

# CONGRESS PROFILE

EDUCATION AND PREVENTION

STRATEGIES, LEGISLATION AND POLICIES

ROAD INFRASTRUCTURE AND ROAD SAFETY

TECHNOLOGIES FOR ENHANCEMENT OF ROAD SAFETY

ADHERENCE TO ROAD SAFETY RULES

SCIENCE AND RESEARCH

[WWW.ROSALINE.EU](http://WWW.ROSALINE.EU)

# ROSALINE

ROAD SAFETY OF LIVES IN EUROPE  
INTERNATIONAL CONGRESS

## ROAD SAFETY OF LIVES IN EUROPE

INTERNATIONAL ROAD SAFETY CONGRESS

20. – 22. 4. 2009, BRATISLAVA, SLOVAKIA

### ORGANIZERS

**SDT**

**ITSS**

**TECHNOLOGIES  
& PROSPERITY**

### AUSPICES



12. 1. 2009

Ladies and Gentlemen,

Let us invite you to the first international road safety congress **ROSALINE 2009 Bratislava**, to be held on 20 - 22 April 2009 in the premises of the Ministry of Foreign Affairs of the Slovak Republic (SÚZA) in Bratislava.

The aims of the congress is to lay **foundations of an Central European platform for efficient exchange of information and experience** from all areas of road safety, with a focus on strategic, legislative, regulation, technological, telematic, preventive and repressive aspects of road safety, and to enable **development of synergic effects between road safety and its economy and ecology**.

ROSALINE 2009 Bratislava continues in the tradition of the conferences ITS Bratislava, iDEME and e-Toll Slovakia held in close cooperation with universities, professional associations, state and regional public sector and industry. At the congress, high-profile European, Czech and Slovak experts will appear, to contribute with their lectures to the high professional level of the congress.

That's why we have invited representatives of nearly thirty departmental associations, cooperating within the framework of the Network of National ITS Associations, to take part in preparation and to participate in the congress. We also closely cooperate with representatives of legislative and executive power and universities, which can be seen a.o. from the composition of the professional board of the congress.

We firmly believe that professional lectures and thematic discussions can ultimately contribute to **enhancement of road safety in EC countries**.

We look forward to meeting you during ROSALINE 2009 Bratislava.

prof. Ing. Alica Kalašová, PhD.  
Chairman of the professional congress board  
University of Žilina

Ing. Roman Srp  
ROSALINE 2009 Bratislava Organizer  
Intelligent Transport Systems and Services (ITS&S)

prof. Dr. Ing. Miroslav Svítek  
Intelligent Transport Systems and Services (ITS&S)  
University of Matej Bel in Banska Bystrica, CTU in Prague

PaedDr. Vratislav Pavlík  
ROSALINE 2009 Bratislava Executive  
TECHNOLOGIES & PROSPERITY

## AUSPICES

JUDr. Robert Fico, *Prime Minister of the SR*  
Ing. Ľubomír Vážny, *minister of Transport, Posts and Telecommunications of the SR*  
gen. JUDr. Ján Packa, *president of the Police Corps of the SR*  
brig. gen. Mgr. Oldřich Martinů, *police president, Police Presidium of the CR*  
Ing. Maroš Kondrôt,  
*chairman of the committee for economic policy of the National Council of the SR*  
pplk. Mgr. Alexander Nejedlý,  
*president of the Fire-Fighter Rescue Corps at the Interior Ministry of the SR*  
genmjr. Ing. Miroslav Štěpán,  
*general director of the Fire-Fighter Rescue Corps of the CR*  
Ing. Roman Žembera, *general director of the Slovak Road Administration*  
Hermann Meyer, *executive director of ERTICO - ITS Europe*  
prof. Ing. Ján Bujňák, CSc., *chancellor of the University of Žilina*  
prof. Ing. Petr Moos, CSc., *dean of the Transport Faculty at the CTU in Prague*

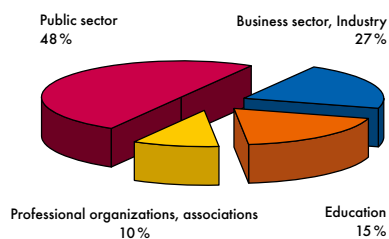
## PROFESSIONAL BOARD

Mgr. Zuzana Ambrožová, *Ministry of Transport of the CR, BESIP*  
plk. JUDr. Milan Anžel, *Presidium of the Police Corps of the SR*  
Antonio Avenoso, *European Transport Safety Council*  
prof. Ivan Bošnjak, Ph.D., *ITS Croatia*  
prof. Ing. Tatiana Čorejová, Ph.D., *University of Žilina*  
mjr. Ľubomír Ďurina, *Presidium of the Police Corps of the SR*  
prof. Ing. Jozef Gnáp, Ph.D., *University of Žilina*  
pplk. Ing. Milan Hamar, *Presidium of the Police Corps of the SR*  
Dr. Ing. Pavel Hrubeš, *CTU in Prague*  
gen. Mgr. Stanislav Jankovič, *Presidium of the Police Corps of the SR*  
prof. Ing. Alica Kalašová, Ph.D., *University of Žilina*  
prof. Ing. Gustáv Kasanický, CSc., *University of Žilina*  
prof. Ing. Dušan Kevický, CSc., *University of Žilina*  
Ing. František Komora, *Association of Logistics and Freight Forwarding of the SR*  
Ing. Ivan Kúdela, *Ministry of Transport, Post and Telecommunications of the SR*  
Dr. Ágnes Lindenbach, *ITS Hungary*  
prof. Ing. Štefan Liščák, CSc., *University of Žilina*  
François Malbrunot, *ITS France*  
Dr. Heinz Marburger, *ITS Network Germany*  
prof. Ing. Jerzy Mikulski, Ph.D., *Polish Association of Transport Telematics*  
Mgr. Jaroslav Ozimanič, *Ministry of Transport, Post and Telecomm. of the SR*  
Dr. Christian Pecharda, *ITS Austria/AustriaTech*  
Ing. Peter Pelegrini, *National Council of the SR*  
Ing. Juraj Porázik, *SLOVDEKRA*  
doc. Ing. Karel Pospíšil, Ph.D., *Transport Research Institute*  
Mgr. Jaroslav Prekop, *Slovak Chamber of Driving School Training Establishments*  
Ing. Pavol Reich, *ČESMAD Slovakia*  
prof. Dr. Ing. Miroslav Svítek, *CTU in Prague*  
Virginia Tanase, *UN Economic Commission for Europe*  
Jose Viteri, *TIL-ITS Euskadi*  
Ing. Roman Žembera, *Slovak Road Administration*



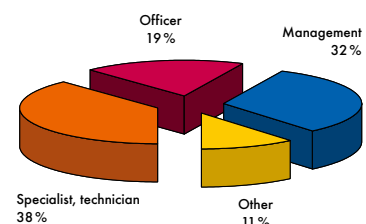
## CONGRESS PARTICIPANTS

Expected number of participants: 200



Expected composition of participants by employer type

Expected composition of participants by professions



## CONGRESS LANGUAGE

Slovak, Czech, English.

Simultaneous translation from/into English.

## ROSALINE '09 BRATISLAVA TOPICS

### 1 STRATEGIES, LEGISLATION AND POLICIES

European Road Safety Strategies  
Road Safety Legislation  
National Concept of Road Safety  
International Cooperation  
Harmonisation of Safety Limits  
Methodology of Calculation of Safety Measures Impacts

### 2 EDUCATION AND PREVENTION

Assessment of Safety Measures Implementation  
European Experience of Education and Prevention  
Main Tools for Prevention of Road Accidents  
Road Safety Campaigns for General Public  
Life-Long Education and Training of Professional Drivers  
Traffic Safety Education of Pupils and Students

### 3 ADHERENCE TO ROAD SAFETY RULES

Analysis of Types of Drivers' Violations and Causes  
Detection of Road Safety Rules Violations  
Transport Telematics as Tool for Enforcement of Road Safety Rules  
National Experience of Sanctions Enforcement  
Cross-Border Cooperation in Sanctions Enforcement  
European Experience and Initiatives

### 4 ROAD INFRASTRUCTURE AND ROAD SAFETY

Impact of Safe Design of Roads  
Role of Safety Audits  
Management of Road Network Safety  
Road Safety in Cities  
Checks of Road Safety  
Safety in Tunnels and on Railway Crossings

### 5 TECHNOLOGIES FOR ENHANCEMENT OF ROAD SAFETY

Advanced Components for Active Safety in Vehicles  
Application of Passive Safety in Road Traffic  
Role of Transport Telematics for Enhancement of Road Safety  
Advanced Systems of Traffic Control and Accident Detection  
Importance of Space Technologies for Road Safety  
European Technological Programmes and Projects

### 6 SCIENCE AND RESEARCH

Traffic Psychology  
Safe Vehicle  
Synergies of Vehicle, Human Factor and Transport Infrastructure  
Tests and Measurements (crash tests)  
Impacts of Transport of Dangerous, Oversize Loads on Traffic Safety  
Road Safety Research Projects

## PROGRAMME PROFILE

### EXPERT LECTURES

In morning and afternoon workshops, the congress agenda will be arranged by the expert committee of the congress from the contributions supplied upon a public call. Lecturers will be experts from universities, public and private sector.

In addition, the congress partners will present, in the form of a company professional lecture, their experience of provision of products and services related to road safety.

### MODERATED DISCUSSION FORUM

In presence of top representatives of companies and institutions will close the congress discussions.

### ACCOMPANYING EXHIBITION

At which the present companies will present their products and services on exhibition stands and information posters.

### B2B CAFÉ

Offering to the partners of the congress and sponsors a pleasant and undisturbed environment for individual meetings with business partners.

### GARDEN PARTY

Is an informal social meeting of congress participants, connected with a concert and a banquet.

### SPECIAL EDITION OF THE MAGAZINE TECHNOLOGIES & PROSPERITY

Released in March 2009 on the occasion of the international congresses ROSALINE '09 Bratislava and ITS Prague '09 and will be meant predominantly for the Slovak and Czech professional public.

### SPONSORING

Of selected parts of the programme is another possibility of how the industry representatives can make themselves visible at the congress.

## CONTACT DATA

### GENERAL INFORMATION:

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## PRICES AND SCOPE OF SERVICES FOR PARTNERS OF ROSALINE '09 BRATISLAVA CONGRESS

Service provided / type of partnership	General partner	Main partner	Partner	Exhibitor
Listing in congress programme	▼	▼	▼	▼
Logo at www.rosaline.eu	▼	▼	▼	▼
Logo in lecture hall	▼	▼	▼	
Company professional lecture	▼	▼	▼	
Lecture in Congress Papers	▼	▼	▼	
Distribution of company materials at registration	▼	▼	▼	
Exhibition area	▼	▼		▼
Information poster	▼	▼	▼	▼
Table reservation in B2B Café	▼	▼		
Open account in B2B Café	▼	▼		
20% registration fee discount for sponsor's customers	▼	▼	▼	▼
Free admission for lecturers	▼	▼	▼	
Free tickets, attendance of exhibition area	2	2		2
Additional free tickets	10	5	3	2
Advertising text v T&P, 1 printed page	▼	▼		
Advertisement A4 on the cover page of the T&P	▼			
T&P Personality column coverage	▼			
Garden party sponsorship	▼			
Guarantee of exclusivity	▼			
<b>Partnership fee (VAT 19% excluded)</b>	<b>25 000 EUR 753 150 SKK</b>	<b>9 000 EUR 271 134 SKK</b>	<b>5 000 EUR 150 630 SKK</b>	<b>2 000 EUR 60 252 SKK</b>

## PRICES AND SCOPE OF SERVICES FOR SPONSORS OF ROSALINE '09 BRATISLAVA CONGRESS

Scope of services / sponsorship type	Coffee break	Lunch	Garden Party
Quotation in the congress programme	▼	▼	▼
Logo at www.rosaline.eu	▼	▼	▼
Logo in the point of sponsorship realization	▼	▼	▼
20% admission fee discount for customers		▼	▼
Free tickets	2	4	10
Distribution of company materials at registration	▼	▼	▼
<b>Sponsorship fee (VAT 19% excluded)</b>	<b>1 500 EUR 45 189 SKK</b>	<b>2 000 EUR 60 252 SKK</b>	<b>5 000 EUR 150 630 SKK</b>

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