



Transportation Research Board – Trip Report ITS Canada

The 95th Annual Meeting of the Transportation Research Board (TRB) took place from January 10-14, 2016 at the Walter E. Washington Conference Center, Washington. DC. It featured about 250+ exhibitors from all over the world, 14,000 delegates were in attendance and 5000 presentations in more than 800 transportation-related sessions. This was the first year where exhibitors were allowed to attend all of the sessions without being registered as a delegate. The Annual meeting of TRB is a very well respected and prestigious industry event in which many Canadians participate each year, be it as exhibitors, presenters and committee members and chairs. TRB hosts 200 Standing Committees, Policy Committees as well as Research Panels.

This was the first time ITS Canada attended TRB and was accompanied by two industry members in a **“walk the show”** format: Joe Lam & Associates and Transnomis. A total of 13 Canadian companies exhibited at TRB:

1. Deighton Associated Ltd
2. Eco-Counter
3. Fugro
4. Glatec Scientific Inc.
5. INRO
6. International Road Dynamics (Member ITS Canada)
7. ITEM Ltd
8. Miovion Technologies Inc
9. Pavemetrics Systems
10. Persen Technologies Incorporated (New member at TRB)
11. Sensors & Software Inc
12. Teledyne Optech
13. Vector Corrosion Technologies
14. TSS – Transportation Simulation Systems (Spain, Member ITS Canada)
15. WSP/Parsons Brinckerhoff (USA, Member ITS Canada)
16. Trafficvision
17. Smart Traffic Solutions (SMATS)

ITS Canada did reach out the Canadian Embassy in Washington DC before the start of TRB ensuring there would be opportunities for all Canadian exhibitors to take advantage of the TCS expertise in the US Market. Our main point of contacts at the Embassy were Daniel J Grochowalski, Jason LaTorre and LuLu Leblanc. During a few conference calls with Embassy staff it was decided that ITS Canada would be the liaison between the exhibitors and the TCS to facilitate B2B meetings with potential American companies. ITS Canada approached each exhibitor and asked if they could fill out an exhibitor profile which included a company overview, product information, target markets

etc. Out of the 13 only 2 exhibitors expressed an interest to meet with the TCS, which is less than what we had anticipated.

ITS Canada, Joe Lam & Associates and Transnomis took advantage of excellent networking opportunities by walking the show and participating in receptions hosted by various companies and universities. Whenever applicable to the persons they met, the three participants promoted ITS Canada's upcoming events, including the Markham ITS Workshop in February, BC ITS Workshop in March, the ACE in May, and the 2017 ITS World Congress in Montreal.

ITS Canada also took the opportunity to get involved in several Standing Committees represented by many ITS Canada provincial and academic members like Ontario Ministry of Transportation, University of Toronto, University of Alberta. The purpose is to strengthen the cooperation between universities and to exchange ideas between USDOTs and Canadian provinces.

ITS Canada is grateful for the financial and organizational support by the Canadian government through Global Affairs Canada specifically by its Global Opportunities for Associations program.

ITS Canada