

For traffic safety experts, all roads lead to Japan and the XIth International Winter Road Congress (IWRC) of the World Road Association, better known under its former name of the Permanent International Association of Road

Sapporo, the largest city north of Tokyo, is an ideal venue. Its 1.8 million inhabitants know all about severe winter conditions, including how to cope with very heavy annual snowfalls.

Canadian companies will also be able to present their products and

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Paving the way to winter road safety

Sapporo congress

Congresses (PIARC). PIARC 2002, (www.piarc-sapporo2002.road.or.jp) is to be held January 28-31, 2002 in Sapporo. Transport Canada, the Department of Foreign Affairs and International Trade (DFAIT) and the Canadian Embassy in Tokyo welcome participants to the Congress — the first in Asia and the first of the millennium.

IWRC is held every four years and is one of the largest international events in the field of winter road maintenance and management. The first Congress was held in Berchtesgaden, Germany in 1969 and the tenth, held in Lulea, Sweden in 1998, attracted more than 1,000 attendees from 41 countries.

In Sweden, attendees learned about high-tech methods to keep winter roads safe through exhibitions of snow removal machinery and telecommunication devices. Admission to PIARC 2002 includes tours, presentations, seminars and social events.

The theme of PIARC 2002 is "New Challenges for Winter Road Service". Experts from all over the world will gather under the "Sapporo Dome," site of the 2002 World Cup, to exchange information on every topic under the (winter) sun related to traffic safety in cold climates. Hot topics will include snow and ice control measures, traffic safety, the environment and Intelligent Transportation Systems (ITS). This is the first time that a northern roads-related event of this magnitude will take place indoors.

technologies to Japanese companies during a seminar and display planned by the Canadian Embassy. A networking reception afterwards will offer plenty of opportunities to make business contacts.

As a bonus, the annual winter "Fuyutopia Fair," a domestic event aimed at improving winter living conditions, will be held at the same time. The Fair draws a diverse crowd, from winter-related organizations to members of the general public. Holding the Congress and the Fair concurrently should attract an even wider variety of specialists, including experts in civil engineering, construction and architecture, roads work and IT.

Planning a successful trip

There are a number of details involved in registering for the events at PIARC 2002 and booking a nearby hotel. To help participants, the PIARC Section of the Japan Travel Bureau (JTB) has created a guidebook, which includes registration forms for Congress social events, technical visits and tours, as well as recommended hotel accommodation.

To receive a guidebook containing the registration forms, contact:

- PIARC Section, JTB, tel.: (011-81-3) 5796-5445, fax: (011-81-3) 5495-0685, e-mail: piarc2002@itd.jtb.co.jp
- Yasuhiko KAJIYA, Secretary General of the SIRWEC Sapporo Committee Hokkaido, Japan, tel.: (011-81-11)

Registration fees

The cost for participants who register by Oct. 31, 2001 is as follows: 80,000 yen for PIARC members (at least four years); 90,000 yen for non-members; and 40,000 yen for each additional person. An additional 10,000 yen is charged for both members and non-members registering on or after November 1, 2001.

Reduced registration fee

The Japanese Organizing Committee will reduce the registration fee to 50,000 yen for eligible participants.

For more information about registration fee reductions, contact

Japanese Organizing Committee for PIARC

International, Tokyo,

tel.: (011-81-3) 3519-2661, fax:

(011-81-3) 3519-2625, e-mail:

PIARC2002@road.or.jp

To register for the seminar, contact David Steuerman, Trade Commissioner, Canadian Embassy, Tokyo, tel.: (011-81-3) 5412-6200, fax: (011-81-3) 5412-6250, e-mail: david.steuerman@dfait.maeci.gc.ca

Airline

Air Canada offers a 50% discount on its Hospitality Class and a 35% discount on its Business Class. Referral Code for Sapporo: CV 776260.

Recommended hotels

PIARC organizers encourage participants to reserve rooms as soon as possible.

- **Sheraton Sapporo**
Located near Sapporo Dome; 10 minutes to JR Sapporo station and 20 minutes from Sapporo subway station. English spoken, tel.: (011-81-11) 895-8811.
- **Hotel Alpha**
Located in the centre of Sapporo, near Oodori Park, tel.: (011-81-11) 221-2333, fax: (011-81-11) 221-0819.

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