held at the COEX Convention & Exhibition Center from November 2<sup>nd</sup> to 6<sup>th</sup>, 2015. This is a unique opportunity for exhibitors to present their latest achievements, new products and equipments. Exhibitors will also be able to develop profitable relationships and make themselves better known across the world.

**The following are invited to participate as exhibitors:**

- Road authorities and government agencies
- Road engineering consultants
- Manufacturers and suppliers of road infrastructure construction equipment
- Road construction companies
- Road operations equipment suppliers
- Technical associations related to roads and transport
- Manufacturers and suppliers related to automotive industry

## SOCIAL EVENTS

### Welcome Reception & Gala Dinner

The welcome reception is organized under the concept of “Night of Exchange” at exhibition hall on November 2<sup>nd</sup>, 2015. The event is planned to provide highly-qualified and relaxing programs with a combination of traditional and modern Korean music as well as traditional and modern cultural performances. The welcome reception will provide a special atmosphere to the participants from all over the world to make acquaintances in a friendly and comfortable environment. The gala dinner will be arranged under a theme of “Road Night” at COEX on November 5<sup>th</sup>, 2015. For an entertaining and lively night, a non-verbal performance is prepared to represent Korea and other talent shows will be performed by participating countries.

### Accompanying Persons’ Program

Special programs are planned for accompanying persons to the 25<sup>th</sup> World Road Congress. These programs will provide opportunities to experience Korean traditional culture, look around Seoul, and shop at some of the city’s most famous shopping centers and markets.

**Major destinations include the following:**

- Experience Korean Traditional Culture
- Seoul City Tour & Shopping
- Visit DMZ & JSA, Symbols of the Divided Korea

## REGISTRATION

Registrations for the Congress will begin in February 2015 through the website. For the latest news, pay a regular visit or save your information (name, email, etc.) on the website: [www.piarcseoul2015.org](http://www.piarcseoul2015.org) / [www.aipcrseoul2015.org](http://www.aipcrseoul2015.org)

## TRANSPORTATION AND ACCOMMODATION

### Transportation

Located approximately 52km west of Seoul, Incheon International Airport (IIA) has been the gateway to Korea and hub airport of Northeast Asia since its opening in 2001. Korea can be easily accessed from anywhere around the world with 70 carriers connecting to 170 cities. It takes approximately 60 minutes from Incheon Airport to COEX by airport limousine, taxi, airport express or subway, while vehicles can be rented from the airport.

### Accommodation

There are various lodging facilities near COEX, offering a wide range of choices for participants. There are 30 de-luxe hotels within 5km distance as well as less costly innostels and youth hostels, and all accommodations have special facilities for disabled guests. Innostels are lower-priced accommodations for foreign tourists who do not prefer lavish rooms and hotel services. All lodging facilities meet the highest global standards for cleanliness and safety, and the multilingual hotel staffs will ensure that all guests enjoy a comfortable stay in Seoul.

- **6 five-star hotels with 2,200 rooms within 10-minute walking distance**
- **30 deluxe hotels with 7,500 rooms within 5km distance**



## DATES TO REMEMBER

APRIL 2014	• Call for papers
SEPTEMBER 2014	• Deadline for abstract submission
NOVEMBER 2014	• Notice for acceptance of abstract
FEBRUARY 2015	• Start of Congress registration • Deadline for full text of papers
MAY 2015	• Final notice for acceptance of papers
JULY 2015	• Notice for PIARC Prizes results
AUGUST 2015	• Registration deadline for the exhibition

## WELCOME TO KOREA

Korea, also known as the “Land of the Morning Calm”, is located at a strategically important seaway of Northeast Asia at the Eastern end of the Asian continent neighboring with Japan and China. South Korea’s land area is 100,032km<sup>2</sup> with a population of 50 million, a relatively high population density.

Korea was in total ruins only six decades ago after the Korean War, but achieved “The Miracle of the Han River” by experiencing remarkable economic growth in a very short period of time.

Korea has four distinctive seasons with a continental monsoon climate. The World Road Congress is scheduled in autumn when the country is particularly beautiful with its warm sunlight, fresh air, clear sky, and breathtaking kaleidoscope of fall foliage.

An increasing number of foreign tourists visit Korea every year despite the global economic downturn, attributed to Korea’s globally recognized safety and security as well as the abundant tourist attractions of Korea where 5,000 year-long history of traditional culture is well mixed with cutting-edge contemporary culture.

### Seoul Metropolitan City

Seoul, the capital of Korea, has become the center of politics, economy, industry, society, culture and education for over 600 years since its designation as the capital of the Joseon Dynasty in 1394.

Seoul is famous for fabulous natural environments. The Han River crosses through the center of Seoul with an average width of over 1km, and green mountains surround the outskirts of the city. It is a beautiful city where traditional and modern cultures coexist.

## COEX CONVENTION & EXHIBITION CENTER

COEX is a business and cultural hub located in the heart of Gangnam, Seoul’s business district. It is a popular entertainment destination in Seoul for both domestic and foreign visitors, and welcomes an average of 150,000 people a day. COEX is also a destination for Korea’s top business events. The COEX Convention and Exhibition Center itself is a four-floor meetings venue with over 450,000m<sup>2</sup> of total floor space. Over 200 exhibitions and 2,000 conferences are held here each year.

## CONTACT INFORMATION



### Organizing Committee of the 25<sup>th</sup> World Road Congress Seoul 2015

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**SEOUL 2015**

