

# 10<sup>th</sup> ITS World Congress



**MADRID**  
**2 0 0 3**

## 2003 Madrid (Spain)

Congress Theme	Solutions for Today... And Tomorrow
Date	16 - 20 November
Venue	IFEMA, Feria de Madrid, Centro de Convenciones Norte, Madrid, Spain
Countries	72
Attendees	Over 7,200 people
Exhibitors	Over 254
Organizing Committee Chair	Mr Jaime Huerta ITS Spain
BOD Chair	Mr Olivier Mossé ERTICO - ITS Europe
IPC Chair	Mr Martin Rowell Navigation Technologies GmbH



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# Overview

Madrid's theme was 'Solutions for Today... And Tomorrow' and the event delivered exactly that. For the longer term there were a number of sessions with linked demonstrations on the theme of Global eSafety within which the European eSafety Initiative played a prominent part. eSafety is a joint industry - public sector initiative launched by ERTICO - ITS Europe and the European Commission in 2002 for improving road safety by using new Information and Communications Technologies (ICT) and reducing accidents and fatalities by 50% in 2010. The overall objective is to join forces and to build a European strategy to accelerate the research and development, deployment and use of Intelligent Integrated Road Safety Systems including Advanced Driver Assistance Systems (ADAS) in Europe.

For the more immediate view the emphasis was on the role of ITS in changing the way we manage and receive transport every day by providing new concepts and services to make our transport more efficient, safer, more comfortable and reliable, faster, more secure and with reduced environmental impact. Another highlight was the Ministerial level discussion on the role of ITS in Setting and Delivering Transport Policies.

The Congress featured 2 Plenary Sessions and Round Tables, 10 Strategies and Perspective Sessions, 41 Special Sessions, 175 Technical/Scientific Sessions and 12 Ancillary Events.

## Key topics (Plenary Sessions and Round Tables and Ministerial Session)

Global eSafety

The role of ITS in transport policies

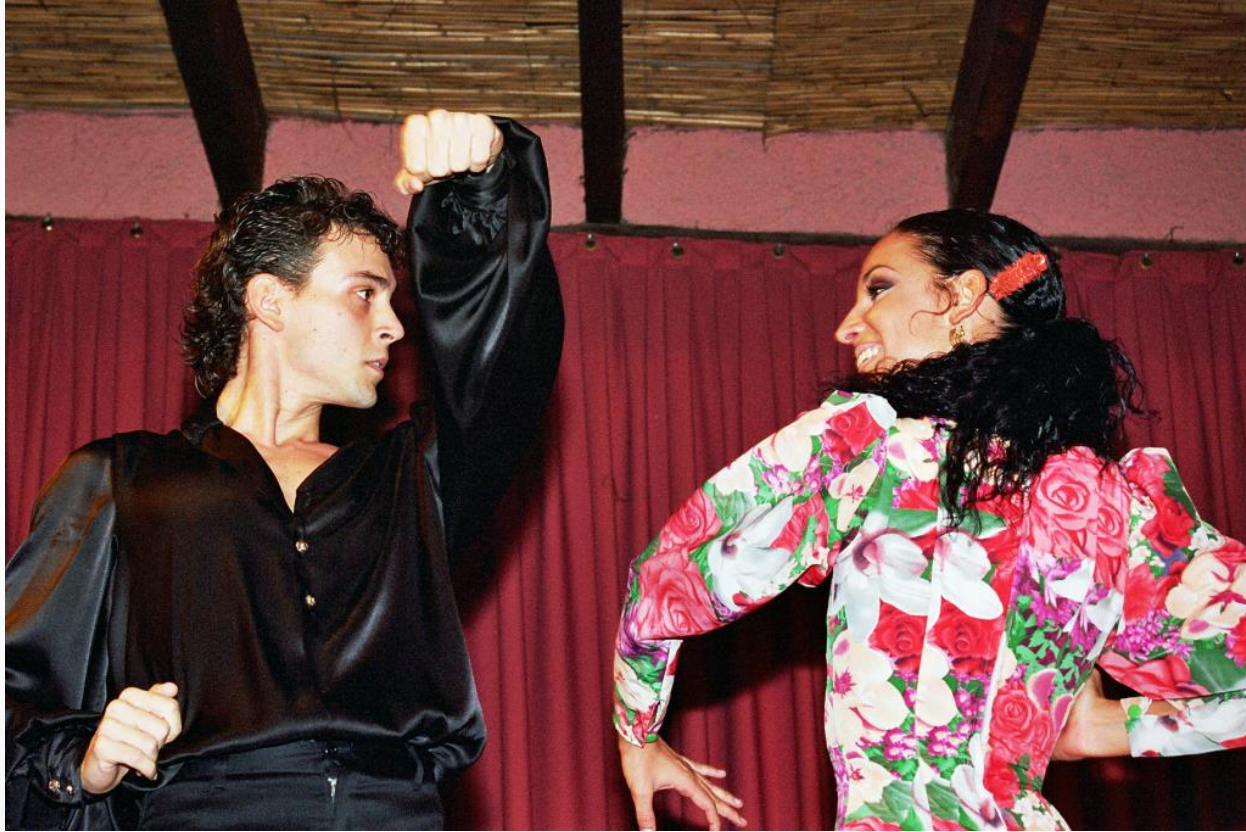


# Ceremony





# Ceremony



# Ceremony



# Showcases/Technical visits

- Vehicle Testing Centre at the Institute of Industrial Automation within the Senior Council of scientific Study
- DGT Traffic Control Centre in Madrid
- Vehicle Centre within the National Institute for Aerospace Technology (INTA)
- Madrid Council Traffic Control Centre
- Operations Centre for Arterial Toll Motorways in Madrid
- Control Centre for the Madrid Public Transport Bus Identification and Control System
- 112 Emergencies Centre
- AENA - Spanish Airports and Air Navigation
- Metro Control Centre in El Arena





# Demonstration





# Exhibition to promote awareness of general public

The ITS World Exhibition of Madrid 2003 welcomed more than 254 Exhibitors.



Louis Schweitzer, Chairman & CEO, Renault, France; President, ACEA

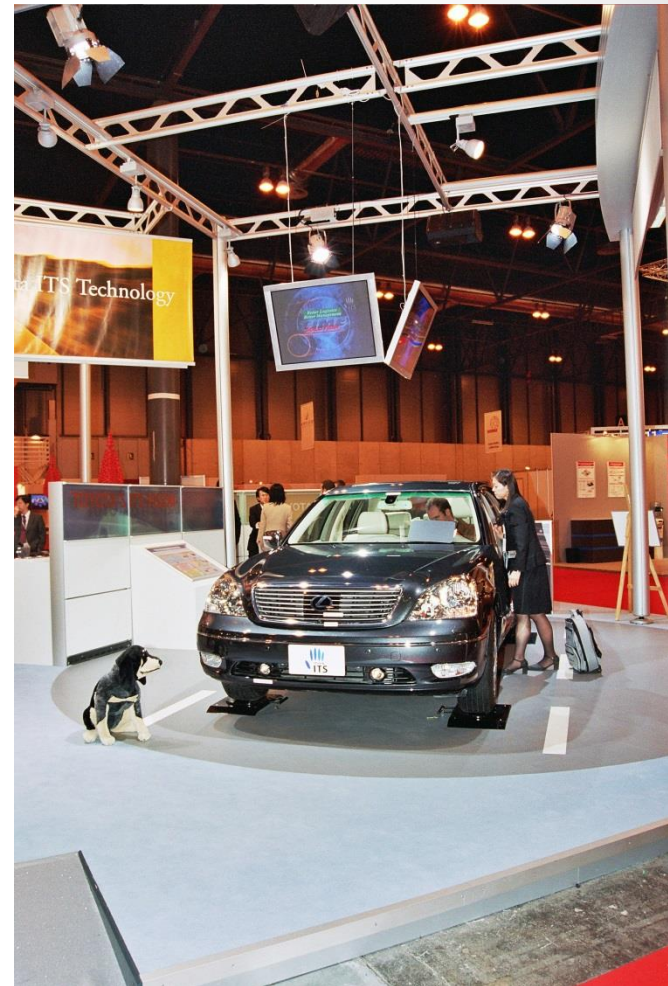
Erkki Liikanen, European Commissioner for Enterprise and Information Society

Hiroynki Watanabe, Senior Managing Director, Member of the Board Toyota Motor Corporation, Japan

Shoichiro Toyoda, President, ITS Japan; Honorary Chairman, Toyota, Japan

Loyola de Palacio, Vice-President, European Commission; Commissioner in charge for Transport, Energy and Relations with the European Parliament

# Exhibition





# Exhibition



# Exhibition

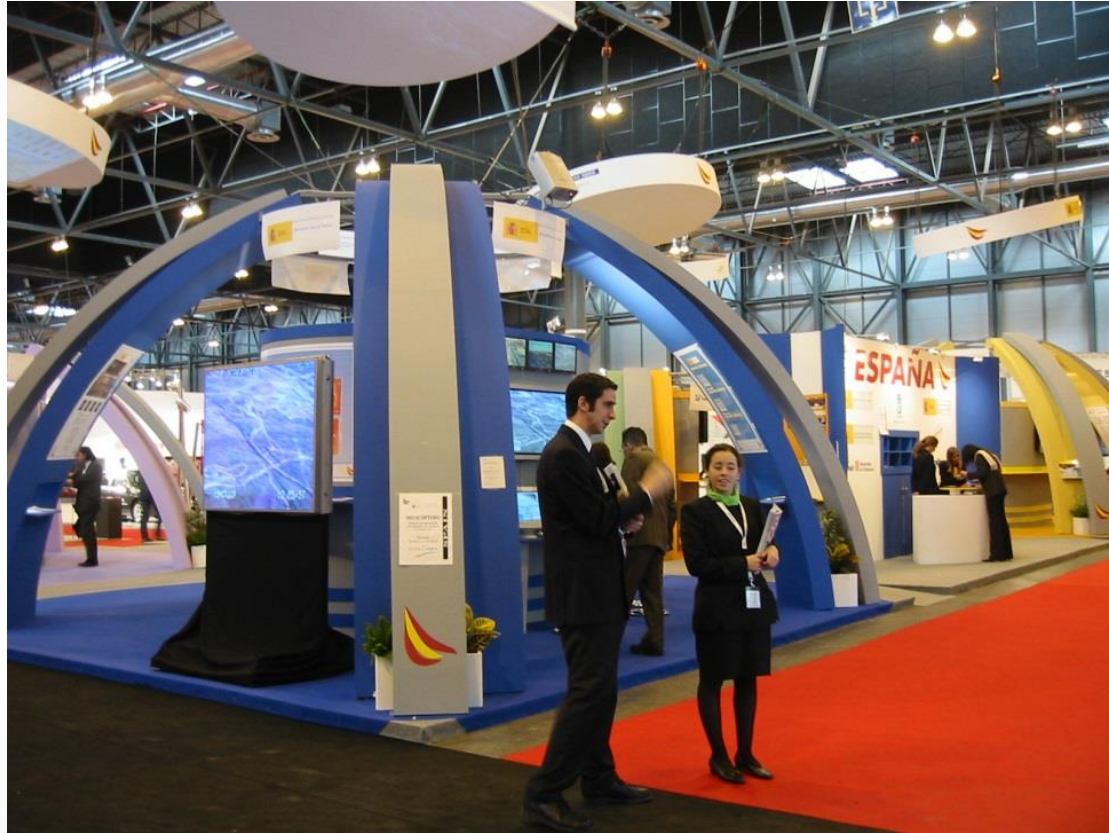




# Exhibition



# Exhibition



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# Session





# Session



# Session

