

IRF/GTKP/TARA 2009 Convention on Rural Roads

**25-27 November 2009
Naura Springs Hotel, Arusha, Tanzania**



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Introduction

Developing and transition economies face an increasing diversity of challenges to provide the vital, affordable, safe transport to rural communities to assist economic activity and development, and reduce poverty incidence. The future prospects of increasing fuel scarcity and energy costs will mean that more ingenious approaches are needed in using the available resources to plan and build the networks of rural roads, design them within the environmental constraints to be safe, maintainable and durable in the local environment, and encourage affordable means of transport.

Rural road infrastructure is an extensive and expensive asset that deserves effective asset management to ensure the intended benefits to the rural communities. Governments alone cannot deliver the required transport systems, and improved cooperation between government agencies, communities and the various transport stakeholders is required to accelerate the provision of appropriate infrastructure and transport services.

The Tanzanian Road Association (TARA), in cooperation with the International Road Federation (IRF) and the Global Transport Knowledge Partnership (gTKP), is organizing an international convention on Rural roads to bring exactly these actors together. It will be a rare opportunity to discuss and exchange the latest insights, experiences and research outcomes related to rural roads and transport in Africa and other developing regions.

About the Convention

Date and location

Date: 25 – 27 November 2009

Venue: Naura Springs Hotel, Arusha, Tanzania

Format

The Convention will cover two full days and will feature:

- A plenary opening session with **high level key note addresses**;
- **Plenary expert sessions** on the following topics:
 - o the importance of rural roads and their role in economic development, social cohesion and poverty reduction
 - o planning and managing rural roads
 - o developing road management capabilities
 - o labour based construction approaches
 - o efficient maintenance of rural roads
 - o sharing the road
 - o rural road safety awareness, engineering and enforcement
- A **high level panel discussion on Financing Rural Roads** featuring representatives from among others international finance institutions, donor agencies and national governments.

The Convention will be preceded by a Capacity Building workshop on Governance in Transport, organised by gTKP, on Wednesday 25th of November. This workshop has a limited number of participants and has a separate registration procedure.

The Convention will be held in **English**; simultaneous translation into **French** will be provided.

Participants

The targeted number of Convention delegates is 200.

The Convention is open to road sector practitioners and stakeholders from both the public sector and the private sector. It is to be expected that the larger share of participants will come from Sub Saharan Africa and South Asia.

Convention marketing

Before the Convention:

- Regular e-mailing to the entire IRF, gTKP and TARA membership and over 8.000 contacts from the transport sector;
- Media coverage through articles and announcements in major transport publications all over the world and local national media in Tanzania;
- Promotion of the Convention through the three IRF offices websites and the gTKP website.

During and after the Convention:

- Delegates' bags with final programme, list of participants, specialised publications/ magazines and information on sponsors will be distributed to the participants;
- The Convention proceedings will be available online for all the participants and key stakeholders and partner organisations;
- An extensive report will be circulated through the IRF and gTKP newsletters to over 8.000 contacts.

About the organisers

The **International Road Federation** brings together more than 400 members active in the road infrastructure from both the public and private sector in over 87 countries. The IRF firmly believes that efficient, well-maintained road networks contribute significantly not only to economic growth and prosperity, but also to social development. IRF promotes road that are safe, economically viable and environmentally friendly.

The **Tanzania Road Association** was founded in 1991 with a mission of influencing the Tanzanian government to plan and provide good and safe roads and effective road transport systems. TARA encourages and provides training to both road users as road professionals and organises Annual Road Conventions, where stakeholders in the road sector meet to discuss various issues. TARA members come from engineering firms, haulage and trucking companies, oil companies, construction companies and equipment suppliers, professional associations, academic institutions, road safety bodies and any individual with vested interest in roads and road transport.

The mission of the **Global Transport Knowledge Partnership** is to support sustainable and efficient transport in developing and transition countries by providing free access to the best available information and expertise, as well as free technical advice on a range of transport related topics and issues. Gtkp is an innovative partnership of global organisations, local policy-makers, experts and interested users working to make effective use of international transport knowledge.

Sponsorship packages

Golden Sponsor - US\$ 1,250.00

This package offers you the following benefits:

- Possibility to distribute corporate material in delegates' bags
- One free registration
- Logo placement on the online Convention brochure with hyperlink
- Logo placement in Convention materials
- Logo placement in CD Rom proceedings
- Possibility to have a small exhibition space

Silver Sponsor – US\$ 750.00

This package offers you the following benefits:

- Possibility to distribute corporate material in delegates' bags
- One free registration
- Logo placement on the online Convention brochure with hyperlink
- Logo placement in Convention materials
- Logo placement in CD Rom proceedings

Contact details

If you are interested in further details on sponsorship opportunities, please contact:



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