



PRESS RELEASE

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INTERROUTE&VILLE 2016

THE TRADE EXHIBITION FOR ROAD INFRASTRUCTURE AND MOBILITY

The 7th edition of the trade show INTERROUTE&VILLE held from 14 to 16 June recorded an attendance of close to 4,500 visitors, including 10% from outside France representing 36 countries. Visitors were able to discover the solutions offered by 180 exhibitors whose stands were organised into three sectors: Design & Build, Maintain & Operate, and Equip.

In spite of a drop in visitor numbers (10%), visibly due to a complex and strained economic environment, the show emerged as a point of convergence for specialists from all over the country. It also facilitated contacts with European players in a brisk, business-like environment.

INTERROUTE&VILLE was held in conjunction with the third edition of the IDRRIM (French Institute for Roads, Streets and Infrastructure for Mobility) Congress, whose central theme was “Essential and innovative infrastructure, committed to the energy transition.”

The congress met with considerable success, attracting 516 participants and bringing together major public and private sector organisations involved in transport infrastructure.



For its first Paris-based edition, INTERROUTE&VILLE also benefitted from its complementarity with the exhibition Transports Publics, an essential meeting for all professionals working in public transport and sustainable mobility in Europe. This enabled the attendance of a further 1,600 visitors with interests common to both shows.

In addition to talks and round tables, the added value provided by INTERROUTE&VILLE could be perceived in the numbers of innovations and new products presented at the show. Among the innovations which met with interest from visitors: Lumi+ by Eurovia, a road surface hydroblasting technique to deliver better luminance; Wirtgen France’s process to resurface a road using 95% of recycled aggregates from the same road; the certified safety barrier by Rondino made from solid pine whose key advantage is maximum energy absorption for the safety of road users; Shell Bitumes’ additives to reduce tar odours and Total’s additives to recycle asphalt aggregates; HIKOB’s embedded sensors to detect and report real time information on traffic conditions, road surface temperatures, etc.

Purchasers and specifiers working in contracting authorities and prime contracting were thus offered a venue for exchange and dialogue with a high innovation content. In addition, the French Road Facilities Association also contributed to INTERROUTE&VILLE by organising a number of events around road facilities and senior citizens, two-wheelers and bicycles, etc.

About Comexposium

The COMEXPOSIUM Group, one of the world leaders in event organisation, is involved in **more than 170 consumer and trade events**, covering **11 different sectors of activity** such as food, agriculture, fashion, homeland security, construction, high-tech, optics and transport. COMEXPOSIUM hosts **45,000 exhibitors** and more than **3 million visitors** in **26 countries around the world**. Comexposium is developing worldwide through its activities in around thirty countries: Algeria, Argentina, Belgium, Brazil, Canada, China, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, the Netherlands, New Zealand, the Philippines, Qatar, Russia, Singapore, Spain, Thailand, Turkey, the United Arab Emirates, the United Kingdom and the United States.

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