

## **IFEMA brings to Colombia TRAFIC Latin America 2019**

The election of Colombia for the holding of this call has taken into account the stability offered by the country, and the degree of economic growth reached, estimated at 4.8% of GDP, well above the average for the region.

As for the choice of Medellin, it is "one of the cities that has experienced in recent times a greater and better urban transformation and development, with optimal mobility criteria," stand out from Ifema. In fact, one of the main objectives that guide this first Latin American Traffic is "to combine the adequate mobility of cities and urban planning, without forgetting the new technologies", so that the choice of Medellin is ideal.

The commercial exhibition will bring together in a single space those sectors that affect the mobility and sustainability of cities. This will give visibility to the "most innovative solutions, aimed at improving the quality of life in cities." The sectors represented in Traffic Latin America will be those of Mobility (traffic regulation systems, electric vehicles and related facilities, and parking management and location); Security (traffic control systems and road safety), and Urban Planning (urban equipment, road infrastructures, lighting and signaling, road development and services, rehabilitation, maintenance and ornamentation, and Parks and Gardens).

### **Forum of Latin American Cities**

Also, Traffic Latin America will host the first Forum of Latin American Cities, an event that has been held, with the support of the Union of Iberoamerican Capital Cities, UCCI, and the City of Madrid, during three calls, within the framework of the Forum Environment and Sustainability, FSMS held in Madrid and organized by Ifema.

This Forum aims to become a reference for the management of cities in Latin America, for which it will offer a transversal approach to the urban world. Thus, all actors involved in this environment will be taken into account: city planning, energy and lighting, waste and recycling, transport and accessibility, among other activities.

Contact : Muriël Halling  
Benelux Agent Ifema - Feria de Madrid  
muriel@intraservice.nl  
Tel: +31.180.321346