


# 1<sup>st</sup> ITS World Congress



# 1994 Paris (France)

Congress Theme	Towards an Intelligent Transport System	
Date	30 November - 3 December	
Venue	Palais des Congrès de Paris, France	
Countries	33	
Attendees	Around 3000 people with 260 journalists	
Exhibitors	More than 70	
Organizing Committee Chair	Mr Olivier Mossé (Finance) ERTICO - ITS Europe Mr T. Russell Shields (Programme) Navigation Technologies Mr Heinz Sodeikat (Promotion) Siemens Mr Bernard Fontaine (Logistics) Alcatel-Alstom	
BOD Chair	Professor Eric Sampson Department of Transport, UK	
IPC Chair	Professor Eric Sampson Department of Transport, UK	

# Overview

This Congress, the first, was very much focused on discussing and, where possible, demonstrating the potential of ITS to reduce accidents, congestion and transport costs while improving the productivity and efficiency of existing infrastructure. Technical papers, demonstrations and the Exhibition all reinforced a message of change – change in the services and products available to end-users such as individual travellers, change in the way networks were designed and managed, changes to the design and functioning of vehicles of all sizes, and the beginning of a change from “the driver in control” to “the driver in command”. The clear emphasis was on experimenting with the new technologies to see what they could deliver. The key concerns were what might be available and when, reliability, and cost. As a result, the products and services from this era were primarily single function solutions such as navigation, traveller information, traffic management, tolling, network management, linking services and creating multi-function devices. For Paris, these were in the “too difficult at present” category.

The Congress featured 4 Plenary Sessions, 3 Round Tables, 8 Executive Sessions and 94 Technical/Scientific Sessions.

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

Implementation of ITS, market-oriented strategy to improve mobility, ITS applications

State-of-the-Art

External pressures

Ministers' perspective

The new era for mobility

Policies for changes

# Showcases / Technical Visits

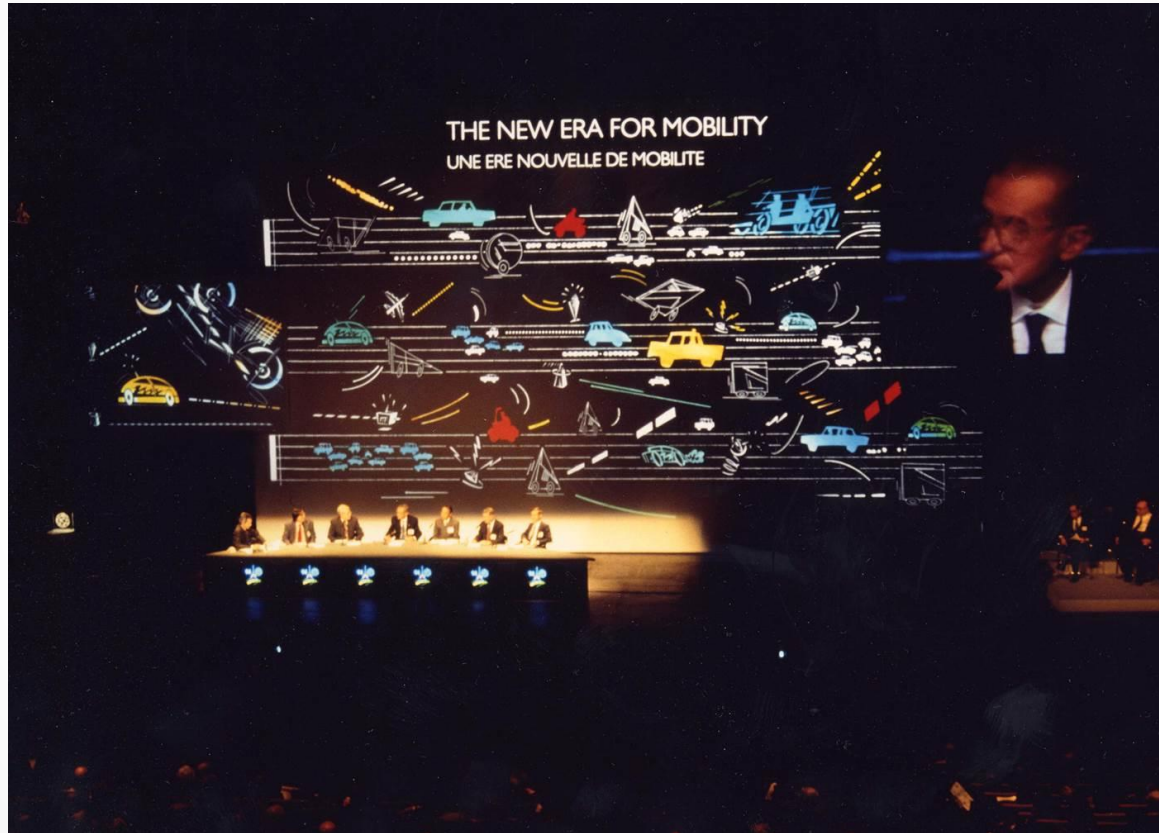
14 Technical Visits

11 Demonstrations

## Sponsors



# Ceremony



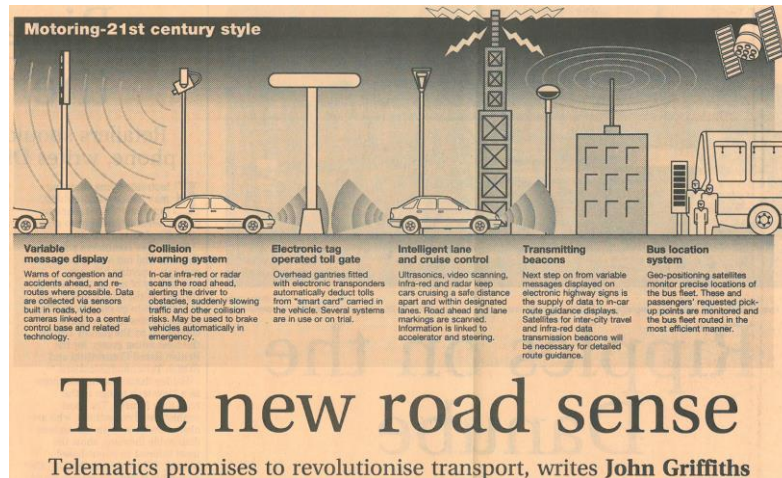
# Invitation card, Visit ticket



# Exhibition to promote awareness of general public

The ITS World Exhibition of Paris 1994 welcomed more than 70 exhibitors.

AMERICA	299
USA	259
Canada	32
Argentina	3
Brazil	3
Colombia	1
Mexico	1
AFRICA	3
South Africa	2
Marocco	1
ASIA/PACIFIC	184
Australia	16
Japan	152
New Zealand	1
South Korea	8
India	1
Hong Kong	1
Saudi Arabia	1
Israel	3
Turkey	1



EUROPE	981
Austria	13
Belgium	108
Denmark	27
Finland	18
France	696
Germany	195
Greece	33
Hungary	4
Ireland	2
Italy	108
Luxembourg	6
Norway	20
Portugal	17
Romania	1
Spain	38
Sweden	70
Switzerland	17
The Netherlands	121
United Kingdom	183



# TOYOTA

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SHOICHIRO TOYODA  
CHAIRMAN OF THE BOARD

December 5, 1994

Mr. Eric Sampson  
Chairman, 1994 ITS World Congress  
Deputy Chief Scientist  
Room P2/042, DOY  
2 Marsham Street  
London SW1P 3EB  
United Kingdom

Dear Mr. Sampson:

Thank you very much for your great effort to hold a successful first ITS World Congress. I was truly impressed to witness such a splendid event, which you prepared in the very short time since we agreed to have it last summer. I believe this epoch making event will signify the beginning of a new transportation era. Every attendant must have received a satisfactory impression and constructive suggestions from the congress.

As you already know, VERTIS as well as the Asia-Pacific Area Committee, is making progress toward the Second ITS World Congress in Yokohama, Japan from November 9-11, 1995. We would appreciate it very much if you could collaborate with us by contributing your experience from this year's congress to the preparation of next year's event.

Thank you again for your enormous efforts. I look forward to seeing you in Yokohama, Japan next year.

Wishing you a happy holiday season,

Sincerely yours,

  
Shoichiro Toyoda

cc: Honorable Members, ERTICO Brussels  
Honorable Members, ERTICO Paris  
Prof. Masakazu Iguchi and Prof. Masaki Koshi, VERTIS Office

60/12



## THE DEPARTMENT OF TRANSPORT

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Date : 20 December 1994  
My Ref:

Your Ref:

Mr S Toyoda  
Toyota Motor Corporation  
4-18 Koraku 1-chome  
Bunkyo-ku  
Tokyo  
Japan

*Dear Mr Toyoda*

I was delighted to see your letter of 5 December on my return to the office. I think your prediction of the new era for transport is absolutely right and I think it is a marvellous start to that era for so many different countries to collaborate and contribute to the Paris Congress. On behalf of Europe may I convey sincere thanks for the enthusiastic and knowledgeable participation by all those from Japan and the unstinting help by many individuals, particularly the Officers and Staff Members of VERTIS, at all stages of the planning.

I can certainly agree to your request for assistance/guidance with the preparation for Yokohama. I have already talked to Mr Mossé and we will both try to write down during the Christmas break the points where we think we could have organised things better or improved the general arrangements.

I have one unfinished item of business from Paris which concerns both of us. Before the opening Plenary session you were kind enough to compliment me on my tie; I said that I would go back to the shop and get one for you the same. Unfortunately I am unable to fulfil this promise: the ties are hand-painted in very small numbers. There were only three at the shop and I bought the last one. However they did have in stock by the same artist the enclosed tie the pattern of which is called "Rising Suns" which I feel is particularly appropriate. So I hope you will accept this instead with my very best wishes. I am arranging for the tie to be sent to you through our Tokyo Embassy so that it is not damaged in the post.

I wish you a very happy and prosperous New Year and pledge our support for Yokohama.

Yours sincerely



ERIC SAMPSON  
Chairman, World Congress Board

cc: VERTIS Office ✓