



# XXIV<sup>th</sup> World Road Congress

Mexico City  
from 26<sup>th</sup> to 30<sup>th</sup> September 2011

BULLETIN 01



**XXIV World Road Congress**  
Mexico City  
from 26<sup>th</sup> to 30<sup>th</sup> September 2011

You are cordially invited to participate in the XXIVth World Road Congress Mexico 2011. Take advantage of this unique world event to share your expertise and to network with road specialists and decision-makers from around the globe. Find information on the latest knowledge and most innovating concepts driving the road system and its relations to society.

Over 4,000 road infrastructure and road transport specialists from more than 100 countries will attend, as well as 1,000 exhibitors related to the Congress theme.

Ministers and Secretaries of State from over 50 countries will share their views on how road policy can cope with the challenges of a sustainable development within the current global crisis.

**Mobility, Sustainability and Development**

**Roads for a better life**

[www.aipermexico2011.org](http://www.aipermexico2011.org) • [www.piarcmexico2011.org](http://www.piarcmexico2011.org)



## CONTENT

	PAGE
<ul style="list-style-type: none"> <li>• <b>Congress general theme</b> Mobility, sustainability and development The world road association</li> </ul>	19
<ul style="list-style-type: none"> <li>• <b>Congress languages</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Messages from dignitaries</b></li> </ul>	20
<ul style="list-style-type: none"> <li>• <b>General congress program</b></li> </ul>	22
<ul style="list-style-type: none"> <li>• <b>Preliminary program</b></li> </ul>	23
<ul style="list-style-type: none"> <li>• <b>Ministers' session</b></li> </ul>	24
<ul style="list-style-type: none"> <li>• <b>Technical sessions</b> <ul style="list-style-type: none"> <li>a) Strategic orientation sessions</li> <li>b) Special sessions</li> <li>c) Technical committee sessions</li> <li>d) Keynote lectures</li> <li>e) Poster sessions</li> <li>f) Newcomers session</li> </ul> </li> </ul>	25
<ul style="list-style-type: none"> <li>• <b>Technical visits</b></li> </ul>	26
<ul style="list-style-type: none"> <li>• <b>Call for papers</b> Submission of abstracts and full papers</li> </ul>	27
<ul style="list-style-type: none"> <li>• <b>PIARC prizes 2011</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Exhibition</b></li> </ul>	28
<ul style="list-style-type: none"> <li>• <b>Social program</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Registration</b></li> </ul>	29
<ul style="list-style-type: none"> <li>• <b>Transportation and accommodation</b> Transportation by air Accommodation</li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Dates to remember</b></li> </ul>	30
<ul style="list-style-type: none"> <li>• <b>Welcome to Mexico</b> Mexico City</li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Centro Banamex convention center</b></li> </ul>	31
<ul style="list-style-type: none"> <li>• <b>Contact information</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Facts</b></li> </ul>	48

## CONGRESS GENERAL THEME

### MOBILITY, SUSTAINABILITY AND DEVELOPMENT



The analysis of transport issues has gradually shifted towards a more holistic approach of mobility needs for people and goods. The necessity to prevent sacrificing the capacity of future generations to satisfy their needs requires solutions to be investigated from a sustainable perspective.

Significant challenges are presented in striving for the mitigation of climate change and preservation of the environment while achieving social and economic development to improve living standards, social equity and access to services for all.

These challenges have brought road infrastructure and road transport on the forefront in a globalised framework.

**It is time to share analyses and experiences for a better world!**

### THE WORLD ROAD ASSOCIATION

For over 100 years, the World Road Association (PIARC) has been a forum to share knowledge and promote best practices in the area of road infrastructures and road transportation around the world.

Every four years the World Road Congress gives the opportunity to assess progress around the world, to discuss the

solutions to the problems of today and raise tomorrow's prospects.

Mexico has been chosen as the next host for the XXIVth World Road Congress, to be held in Mexico City from 26th to 30th September 2011.

### CONGRESS LANGUAGES

The official languages of the congress are:

- Spanish
- English
- French

Simultaneous interpretation services will be provided for all the congress technical sessions, the technical visits and for the main social functions.





## MESSAGES

### SECRETARY OF COMMUNICATIONS AND TRANSPORTATION



Infrastructure transport has always represented a significant component in the economical and social organization for countries in the world. Therefore, it is transcendental for the well being and it is a challenge to manage and expand it to satisfy people's demands.

Mexico is a country with a deep traditional vocation in the field of road transport. Our network system communicates all the regions of the country and plays a key role to run our vibrant and modern economy, every day requesting further and better roads.

To face this important task, in Mexico and in the world, we the infrastructure transport decision makers need to spare no

effort and direct our work to satisfy the mobility in a sustainable way by being environmentally responsible.

This is the reason why we have decided to offer our home for the XXIV World Road Congress organization in 2011. From now on, we give you our warmest welcome and we invite you to participate in this prestigious international event where its results will be of relevance and interest for those responsible for roads worldwide.

**Juan Francisco Molinar Horcasitas**  
Secretary of Communications  
and Transportation

### PRESIDENT OF THE ORGANIZING COMMITTEE



In Mexico, reaching higher levels of social and economical development requires to increase infrastructure investment especially in construction as well as roads and bridges upgrading.

Therefore, the 2007 – 2012 National Infrastructure Program has an infrastructure construction approach that changes the structure of regional economical relations to provide mobility for persons and goods throughout large transverse corridors and contributes to transform Mexico into a logistics platform for international trade.

With the National Infrastructure Program as a reference framework, Mexico submitted its bid to host the XXIV World Road

Congress, thus being privileged by the World Road Association to organize the event in Mexico City, from September 26th to 30th, 2011.

The World Road Congress is an essential forum for those interested in roads, since specialists from around the world will be brought together offering a magnificent opportunity to update your knowledge and make contacts, so I hope to have the pleasure to greet you in Mexico City in September 2011, during the World Road Congress.

**Oscar de Buen Richkarday**  
President of the Organizing  
Committee

### PRESIDENT OF THE WORLD ROAD ASSOCIATION



As we move deeper into the 21st Century, the road transportation system is faced with a number of unprecedented issues in terms of effectively rising to the challenges associated with creating sustainable mobility in a context of climate change and the global economic crisis.

We are all being urged to re-think our actions with respect to the management of transportation systems and the infrastructures that support them. Individual choices must be changed significantly in order to meet the emerging challenges resulting from climate change. The economic crisis has called into question traditional methods of financing, but has also opened up opportunities for innovation. Establishing a balance in terms of sustainable mobility – taking into account social development, economic vitality, and the preservation of the environment – this is the issue that is ripe for discussion, and that represents a call to action.

The 24th World Road Congress, which will be held in historic Mexico City, represents a unique forum for comparing and contrasting the policies, methods, and techniques employed in response to these challenges in countries from every corner of the globe.

Hundreds of experts in the road industry from around the world will come together to share their thoughts, techniques, and work methods for the benefit of companies and users alike. You are cordially invited to share your expertise with your colleagues from around the globe, and to benefit from the most innovative concepts involving the maintenance and management of road systems.

### MEXICO'S FIRST DELEGATE TO PIARC



While the metropolitan areas seek ways to reduce traffic congestion and simplify mobility among connecting corridors, the world's less developed regions are looking forward to find resources and formulas to complete and upgrade their transportation infrastructure thus develop their commercial potential. In the mean time, the poorest rural zones are still lacking infrastructure and the most elementary transport to access basic services.

However, the entire planet faces the challenge of reducing carbon emissions; a challenge where transport must provide its own efforts. There are, without hesitation, opportunities for a better market organization and new technology applications on both, the transport demand side as well as its offer.

For more than 100 years, the PIARC has focused on international cooperation as the cornerstone for progress in road transportation. The PIARC addresses the major issues that your organizations face. The approximately 1,200 experts who are members of Its Technical Committees focus on innovation and expertise as they discuss current and emerging needs, particularly with respect to adapting road networks and transportation systems to new user requirements.

On behalf of the World Road Association (PIARC), I am delighted to invite you to participate in the 24th World Road Congress, and I would like to extend a very special invitation to our colleagues in Latin America to be part of this unique gathering, which will undoubtedly impact the decision-making and orientation process for road transportation system authorities.

On behalf of all members of the PIARC, I would like to express my gratitude to the government of Mexico, and particularly the Ministry of Communications and Transportation of Mexico (SCT) and the Mexican Association of Bridge and Roadway Engineers A. C. (AMIVTAC), for their dedication in organizing this conference.

Mark September 26 to 30, 2011 on your calendar now, and join us in Mexico for this unforgettable event.

**I look forward to seeing you there!**

**Anne-Marie Leclerc**  
President of the World Road Association

The XXIV World Road Congress follows this context with the challenge of providing and proposing the best practices to answer contemporary issues from both north and south of the planet, therefore road professionals must contribute with our best effort.

Mexico is proud to receive the professionals working to achieve a higher, safer and fair access for people that strive to improve their welfare and calls upon all concerned to participate actively in the World Road Congress 2011, under the slogan "Roads for a better life".

**Roberto Aguerrebere Salido**  
Mexico's first delegate to PIARC



## GENERAL CONGRESS PROGRAM

### OPENING CEREMONY

All participants: congress delegates, accompanying persons and exhibitors, are welcome to this session.

### MINISTERS' SESSION

### TECHNICAL SESSIONS

4 Strategic Direction Sessions, 18 Technical Committee Sessions, 13 Special Sessions, 3 Keynote Lectures, 1 Newcomers Session, 1 Poster Sessions.

### TECHNICAL VISITS

The opportunity to visit several remarkable infrastructure projects of the country will be offered.

### ACCOMPANYING PERSONS PROGRAM

A great chance for accompanying persons to meet with Mexico's marvels and culture.

### GALA DINNER

A tradition in World Road Congresses to experience the country's flavor.

### CLOSING SESSION

The Congress conclusions, the general Report and the Strategic Plan for 2012 – 2015, will be presented. The handover to the host country of the XXVth World Road Congress will close the congress.



## PRELIMINARY PROGRAM

DATE	HORARY	ACTIVITY	
Monday 26	9:30 - 12:00 hrs.	Opening ceremony	
	12:00 - 14:00 hrs.	Lunch	
	14:00 - 17:30 hrs.	Ministers' session	
	17:30 - 21:00 hrs.	Exhibition opening and welcome cocktail	
Tuesday 27	8:30 - 12:00 hrs.	5 technical sessions in parallel (coffee break included)	
	12:10 - 13:00 hrs.	Keynote lectures	Technical Visits
	13:00 - 14:30 hrs.	Lunch	
	14:30 - 18:00 hrs.	5 technical sessions in parallel (coffee break included)	
Wednesday 28	8:30 - 12:00 hrs.	5 technical sessions in parallel (coffee break included)	
	12:10 - 13:00 hrs.	Keynote lectures	Technical Visits
	13:00 - 14:30 hrs.	Lunch	
	14:30 - 18:00 hrs.	5 technical sessions in parallel (coffee break included)	
Thursday 29	8:30 - 12:00 hrs.	5 technical sessions in parallel (coffee break included)	
	12:10 - 13:00 hrs.	Keynote lectures	Technical Visits
	13:00 - 14:30 hrs.	Lunch	
	14:30 - 18:00 hrs.	5 technical sessions in parallel (coffee break included)	
	20:00 - 23:00 hrs.	Gala diner	
Friday 30	8:30 - 12:00 hrs.	5 technical sessions in parallel (coffee break included)	
	12:00 - 13:30 hrs.	Lunch	
	13:30 - 15:00 hrs.	Closing session	

Keep up-to-date with the congress program by visiting the Congress web-site:  
[www.aipcrmexico2011.org](http://www.aipcrmexico2011.org) • [www.piarcmexico2011.org](http://www.piarcmexico2011.org)





**D) KEYNOTE LECTURES**

Each day, a world recognized specialist will deliver a keynote lecture on one of the burning topics affecting roads and road transport.

These one-hour plenary sessions are designed to call the attention of the Congress delegates and generate ideas.

Speakers and themes will be posted on the web page of the Congress

**E) POSTER SESSIONS**

All authors, whose individual contributions have been accepted for publication after the call for papers, will have the opportunity to display their work and results for half a day at poster sessions and interact with the congress participants.

**F) NEWCOMERS' SESSION**

For the benefit of those attending the PIARC World Road Congress for the first time, a Newcomers' Session will be offered. It will present an overview of the Association and the variety of sessions and functions of the Congress as well as provide an opportunities for participants to ask questions.

**TECHNICAL VISITS**

During the next 5 years Mexico is expecting to invest 25 billion U.S. dollars in road projects that will offer multiple opportunities for technical visits.

The complete list will include:



**MEXICO CITY**

City Suburban Train systems 2 and 3 in the metropolitan area of Mexico. These two lines will move more than 145 million of passengers per year.

**CUERNAVACA**

Traffic toll roads monitoring center, situated in Cuernavaca, less than an hour from Mexico City, controlling more than 4,500 km of road network.

**THE MEXICAN INSTITUTE OF THE TRANSPORT**

The Mexican Institute of Transport, the country's forefront of road technology where scientific investigation for planning, construction and maintenance for road infrastructure takes place.

**CALL FOR PAPERS**

**International call for papers launched in April 2010**

The World Road Association will issue a call for individual papers. Specialists will be invited to present research findings, scientific studies, case studies and organizational methods on specific topics determined by PIARC Technical Committees.

Accepted papers will be presented during the poster sessions and included in the congress proceedings. Outstanding contributions will be selected for oral presentation at the technical sessions.

**SUBMISSIONS OF ABSTRACTS AND FULL PAPERS**

Abstracts will be submitted on-line, from April 2010, via the Congress web Site.

reviewed by the Scientific Committee who will decide on its publication.

Abstracts will be reviewed anonymously by the Congress Scientific Committee which is composed of PIARC Technical Committee members.

The criteria used to assess the papers will be based on the novelty of the content, the technical interest and the applicability and transferability to other organizations.

Authors of accepted abstracts will be invited to submit a full paper (before end of February 2011) which will be

**PIARC PRIZES 2011**

PIARC will organize a competition for the XXIV World Road Congress in Mexico 2011. Prizes will be awarded among all individual contributions resulting from the call for papers for the Congress.

interest in the fields of roads and road transport, particularly those related to people's safety, sustainable development and enhancing efficiency of the road transport system.

The aim is to promote professional excellence, research, innovations, applications having shown successful

The individual and collective contributions are invited. Neither the documents from organizations or advice PIARC members participate.

**PRIZES TO BE AWARDED**

Young professionals (the co-authors must be less than 30 years old)	Developing countries	Major innovation (Maurice Milne medal)	Road users and workers' safety	Sustainable development	Two prizes for outstanding contribution in other areas
---	----------------------	--	--------------------------------	-------------------------	--

For each prize, the World Road Association will cover costs for travel, accommodation and registration for one of the co-authors of the awarded paper. Prizes will be awarded by an international jury established by the PIARC Executive Committee.

The result of the competition will be announced July 15th 2011. Winners will receive their awards during the Congress. The rules of the competition will be posted on the Congress web-site.



## MINISTERS' SESSION

The Secretary of Communications and Transport from Mexico will chair this session devoted to:

**"Sustainable mobility within social policy".**

In this plenary session, Ministers responsible for road policy from all regions of the world will share their points of view and experiences to enhance decision making processes.



## TECHNICAL SESSIONS

### A) STRATEGIC ORIENTATION SESSIONS

These sessions will focus on future prospects from a political and strategic point of view. They will be prepared and chaired by the strategic theme coordinators of the four themes of PIARC Strategic Plan 2008 – 2011.

These sessions will be prepared with national reports provided by member countries of the Association from around the world.

#### THE TOPICS ARE:

Strategic Theme A:  
*Sustainability of the road transport system:*  
**"Mitigating the impact of the road system on climate change".**

Strategic Theme B:  
*Improving provision of services:*  
**"Delivering efficient and effective customer oriented services".**

Strategic Theme C:  
*Safety of the road system:*  
**"A strategic approach for safety: putting knowledge into practice".**

Strategic Theme D:  
*Quality of road infrastructure:*  
**"Managing road assets in the context of sustainable development and climate change adaptation".**



## B) SPECIAL SESSIONS

Special Sessions are held in cooperation with other international or regional organizations related to the field of road and road transport.

Topics of special sessions will be defined and posted on the Congress web site in 2010.



## C) TECHNICAL COMMITTEES SESSIONS

Sessions are dedicated to discuss and share the results of the work and activities of the World Road Association Technical Committees for the 2008 – 2011 period.

	1	2	3	4	5
TC A	Preserving the environment	Financing, managing and contracting of road system investment	Road system economics and social development	Rural roads systems and accessibility to rural areas	
TC B	Good governance of road administrations	Road network operations	Improved mobility in urban areas	Freight transport and inter modality	Winter service
TC C	Safer road infrastructure	Safer road operations	Managing operational risk in road operations	Road tunnel operations	
TC D	Management of road infrastructure assets	Road pavements a.- Road surface characteristics b.- Flexible and semi-rigid pavements c.- Concrete pavements	Road bridges	Geotechnics and unpaved roads.	

Each Technical Committee will hold one-half day session and will call for individual papers to complement their work on some specific topics (see: Call for papers, page 27).



## EXHIBITION

An Exhibition related to the XXIVth World Road Congress will also be held at the Centro Banamex Convention Center from September 26th to 30th, 2011. This is a unique opportunity to exhibitors to present their latest achievements,

new products and equipment. Exhibitors will also be able to develop profitable relationships and make themselves better known across the world.

### AMONG EXHIBITORS EXPECTED TO ATTEND:

Road authorities and Government agencies.

Road engineering consultants.

Manufacturers and suppliers of road infrastructure construction equipment.

Road construction companies.

Road operations equipment suppliers.

Technical associations related to roads and transport.

## A SPACIOUS EXHIBIT VENUE

Combining modernity and comfort, the Centro Banamex Convention Center is an internationally renowned

meeting place, known for the quality of its facilities and located near the heart of the business center in Mexico City.

### FEATURES OF THE EXHIBIT HALL

Floor area: 12,000 m<sup>2</sup> (130,000 sq. ft.) column free.

Overhead clearance: 12 m. (40 ft.).

Space for more than 500 booths.

Air conditioned, telephone and computer lines, fast food services inside.

Four unloading areas with 40 docks, hydraulic ramps, floor level access.

For more information regarding the Exhibition please visit the Congress Web site.

## SOCIAL PROGRAM

### ACCOMPANYING PERSONS PROGRAM

Accompanying persons will have the opportunity to discover the many different facets of the Mexican culture.

#### THE PROGRAM, UNDER DEVELOPMENT, WILL INCLUDE VISITS OF:

Mexico City.

Cuernavaca and Taxco.

The Pyramids of Teotihuacan.

Mexico shopping areas.

Xochimilco ecological park.



## REGISTRATION

Registrations for the Congress will begin in January 2011 through the congress web site.

For the latest news please consult the web site regularly or add your name to the e-mail list by writing to us at:

[info@aipcrmexico2011.org](mailto:info@aipcrmexico2011.org)



## TRANSPORTATION AND ACCOMMODATION

### TRANSPORTATION BY AIR

Mexico City is located approximately five hours flight from New York and nine to ten hours flight from main European cities. Benito Juarez international airport is located inside the City.

Information on the various means of transportation available to travelers can be found on the Congress website.

[info@aipcrmexico2011.org](mailto:info@aipcrmexico2011.org)



### ACCOMMODATION

Mexico City offers many different hotel options. However, for the purpose of the XXIVth World Road Congress the organizing committee has reserved blocks of rooms in several hotels of different categories.

Information about hotels and rates can be found on the Congress web-site or from:

[hotel@aipcrmexico2011.org](mailto:hotel@aipcrmexico2011.org)





**DATES TO REMEMBER**

FROM NOW ON	APRIL / 2010	AUGUST 30 <sup>th</sup> / 2010	NOVEMBER 15 <sup>th</sup> / 2010	JANUARY / 2011
Opening date for exhibition space reservations	Call for papers	Deadline for proposals for papers (abstracts)	Notice of acceptance or rejection of abstracts	Start of congress registration
FEBRUARY 28 <sup>th</sup> / 2011	MAY 15 <sup>th</sup> / 2011	JULY 15 <sup>th</sup> / 2011	AUGUST 31 <sup>st</sup> / 2011	
Deadline for full text of papers	Final notice of acceptance of papers	PIARC prizes results notification	Registration deadline for the exhibition	

**WELCOME TO MEXICO**

Mexico is a free market economy and is firmly established as an upper middle income country. It is the 12th largest economy in the World as measured by its Gross Domestic Product and is the 7th largest exporting power.

Recent administrations have been improving infrastructure development and opened competitiveness in seaports, railroads, telecommunications, electricity, natural gas pipe distribution and airports. At the Congress you will have the chance to access these important changes.

The country has 105 million habitants distributed over 2 million square kilometers, bordered by the United States to the north, and Guatemala and Belize to the south; with an identity and culture well known beyond its borders.

**MEXICO CITY**

Mexico City is an exciting place where history, art, culture, tradition and modernity mix to form a constant effervescence; it is an emotional place ideal for lovers of diversity willing to discover its cosmopolitan and ancestral facets. There are never-ending opportunities to experience and enjoy and you are invited to discover secrets offered by no other place in the world.

the city historical center where beautiful religious and historical buildings can be appreciated and second is Xochimilco an ecological park with beautiful canals you can cruise on a "Trajinera" (a picturesque wooden gondola decorated with flowers).

This amazing city is the oldest metropolis in the Americas. It is overlooked by the Popocateptl and Iztacihuatl volcanoes and is distinguished for having an excellent weather with an average temperature of 22°C in September.

Mexico City offers a variety of museums where you can admire wonderful collections that reflect the artistic and historical evolution of the country from prehispanic times to present day.

Once known as "The City of Palaces", Mexico City has two declared World Heritage Sites by the UNESCO. The first is

With a great variety of prices in hotel accommodations and interesting places for shopping and activities, we are waiting for your visit with our arms wide open.

Welcome.

**CENTRO BANAMEX CONVENTION CENTER**

The Congress will be organized at Centro Banamex, the leading venue for Congresses in Latin America. It is able to provide services for up to 50,000 visitors per day and was specially designed for large events with spacious facilities, air conditioning and a wonderful atmosphere.

It is strategically located near both financial and business districts, shopping malls and entertaining areas. It is also close to the most famous museums, cultural and historical sites as well as the best hotels, restaurants and exclusive boutiques.

**CONTACT INFORMATION**

Congress:

Congress Exhibition:

Camino a Santa Teresa 187  
Col. Parques del Pedregal  
México, 14010, D.F  
Tel. +52 (55) 5528 3706  
[info@aipcrmexico2011.org](mailto:info@aipcrmexico2011.org)

Ángel Urraza 625  
Col. Del Valle  
México, 03100, D.F  
Tel. +52 (55) 5148 7500  
[expo@aipcrmexico2011.org](mailto:expo@aipcrmexico2011.org)

**Congress Website:**

[www.aipcrmexico2011.org](http://www.aipcrmexico2011.org) • [www.piarcmexico2011.org](http://www.piarcmexico2011.org)



PARIS 2007



FACTS

**10,000 m<sup>2</sup>**  
of Exhibition

**5,297**  
Participants

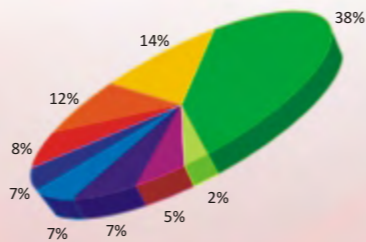
**271**  
Exhibitors

**55%**  
Recurring Exhibitors

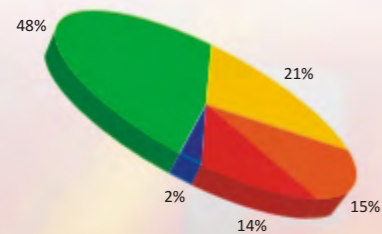
**74%**  
of Congress visited the Expo

Other participants in the last World Road Congress

Exhibitors and their guests	38%
Additional Exhibitors	14%
Accompanying	12%
Organizers	8%
Journalists	7%
Ministers	2%
Participating youth	7%
Speakers	5%
Delegations of Ministers and Ambassadors	7%



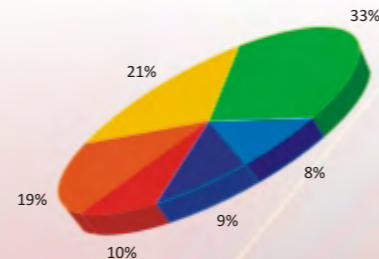
Place of residence of participants at the last World Road Congress (Paris 2007)



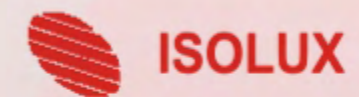
Europe	48%
Africa	21%
Asia	15%
America	14%
Oceania	2%

Activities of the exhibitors at the last World Road Congress (Paris 2007)

Road Administration	33%
Consulting	21%
Machinery	19%
Innovations	10%
Materials	9%
Builders	8%



SPONSORS





**Organizing Committee**

Camino Santa Teresa 187, México, 14010, D.F.

Tel: +52 (55) 5528 3706

info@aipcrmexico2011.org

**Turismo & Convenciones**

Ángel Urraza 625, México, 03100, D.F.

Tel: +52 (55) 5148 7500

expo@aipcrmexico2011.org • hotel@aipcrmexico2011.org

**[www.aipcrmexico2011.org](http://www.aipcrmexico2011.org) • [www.piarcmexico2011.org](http://www.piarcmexico2011.org)**

