

# International Seminar "Roads as Catalyst for Sustainable and Inclusive Development"

Registro



Registration	Fee (including taxes)
Participant	\$6,000.00 MXN \$300.00 USD

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**April 28 - 30 2025**  
**Guadalajara, Jalisco**

 **Mexico**

Take advantage of our exclusive associate rate! As a valued PIARC and IRF member, you can enjoy a special price of \$4,800.00 MXN (\$235.00 USD). Don't miss this opportunity – secure your spot today!



**Comunicaciones**  
Secretaría de Infraestructura, Comunicaciones y Transportes



# PIARC INTERNATIONAL SEMINAR

## Roads as Catalysts for Sustainable and Inclusive Development

### PIARC's Program for International Seminars

PIARC, the World Road Association, is a nonprofit organization founded in 1909. During its more than 100-year history, the Association's main objective has been the promotion of international cooperation and the exchange of knowledge on issues related to roads and road transport.

As part of this work, since 1999 PIARC has carried out a program of international seminars with the aim of strengthening its presence in the world, being more receptive to the needs of developing countries and countries with economies in transition and achieving greater dissemination in these countries from the results of their work.

PIARC implements the seminar program through its Technical Committees, which are groups of experts appointed by the member countries to work on issues defined in the strategic plan of the Association, which includes very diverse areas of knowledge such as design, operation and maintenance of roads or financing and governance of agencies responsible for road infrastructure.

### Technical Committees 1.2, 1.3 and 2.3

Technical Committees 1.2 "Contribution of Roads to Economic and Social Development" and 1.3 "Finance and Procurement" are the main scientific organizers of this International Seminar with contributions from Technical Committee 2.3 "Sustainable Freight"

TC 1.2 "Contribution of Roads to Economic and Social Development"

The objective of the Technical Committee 1.2 "Contribution of Roads to Economic and Social Development" is to provide an up-to-date and comprehensive overview of trends, tools, best practices in investment planning and analysis of economic and social impacts of road infrastructure with a focus on decarbonisation, gender inclusion and social equity, impact of the change of economy in LMIC countries, importance of roads in achieving equitable and sustainable development.



TC 1.3 "Finance and Procurement"

Road infrastructures financing and procurement is always a big area of investigation. Technical Committee 1.3 "Finance and Procurement" aims to focus on the analysis of how classic road financing and procurement systems present themselves in a more credible guise and in step with the epochal changes of recent years.

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The analysis dwells on the level of transparency of the road projects, on the decarbonisation of the funding and finance of these projects, as well as, finally, on how to finance the ecological transition of the existing infrastructure.

### TC 2.3 "Sustainable Freight"

Road freight transport remains essential for economic and social development in all countries. In the new context of climate change, high energy prices, scarcity of base resources and ageing infrastructure, Technical Committee 2.3 "Sustainable Freight" works focus on the key factors that enable an efficient and sustainable road freight transport. This means optimising land and road use for freight services and facilities, finding and enforcing the good compliance between vehicles and roads to minimize road wear while allowing more efficient freight vehicles and ensuring the right vehicle use on the right road at the right time.

## Joint cooperation among TCs 1.2, 1.3 and 2.3

One of the Seminar's objectives is to analyse the role of innovation in road planning. Other objectives are to analyze the area of transport studies and traffic models applied to freight, bimodal and multimodal transport, including the metropolitan context; and to examine new approaches to the study of mobility of people and goods, based on the Internet of things, Big Data and other innovative sources of information.

Within the concept of sustainability in the planning of transportation networks, also related to accessibility and equity, one aspect that is analyzed is public health, probably included in the objective of "identifying, investigating and documenting the social value of transportation". For this activity, the Technical Committee 1.2 is making progress in both: impact analysis techniques and identification of best practices in ex post project evaluation. This will deepen the relationship between transportation investments and economic growth.

Taking into consideration the interest shared by PIARC and Mexico related to the problems expressed here, the Mexican representation inside Technical Committees 1.2, 1.3 and 2.3 proposed to hold a seminar in Mexico on those topics, based on a technical program made up of contributions from members of the committees and specialists from other organizations in Mexico and the rest of the world, which will be especially attractive to Mexican and international professionals involved in the planning, financing and management of road infrastructure.

In addition to PIARC, the Ministry of Infrastructure, Communications and Transport of the Government of Mexico (SICT), the Mexican Association of Road Engineering (AMIVTAC) and the Mexican Institute of Transport (IMT) are participating in the organization of this seminar.



## Seminar objectives

The general objective of the seminar is to provide a forum for the exchange of knowledge and experiences on the planning, financing and management of highways and their relationship with the social environment in which they operate throughout their entire life cycles.

The specific objectives of this seminar are the following:

- ▼ Discuss ideas on how to consider, social factors in road planning, financing, development, and management.
- ▼ Present experiences, consequences, and solutions in the management of social risks in highway projects in Mexico and the world, during all stages of the highway life cycle.
- ▼ Present and discuss strategies to mitigate social risks associated with highway development and management.

## Target audience

The PIARC International Seminar Roads as Catalyst for Sustainable and Inclusive Development is aimed at executives or officials of governmental entities or private companies that design, hold concessions, and operate roads, independent professionals (economists, sociologists, engineers, etc.) consulting service providers, banking institutions or investment funds that finance road infrastructure projects, among others. This seminar may also be of interest to university professors, researchers and students interested in the processes of planning, construction, and management of road assets.

## Format and languages

The seminar will be based on face-to-face sessions to which the interested public is invited to join in-person, but also can have live streaming. The technical program includes a total of 4 thematic sessions, from 09:00 a.m. to 5:30 p.m. (Mexico City time GMT-5). Members of three PIARC Technical Committees and other specialists will make the presentations, as well as panel discussions to open the dialogue to the public through a series of questions and answers.

The official languages for the seminar will be Spanish and English. Simultaneous translation service will be provided on site.



## Venue and dates of the seminar: Guadalajara, April 28 to April 30, 2025

Guadalajara, Jalisco has been chosen as the venue for the seminar. It is an ideal place to hold this type of event, due to the available infrastructure and its high level of national and international connectivity. In addition, Guadalajara has one of the most important tourists, gastronomic, cultural and commercial offerings in the world.

The technical sessions of the PIARC International Seminar Roads as Catalyst for Sustainable and Inclusive Development will be held from April 28 to April 30 of this year. The preliminary program includes a technical visit, which is also close to a site of tourist interest that attendees can visit.

## Venue



Av. Mariano Otero 1499, Verde Valle, 44550 Guadalajara, Jal.

## Host hotel



RATE IN EUROPEAN PLAN (Without Food):

Single or double luxury room: \$2,100.00 MXN (\$110 USD) Per Room, per night

Extra person \$570.00 MXN (\$28 USD) Per room, per night

RATE WITH BUFFET BREAKFAST:

Deluxe Single Room: \$2,370.00 MXN (\$120 USD) Per Room, per night

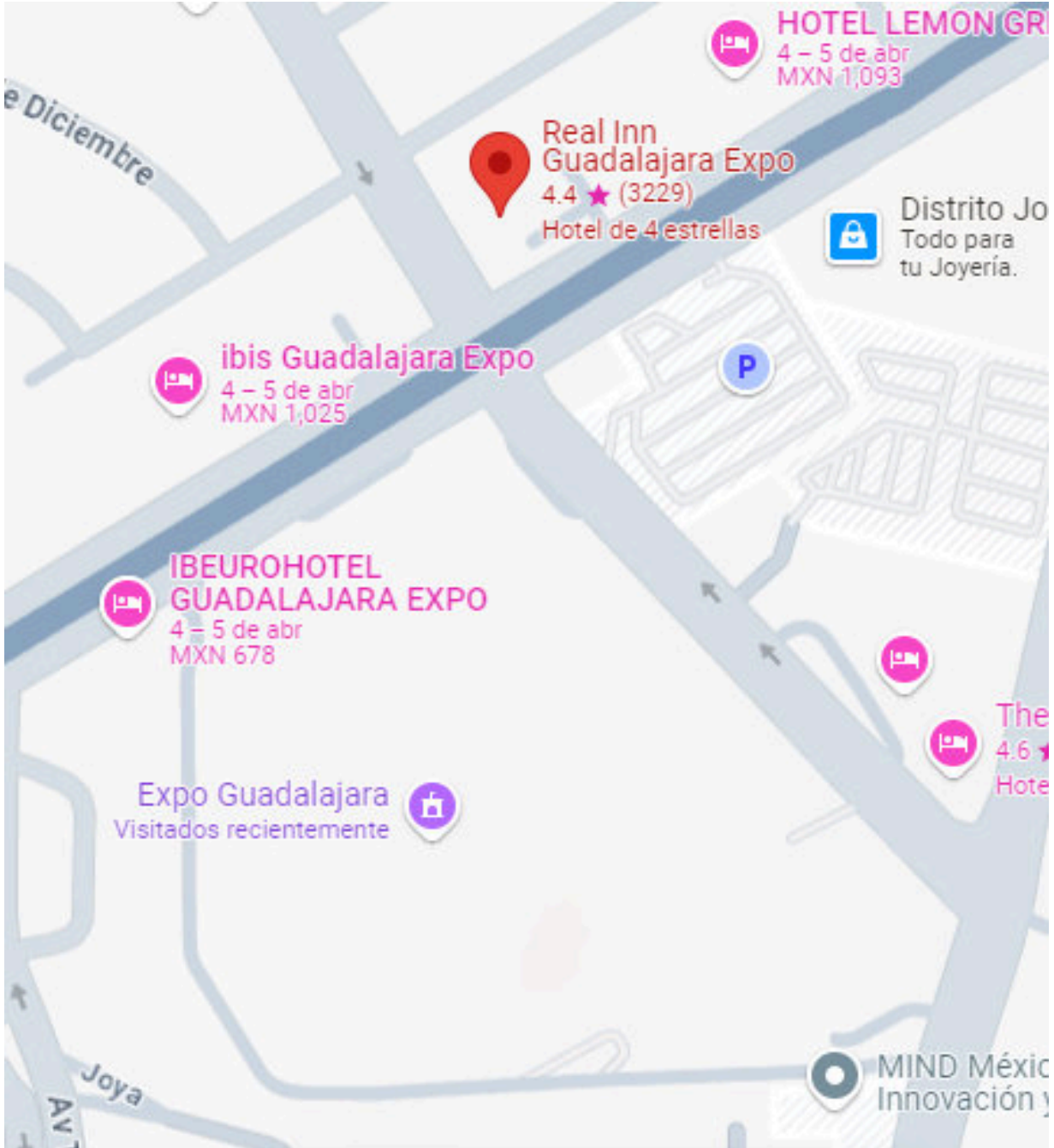
Deluxe double room: \$2,640.00 MXN (\$135 USD) Per Room, per night

Extra person \$840.00 MXN (\$45 USD) Per room, per night

Taxes not included

Av. Mariano Otero 1326, Jardines de San Ignacio, 45040 Guadalajara, Jal.





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# Preliminary Program

International experts from PIARC Technical Committees 1.2, 1.3, and 2.3, alongwith Mexican and regional specialists, will come together to present a highly valuable program at the International Seminar.

Day1: april 28

09:00 - 09:30		Registration
09:30 - 11:00		Opening session
09:30 - 10:00	Welcoming words	Juan José Orozco y Orozco
	Minister of transport	Jesús Esteva Medina
	First delegate	Alberto Mendoza Díaz
10:00 - 10:15	Mexican Association of Highway Engineers (AMIVTAC)	Juan José Orozco y Orozco
10:15 - 10:30	PIARC Presentation	
10:30 - 10:40	TC 1.2 Contribution of Roads to Economic and Social	
10:40 - 10:50	TC 1.3 Finance and Procurement	
10:50 - 11:00	Opening words	
11:00 - 11:30		Refreshments
11:30 - 13:45		Session 1: Socioeconomic Impacts of Road Infrastructure
11:30-11:35	Introduction	Session Chair: Clemente Poon
11:35-11:55	Evolution of socioeconomic benefits of roads in Mexico	Oscar de Buen Richarday, Mexico
11:55-12:15	The Basic Technical and Economic Criteria for Prioritizing Roadworks Projects	Artem Beguglyi, Bohdan Stasiuk
12:15-12:35	Developing sustainable transport infrastructure in the UK: balancing National and Regional priorities	Jason Russel, UK, TC 1.2
12:35-12:55	Cost-Benefit Analysis and the Strait of Messina Bridge: Economic, Environmental and Social Benefits	Ilaria Maria Coppa
12:55-13:15	Economic benefits of logistic corridor investments	Carlos Santillan
13:15-13:45	Q&A and debate	All speakers and chair
13:45 - 15:00		Lunch
15:00 - 17:30		Session 2: Innovative Financing Models and Procurement
15:00-15:05	Introduction	Session Chair: Rafael Aldrete
15:05-15:25	Public-Private Partnerships: Private Investment in Mexico Within the Federal and State Regulatory Framework and Participation in Road Projects	Isaid Campa Domínguez, Rafael Soto Espitia
15:25-15:45	Innovative Financing and Procurement in Highway Development – India's Experience	Rajesh Kumar
15:45-16:05	Ex-post Evaluation of Value for Money in PPP Projects	Angel Martínez Arboleya
16:05-16:25	Innovative financing with a focus on freight projects that incorporate environmental and social factors into cost-benefit analyses - U.S.-Mexico Border Port of Entry Expansion	Fernando Barrera
16:25-16:45	Case Study: "Xaltepuxtla – Chiconcuautla" Road in Puebla State	Gerardo Yañez
16:45-17:15	Q&A and debate	All speakers and chair
		Day 1 Conclusions
17:15-17:30	Day 1 Conclusions	Session Chairs
		Closing Day1

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# Preliminary Program

Day2: april 29

9:00 - 11:00		Session 3: Freight transport
9:00-9:05	Introduction	Session Chair: Carlos Santillas
9:05-9:25		
9:25-9:45		
9:45-10:05		David Shepherd
10:05-10:25	Impact on oversize/overweight vehicles on infrastructure and cost benefit assessment	Bernard Jacob (& al.)
10:25-11:00	Q&A and debate	All speakers and chair
11:00 - 11:30		Refreshments
11:30 - 13:30		Session 4: Cost-Benefit Analysis for Sustainable Development
11:30-11:35	Introduction	
11:35-11:55	Use of the Multicriteria Analytical Hierarchy Process (AHP) in the Evaluation of Transport Infrastructure Projects	Francisco J. Granados Villafuerte, Oscar E. Martínez Jurado
11:55-12:15	New Approaches for Road Planning in Southeastern Mexico	Ana Beatriz Carrera Aguilar, Rodrigo Takashi Sepúlveda Hirose, Juana Matilde Alarcón Torrero
12:15-12:35	Cost Benefit Analysis of Climate Adaptation Measures for Road Infrastructure Investments	James Ainsworth-Evans
12:35-13:55	Addressing Socio-Economic Development Challenges	Justice Chauke
13:55-13:30	Q&A and debate	All speakers and chair
13:30-15:00		Lunch
15:00 -16:25		Session 5: Inclusive Roads Investment for All Users
15:00-15:05	Introduction	
15:05-15:25	Achieving Performance in Major Public Infrastructure	Mohamed Laye
15:25-15:45	Promoting the Transparency of the Decision-Making Process for Transport Infrastructure Investments in Finland	Taneli Antikainen
15:45-16:05	Economic and Social Impacts of Multi-Year Projects in Jalisco	Angel Martínez Arboleya
16:05-16:25	Why We have to continuously Evolve in Highway Projects?	Jae-Uoong Kim
16:25-16:50	Q&A and debate	All speakers and chair
16:50-17:30		Closing Session
16:50-17:20	Keynote Speaker - Financing Alternatives for New Transportation Infrastructure: The Experience of Mexico	Jorge Nuño Lara
17:20-17:30	Seminar Conclusions	
		Closing Day2

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## Technical Visit: Guadalajara Bypass – Operation and Management of Concessioned Road Infrastructure

On **Wednesday, April 30**, a technical visit will take place to the **Guadalajara Bypass**, a key infrastructure project for connectivity in western Mexico, operated by one of the country's leading concessionaires.

The visit will include a presentation by the operator on the **concession model of the Bypass**, the **management of the company's road network**, and how its operations align with the core topics of the seminar, such as **sustainability, infrastructure financing, and the social impact of road projects**.

Following the presentation, a **55 km tour** of the Bypass will be conducted, providing an opportunity to analyze key aspects of its **design, operation, and traffic management** in a transition zone between highway and urban traffic.



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