



Co-hosted by



# INNOVATION ON THE MOVE

**6-8 November 2018**  
Muscat, Oman

The industry is coming  
together addressing  
the big issues





“Oman is one of the world’s up-and-coming logistics hubs for trade and transport, and an ideal setting to experience first-hand how global trade and transport is shaping the region.”

## INNOVATION ON THE MOVE

Innovation in the road transport industry has always been about moving people and goods faster, more cheaply and more safely. That will never change. What is changing is how we deliver. And that is centred around digital, connected and automated services.

There is a whole raft of issues: new technology, shifting business models, changing trade patterns and new fuels.

We are bringing the road transport industry together in Muscat to debate the big challenges and the big opportunities.

Together, we’ll address the critical questions, and give you the tools to build your business strategy and to exploit those opportunities.

## DISCOVER OUR DYNAMIC INNOVATION ALLEY

Alongside the rich IRU World Congress programme, you will have the opportunity to continue the discussions by meeting with our industry’s most innovative companies and entrepreneurs.

## ARE YOU A START-UP?

Our start-up competition is your opportunity to pitch your business to a panel of judges and to investors, receive feedback and meet other start-up founders to share ideas.

Find out more at [IRUWORLDCONGRESS.COM](http://IRUWORLDCONGRESS.COM)



**2 days**  
of thought-provoking  
debates

**Up to 1,000**  
attendees from over  
100 countries

**Unique**  
networking  
opportunities

**Keynotes**  
from disruptive  
market players

**60+ high level**  
speakers  
including ministers,  
CEOs and thought-leaders

**20 inspiring**  
sessions  
examining the big issues

## WHAT IS ON THE AGENDA?

Centred on the theme of innovation on the move, the programme deals with hot industry topics such as:

- How can the industry embrace and prosper from new technology, innovation and fresh business models?
- What will automation mean for transport operators?
- How can we best work with regulators and politicians to enhance trade and connectivity?
- How can we attract, and retain, the right people to work in our industry?
- What will urban mobility look like in five, or fifty years' time?
- Will diesel continue to fuel the industry, or is there a realistic solution on the horizon for heavy vehicle transport?

## WHY OMAN?

- At the heart of the Gulf Cooperation Council, Oman straddles new trading routes between Asia, Africa and Europe.
- As an up-and-coming logistics hub, Oman is also in the midst of reforming its public transport regulation and services.
- Oman is the ideal setting to experience first-hand how road transport is shaping the region and the wider world.
- On top of that, Muscat is stunning. It's both a modern and a historic city, with excellent direct transport links to the region and major cities in Europe and Asia.
- The weather in November is perfect: 25°C and bright sunshine.

## WHO IS COMING?

- **Government** – transport ministries, trade officials, customs and mobility authorities and regulators.
- **Business** – transport operators, multinational and regional logistics firms, major industry suppliers, and major transport users.
- **International organisations** – UN agencies in transport and trade, multilateral organisations and NGOs.
- **National and regional road transport associations**, covering both passenger and goods services.
- **Senior level representatives** from the Gulf Cooperation Countries, the Middle East, Europe, Asia and beyond.
- **Media** – international and regional trade and business media.

## BECOME A PARTNER

A range of tailor made opportunities for sponsorship packages and exhibition space are available at different levels, enabling you to:

- Build your reputation with the road transport operators who are shaping the future of mobility
- Profile your company through IRU's media and communication channels, reaching decision makers in the Middle East and beyond
- Network with government ministers, business leaders, policymakers and thought-leaders
- Showcase your products and services and organise a workshop or seminar
- Learn and be inspired by the industry's experts

## IRU

With 70 years of experience working directly with global transport and trade decision-makers from governments and the UN, and a network of over 200 national road transport associations and member organisations, IRU aims to keep the road transport industry ahead of global trends.

## ASYAD

ASYAD comprises a diversified portfolio that includes subsidiaries involving freight, ports and free zones management, Dry Dock, transportation, shipping, post, and international trade. ASYAD was recently branded in June 2017 to consolidate Sultanate of Oman government owned logistics entities and establish Oman as a global logistics hub.

### CONTACT US

For programme, partnership or sponsor opportunities, please contact:

Congress Manager  
iruworldcongress@iru.org  
+41 22 918 2981

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