

TRAFFIC SAFETY – THE SWEDISH MODEL

A FOLLOW-UP SEMINAR ABOUT TRAFFIC SOLUTIONS

DATE: MARCH 29TH, 2011
PLACE: SOFIA, BULGARIA

CURRENT SITUATION

The statistics for 2009 show that 901 people died and 8674 were injured in car accidents in the country. 120 people per every 1 million die in car accidents in Bulgaria while in Sweden the figures are three times lower, i.e. 43 people per every 1 million. According to the World Bank, every year Bulgaria experiences an economic loss at the amount of EUR 500-1000 million due to bad infrastructure and safety issues.

These figures clearly show that the transport infrastructure and the road network must undergo modernization in order to cope with the need that the country is experiencing. The major need for further infrastructure development and low level of know how create good business opportunities for Swedish companies which can offer equipment and technology for the transport infrastructure sector consolidated with traffic safety equipment and know how.

THE COUNTRY TARGETS

For the period 2007-2013 Bulgaria will invest EUR 2.2 billion in construction, rehabilitation and securing of the road infrastructure. The country's current infrastructure projects amount to EUR 11 billion. The government recently announced that another EUR 4 billion will be invested in the country's road infrastructure until 2020.

OBJECTIVE

This seminar is a follow-up event on the Traffic Safety Seminar which was organized by the Swedish Trade Council, the Swedish Embassy, the Norwegian Embassy and the Bulgarian-Nordic Chamber of Commerce in May 2010. Due to the first seminar's success the Swedish Trade Council was asked to organize a follow-up event on the issues of traffic safety. The seminar's objective will be to present to the Swedish companies the latest plans of the government for improving the road safety and to deepen the discussions between the Swedish companies and their Bulgarian counterparts.

The seminar will attract local authorities at different levels, relevant associations and technical chambers, technical consultants, Bulgarian companies involved in ongoing and planned projects within road construction, civil engineers, plus other relevant companies.

WHAT WAS ACHIEVED WITH THE FIRST SEMINAR?

Organized with the joint forces of the Swedish Trade Council, the Swedish Embassy, the Norwegian Embassy and the Bulgarian-Nordic Chamber of Commerce, the full-day seminar on the topic of "Infrastructure and Traffic Safety Solutions" in May 2010 was a success:

- Attracted an audience of more than 100 guests
- Attracted high level officials at vice-minister level
- Became a platform for business partnerships
- Received media coverage

Presentations about the current traffic situation in Bulgaria, future projects and funding were held by:

- the Road Infrastructure Agency
- the State-Public Consultative Commission on the Problems with Road Safety
- Sofia Municipality
- the Ministry of Transport and Telecommunications
- the World Bank

The Swedish and the Norwegian experience in the field of road rehabilitation and maintenance, road safety solutions, etc, were presented by:

- Birstaverken AB
- Cleanosol (part of the Geveko Group)
- Ericsson Telecommunications.
- HTS BeSafe
- SafeRoad

The audience consisted of:

- 34 relevant companies
- 25 governmental officials
- 9 non-governmental organizations

The seminar provoked interest in both local companies and officials as well as in the participating Swedish and Norwegian companies. Therefore the Swedish Trade Council was asked to organize a follow-up even which will allow the participating companies to go deeper in the topic of traffic safety and establish firmer contacts with local authorities and potential business partners.



EMBASSY OF SWEDEN

Sofia



NORWEGIAN EMBASSY



norway
grants



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TIME: March 29th, 2011, Sofia, Bulgaria

Preliminary Programme

08:30-09:00 Coffee, registration & mingle

09:00-09:15 Opening of seminar
H.E. Mrs. Helena Pilsas Ahlin, accredited ambassador of Sweden to Bulgaria

09:15-09:45 Vision Zero

09:45-11:00 Road safety in Bulgaria – planned projects and accessible funding

- Road Infrastructure Agency (part of the Ministry of Regional Development)
- The State Agency for Road Safety (part of the Ministry of Interior)
- EU
- World Bank

11:00-11:30 Coffee break

11:30-13:00 Presentations of Swedish Companies (5 companies)

13:00-14:00 Common Lunch

14:00-16:00 Match-making sessions

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When: March 29th, 2011

Where: Sofia, Bulgaria

SEND THE REGISTRATION NO LATER THAN 15th OF February, 2011.

Fax: +359 9264 100

Email: bulgaria@swedishtrade.se

PARTICIPATION FEE:

EUR 1700 – The price includes having a stand at the exhibition area, logo and company presentation in all marketing and promotions material, company presentation to a selected audience.

Please note that the registration for the seminar is binding and flights & accommodation as well as costs other than the above mentioned are NOT included in the participation fee. The Swedish Trade Council will assist with hotel reservation.

For questions, please contact:

Yordanka Baltova, +359 29 264 265, yordanka.baltova@swedishtrade.se

CONFIRMATION:

I / WE WILL PARTICIPATE IN THE SEMINAR AT THE LEVEL OF EUR 1700

Company _____

Corporate ID no _____

Address _____

Postal code _____ City _____

Phone _____ Fax _____

Participant/s _____

(1) _____

Position _____

E-mail _____

Local institutions and potential partners I would like to meet at the seminar: