

15 - 18
OCTUBRE
OCTOBER
2013

MADRID-ESPAÑA-SPAIN



SALÓN INTERNACIONAL
DE LA SEGURIDAD VIAL
Y EL EQUIPAMIENTO
PARA CARRETERAS

INTERNATIONAL ROAD
SAFETY AND EQUIPMENT
EXHIBITION

ORGANIZA /
ORGANISED BY



IFEMA
Feria de
Madrid

SEGURIDAD
SAFETY



INFRAESTRUCTURAS
INFRASTRUCTURE



SISTEMAS
INTELIGENTES DE
TRANSPORTE
ITS



TRAFIC2013



APARCAMIENTO
PARKING



SOSTENIBILIDAD
SUSTAINABILITY

GUÍA DEL VISITANTE
VISITORS GUIDE

Entrada Norte
North Entrance

RV



Galería de
Innovación
TRAFIC

Innovation
Gallery
TRAFIC

FORO TRAFIC 2013

RV

Registro Visitantes
Visitors Registration



Acceso Visitantes
Visitors Access



Acceso Expositores
Exhibitors Access

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FORO
TRAFIC



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SALÓN
PROFESIONAL DE
FLOTAS
DE MADRID

4

RV

Entrada Sur
South Entrance

VISITE EL SALÓN
PROFESIONAL DE
FLOTAS DE MADRID
(Vehículos & Servicios)

Acceso Libre

VISIT THE MADRID
FLEET TRADE SHOW
(Vehicles & Services)

Free Access

TRAFIC2013

SALÓN INTERNACIONAL DE LA SEGURIDAD VIAL

Y EL EQUIPAMIENTO PARA CARRETERAS

INTERNATIONAL ROAD SAFETY AND EQUIPMENT EXHIBITION

FECHAS:	15-18 octubre 2013
DATES:	October, 15-18, 2013
LUGAR:	Feria de Madrid, España. Pabellón 6
VENUE:	Feria de Madrid, Spain. Hall 6
EDICIÓN:	Decimotercera
EDITION:	Thirteenth
HORARIO:	Martes a jueves de 10 a 19 h. y viernes de 10 a 14 h.
SCHEDULE:	Tuesday to Thursday 10 a.m. to 7 p.m. Friday 10 a.m. to 2 p.m.
PERIODICIDAD:	Bienal
FREQUENCY:	Biennial
CARÁCTER:	Profesional
OPEN TO:	Professional public
SECTORES:	Alumbrado público
SECTORS:	Balizamientos



Elementos de contención de vehículos
Equipamiento especializado para vehículos de vigilancia y sus usuarios
Gestión y equipamiento de aparcamientos
Señalización horizontal, variable y vertical
Sistemas de cobro y peaje
Sistemas de emergencia
Sistemas inteligentes de transporte
Sistemas de regulación del tráfico
Sostenibilidad en la carretera
Vehículos de vigilancia
Asociaciones y Organismos
Prensa especializada
Public lighting
Traffic guidance equipment
Vehicle containment elements
Specialised equipment for surveillance vehicles and their users
Parking management and equipment
Road marking, variable and traffic signing
Fare and toll systems
Emergency systems
Intelligent transport systems
Traffic regulation systems
Sustainability in the road
Surveillance vehicles
Associations and Bodies
Technical press



PRODUCTOS SELECCIONADOS POR CATEGORÍA SELECTED PRODUCTS BY CATEGORY

Aparcamientos / **Parking**

SKIDATA DTA. Interface Hosted Services

SKIDATA IBERICA S.L.

Infraestructuras Viarias / **Road Infrastructures**

InCa Inspector

INVENTARIOS Y PROYECTOS DE SEÑALIZACIÓN, IPS VIAL S.L.

Seguridad Vial / **Road Safety**

See Mee Crossing

SIMEC, SISTEMAS DE IDENTIFICACIÓN Y MECANISMOS S.L.

Mención Especial al producto / Special mention for the product:

CROSSAFE, Protector de Pasos Salvacunetas

CIDRO, Productos Tecnológicos de Seguridad Vial

Sistemas Inteligentes de Transporte / **Intelligent Transport Systems**

Detector de Vehículos WD-300

SIMEC, SISTEMAS DE IDENTIFICACIÓN Y MECANISMOS S.L.

Sostenibilidad En La Carretera / **Sustainability In The Road**

SISTEMA DE AYUDA A LA CONDUCCIÓN EFICIENTE (efISAE)

ELECTRONIC TRAFIC, S.A.

Mención Especial al producto / Special mention for the product:

ADILUX, (Regulación Adaptativa y eficiente en sistemas de aLUmbrado interurbano)

SICE, SOC.IBÉRICA DE CONST.ELÉCTRICAS SA

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1 Solicite su inscripción en el Punto de Encuentro Profesional

- Anuncie al sector su presencia en TRAFIC 2013.
- Conozca antes que nadie las novedades de los expositores.

2 Acceda al Gestor de Reuniones

- Gestione citas y reuniones con expositores.
- Regístrese y recibirá la clave de acceso al servicio que le permitirá solicitar citas a expositores desde el catálogo online.

3 Prepare su visita y organice sus rutas en el catálogo online

- Organice sus búsquedas de empresas expositoras por sector de actividad, producto, país
- Busque su ruta óptima de visita a la feria.

4 Acuda a TRAFIC 2013

- No olvide imprimir y traer el pase de visitante profesional.

1 On your registration at the Trade Meeting Point

- Announce your attendance at TRAFIC to the industry.
- Discover new features presented by exhibitors before anyone else.

2 Gain access to Your Meetings Manager

- Enables you to offer and manage appointments and meetings with exhibitors.
- Register and you will receive your access password that will be able to request appointments with exhibitors by using the Online Exhibitors Catalogue.

3 Prepare for your visit and organise your routes by using the online catalogue

- Search exhibiting companies by activity, products, country....
- Find your best route to visit the fair.

4 Attend TRAFIC 2013

- Do not forget to print and bring your professional entry tit.

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**FORO
TRAFIC
2013**



TUESDAY 15 OCTOBER

Road sustainability. Current and future challenges

13.00-13.30*: Road maintenance management technologies. *Álvaro Navareño*. MINISTRY OF DEVELOPMENT
*(Subject to the final inauguration time and the awards ceremony of the Innovation Gallery)

16.30-17.00: Systematic maintenance, synonymous with sustainability. *Pablo Sáez*. ACEX

17.30-18.00: Road auscultation. *Pedro Aliseda*. AUSIGETI

18.00-18.30: Inspection of bridges and structures. *Javier León / Moisés Izquierdo*. AUSIGETI

WEDNESDAY 16 OCTOBER

Internationalisation

10.00-10.30: Proposed opening: Marca España

10.30-11.00: Speech by members of the foreign buyers' programme

11.00-11.30: Speech by the representative of ICEX and ERTICO

11.30-12.00: Speech of macroeconomics. Instituto de Empresa

12.00-12.30: ICO Funding Instruments. Área de Gestión de Mediación, ICO

12.30-13.30: Successful cases of PEMTRA companies: Sice, Indra, Grupo Etra and Telvent-Schneider

13.30-14.00: Successful start-up cases: TSS

Exhibitors' experience

16.30-17.00: The problem of swerving off the road
Aquilino Molinero. CIDAUT

17.00-17.30: Development of safer and more sustainable metal safety barriers. *Cristina Rodríguez Fernández*. Responsible for RDI. MIERES TUBOS, GRUPO CONDESA

17.30-18.00: Technology for pedestrian safety.

Ignacio Domínguez Perrino, CEO. SIMEC

THURSDAY 17 OCTOBER

eCall session

10.00-12.00: Chaired by: *Mr. Julio García Ramón. President of ITS Spain.*

Speeches by:

- **The Spanish eCall pilot.** *Ms. Ana Isabel Blanco Bergareche. Assistant Deputy Director of Traffic. General Directorate for Traffic. Ministry of the Interior.*
- **eCall from the user's perspective.** *Mr. Lluís Puerto. Fundación RACC*
- **The eCall challenge at the Emergency Management Centres.** *Simón Ruibal Menduïña. Telefónica.*
- **Benefits of eCall for an online society.** *Mr. Jesús Pinilla. Ericsson.*
- **HeERO2: presentation of the pilot in Madrid. eCall as a catalyst for deploying value added services for drivers.** *Ms. Ana Herrera Alcubilla. GMV.*
- **Equipment on board vehicles: regulatory requirements and features of the envisaged pilot.** *Ms. Ana Paul Tomillo. CTAG.*
- **Challenges of integrating the IVS units and their importance in the eCall ecosystem.** *Mr. José María Álvarez. FICOSA.*
- **eCall for motorbikes.** *Ms. Ainara Bilbao. CEIT.*
- **Experience in the eCall service for Mercedes in Europe.** *Mr. Óscar Zorrilla. BOSCH.*
- **Experience in the BCall service offered by RACE for PSA in Spain.**

Road equipment: The key to road safety

Coordinator: *Ms. Elena de la Peña. Spanish Road Association - AEC*

12.00-12.15: Presentation of the Forum on Road Signage Equipment (FOROVIAL). *Ms Mercedes Aviño. President of FOROVIAL*

12.15-12.30: Evolution of standardisation and integration in the European Union. *Speaker to be confirmed.*

12.30-12.45: Road Signage. *Ms María Luisa Jimeno. Spanish Association of Manufacturers of Metal Traffic Signs (AFASEMETRA).*

12.45-13.00: Vehicle barrier systems.

Mr. Sergio Corredor. Spanish Association of Manufacturers of Metal Road Protection Systems (SIMEPROVI).

13.00-13.15: Road marks. *Mr. David Calavia. Association for the Study of Road Equipment Technologies (AETEC).*

13.15-13.30: Anti-noise devices. *Mr. Dámaso Alegre. National Assoc. of Manufacturers of Anti-Noise Screens and Devices (ANIPAR).*

13.30-13.45: Lighting. *Speaker to be confirmed. Spanish*

Association of Manufacturers of Lighting Equipment (ANFALUM)

13.45-14.00: Coloquio.

Session on car parks

16.30-18.30: Round table: **Centralisation of car parks.**

Chaired by: *Alfredo Morales. Honorary President of ASESGA*

Speech: **Evolution of the centralised car park control systems: needs and solutions.** *Mr. Artur Margalef*

FRIDAY 18 OCTOBER

Madrid Mobility Project

10.00-11.30: Consorcio Regional de Transportes de Madrid. *Carlos Cristobal-Rubio.*

ITS Session

11.30-14.00: Chaired by: *Mr. Julio García Ramón. President of ITS Spain*
Speeches by:

- **Spanish experience in the design, installation, management and maintenance of variable-message panels for traffic.**
Mr. Angel Muñoz. DGT
- **State of the art international in matter of contents of Variable Message Signals.** *Mr. Alberto Arbaiza. DGT*
- **Use of GPS data for traffic management.**
Mr. Iñaki Eguiara. Traffic Department of the Basque Government
- **Optimisation of investments to detect traffic through the strategic location of detectors and smart merge of data.**
Mr. Jaume Barceló. UPC
- **Smart Cities & ITS at the City Council of Madrid.** *Carlos Rubio.*
City Council of Madrid.
- **Evolution of the urban ITS systems towards Smart Cities.**
Vicente Sebastián Alapont. GRUPO ETRA
- **CATIT: a successful model in dealing with traffic violations detected by automatic systems and integrated management of road equipment.** *Ms. Izaskun Goirigolzarri. Traffic Department of the Basque Government.*
- **Integrated latest-generation tunnel management system in Mexico.** *Mr. Gustavo Molina Méndez. ACISA*

*** Este programa podrá estar sujeto a cambios**

* Program subject to change

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