DRIVING CHANGE WITH KEY INDUSTRY PLAYERS

IRU World Congress 2018

**CHALLENGE**

The global road transport organization, IRU, successfully organized its 2018 World Congress in Oman. This is a new global event for road transport operators, regulators and national transport associations with a view to bringing the industry forward. IRU needed support (logistics & programme management) to organize the launch of this first edition and to facilitate an open dialogue between participating ministerial delegations and the CEOs.

**SOLUTIONS**

MCI Benelux, supported by Logos Public Affairs (MCI Group Public Affairs brand) have collaborated to successfully deliver a rich and well attended event. The programme was greatly appreciated by IRU and participants. It was attended by high-level representatives from public and private sectors such as former European Commission President José Manuel Barroso, the Omani Minister of Transport and Communications and notorious journalists from the GCC regions, Europe, Africa, and Asia. This was one of the largest event ever organized in Oman and aired live on the national television.

**RESULTS**

PROJECT
Congress

LOCATION
Muscat, Oman

TARGET AUDIENCE
Road transport, mobility and logistics professionals, Government representatives

SERVICES
Full Congress Management, Public Affairs and Consulting Services

Find out more: [www.mci-group.com/contact](http://www.mci-group.com/contact)