

## When communicating is what counts



François Cepias - DSCR

*ISTED, which specializes in this type of service, has helped to organize the 4<sup>th</sup> Congress on Road Maintenance.*

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*For more than fifteen years, ISTED has been developing genuine experience in organizing international events. Four examples have been chosen to illustrate this activity. They concern events programmed this year in South Africa, Ivory Coast, France and Sweden.*

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**T**ake a textbook case, a company with 600 employees and a turnover of FF 800 million, FF 350 million of which on the export market. Established in Picardy, this company is a world leader for product X. And it works closely with international groups in the service industries and the building and public works sector. Its strategy builds mainly on the search for new markets—the supply of special products for rehabilitating existing engineering works—in Central and Western Europe.

It has many needs—to be informed on public financing sources, to find partners in the French public sector with a view to forging contacts in the target countries, to optimize its work performed in France and abroad (Latin America, Asia). And it occasionally has to arrange visits to Paris for future customers.

What can ISTED offer? To make the company known through various media (periodicals, reference works, the Internet etc.), to enable it to attend international events, make easy contact with the French administration and appropriate organizations in Brussels or Washington, receive policy-makers in France or gain access to specialised background material.

For today, the team in charge of information and communication, whose responsibilities have been grouped together and extended, offers a wide range of services: organizing congresses and exhibitions in every corner of the world—an activity illustrated by several examples in the feature articles of this issue—, publishing and distributing reference works, guides, brochures and periodicals, developing computer tools, hosting foreign delegations...

A new momentum, not unrelated to the increasing involvement of the private sector, beside the other public players, in ISTED's activities.

Xavier Crépin  
Chief Executive Manager of ISTED

## The first summit of African local governments

**W**ith more than a thousand participants, the first summit of African local governments, Africités 98 (Abidjan, 26-30 January), were a real success. Ministers, elected representatives, technical department managers, medial professionals, African and international experts, were all present.

This first major international forum on cities after the Habitat II summit (Istanbul, June 1996), was organized by the Municipal Development Programme (MDP). It benefitted from the commitment of the Ivorian government, the Union of Ivory Coast Cities and Communes (UVICOCI) and the City of Abidjan. It was supported by MDP partners: the World Bank, European Commission, French Development Aid, Italian Development Aid, Dutch Development Aid and the Canadian International Development Agency (CIDA).

### Six meetings...

Africités focused on two main centres of interest: the scientific sessions and the exhibition. Six meetings in all (scientific, technical and political) were organized.

Four thematic meetings were held at the same time: "The African city: an emerging market", "Forum for decentralized cooperation: cities and regions united in a united world", "The challenges of local communication in Africa", "Priority to maintenance". Then two political seminars were held: the Pan-African meeting of mayors and the meeting of African ministers in charge of decentralization policies.



... and an exhibition

An exhibition was held in conjunction with the meetings. The trade fair of local authorities and service providers to cities and communes, "Villexpo 98", brought together a hundred African and foreign exhibitors.

The Ministry of Foreign Affairs - Cooperation and Francophonie and the Ministry of Public Works, Transportation and Housing were grouped in a joint area. The French institutional stand was coordinated by ISTED and presented the activities of these two ministries in the fields of planning, decentralization, housing, urban services and local development.

This vividly identified area (72 m<sup>2</sup>), was equipped with a video system, which enabled documentaries to be shown non stop. Demonstrations of the CD-Rom Urdisc (European planning, urban development and housing data basis) were also proposed. Several display boards and photos drew attention to the projects carried out by France. This open-design stand was able to welcome, to document—by means of large information base built up by the administrations concerned—and to inform a large number of visitors.

The next meeting is planned for the year 2000 in Southern Africa.

**For further details**

ISTED

Communication Department

La Grande Arche, Paroi Sud

92055 La Défense Cedex

France

Tel. 33 (0)1 40 81 27 92

Fax 33 (0)1 40 81 23 31

E-mail: [com@isted.3ct.com](mailto:com@isted.3ct.com)

Internet: <http://www.isted.3ct.com>



*The French institutional stand at Africités 98, a very open area.*

Events CODATU VIII

# Urban transport and sustainable development

"Sustainable development is a key issue in transport policy. Traffic congestion, environmental pollution, climate changes and population mobility are problems common to areas with high population densities throughout the world. The CODATU VIII Conference is an ideal tribune for discussing these important social phenomena which have a considerable impact on the daily lives of millions of people". This is the gist of the message delivered by the South African President, Nelson Mandela, to the delegates of the World Conference on Transport and Development, CODATU VIII (Cape Town, 21-24 September 1998), an event organized by the association Cooperation for Development and Planning of Urban and Peri-urban Transport.

**Eight down!**

For its eighth edition, CODATU's core theme was "Urban travel policy: a tool for sustainable development". The participants highlighted the necessary links between travel policies and urban planning policies that would enable concerns for sustainable development to be met. They examined both the aims and the means of implementing these policies. 200 papers were presented by 45 countries.

**Expo: France was there**

In conjunction with the conference, the delegates were able to visit the international exhibition on facilities, models and equipment. ISTED organized a joint French stand for this event. The following organizations were present in the area: the Directorate of Surface Transport (DTT) of the Ministry of Public Works, Transportation and Housing, the Département of Seine-Saint-Denis, the Centre for Studies on Road Networks, Transportation, Urban Planning and Public Construction (CERTU), the Paris Public Transport Authority (RATP) and Transdev Company.

**For further details**

CODATU

Espace Ville – Rue Maurice Audin

69518 Vaulx-en-Velin Cedex – France

Tel. 33 (0)4 72 04 77 01 – Fax 33 (0)4 72 04 77 02

ISTED

Communication Department

La Grande Arche, Paroi Sud

92055 La Défense Cedex – France

Tel. 33 (0)1 40 81 27 92

Fax 33 (0)1 40 81 23 31

E-mail: [com@isted.3ct.com](mailto:com@isted.3ct.com)

Internet: <http://www.isted.3ct.com>

# Service for the winter road user

The bad weather befitted the occasion: bone-chilling temperatures, snow, ice... the city of Luleå in the north of Sweden was all ready to host the Xth International Winter Road Maintenance Congress. Organized by the World Road Association (PIARC), it was held from 16 to 19 March 1998. 1,500 participants came from all over the world. "Service for the winter road user" was the theme chosen for this event. The subjects on the agenda were: winter road maintenance policies (strategies and organization), ice and snow control methods, special winter road problems in urban areas, maintenance information and other support systems for winter road maintenance, interaction between people, vehicles and roads.

## French skills in a 144 m<sup>2</sup> area

In conjunction with the congress, equipment manufacturers and road treatment specialists came together for the trade fair.

The Directorate of Roads of the French Ministry of Public Works, Transportation and Housing, aided by ISTED, presented French skills in this field. A 144 m<sup>2</sup> French pavilion, coordinated by the Institute, grouped together private companies and the ministerial technical departments.

This area was organized into various centres: an area presenting policies implemented in France and equipment belonging to the Directorate of Roads and the ministerial technical departments, a reference bookstore (technical works and periodicals), a meeting-place, a video area, and individual stands of private companies.

Note that this was nothing new to ISTED, which took part in the previous congress in Seefeld (Austria) in 1994, with a joint 72 m<sup>2</sup> stand.



An offprint "Winter Service" (in English) published by RGRA for the International Congress in Luleå.

## Some figures

Congress participants: 1,500

Exhibition area: 3,000 m<sup>2</sup> – 1,500 m<sup>2</sup> (outside)

Exhibitors: 83

French pavilion area: 144 m<sup>2</sup>

Exhibitors in the French pavilion: 11 - Acometis, Arvel, French Motorways Association (ASFA) National Centre for agricultural mechanization, rural, water and forestry engineering (CEMAGREF), East-region Public Works Engineering Centre (CETE), Directorate of Roads of the Ministry of Public Works, Transportation and Housing, Ets Jean Villeton, Central Road Research Laboratory (LCPC), Revue Générale des Routes (RGRA), Road and Motorways Engineering Department (SETRA), Snowtec.

## For further details

ISTED

Communication Department

La Grande Arche, Paroi Sud

92055 La Défense Cedex

France

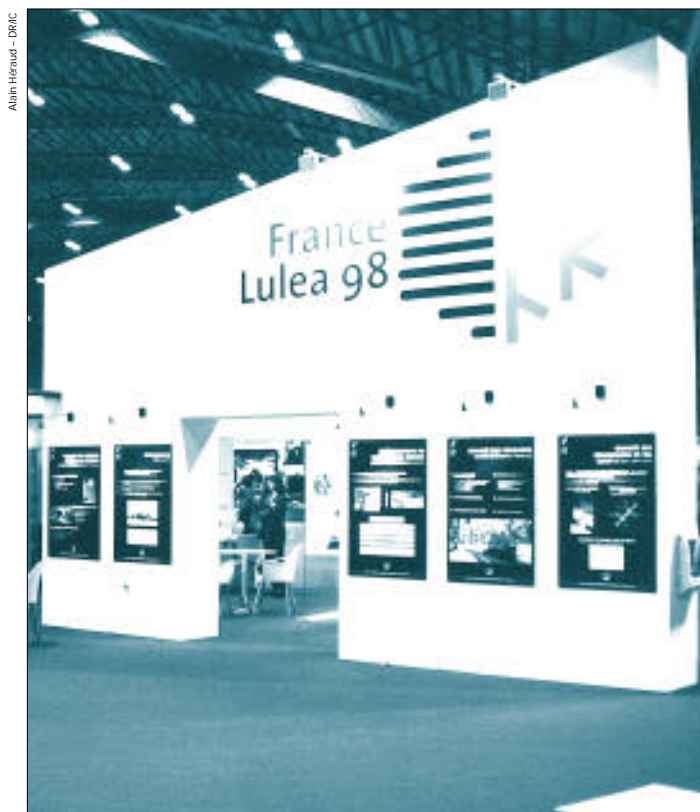
Tel. 33 (0)1 40 81 24 87

Fax 33 (0)1 40 81 23 31

E-mail: com@isted.3ct.com

Internet: <http://www.isted.3ct.com>

Ten exhibitors joined together in the French pavilion coordinated by ISTED for the Winter Road Maintenance Congress.



# The meeting place for road policy-makers

1,600 congress participants, 200 exhibitors and 8,000 visitors came to Grenoble (France) on 29, 30 September and 1 October 1998. This Congress on Road Maintenance, the fourth in the series<sup>1</sup>, has confirmed its status as the major two-yearly meeting place for road professionals. Inaugurated by the Minister of Public Works, Transportation and Housing, Jean-Claude Gayssot, the keynote of this event was New Horizons. The participants came from the government's decentralized departments and technical network, the technical departments of the local authorities (départements (counties) and communes), motorway companies and contractor companies. To satisfy everyone's curiosity, the congress proposed a forum for study and debate and a vast exhibition.

## Comparing points of view, exchanging information

The forum was open to all registered participants and was structured around 12 workshops, 7 conferences and 15 debates. It enabled everyone to learn and talk about many subjects concerning the technical, organizational, social, economic, financial and legal aspects of road maintenance. This year the entire technical and scientific community was involved in planning the congress, whether for the conferences and debates or the choice of study themes.

Some fifty foreign delegations from Europe, Asia and Africa were received in Grenoble, showing the importance this French event has come to assume over the years.

The presence of the Clubs of Road Directors from the East European countries and Western Asia attracted considerable attention, as did the Association of African Directors.

## Discovering the latest technical innovations

There is nothing like paying a visit to a trade fair to discover the latest technical innovations in the road sector.

Vehicles, road materials, cleaning equipment, "green" products, services to users, marking, winter serviceability,

### Some figures

Congress participants: 1,600  
Visitors: 10,000  
Exhibitors: 220  
Foreign delegations: 50 (143 people)  
Exhibition area: 10,000 m<sup>2</sup>  
Forum: 7 conferences, 15 debates, 12 workshops



Three days of debates, conferences, workshops and a trade exhibition. A heavy programme for the 4<sup>th</sup> Congress on Road Maintenance.

road signs, radiotelephony, information and management systems, prototypes... More than 200 French and European exhibitors, industrialists, service providers and public services came to display their products and their knowhow.

An achievement that pleases all those who have been successfully working on this project for months, whether in the Operating Committee<sup>2</sup> or the DDE (County Public Works Directorate) of Isère. ISTED, which specializes in this type of service, has helped to organize the congress. It also helped to conduct the conference on "The evaluation and management of road networks" and the debate "Exporting, importing, what community?" The Institute also acted as editor in preparing the guide for road maintenance practitioners in France (see page 8).

## For further details

Ministry of Public Works Directorate of Roads / REG

La Grande Arche,

Paroi Sud

92055 La Défense Cedex

France

Tel. 33 (0)1 40 81 14 49

Fax 33 (0)1 40 81 19 30

ISTED

Communication Department

La Grande Arche, Paroi Sud

92055 La Défense Cedex

France

Tel. 33 (0)1 40 81 24 87

Fax 33 (0)1 40 81 23 31

E-mail: [com@isted.3ct.com](mailto:com@isted.3ct.com)

Internet: <http://www.isted.3ct.com>

<sup>1</sup> Previous events: Bordeaux (October 1993), Colmar (June 1995), Rouen (September 1996).

<sup>2</sup> The Operating Committee brings together representatives of the Directorate of Roads (DR), the Directorate of Road Safety and Traffic (DSCR), the Directorate of Personnel and Services (DPS), the Highways General Council (CGPC), several County Public Works Directorates (DDEs) and the Association of French Motorway Companies (ASFA).

# Information

## News

### DATA BASE ON LOCAL AUTHORITIES WORLDWIDE

The ISTED data base on "local authorities worldwide" offers accurate operational information on local systems for businesses, professional, administrative and academic sectors. It receives financial support from the Ministry of Foreign Affairs and aid from the French Centre for Foreign Trade (CFCE) together with Dexia Project and Public Finance International Bank. This data base, which provides a real access key to local authority markets, is available on the ISTED Internet site: <http://www.isted.3ct.com> and will soon be on the

partners' sites (CFCE, Dexia). Each record provides socio-economic data for a country, the regulatory framework and administrative capacities of the local authorities, local authority financing, bibliographical contacts and references. The country-based records are drawn up by ISTED and Dexia. Input and validation of data is provided by CFCE policy officers and the French trade commissions (PEEs). The data base will ultimately offer detailed information on 40 countries and bibliographical references on 30 more.

► Contact:  
ISTED – "Cities" Section  
Christine Pointereau  
1 bis, avenue de Villars – 75007 Paris  
France – Tel. 33 (0)1 44 18 63 9  
Fax 33 (0)1 45 55 72 82  
E-mail: [cbarbieux@isted.3ct.com](mailto:cbarbieux@isted.3ct.com)  
Internet: <http://www.isted.3ct.com>

### EUROPEAN METROPOLITAN TRANSPORT AUTHORITIES

The European Metropolitan Transport Authorities (EMTA) came into being in April 1998 at a meeting organized in Paris at the headquarters of the Paris Transport Association (STP)—the authority in charge of transport in Paris and the Île-de-France (greater Paris) region. EMTA brings together representatives of authorities in charge of urban transport in major European cities: Barcelona, Berlin, Brussels, Frankfurt, London, Madrid, Manchester, Paris/ Île-de-France and Vienna. Other cities are preparing to join the group of founder members: Amsterdam, Geneva, Lisbon, Milan, Munich, Rome, Stockholm and Zurich. EMTA's purpose is to provide a forum for meetings and discussions, information and research on core subjects of interest to urban transport managers. ISTED has been given the task by STP of providing leadership for the network and the exchanges of information and experience. Two working groups have already been formed: one on urban transport funding, the other on transport planning and urban planning. ISTED will also create a data base which will be put on the Internet site. It concerns the identification of EMTA members and the presentation of the transport networks.

► Contact:  
Contact: ISTED – "Cities" Section  
Chantal Barbieux  
1 bis, avenue de Villars – 75007 Paris  
France – Tel. 33 (0)1 44 18 63 91  
Fax 33 (0)1 45 55 72 82  
E-mail: [cbarbieux@isted.3ct.com](mailto:cbarbieux@isted.3ct.com)  
Internet: <http://www.isted.3ct.com>

### CESROUTE



The teaching programme of the CESROUTE "Roads" advanced studies course has just been published by ISTED. This new document details the components of the three training modules, their content and aims. It also presents personal projects of trainees from the 97/98 session. The second CESROUTE session (98/99) began in October in Paris, at Ecole Nationale des Ponts et Chaussées (ENPC). This session, which will be spread over 13 months, is designed to select, train and form an international network of high-ranking executives in the road infrastructure sector. It is intended for French and English speaking engineers who already have professional experience and wish to optimize their professional careers.

► Contact:  
ISTED – "Roads" Section  
Jean-Philippe Lanet  
1 bis, avenue de Villars  
75007 Paris – France  
Tel. 33 (0)1 44 18 63 93  
Fax 33 (0)1 45 55 72 82  
E-mail: [jplanet@isted.3ct.com](mailto:jplanet@isted.3ct.com)  
Internet: <http://www.isted.3ct.com>

### FRENCH EMBASSY IN JAPAN: FOLLOW-UP OF TENDERING

The French Embassy in Japan has just set up a service to follow up tender invitations for studies initiated by JICA (Japan International Cooperation Agency). This should give French companies a better knowledge of funding projects by Japanese aid credit (loans or grants). These studies are allotted by tendering limited solely to

Japanese companies, published in Japanese on a twice-monthly basis. However 50% of the value of the studies is authorized to be contracted out to foreign companies. The new service is available by fax or E-mail twice a month. Note that for the second month in succession, Japanese development aid leads the world in value (9.35 billion dollars). Two organizations, JICA and OECF (Overseas Economic Cooperation Fund) are more particularly charged with setting up this aid.

► Contact:  
Tokyo Trade Commission  
Masonic 39, Mori Bldg.  
2-4-5, Azabudai, Minato-ku  
106 Tokyo – Japan  
Tel. (81 3) 5403 2333  
Fax (81 3) 5403 2343  
E-mail: [tokyo@dree.org](mailto:tokyo@dree.org)  
Internet:  
<http://www.dree.org/japon>

## Events

### THE LOCAL AUTHORITY MARKET IN CENTRAL EUROPE

A CFCE/Senate seminar on the theme "The local authority market in Central Europe" (Hungary, Poland, Slovak Republic, Czech Republic) is organized on 25 November 1998 at Palais du Luxembourg, Paris (France), in collaboration with DEXIA, the French trade commissions in Bratislava, Budapest, Prague and Warsaw and the presidents of the Senatorial groups France-Hungary, France-Poland, France-Slovakia, France-Czech Republic. In the morning, economic, financial and legal subjects will be addressed at a plenary meeting. In the afternoon, four round tables will be organized by country. On this occasion, ISTED will present its data base on worldwide local authorities (see page 6) and will hand out information sheets on the countries concerned.

► Contact:  
CFCE – Martine Scouarnec  
10 avenue d'Iéna  
75783 Paris Cedex 16  
France  
Tel. 33 (0)1 40 73 34 57  
Fax 33 (0)1 40 73 39 79  
Internet: <http://www.cfce.fr>

#### INTF I IGFNT TRANSPORT SYSTEMS



The Congress and Exhibition on Intelligent Transport Systems, "ITS in Europe 99" will be held from 14 to 17 June 1999 in Amsterdam (Netherlands). The main themes on the agenda are: intelligent transport systems (ITS) and their use in urban areas, in the regions, in and around airports, in and around ports, and their linkage with tourism. For the exhibition, ISTED will coordinate a French pavilion at the request of the Directorate of Road Safety and Traffic (DSCR) of the Ministry of Public Works.

► Contact for the congress:  
ITS Congress Association  
Rue de la Régence, 61  
B-1000 Brussels  
Belgium  
Tel. (32 2) 550 00 30  
Fax (32 2) 550 00 31  
E-mail: [h.feullat@mail.ertico.com](mailto:h.feullat@mail.ertico.com)  
Internet: <http://www.ertico.com>  
for the exhibition:  
ISTED – Marie-Hélène Brunel  
La Grande Arche, Paroi Sud  
92055 La Défense Cedex  
France  
Tel. 33 (0)1 40 81 24 87  
Fax 33 (0)1 40 81 23 31  
E-mail: [com@isted.3ct.com](mailto:com@isted.3ct.com)  
Internet: <http://www.isted.3ct.com>

#### WORLD ROAD CONGRESS



Kuala Lumpur (Malaysia) will host the XX1st World Road

Congress of PIARC (World Road Association) from 4 to 7 October 1999. More than 3,500 delegates are expected from all over the world. In conjunction with the congress, a vast exhibition will be held (more than 9,000 m<sup>2</sup>) on road engineering. Some important sectors of road industry activity will head the bill: building and maintenance techniques, planning and design, service industries in the road sector, suppliers and manufacturers, research and development centres, monitoring. For this occasion, a French pavilion will be coordinated by ISTED.

► Contact for the congress:  
PIARC Congress Secretariat  
PVD Headquarters  
Jalan Sultan Salahuddin  
50582 Kuala Lumpur  
Malaysia  
E-mail: [piarc99@hq.jkr.gov.my](mailto:piarc99@hq.jkr.gov.my)  
Internet:  
<http://www.jkr.gov.my/jln/piarc99/>  
for the exhibition:  
ISTED – Marie-Hélène Brunel  
La Grande Arche, Paroi Sud  
92055 La Défense Cedex  
France  
Tel. 33 (0)1 40 81 24 87  
Fax 33 (0)1 40 81 23 31  
E-mail: [com@isted.3ct.com](mailto:com@isted.3ct.com)  
Internet: <http://www.isted.3ct.com>

### Formations

#### INTERNATIONAL CONTINUING EDUCATION SESSIONS



The International Department of Continuing Education Department of ENPC—Ecole Nationale des Ponts et Chaussées—has just published the catalogue of "International Continuing Education Sessions" scheduled for 1998/99 on the following subjects: management, engineering structures and roads, planning, urban management, environment,

transport, construction, the residential environment and housing. In this new programme, the school renews past sessions and proposes new subjects in each of the following infrastructure and environment sectors:

- project ownership and the city,
- prime contractorship and infrastructure projects,
- operating a transport system or an asset management system,
- the contractor and construction,
- management and sustainable development.

► Contact:  
ENPC/DFC  
International Department  
28, rue des Saints-Pères  
75343 Paris Cedex 07  
France  
Tel. 33 (0)1 44 58 28 28  
Fax 33 (0)1 44 58 28 30  
E-mail: [mauger-m@paris.enpc.fr](mailto:mauger-m@paris.enpc.fr)  
Internet: <http://www.enpc.fr>

### Publications

#### URBAN DEVELOPMENT AID

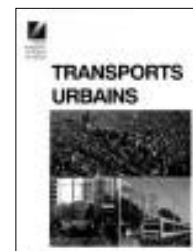


"Urban Development Aid: France's international agenda for the development of cities", has been drawn up by a working group of staff from the Ministry of Foreign Affairs—Cooperation and Francophonie, the Ministry of Public Works, Transportation and Housing and Agence Française de Développement (formerly CFD). This working group was led by ISTED. The document aims to guide the work of members of French international cooperation institutions for urban

development. It draws on the rich experience gained from a long tradition of cooperation with countries in Africa and the Mediterranean and also integrates knowledge gained from less comprehensive but nonetheless close relations with countries in Latin America, Asia and Central Europe. It is distributed by the Ministry of Foreign Affairs—Cooperation and Francophonie to foreign partners, bi—and multilateral donors, and in France, to local authorities, international solidarity organizations, contractor companies and design offices. It exists in French, English and Spanish.

► Contact:  
Ministry of Foreign Affairs  
Cooperation and Francophonie  
Information and Communication  
Department  
20, rue Monsieur  
75700 Paris 07 SP  
France  
Tel. 33 (0)1 53 69 43 41  
Fax 33 (0)1 53 69 43 94  
E-mail:  
[infocom@coopertion.gouv.fr](mailto:infocom@coopertion.gouv.fr)

#### URBAN TRANSPORT: FRANCE'S SUPPLY



After presenting France's knowhow in the area of urban transport (organizational and technical solutions), the authors advocate a consistent urban transport development strategy aimed at improving the efficiency and quality of transport systems. This strategy is based on the following five priorities: ascertaining the existing means, modernizing the institutional organization, improving the operating conditions of public transport companies, providing an appropriate supply of transport and ensuring the financial viability of the system. The last part presents "The Transport Partners in France". This document was

drawn up with the help of the DTT (Directorate of Land Transport) and DAEI (Directorate of Economic and International Affairs) by the ISTD "Urban Transport" Group, which brings together institutional partners—Agence Française de Développement (AFD), CFME-ACTIM, the Treasury, the Ministry of Foreign Affairs—Cooperation and Francophonie, the Ministry of Public Works, Transportation and Housing, the Ministry of the Environment and Land Use Planning—and professional partners. It exists in English and French and can be obtained from ISTD.

► Contact:  
ISTED  
"Cities" Section  
1 bis, avenue de Villars  
75007 Paris  
France  
Tel. 33 (0)1 44 18 63 91  
Fax 33 (0)1 45 55 72 82  
E-mail: cbarbieux@isted.3ct.com  
Internet: <http://www.isted.3ct.com>

#### ROAD MAINTENANCE MANAGEMENT: CAPACITY BUILDING AND REFORM



This document explains the conditions in which a project combining classroom and "hands-on" management training can create a sustainable momentum to improve road maintenance management in a developing country. It has been drawn up on the basis of the evaluation of a project of this type conducted in Madagascar in 1996-1997, which has received a final assessment that highlights its consistency and efficiency. It is intended for people working in this sector as project owners, donors, project managers, operators or consultants, whose aim is to better assess risks with a view to setting up more appropriate work and organization systems.

It is a French-English document drawn up and made available by ISTD.

► Contact:  
ISTED  
"Roads" Section  
1 bis, avenue de Villars  
75007 Paris  
France  
Tel. 33 (0)1 44 18 63 93  
Fax 33 (0)1 45 55 72 82  
E-mail: jplanet@isted.3ct.com  
Internet: <http://www.isted.3ct.com>

#### GUIDE FOR ROAD MAINTENANCE AND OPERATION PRACTITIONERS



The *Guide 98/2000* has just been published on the occasion of the Fourth Congress on Road Maintenance held on 29, 30 September and 1 October 1998 in Grenoble (France). In this second edition, the guide contains eight directories (central administrations, technical public works network, DDEs (county public works directorates) county technical services, motorway companies, training, associations and unions, congress companies). It has been enriched with new contacts, particularly concerning the motorway companies, and now gives the Internet servers and E-mail addresses. The guide continues its task of providing information and covers innovations and analyses of key road maintenance practitioners. In short, a real support tool for anyone searching for a contact, information, interchange... or a customer. It is edited by ISTD.

► Contact (sales):  
PWcom  
37, rue Lafayette  
75009 - Paris  
France  
Tel. 33 (0)1 44 53 73 13  
Fax 33 (0)1 44 53 73 14  
Price: FRF 250

#### GLOBALIZATION, CITIES AND BUSINESSES



"Although it is an established fact that today's markets and businesses work on a global scale, it is quite new to show the linkage between this movement and the economic primacy of metropolises associated, like businesses, into networks". This theme of the *metropolization* of the world economy is developed in detail in the 40th issue of the review *Villes en Développement*, through contributions from Pierre Veltz (Director of Research, LATT/ENP), Alain Fabry (International Manager, Suez Lyonnaise des Eaux), Arsène Schun (Deputy General Manager of Elf-Atochem) and Evelyne Kuoh (Commercial Department Manager, Socratral).

► Contact:  
ISTED  
Villes en Développement  
Christiane Rebel  
La Grande Arche  
92055 La Défense Cedex  
France  
Tel. 33 (0)1 40 81 15 74  
Fax 33 (0)1 40 81 15 99  
E-mail: ved@isted.3ct.com  
Internet: <http://www.isted.3ct.com>

*ISTED, a non-profit-making body, provides a forum for ideas, information and action at the service of its partners in the public and private sectors of public works, development and the environment. It aims to promote French expertise at international level and to disseminate scientific and technical information.*

#### ISTED members

ACT CONSULTANTS  
ADP  
ASFA  
BCEOM  
CEBTP  
CERTU  
CETE MÉDITERRANÉE  
CETU  
CNPS  
COCHERY BOURDIN CHAUSSE  
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COLAS  
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ENPC  
ENTE  
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IAURIF  
INRETS  
JEAN LEFEBVRE  
LCPC  
MALET ENTREPRISE  
OMV BIDIM GEOSYNTHETICS S.A.  
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PLAN URBAIN  
PORT AUTONOME DE  
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SCETAURQUE  
SCREG  
SEFI  
SER  
SETRA  
SNCF  
SOFREMER  
STERELA  
STP  
SYSTRA  
TSS  
USIRF-SFERB

#### La Lettre

Publication Manager:  
Jean Smagghé,  
President of ISTD.

Chief Editor:  
Xavier Crépin,  
ISTED General Manager.

Subeditor:  
Anne Baron.

Design, layout  
and creation:  
Louma Productions  
34150 Aniane

**ISTED**

ISTED - La Grande Arche,  
Paroi Sud  
92055 La Défense Cedex  
France

Phone 33 (0)1 40 81 24 06  
Fax 33 (0)1 40 81 23 31  
Internet address:  
<http://www.isted.3ct.com>