



החברה הלאומית לדרכים בישראל בע"מ

**International Symposium**  
**"THE HIGHWAY TO INNOVATION" -**  
**Deployment of Sustainable Technologies in Road and Transportation Infrastructure**

Venue: The Green Villa, Tel Aviv, Israel

Dates: November 1-3, 2010

**Background:**

- The Israel National Roads Company (INRC) conducts R&D activities in the field of road and transportation infrastructure. INRC represents Israel in FEHRL.
- The INRC wishes to conduct an international symposium with the participation of the research organizations and road authorities, with which the company has strategic cooperation agreements (as listed below), as well as private companies, and dedicate it to the subject **Deployment of Sustainable Technologies in Road and Transportation Infrastructure.**

**Building on Solid Ground**

Nine out of every 1,000 people employed in the country work in research and development, nearly double the R&D rate in the United States or Germany. Of every 10,000 individuals, 135 are scientists or engineers.

The main areas of interest in Israeli hi-tech have traditionally been Communications & Networking, Information Technology, Life Science and Semiconductors. Recently, however, we are witnessing the emergence of Cleantech as a new focus of innovation. Furthermore, the Israeli government has announced that it will strengthen funding in Nanoscience and Nanotechnology research centers.

The Israeli National Roads Company has taken upon itself to help funnel Israel's technological prowess to the needs of the highway infrastructure, to help make our driving experience safer, greener and more comfortable.

**Goals of the Symposium:**

- (1) Promote research collaboration and scientific exchange
- (2) Harnessing innovative technology to road development

*Examples: What alternate materials could be used to replace depleting materials, such as aggregates, sand, steel and other construction materials? How can we make our infrastructure more tolerant when accidents do occur, and decrease the number of casualties? What can we do to mitigate noise pollution in our roads? How can we increase driver awareness and minimize the number of road accidents?*

- (3) Advance scientific exchange leading to cooperative commercial activities with private sector.

**Topics**

Developments and technologies relevant to road infrastructure in the field of sustainable development:

- Renewable energy and energy saving (e.g. energy harvesting technologies)
- Solutions for reuse of waste and alternative materials (e.g. use of crumb rubber in asphalt pavements)



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- ITS technologies and "greener" transportation (helping to reduce road congestion and carbon emissions), incl. sensors and advanced diagnostic methodologies for early detection and prevention of damage in pavements and structures
- Minimizing the vulnerability of critical infrastructures.


### Preliminary schedule

**Day 1** – Presentation of R&D products and technologies fostering sustainable development that are successfully implemented on the roads in Israel, and/or in other countries. First day presentations will focus on such technologies, processes, materials, methods, or procedures that improve safety, reduce congestion, promote economic and sustainable growth, and etc.

**Day 2** – Discussion of R&D initiatives for developing innovative technologies. *Presentations and discussions during the second day would help uncover new ideas, and envision ways to implement these good ideas in road and transportation industry.*

**Day 3** – Technical tour to the sink-holes in the Dead Sea region.

### Participants:

- Foreign Partners:
  - US: FHWA (To Be Confirmed), Georgia DoT
  - FEHRL members from Europe and US
  - Germany: BASt
  - With support of USISTS (To Be Confirmed)
  - Australia: ARRB (To Be Confirmed)
  - Members of CIS Road authorities.
  - Others: US Private companies, etc. (To Be Confirmed)
- Israeli Companies: startup and technology companies, such as: INNOWATECH, Com-N-Sense, GRT, NOVARENA, etc.
- Supported by 
- Supported by Intergovernmental Council of Road Administrators (MSD), CIS
- In collaboration with the U.S. Commercial Service

### What Are We Looking For?

- Companies wishing to present new and innovative products, which surpass existing market offerings in cost, quality and fit to needs.
- Breakthrough technologies, which may be applied to road infrastructure projects.

### Get in touch with us:

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