



Logistics and Innovation Forum

The new networking hub for innovative road transport solutions

3 October 2019
London Heathrow

iruforum.com

Safety: unlocking new business opportunities

The Logistics and Innovation Forum will bring together the road transport industry, focusing on innovative safety solutions. Participants will be able to capture the business potential offered by new technologies.

THEME

Following the IRU Logistics and Innovation Forum in Amsterdam in 2018 which attracted over 150 participants, and the IRU World Congress which brought together more than 1,000 transport industry, business and government representatives, IRU launches the second edition of its Logistics and Innovation Forum, the new networking hub for innovative road transport solutions.

With a recent [IRU survey](#) showing that safety represents one of the biggest innovation opportunities for transport operators, this year's event will focus on safety as a core mission – and business opportunity – for the industry.

At last year's Forum, multiple transport associations and IRU members attended the event.

Jointly, these members represented more than 559,400 members of their own, mainly transport operators from across Europe and beyond.

That network, extending deep into more than half a million haulage, logistics and mobility operating companies, attracted leading service providers wishing to engage with IRU members, including Daimler FleetBoard, DKV, EuroToll, Wtransnet and TomTom.

IRU associate members, like Continental, IVECO, KAPSCH, SCANIA and VOLVO, also want to engage with IRU members on this topic.

The IRU Logistics and Innovation Forum is a unique opportunity for you to meet market leaders and showcase transport operators from your country and association.

In turn, it allows you to highlight your role as a national association in offering an international window to your members. As an IRU member, with the Logistics and Innovation Forum, you have the chance to shape the future of the industry in your country.

AT A GLANCE

The IRU Logistics and Innovation Forum aims to present the most effective solutions to transport operators. We connect market-leading service providers and vehicle manufacturers with you, so that you can promote, distribute or re-sell their solutions in your respective country.

You will be able to learn more about the latest market trends in road safety and gain new insights for your advocacy work as well as potential solutions for your service offerings.

You will be able to establish links with the most progressive market leading companies and forge new business relationships.

As an IRU member, you benefit from significant discounts on attendance fees, and you will be eligible for even greater discounts by bringing five or more representatives from your country.

Invite your members to join us and be part of this new networking hub for innovative road transport solutions.

WHO WILL YOU MEET?

Nearly 250 participants with a range of different profiles from all over Europe:

- 1/3 national transport associations
- 1/3 transport operators
- 1/3 service providers, shippers, vehicle manufactures

Last year, the IRU Logistics and Innovation Forum brought together more than **150 participants from 25 countries**, as well as 21 sponsors from 10 different countries.

PROMOTION & MEDIA

IRU's media and communication teams will work closely with partners to deliver media and social media outreach before, during and after the event. Promotion targeting event participants will primarily use existing IRU channels and networks, including those of IRU's member associations in Europe.

You will be able to use **the Forum web app** and social media content in communicating your involvement to your own members and stakeholders in your country, reinforcing your leadership role in driving innovation in road transport

SPONSORSHIP & EXHIBITION

A range of different sponsorship packages are available to service providers who wish to support the event, who you could promote to service providers in your country.

Individual company services can be promoted via a presentation, a branded exhibition booth to showcase live products, service demonstrations, and other videos or display material, or tailored sponsorship packages including lunch and cocktail sponsorship options or overall event sponsorship.

VENUE

Sofitel London Heathrow

The Sofitel London Heathrow is strategically placed at the heart of Europe's busiest airport. It is only a few steps from the airport's arrival and departure halls, directly connected to Terminal 5 and a few minutes from the other terminals, providing for fast, convenient and easy access from all parts of Europe.

HOW DO I JOIN?

Check out our website to register iruforum.com or contact us for further information:

Tim Davies

Tim.Davies@iru.org

[+41 22 918 20 30](tel:+41229182030)

