



## International Exhibition

for Technologies, Equipment and  
Solutions for Municipal Road Facilities

# CITY ROAD UKRAINE 2017

*Construction \ Operation \ Repair \ Pavements \  
Building materials \ Road chemicals \ Parkings \ Lighting*

28-29 September 2017  
Kiev, Ukraine, NSC Olympiyskiy



Organizer

**Business-Forum**

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New technologies, materials and  
equipment for urban road and  
transport facilities

## MUNICIPAL ROAD FACILITIES IN UKRAINE: IMPORTANT FACTS

The EU-Ukraine Association Agreement came into force on 1 January 2016. This agreement provides **implementation of the European legislation and standards in transport industry.**

As a result of the decentralization process, budgets being at the disposal of **local authorities have increased by 40%**. Ukrainian regions obtained possibility to involve additional financing for own development programs.

Total length of **street & road network of Ukrainian cities** composes **around 250 thousand km**; two-thirds of roads have hard surface. Kiev (city and region), Ivano-Frankivsk and Nikolaev regions are considered to be the most "asphalted" (over 80%). Volyn, Sumy and Odessa regions have the least roads with hard surface (less than 50%).

There are **about 25% of roads** covered with a **proper lighting** in Ukraine. Kiev, Zaporizhya and Kharkiv are the most "lighted" regions, while Zhytomir, Mykolaev and Ivano-Frankivsk regions are the least lighted (less than 15% of roads).

Only 4% of all asphalt roads (2,8% of the total road facilities) are equipped with storm-water drainage systems. In Kiev this index reaches 50%.

There are **11 000 bridges and overpasses in Ukraine**, 8 000 of them are motorway ones.

There are around **350 pedestrian underpasses** in Ukrainian cities.

Ukrainian city authorities declare significant attention to the problems of development and modernization of street & road network. It is planned to assign **420 million Euro** for these purposes in **2017-2018 budget**.

Kiev is the main city to obtain planned investments. In 2017 for Kiev: more than 50 units of municipal machinery to be bought; more than 30 000 sq. km. of roads to be built and reconstructed; more than 800 000 sq. km. of roads to be repaired; more than 44 000 of LED lights, 2 000 of traffic lights and 3 000 of road signs to be installed.

### WE INVITE TO JOIN:

- City Administrations & Regional State Administrations
- Municipal Enterprises - Construction, Operation, Repair
- Municipal Housing and Utility Services
- Building Contractors
- Producers & Suppliers of Building Machinery & Equipment
- Suppliers of Building Materials & Construction Chemicals
- Producers & Suppliers of Street Cleaning Machinery (summer - winter seasons)
- Suppliers of Equipment & Technologies for Laboratories \ Testing \ Control
- Road Traffic Safety: Road Marking / Road Signs / Signaling Equipment / Safety Barriers / Speed Bumps / Drainage
- Information Display Boards
- Safety Systems (Sensors \ Software \ Video Monitoring)
- Suppliers of Materials \ Spare Parts \ Tyres
- Providers of IT Solutions (Parking Management Systems \ Fee Collection & Registering Systems \ Visual Monitoring Systems & Alarm)
- Suppliers of Equipment for Parkings (Turnstiles \ Automated Parking Systems \ Toll Gates \ Toll Booths)
- Intelligent & Energy-efficient Lighting Systems
- LED Lighting Technology Suppliers

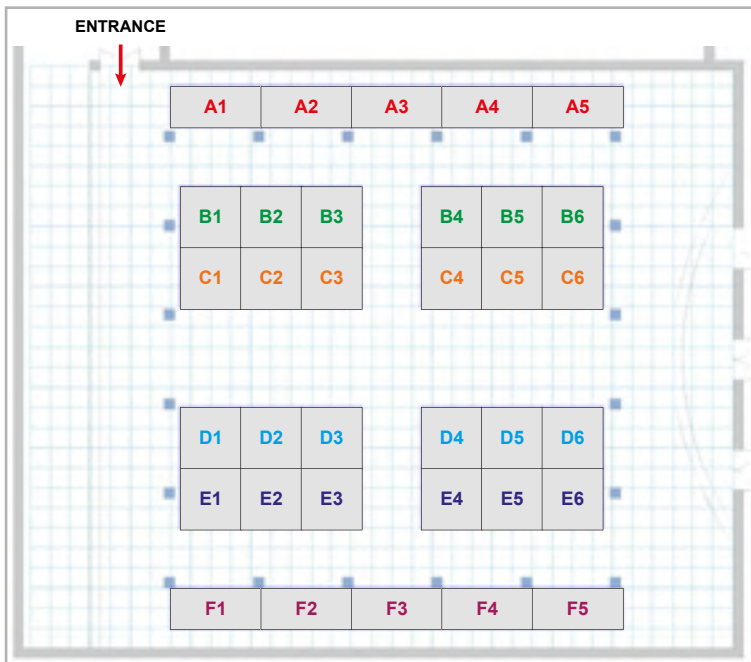
Participation in the Exhibition allows to offer your products and services to professionals in the area of municipal road and transport solutions in Ukraine, to main decision-makers on national and regional levels.



### SECTIONS OF THE EXHIBITION:

- **ROADS CONSTRUCTION IN THE CITIES**
- **OPERATION, REPAIR AND MAINTENANCE OF MUNICIPAL ROAD FACILITIES**
- **PARKINGS**
- **STREET LIGHTING**

## EXHIBITION PLAN



### EXHIBITION COST:

#### Equipped exhibition area

Booth size 9 sq. m. - **2 300 Euro**

##### The cost includes:

- Exhibition area \ standard booth arrangement: wall blocks, carpet flooring, 1 table, 2 chairs, frieze line with Company name, lighting, coat rack, wastebasket;
- Participation of 3 Company representatives in all events within exhibition;
- Option to exhibit equipment \ rolling stock at open area in front of the exhibition hall - 1 unit;
- Speech / Company presentation in Business agenda (duration 20 min);
- Installation of additional plasma screen and leaflet holder at the booth;
- Internet \ Wi-Fi, cable connection, 1 access point;
- Access to electricity;
- Placement of your Company logo on the exhibition web- site;
- Logo placement and Company description in exhibition catalogue;
- Placement of the advertising (A4 full color) in exhibition catalogue;
- Distribution of exhibition documentation (3 copies);
- Invitations to reception \ buffet (for 3 guests);
- All taxes included.

#### Non equipped exhibition area

Booth size 18 sq. m. - **3 500 Euro**

##### The cost includes:

- Non equipped exhibition area 18 sq.m.;
- Internet \ Wi-Fi, cable connection, 1 access point;
- Access to electricity;
- Placement of your Company logo on the exhibition web- site;
- Logo placement and Company description in exhibition catalogue;
- Placement of the advertising (A4 full color) in exhibition catalogue;
- Distribution of exhibition documentation (3 copies);
- Invitations to reception \ buffet (for 3 guests);
- All taxes included.

#### Joined Booth (one space for several companies)

Booth size 36 sq. m.:

#### Equipped area - 7 500 Euro

##### The cost of equipped area (36 sq.m) includes:

- Exhibition area \ standard booth arrangement: wall blocks, carpet flooring, 4 tables, 8 chairs, frieze line with Company names, lighting, coat racks, wastebaskets;
- Participation of 6 Company representatives in all events within exhibition;
- Option to exhibit equipment \ rolling stock at open area in front of the exhibition hall - 2 units;
- Up to 3 speeches / Company presentations in Business agenda (duration 20 min for each);
- Installation of 2 additional plasma screens and 2 leaflet holders at the booth;
- Internet \ Wi-Fi, cable connection, 2 access points;
- Access to electricity;
- Placement of Companies' logos (joined booth exhibitors) on the exhibition web- site;
- Logos placement and Companies descriptions (joined booth exhibitors) in exhibition catalogue;
- Placement of the advertising (A4 full color) for each joined booth exhibitor in exhibition catalogue;
- Distribution of exhibition documentation (2 copies for each joined booth exhibitor);
- Invitations to reception \ buffet (for 2 guests from each joined booth exhibitor);
- All taxes included.

#### Non equipped area - 6 000 Euro

##### The cost of non equipped area (36 sq.m) includes:

- non equipped exhibition area 36 sq.m.;
- Internet \ Wi-Fi, cable connection, 2 access points;
- Access to electricity;
- Placement of Companies' logos (joined booth exhibitors) on the exhibition web- site;
- Logos placement and Companies descriptions (joined booth exhibitors) in exhibition catalogue;
- Placement of the advertising (A4 full color) for each joined booth exhibitor in exhibition catalogue;
- Distribution of exhibition documentation (2 copies for each joined booth exhibitor);
- Invitations to reception \ buffet (for 2 guests from each joined booth exhibitor);
- All taxes included.

#### DISCOUNTS & SPECIAL RATES:

**10% discount** – for registrations obtained & paid by **27 July 2017**.



## PRELIMINARY PROGRAM

### 27 OF SEPTEMBER / WEDNESDAY

Exhibition installation

### 28 OF SEPTEMBER / THURSDAY

**Session 1: State regulation and legislation in the sphere of urban road facilities: adaptation to EU standards**

**Session 2: Financing programs for urban road infrastructure: municipal budgets, loans from international banks and private investors**

**Round Table “Municipal plans and investments into development of road facilities” - with participation of City & Regional State Administration & Authorities**

- *Central region:* Kiev, Vinnitsa, Kropivnitskiy, Cherkassy, Bila Tserkva
- *Northern region:* Chernihiv, Zhitomir, Rivne, Sumy
- *Eastern region:* Dnipro, Kharkov, Zaporizhyya, Kriviy Rig, Poltava
- *Western region:* Lviv, Chernivtsi, Khmel'nitskiy, Lutsk, Kamyanyets-Podilskiy, Ternopil, Ivano-Frankivsk
- *Southern region:* Odessa, Kherson, Mykolaev, Mariupol

**Topics and questions to discuss:**

- › Expectations from the decentralization of Ukravtodor State Agency in 2018: transfer of roads to municipal budgets, new opportunities and new problems
- › Financing of the road facilities in the cities: subsidies from the Road Fund of Ukraine, local budgets and private investors
- › Independent monitoring systems FIDIC and CoST for the control of reconstruction and repairs: what does actually work?
- › Construction, operation and repair of bridges: Dnipro, Kiev, Zaporizhyya
- › Purchase of snow-removing equipment and salt-spreading machines for maintenance of city roads in winter period
- › Appearance of modern vehicle parking system in Ukraine: what should be done?
- › Application of LED lighting and intelligent lighting management systems in the cities, districts and streets

**Session 3: Construction, Operation and Maintenance of Roads in the Cities: Materials and Technological Solutions**

**Materials:**

- › bitumen products
- › asphalt-concrete products and mixes (technologies to extend life cycle)
- › composite materials
- › optical fiber
- › binding agent modifiers
- › thermoplastics for road marking
- › geosynthetic materials
- › geotextile for paving
- › powdered rubber / rubber crumb (resistance to cracking, aging and low temperatures)
- › modifiers and building road mixes
- › crushed stone, granite, gravel, sand

**Technological Solutions:**

- › geogrids with various aperture structures used for the reinforcement of road soils
- › polyester grids for asphalt reinforcement: protection from cracking and the basis for sustainable road maintenance
- › application of fly ash in hot asphalt mixes
- › selection of the optimum asphalt-concrete surfacing for the roads with intensive traffic
- › rubber \ quiet roads: the practice of Poland at the territory of Ukraine
- › plastic roads - experience of the Netherlands
- › cold recycling technology: as an alternative to the traditional hot asphalt laying
- › technology of “soil stabilization”: as the solution under heavy engineering and geological conditions and under shortage of building materials
- › “Slurry Seal” technology (or “suspension sealing”): for preventive maintenance of high overload roads
- › emulsion technologies (Chip seal and Novochip): for high water resistance and noise reduction.

**Session 4: Operation and Maintenance of Municipal Roads and Bridges in Winter Period**

- › anti-icing materials and reagents
- › strategic management of salt storage, control and inventory
- › general-purpose equipment (rotary brushes, trailers, etc.) and decrease of fuel consumption
- › pavements and pedestrian areas - accessibility in winter and maintenance of safe surfacing
- › management of snow plowing on roads and bridges, de-icing methods.

### Session 5: Means of Organization and Road Traffic Management in the Residential Areas

- › road signs, fences and barrier systems
- › toll-gates and speed bumps
- › road marking means
- › traffic lights, special light and sound signals devices
- › road display boards
- › noise barriers and systems
- › weather monitoring equipment on the roads
- › protective clothes and workwear.

Reception\buffet for exhibitors and special guests (by invitation only)

## 29 OF SEPTEMBER / FRIDAY

### Session 6: Parkings and Parking Systems in the City

- › driver information systems – parking location and vacant spots availability
- › fences (toll-gates), parking stands, traffic lights in the parking area, car lifts, mobile platforms
- › parking garages (ground, underground, multi-level, intercepting - to manage traffic jams)
- › software for automatic parking (garage and parking places counters, video identification systems)
- › payment and accounting systems
- › visual monitoring and alarm systems.

### Session 7: Street and Road Lighting

#### Street, Highway and City Lighting:

- › sector of main streets and roads within the city
- › sector of residential areas, squares and pedestrian zones
- › lighting of roads and paths in the parks and public gardens
- › lighting of car parking spaces
- › lighting of tunnels and bridges.

#### Systems and Installations:

- › LED street lights
- › stand-alone lighting kits with solar panels
- › LED lighting: light and power sources, optics, system solutions
- › intelligent lighting systems
- › energy saving systems of road and street lighting.

*Simultaneous Ukrainian-Russian-English translation will be provided during the sessions.  
Business agenda is subject to change.*

## ORGANIZER

**Business Forum Ltd.** specializes in organization of international and regional conferences and exhibitions (founded in 2003).

The Company is a part of Metal Expert Group along with Metal Expert agency, Metal Expert Consulting, Chem-Courier, Metal Expert Freight.

Since 2003 we have organized over **180 conferences** for more than **40 000 guests** from **70 countries**.

Industries that we cover:

- **Metallurgy:** flat-rolled products and pipes, long and wire products, raw materials and ferroalloys, refractories (Europe, North Africa and Middle East, CIS)
- **Mining:** coal, petroleum coke, iron ore, cement (Europe, Turkey, North Africa and Middle East, CIS)
- **Transport and Logistics:** maritime and river transport by regions: Black Sea basin, Baltic Sea basin, Mediterranean Sea, North Sea; rail transportation (Europe and CIS)
- **Chemical industry:** polymers, paints, petrochemicals (Europe, CIS)
- **Ecology** (Europe, CIS)

## ORGANISERS' CONTACTS:

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28-29 September 2017  
Kiev, Ukraine, NSC Olimpiyskiy



## SPONSORSHIP OPPORTUNITIES

### GENERAL SPONSOR – 15 000 EURO

- Up to 5 guests from Sponsor's company;
- Equipped booth 18 sq.m ;
- Speech / Company presentation in Business agenda (duration 20 min);
- Welcome Speech at the opening of the Exhibition;
- Reception\buffet for exhibitors and special guests (closed event), reception premises to be branded with Sponsor's advertising materials;
- Sponsor's logo placement at Invitations to reception\ buffet;
- Option to exhibit equipment \ rolling stock at open area in front of the exhibition hall - 1 unit;
- Placement of Sponsor's banner (up to 2 units) at the Registration Desk;
- Production of branded packages according to the layout provided by the Sponsor, distribution to registered participants of the event;
- Placement of Sponsor's promo-materials on the chairs in the conference hall;
- Placement of the advertising (2 A4 full color) in exhibition catalogue (internal pages);
- Placement of Sponsor's logo on all printed & digital event materials;
- Distribution of exhibition documentation (5 copies);
- Invitations to reception \ buffet (for 5 guests);
- All taxes are included.

**Note:**

- › *All promotional materials (banners, stationery, brochures, flags, etc.) should be produced and delivered to the venue by Sponsor company.*

### REGISTRATION SPONSOR – 7 000 EURO

- Participation of 3 Company representatives in all events within exhibition;
- Equipped exhibition area 9 sq. m.;
- Option to exhibit equipment \ rolling stock at open area in front of the exhibition hall - 1 unit;
- Placement of Company banner (up to 2 units) and branded flags at the Registration Desk;
- Branding of the Registration Desk with Sponsor's logos;
- Lanyards for badges branded with Sponsor's logo;
- Placement of the advertising (A4 full color) in exhibition catalogue (internal pages);
- Placement of Company logo on all printed and digital materials of the event.
- Distribution of exhibition documentation (3 copies);
- Invitations to reception \ buffet (for 3 guests);
- All taxes are included.

**Note:**

- › *All promotional materials (banners, stationery, brochures, flags, etc.) should be produced and delivered to the venue by Sponsor company.*
- › *Organizers should produce lanyards for badges branded with logo according to the logo provided by the Sponsor, and should distribute badges during the registration to all the guests of the event.*

### CATALOGUE SPONSOR – 4 500 EURO

- Participation of 3 Company representatives in all events within exhibition;
- Equipped exhibition area 9 sq. m.;
- Placement of Company banner (1 unit) at the entrance to exhibition hall;
- Placement of the advertising (A4 full color) in exhibition catalogue (internal pages);
- Placement of Company logo on all printed and digital materials of the event.
- Distribution of exhibition documentation (3 copies);
- Invitations to reception \ buffet (for 3 guests);
- All taxes are included.

**Note:**

- › *All promotional materials (banners, stationery, brochures, flags, etc.) should be produced and delivered to the venue by Sponsor company.*

### ADVERTISING OPTIONS BEYOND SPONSORSHIP PACKAGES:

#### Placement of the advertisement layout in the exhibition catalogue:

Full color 2A4 (double-page spread) on internal pages - 500 Euro

#### FOR VISITORS:

Visitors can attend exhibition & conference free of charge on the basis of official registration via event web-site.

#### FOR MASS MEDIA:

Mass media representatives can attend exhibition & conference free of charge on the basis of official registration via event web-site.



#### VENUE

##### NSC Olimpiyskiy

Champions Hall  
Velyka Vasylykivska str., 55  
Kiev, Ukraine

[www.nsc-olimpiyskiy.com.ua](http://www.nsc-olimpiyskiy.com.ua)

NSC Olimpiyskiy is the main and the largest sports arena for UEFA EURO 2012, infrastructure meets UEFA requirements to the stadium of "Elite" class.

NSC Olimpiyskiy - multifunctional arena in the very heart of Kiev for hosting both sports competitions and public events.

