



**Poland  
2018**

AIPCR-PIARC

**XV<sup>th</sup> International  
Winter Road Congress**  
20-23 February 2018

# FINAL REPORT



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# 1. INTRODUCTION



## 1.1. What is PIARC

PIARC - World Road Association is a non-political and non-profit making association which was founded in 1909 after the first World Road Congress held in Paris in 1908. The Association has been in consultative status with the United Nation Economic and Social Council since 1970.

As of the end of 2013, the Association was made up of 120 governmental members, along with hundreds of other regional, collective and individual members from over 140 countries worldwide. The action of the Association is supported at national level by 36 PIARC National Committees or organizations recognized as such, which are presently active in 37 countries.

# 1. INTRODUCTION

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## VISION

The Association will be the world leader in the exchange of knowledge on roads and road transport policy and practices within an integrated sustainable transport context.

## MISSION

PIARC exists to serve all its members by:

1. being a leading international forum for analysis and discussion of the full spectrum of transport issues, related to roads and road transport,
2. identifying, developing and disseminating best practice and giving better access to international information,
3. fully considering within its activities the needs of developing countries and countries in transition,
4. developing and promoting efficient tools for decision making on matters related to roads and road transport.

## VALUES

- to provide universal quality service to its members,
- to be open, objective and impartial,
- to promote sustainable and sound economic solutions,
- to recognize road transport in an integrated transport and land use context,
- to be customer driven,
- to respect the differing international road transport needs.

## TO ACHIEVE THESE AIMS, PIARC:

- creates and coordinates Technical Committees,
- organizes a quadrennial World Road Congress, a quadrennial Winter Road Congress and various technical seminars and
- publishes a large number of documents including a quarterly magazine ("Routes/Roads").



More information can be found on: <http://www.piarc.org/en/>

## 1.2. The history of Winter Congresses

As a complement to the World Road Congresses, PIARC has organised since 1969, also every four years, an international congress dedicated to winter road maintenance.

International Winter Road Congresses are a world-class conferences uniting winter road experts from across the globe.

Theses international conferences promote knowledge sharing on winter road issues between countries who experience a severe climate.

**Berchtesgaden (Germany) 1969**

**Valloire (France) 1971**

**Jyväskylä (Finland) 1973**

**Salzburg (Austria) 1975**

**Dobbiaco (Italy) 1978**

**Davos (Switzerland) 1982**

**Tampere (Finland) 1986**

**Tromsø (Norway) 1990**

**Seefeld (Austria) 1994**

**Luleå (Sweden) 1998**

**Sapporo (Japan) 2002**

**Turin-Sestriere (Italy) 2006**

**Québec (Canada-Québec) 2010**

**Andorra la Vella (Andorra) 2014**

**GDANSK (POLAND) 2018**

## 1.3. B2 Technical Committee

Committee was responsible for preparing the detailed programme and technical sessions of XV Winter Road Congress. Based on B.2 work all sessions were filled with high quality and interesting presentations full of great ideas, examples and best practices. The Committee put lots of efforts so the participants could benefit and learn from each other as well as exchange their knowledge and share experiences.

Road networks are particularly vulnerable to the adverse effects of winter weather. Maintaining acceptable levels of service in a constrained financial environment can be particularly challenging. Issues such as sustainability and the impact to the environment of wide-spread treatments and practices are to be considered. Technical Committee B.2 (Winter Service) will study these issues in addition to actively preparing the technical program for the 2018 Winter Road Congress.



# 1. INTRODUCTION

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## **PIARC Winter Service Committee Topics covered during the 2016-2019 work cycle**

- B.2.1 Transportation management during winter events
- B.2.2 De-icing salt and brines treatments, interventions and best practices
- B.2.3 Updates to the Snow and Ice Data Book
- B.2.4 Preparation of the 2018 Winter Road Congress

### **Chair and Secretariat**

Chair: Didier GILOPPE (France)  
English-speaking Secretary: Alan CHAMBERS (United Kingdom)  
Spanish-speaking Secretary: José Carlos VALDECANTOS (Spain)



## 1.4. Poland/Gdańsk

Poland's history as a state began near the middle of the 10th century. By the mid-16th century, the Polish-Lithuanian Commonwealth ruled a vast tract of land in Central and Eastern Europe. During the 18th century, internal disorders weakened the nation, and in a series of agreements between 1772 and 1795, Russia, Prussia, and Austria partitioned Poland among themselves. Poland regained its independence in 1918 only to be overrun by Germany and the Soviet Union in World War II. It became a Soviet satellite state following the war, but its government was comparatively tolerant and progressive. Labor turmoil in 1980 led to the formation of the independent trade union „Solidarity” that over time became a political force with over 10 million members. Free elections in 1989 and 1990 won Solidarity control of the parliament and the presidency, bringing the communist era to a close. A „shock therapy” program during the early 1990s enabled the country to transform its economy into one of the most robust in Central Europe. Poland joined NATO in 1999 and the EU in 2004. With its transformation to a democratic, market-oriented country largely completed and with large investments in defense, energy, and other infrastructure, Poland is an increasingly active member of Euro-Atlantic organizations. A population of 38 million people benefit from fast growing economy with the EU support. Those funds along with national budgeted money allowed to construct motorways and expressways to facilitate the traffic of people and goods.

Poland with its rich and interesting history, growing economy and cultural heritage became a complex modern country that offers great variety of things to do, see and experience.

Gdańsk, located by the Baltic Sea and a birth place of democratic changes and Solidarity movement was a terrific choice to host a congress.

## 2.1. Candidacy

Poland presented its candidature during Council meeting of PIARC in Rome in 2013. The presentation was presented by GDDKiA and City of Gdansk. PIARC Council decided that Poland will host the XV International Winter Road Congress due to its thriving economy, fast-developing road network, growing experience in winter services and a strong leader position in the Central and Eastern Europe. Modern infrastructure, complex solutions and history behind Poland's boom convinced the representatives of Council to vote for Gdansk.



## 2. ORGANISING THE CONGRESS

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### 2.2. Ministry of Infrastructure

Poland joined the World Road Association (PIARC) in 1919. It has remained an active member since then, participating in both the world road congresses and the international winter road congresses. It also takes active participation in several committees and working groups.

Poland's Ministry of Infrastructure is responsible among other things for the development of national road network and connected services. It supervises the works of GDDKiA and takes strategic decisions to be implemented.

The Ministry has always been highly involved in international cooperation and knowledge exchange as well as learning through bilateral and multilateral agreements. That allowed for a quick progress in setting high standards for domestic projects in constructing and maintaining the roads.





## 2 . ORGANISING THE CONGRESS

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### 2.3. Organising Committee

After the XV Winter Road Congress was awarded to Poland, an Organising Committee was set up under the auspices of the General Directorate for National Roads and Motorways.

From a strategic standpoint, representatives from GDDKiA, Ministry of Infrastructure and other related parties were invited to join the Organising Committee.

The first delegate of Poland and Director General of GDDKiA took the presidency of the Organising Committee. Several other representatives of GDDKiA contributed to the Organising Committee serving as its members.

The organising committee worked closely with PIARC governing bodies, Committees and General Secretariat to ensure that the Congress met the expectations of the Polish organisers and those of the world organisation.

### 2.4. Task outsourcing

Organising an international congress of this size is a highly specialised activity requiring specific knowledge in various areas such as project management, logistic coordination, exhibition space marketing and managing, designing graphics and building the IT tools such as event website.

A specialist event management company, known as the Amber Expo, was supporting Organizing Committee in the tasks to organise the Congress.

Main duties of Organizing Committee supported by Amber Expo included advising on technical matters related with contracting all the specialists whose services were needed, as well as subsequently coordinating and overseeing these suppliers. It also took charge of writing, laying out and designing, and coordinating and overseeing all the congress-related materials (newsletters, guides, agendas, the final report, acts, etc.).

Reports were also prepared to assess the feasibility of the various sites and events, which were presented at regular meetings to help inform decisions on hosting the event.

Another major block of work was to manage registrations and sell exhibition space, providing a telephone and email service for potential participants and exhibitors to make enquiries and obtain information on the Congress. It also acted as the administrative secretariat and bookkeeper, recording all event revenues and expenses.



## 2. ORGANISING THE CONGRESS

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Amber Expo along with GDDKiA worked on conceptualising the graphic design for the Congress and drafting all event materials (brochures and marketing resources, event signage, website, etc.). It was responsible for the new website, building the online platforms for registration and for managing congress members and their guests and reserving exhibition space. Together with Technical Committee was prepared the calls for papers and papers for the congress, providing congress members and authors with all the documentation and information on the technical sessions (oral and poster).

Lastly, the campaign to attract sponsors and other advertisers from the sector to generate the funds needed to self-finance the event was run by Organizing Committee.



## 3. PROMOTION OF THE CONGRESS



### 3.1 Promotional materials

Given the Congress's international reach, the marketing campaign also needed to extend beyond Poland's borders. In this regard, efforts focused from the start on devising an international marketing campaign to reach out to professionals across Europe as well as Asia and the United States.

The international marketing drive primarily involved the following (also included in the event communications plan):

The call for papers was one of the cornerstones of the Congress, basically due to the importance of attracting the best speakers from the industry worldwide. This work entailed a draft of communications activities involving the delivery of mailshots and collaborating with the international conferences organised through the PIARC, as well as participating in sector trade fairs and conferences. It culminated in sending out Bulletin 1 to the national committees comprising Technical Committee on Winter Service, Technical Committee on Road Tunnels, and Technical Committee on Road Bridges to enable them to raise awareness of the event in their respective countries.

# 3. PROMOTION OF THE CONGRESS

Attendance at trade fairs and conferences between the end of 2016 and all through 2017.. An itinerary of events was drawn up to attend between the end of 2016 and all through 2017 either by members of the organisation or through PIARC partners. All types of documentation (leaflets, bulletins 1 and 2) and promotional material were distributed during these events. Presentations on the Congress were given at the events attended by members of the Organising Committee, who also networked with executives and representatives from companies and associations in the industry. Contact details were also collated and added to the newsletter database to widen its reach.

## 3.2. Communication Campaigns

### ADWORDS campaign

The advertising campaign encompassing Poland and selected European countries was characterized by high interest in form of traffic on the website of the event.

Selected advertising channels, where the campaign was visible:

- Google search engine
- banner campaign increasing the awareness of the Congress in Gdańsk,
- remarketing campaigns, which supplement the aforementioned channels by reinforcing the interest in participating in the event.

The extension of the campaign to other European countries, where the traffic of the banner campaign ranked second amongst all listed campaigns, indicated high interest in the Congress outside of Poland.

Campaign	Ad displays	Clicks on the website
EU Banner	199,957	846
EU Remarketing	63,743	492
EU Search engine	1,467	109
PL Banner	1,076,331	1,806
PL Remarketing	257,249	713
EU Search engine	52,035	493
	<b>1,650,782</b>	<b>4,459</b>



# 3. PROMOTION OF THE CONGRESS

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## **The media campaign in trade magazines 02.2017 – 02.2018**

The campaign lasted a year. It emphasized reaching the largest possible number of participants from Poland. The media partners of the event included the most important trade magazines in Poland.

## **Outdoor Campaign, Billboards, citylights 01-02.2018**

Two months before the Congress several dozens of citylights and billboards informing about the upcoming event appeared in Gdańsk. At the same time, the snowplow competition was also promoted. The goal of the campaign was to reach the largest possible number of inhabitants of the city with the information on the Congress and the Competition.

## **Social Media**

Congres was promoted on:

Facebook: <https://www.facebook.com/piarcgdansk2018/>

Twitter: <https://twitter.com/piarcgdansk2018>

LinkedIn: <https://www.linkedin.com/company/aipcrgdansk2018.org/>



# 4. CONGRESS PROGRAMME



## 4.1 Topics

### 4.1.1 Technical sessions

**Theme for the 2018 Gdańsk Congress - Providing safe and sustainable winter road service**

#### **List of topics for the 2018 Gdańsk Congress - 8 topics**

1. Extreme situations, disasters
2. Climate change and the environment
3. Road weather information
4. Road users, road safety
5. Winter maintenance management and planning
6. Equipment and products
7. Winter service in urban areas
8. Tunnels and bridges

### 4.1.2 Additional sessions

During the Congress additional sessions were organized in cooperation with other international and Polish organizations active in road sector.

1. CEDR Winter maintenance workshop: User's needs at the heart of winter service
2. Polski Kongres Drogowy (Polish Road Congress) 100 years of Poland in the global roads industry
3. Aurora Borealis – an Arctic Intelligent Corridor for #snowtonomous driving and future road maintenance

# 4. CONGRESS PROGRAMME

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## 4.1.3 Technical visits

Different aspects of the winter road maintenance were presented. During the visits, the participants saw how to handle extreme weather conditions at the engineering structures and the modes of road and motorway traffic management.

### MAINTENANCE

The Motorway Maintenance Centre located in Pelplin is one of three Maintenance Centres located in the northern section of A1 motorway (Rusocin – Toruń South).

Intertoll Polska, carrying out the Operator's tasks on this section of A1 the motorway, carries out work related to ongoing maintenance of the road and carries out maintenance, renovation and clean-up activities intended to maintain the safety and aesthetics of the road. Employees carrying tasks related to the operation of the motorway maintain the operational condition of the A1 motorway adhering to the current standards. Furthermore, they take care of the landscaping and upkeep of green areas, carry out drainage work and secure traffic incidents areas, as well as remove the effects of accidents and collisions. As part of winter upkeep, the Operator of this section carries out activities preventing slippery roads by salting the motorway with appropriately prepared brines, as well as activities to combat and remove snow and slush.

The Motorway Maintenance Centre Pelplin includes a 24-hour Traffic Control Centre and Customer Service Centre. The Traffic Control Centre monitors traffic on the motorway 24/7 and reacts in case of traffic obstructions or incidents, increasing safety and comfort of travel for the users. The Traffic Control Centre works directly together with the Traffic Patrol, maintenance employees and toll booth personnel. All information from the observation systems and reporting units on the motorway comes here – from meteorological stations, emergency columns, speed and traffic intensity measurement equipment.

The Motorway Maintenance Centre building complex includes, among others, other rooms for the Operator's employees, necessary technical facilities with equipment warehouses and a warehouse for storing agents for removing winter slipperiness from the roads.

### Road bridge over the Vistula River in Kwidzyn

The road bridge over the Vistula River in Kwidzyn is an engineering structure located within the national road no. 90. It was built between 2010 and 2013 in place of a ferry crossing, which operation was limited by weather and hydrological factors (the ferry ran between April and October). During other months, the inhabitants of these areas had to make use detours stretching over several kilometres. Thanks to the direct crossing to the other side of the river, the travel time from Kwidzyn to the Tricity was shortened by an hour. The bridge in Kwidzyn is comprised of modern road infrastructure technologies incorporated harmoniously into the Natura 2000 protected areas.



# 4. CONGRESS PROGRAMME

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Construction of the bridge in Kwidzyn involved the first ever use of B-80 increased strength concrete in Poland. The entire load-bearing structure of the bridge is made of it. 54 stay cables were used for the bridge, each of them with 75 cables, and each cable consisting of 7 wires. The bridge in Kwidzyn places fifth in the world and first in Europe in terms of span length, which is the most important parameter for bridge structures.

## **Road tunnel under the Dead Vistula river in Gdansk**

The road tunnel under the Dead Vistula river is the only underwater and the longest and deepest tunnel in Poland. It is comprised of two communication routes with two traffic lanes in each direction.

Construction of the tunnel took place between 2011 and 2016, as part of the "Connection between the Airport and the Sea Port in Gdańsk – Słowacki Route" project. The tunnelling method chosen gave the Gdańsk structure the status of the first ever road tunnel made using a Tunnel Boring Machine (TBM) in Poland.

To ensure the proper operation of the tunnel, it was necessary to equip it in several systems and devices providing permanent road traffic control. Safety systems were installed, facilitating evacuation of people and vehicles and carrying out rescue activities in the tunnel, particularly in case of a fire. The condition of all the equipment and traffic in the tunnel are monitored by operators of the 24/7 Tunnel Management Centre.

## **Tristar management and control centre**

The integrated Tristar Traffic Control System allows for automatic traffic control in the entire Tricity area by employing Intelligent Transport System (ITS) technologies. This undertaking was implemented by three cities: Gdańsk, Sopot and Gdynia.

The Tristar system enables:

- collection, aggregation and processing of traffic data;
- traffic monitoring and identification of danger areas;
- detection of traffic incidents (automatic detection, reports);
- traffic control via traffic lights (optimisation of control parameters for individual areas);
- strategic traffic management (diverting to alternative routes, speed management);
- notifying participants about the traffic conditions;
- delivering, sending out and sharing traffic information and information about the functioning of the street network and the public communication network;
- traffic planning (traffic modelling and prediction, creating optimal transport routes).





# 4. CONGRESS PROGRAMME



The Tristar system is handled by two area-based management centres:

- Gdynia Centre covering Gdynia – 6 operator stations;
- Gdańsk Centre covering Sopot and Gdańsk – 8 operator stations.

Both centres are connected with a fast fibre optic link. It allows for managing traffic in the entire Tricity area from either of the centres, depending on the operator's competence. Furthermore, traffic data for the entire Tricity area are aggregated in a central database.

## DCT Gdańsk

DCT Gdańsk is Poland's largest and fastest growing container facility, and the only deep-water terminal in the Baltic Sea Region having direct ocean vessel calls from the Far East. Located in the heart of the Baltic in the Port of Gdansk, DCT is the most Eastern facility in the Gdansk – Le Havre range.

In total in both technical visits participated 607 experts

# 4. CONGRESS PROGRAMME



## 4.2 Ministerial session

**Moderator:** Mr Pasquale Staffini, Head of Roads Division, JASPERS, European Investment Bank

**Participants:**  
**Ministers**

- |            |  |
|------------|--|
| Japan      | – Mr Masafumi Mori, Vice-Minister for Engineering Affairs, Ministry of Land, Infrastructure, Transport and Tourism |
| Lithuania  | – Mr Rokas Masiulis, Minister of Transport and Communications  |
| Montenegro | – Mr Osman Nurković, Minister of Transport and Maritime Affairs  |
| Poland     | – Mr Andrzej Adamczyk, Minister of Infrastructure  |

# 4. CONGRESS PROGRAMME

## Road Administrations Directors

- Canada-Quebec - Mrs Anne-Marie Leclerc, Assistant Deputy Minister for Engineering and Infrastructures, Québec's Ministry of Transport, Sustainable Mobility and the Electrification of transport
- UK - Mr Graham Pendelbury, Director of Local Transport, Department for Transport (DfT)
- Slovakia - Mr Peter Varga, Director General, Road Transport, Ministry of Transport and Construction
- Latvia - Mr Janis Lange, Chairman of the Board of Latvian State Roads, Chairman of the Baltic Road Association

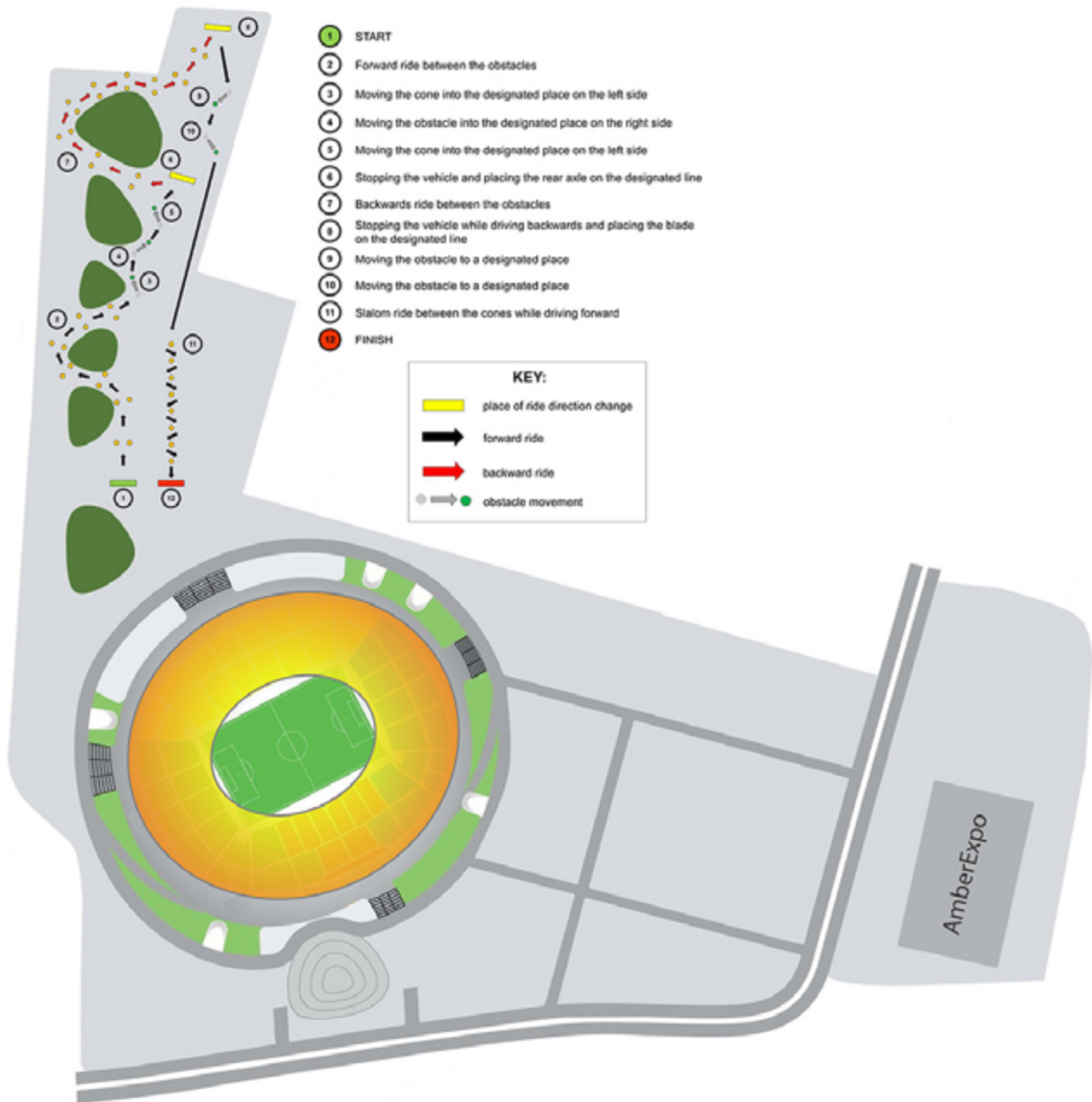
## Topics of Ministerial Sessions:

- Topic 1. Ensuring safe and efficient winter road service to users**
- Topic 2. Delivering winter maintenance in a context of sustainable development and climate change**



# 4. CONGRESS PROGRAMME

## 4.3 Snow Plough Competition



The competition was organized by the General Directorate for National Roads and Motorways with the support of PORD (Pomeranian Traffic Center in Gdańsk). 22 drivers from eight countries participated in the event.

# 4. CONGRESS PROGRAMME



## 4.4 Accompanying events

### 4.4.1 Opening Ceremony

- Spectacle of Polish music and dances connected with official opening of the Congress
- Opening by the Polish Minister, Mayor of Gdansk, President of PIARC and General Director of GDDKiA
- Key note speech by Frederick G. "Bud" Wright, Executive Director American Association of State Highway and Transportation Officials (AASHTO) „Transportation Matters – No matter the weather“



# 4. CONGRESS PROGRAMME

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## 4.4.2 Cocktail

- Location: European Solidarity Centre
- Possibility for participants to visit the Center

## 4.4.3 Gala

- 900 participants
- Spectacle of music and dance
- Ceremony for Best Paper Awards

## 4.4.4 Closing Ceremony

- Final summary of technical sessions by TCB2 chair
- Final summary by General Coordinator of Organizing Committee
- Establishing Polish National Committee of PIARC
- Passing the flag to next Congress host – Calgary/Canada
- Spectacle of music - carillons



# 5. PARTICIPANTS



# 5. PARTICIPANTS

## 5.1 Participants - number, continents

The largest number of participants came from Europe. Poland was the country with the largest number of representatives. Among the other participants, Japan had the biggest representation, which largely influenced the high percentage of Asian participants.

Congress Participants	<b>970</b>
Complete passes	608
One Day passes	46
Drivers	22
Guests	22
Exhibitors	430
VIP'S	80
Exhibition Visitors (trade visitors)	2500
Journalists	42

### Region:

Africa – 0,57%  
Asia – 15,65%  
North America – 3,47%  
South America – 0,57%  
Europe – 79,74%

### Profile:

Engineering company – 5,65%  
Equipment or materials manufacturer or supplier – 46,65%  
Building company – 8,65%  
Other – 13,31 %  
Research and development – 9,48%  
Local Administration – 5,82%  
Associations – 4,99%  
Public Authority – 49,18%





# 5. PARTICIPANTS

## 5.2 Speakers - number, continents, presentations

300 abstracts were sent to the organizers. It was a record number. 169 presentations were selected and accepted for technical sessions and poster session. 139 presentation was prepared by speakers from five continents. In total participants from 42 countries attended the Congress.

Keynote Speech: By Frederick G. (Bud) Wright, Executive Director of the American Association of State Highway and Transportation Officials (AASHTO)

## 5.3 Exhibitors - number, continents

The Fair accompanying the XV International Winter Road Congress was attended by 48 companies and institutions from 18 countries. It was divided into two parts: Hall A, where exhibition stands were displayed and Hall B, where the machinery were presented. 12 countries displayed their national stands at Hall A: China, Czech Republic, Japan, Canada, South Korea, France, Norway, Poland, Slovakia, Scandinavia, Italy and the United Arab Emirates. The most important companies from the winter road maintenance industry presented their offers. Machinery from companies such as Aebi Schmidt, Bucher Municipal, Boschung, Mercedes Benz, Giletta and Ozamet were displayed at hall B. The Fair was quite popular with the visitors. Over 2.5 thousand guests visited the exhibition during the 4 fair days.



# 6. LOCATION, LOGISTICS AND ASSOCIATED SERVICES

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## Sponsors

A few important entities from the road industry became the Partners of the Congress.

**Gold Sponsors: AEBI Schmidt, Budimex**

**Silver Sponsors: Astaldi, Strabag**

**Bronze Sponsors: Energopol Szczecin, Metrostav**

## 6.1 Place

The Congress center, namely the AMBEREXPO Exhibition and Convention Centre and the Gdańsk International Fair, is located in the immediate vicinity of one of Europe's most beautiful football stadiums, the Stadium Energa Gdańsk, which won the first prize in the category of architecture and design in 2012, the prestigious international Stadium Business Awards competition. The AMBEREXPO complex consists of three integrated exhibition halls with an area of 12,000 m<sup>2</sup>, a conference center and a VIP area, a press center, a restaurant, an office space and a parking lot for 430 cars.

## 6.2 Hotels

The guests had an option to select one of 14 hotels. The hotels differed in terms of the number of stars and prices. 900 rooms were booked for the participants of the Congress. Each hotel presented a unique price offer. Transportation via buses from the hotels was organized for the guests. The participants of the Congress also had the opportunity to use free public transport in the whole Tricity agglomeration when travelling with a congress badge.

## 6.3 Participant reception

The registration of the participants was made using a special registration panel in three languages: English, French and Polish. It was divided into: participants of the congress, exhibitors, panelists, plow drivers and visitors. The participants had an option to use the assistance of the information desk located at the Gdansk Lech Walesa Airport and at the fixed registration point, which was located at Hall B of AMBEREXPO.

## 6.4 Excursions for accompanying persons

Accompanying persons participated in the Congress. They had an opportunity to attend a Cocktail Party organized at the European Solidarity Centre, a Gala, which took place at the AMBEREXPO, the fair accompanying the Congress and one of three tours: the Malbork Castle, the amber road to Gdańsk and the freedom road. The most popular tour was the visit to the Malbork Castle.



# 6. LOCATION, LOGISTICS AND ASSOCIATED SERVICES

## 6.5 Conference materials

Each participant of the Congress received a bag including: the program of the congress, the catalogue of exhibitors, a cap, a thermal mug, a pen, chocolates and a flash drive with the Pre-proceedings.



# 7. DAILY NEWSPAPER 8. MEDIA/PUBLICATIONS



During the three days of the Congress a daily newspaper was published, focusing on the summary of the previous day, interviews with the participants and VIPs and a preview of the most important items on the agenda. Each day the paper was published in 1,500 copies.

## Media/publications on the congress – mentioned in point 3

- Congress webpage in three languages (Polish, English, French)
- Visits in period X 2017 – II 2018 – more than 100 000 times
- Media publications in period 19.02-2.03.2018
  - press - 5
  - TV - 6,
  - Radio - 6,
  - Webpages - 56

# 9. SATISFACTION SURVEY

The organizers of the XV International Winter Road Congress conducted a survey to gauge the statistical level of satisfaction of various groups participating in the event. The survey was divided into three main sections concerning the participants, opinions on the Congress, and opinions on accompanying events.

## Congress participants:

Respondents had to answer questions concerning the type of institution which delegated them to the Congress and their place of business.

60% of participants were European, 30% were Polish, and 10% were from outside Europe.

## Congress evaluation:

This part of the survey concerned participation in various sessions and opinions on individual sessions.

Most of you took part in technical sessions, 50% of participants conducted technical visits.

Poster and ministerial sessions were also met with significant interest.

Each session was also evaluated. Over 80% of participants expressed their satisfaction.

## Accompanying events:

This section pertains mainly to evaluating the cocktail and gala which were positively received by 80% of people and the participants were highly satisfied with them.

The participants were also satisfied with the opening and closing ceremony.



# 10. SUMMARY

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XV international Winter Road Congress equalled to 4 days full of high-quality presentations, innovative papers, knowledge exchange and international discussions. It included companies presentations and equipment demonstrations. It was filled with vivid talks, in-depth conversations and best experience exposure. Participants enjoyed the technical sessions, special sessions and highlighted ministerial session. They also participated in technical visits and cultural trips. Snowplough competition provided grounds for great sportsmanship and rivalry. Gdansk offered wonderful hospitality and city full of historical events. The Congress presented balanced mix of professional and cultural events that led to overall satisfaction and success.

Long-time planning, detailed project management and huge efforts of several people and organizations made it possible to put together a truly professional event that was meticulously prepared in order to come across participants' needs. Thanks to Ministry of Infrastructure, General Directorate for National Roads and Motorways, PIARC and Technical Committee B.2, AMBER EXPO and XV Winter Congress organizers it was possible to fill the Congress with superior professional expertise and knowledge, top notch international exhibition and equipment demonstration and supreme organization and logistics.

It is crucial for the public institutions and private companies to work together in order to supply the highest quality and comprehensive level of winter service in order to benefit 3000 participants and visitors of the Congress. Thus, it is important to continue mutual work to keep and constantly update the highest standards.





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**2018**  
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# FINAL REPORT

