UK Roads, through our Passive Safety UK website, is helping to publicize in England the IRF World Meeting that will be in Saudi Arabia from November 10-14, 2013.

The IRF World Meeting is a once in a lifetime opportunity to visit Saudi Arabia as a VERY IMPORTANT PERSON (VIP)

Reasons to attend as a VIP:

- SIMPLIFIED VISA PROCESS WITHIN THE REGISTRATION SYSTEM MAKES GETTING A VISA EASY
- RECEPTION AT AIRPORT AND COMPLIMENTARY TRANSFER DIRECTLY TO YOUR HOTEL
- COMPELLING CONFERENCE PROGRAM FEATURING GLOBAL INDUSTRY SPECIALISTS PRESENTING BEST PRACTICES & STATE OF THE ART CONCEPTS
- PERFECT OPPORTUNITY TO NETWORK WITH INFLUENTIAL INDUSTRY THOUGHT LEADERS FROM AROUND THE WORLD
- MEET INFLUENTIAL DECISION MAKERS FROM THE MIDDLE EAST REGION WHO ARE RESPONSIBLE FOR SIGNIFICANT INVESTMENTS IN ROAD PROJECTS AND LEARN ABOUT EXISTING AND FUTURE OPPORTUNITIES. THE MIDDLE EAST COUNTRIES ARE BUILDING ROADS!
- VISIT THE MOST COMPREHENSIVE TECHNOLOGY AND EQUIPMENT EXHIBITION (SPANNING ELEVEN TRANSPORTATION SUBJECTS)
- TAKE ADVANTAGE OF MATCHMAKING SERVICE FOR ALL SECTORS AND NEEDS – PRESET MEETINGS WILL BE READY WHEN YOU ARRIVE!
- ENJOY THE SIGHTS OF A FAST-GROWING, DYNAMIC CAPITAL CITY

Why Saudi Arabia?

- THE CHAIRMAN OF IRF IS THE MAYOR OF THE CITY OF RIYADH AND HE IS PERSONALLY INVITING INTERESTED INDIVIDUALS TO ATTEND THE IRF WORLD MEETING, AN EVENT THAT WILL BE (IN HIS OWN WORDS) “UNFORGETTABLE”.
- SAUDI ARABIA IS INVESTING VAST RESOURCES TO BUILD AND MAINTAIN ROADS AND MOBILITY INFRASTRUCTURE.

SEE RECENT ANNOUNCEMENT BELOW FROM JUNE 4, 2013:

_Saudi Arabia’s transport ministry has awarded contracts for 55 new road projects worth SR2.04bn ($543.9m), aimed at improving transport services in the country’s 13 regions, Arab News has reported. Of the total, Makkah region has seven projects valued at SR153m, including the second phase of the Jeddah-Makkah Expressway and completion of the Ring Road in Taif. The rest of the contracts include projects in the Madinah, Riyadh, Eastern Province and Asir region._

HERE IS ANOTHER ANNOUNCEMENT FROM JULY 7, 2013:

_The Saudi transport minister Jabarah al-Suraisiry has said that the road linking Oman with the kingdom is to be completed by the end of this year, Times of Oman has reported. The ministry is working to complete the remaining 519km stretch of road linking the sultanate through the Al Batha border in the Ahsa governorate, the minister said. The new 800km road will boost trade and tourism between the two GCC neighbours and will ensure the quick delivery of products, said al-Suraisiry._

Don’t miss this amazing, once in a lifetime opportunity to grow your business and to be treated like a VIP in Saudi Arabia. The prime exhibition space and hotel rooms are going fast. You need to act now. You also can view the preliminary program at [http://irf2013.org/overall-program/program/](http://irf2013.org/overall-program/program/)
The final program is being formulated. If you want to make a generic, non-commercial presentation on a topic included in the program agenda, please contact me as soon as possible.
Registrants who book in the following way will be allowed to use the “Early Bird” rate until October 10, 2013. This is an excellent opportunity for us to ensure a significant number of people from England get the opportunity to attend this excellent IRF World Meeting.

Here are the registration instructions:

• Go to www.irf2013.org to register for the World Meeting. You will need to have a copy of your passport scanned. Follow the instructions.
• You will need to select the embassy/consulate where you want to send the invitation letter.
• Request to be invoiced by IRF, DO NOT USE YOUR CREDIT CARD TO PAY.
• At the IRF invoicing site, choose the “Early Bird Rate”. Make sure that you add the promotion/coupon code “PASSIVE SAFETY” on your registration.
• Once the registration form is completed, IRF will send an invoice and the visa invitation letter process will begin.
• In about 20 days, the person registering will receive a notice from the local organizer that will include a copy of the invitation letter that had been sent to the embassy/consulate that was specified. At that time, we suggest that the registrant hires an expeditor to arrange to work with the embassy/consulate to have the visa issued. The visa letters will not be issued until August 10, 2013 at the earliest since they will have 90 day validity.
• Although IRF is doing everything possible to make sure all visas are issued, it is possible that a visa request may be rejected by the Saudi Arabian government. I suggest registrants do NOT book any non-refundable airline tickets until they are notified that the visa was approved.

Additional information regarding registration, exhibiting and/or sponsorships is available at www.irf2013.org.

You do not want to miss this once in a lifetime experience.

With regards,

Andrew Pledge

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17th IRF World Meeting and Exhibition – November 10-14, 2013 – Riyadh, Kingdom of Saudi Arabia
www.irf2013.org

To view all IRF upcoming events in 2013: http://irfnews.org/news-events/upcoming-events