



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.

Last year's Forum participants were leaders, commercial directors and purchasing directors from

transport operators, as well national transport associations representing 559,400- members of their own, mainly road haulage, logistics and mobility operating companies from across Europe.

IRU

IRU is the world 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 business, governments, the United Nations and other international organisations.

IRU develops knowledge and research on the latest trends, brings different parts of the sector together at events, seminars and workshops, and conducts advocacy activities on behalf of the industry. From TIR, the world's only global customs transit system, to the digitalisation of logistics operations and initiatives for the future of passenger transport, IRU is at the forefront of innovation in road transport.

SHOWCASE YOUR PRODUCTS AND SERVICES

Our goal is to help bring best road safety solutions to wide scale uptake by transport operators, and for you to achieve significant return on investment

We will guide you at every step of the way, putting you face-to-face with the right buyers:

- Qualified buyers from across Europe are coming to the IRU Logistics and Innovation Forum.
- You will have quality time for face to face networking, to reinforce existing relationships, including by inviting your most progressive transport operator clients, and to forge new links and potentially build new business relationships with IRU national transport associations, represent more than 559,400 members of their own, mainly transport operators from across Europe and beyond.
- Our online networking tool makes it easy. You will be able to schedule one-to-one meetings with other participants during the Forum, at your convenience.

TAILOR-MADE SPONSORSHIP PACKAGES

A range of different sponsorship packages are available. Present your company and its innovative solutions via:

- An exclusive presentation slot in the programme, exclusive to your product sector
- An exhibition branded booth to showcase live products, service demonstrations, or displays and videos of your innovative solutions).
- Tailor made sponsor packages including lunch and cocktail sponsorship options

In addition to the standard sponsorship packages, there is also the option to further customise your visibility in

cooperation with IRU and become the exclusive partner of the Forum, the 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 IRU media and social media content in communicating your involvement to your own clients and networks, reinforcing your products, services and leadership role in driving innovation in road transport and safety.

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:

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