

Africa Rail 2016

**AFRICA'S LARGEST AND
ONLY RAIL EXHIBITION**

28- 29 JUNE 2016

SANDTON CONVENTION
CENTRE JOHANNESBURG
SOUTH AFRICA

FEATURING

**THE
CARGO
SHOW**
Africa 2016

Transport
Security & Safety Show
Africa 2016

OUR STORY

Africa's longest running and most successful railways event now enters its 19th successful year.

From humble beginnings as a small conference with a handful of exhibition stands, it now takes up 3 massive halls at the Sandton Convention Centre in Johannesburg. And has grown to become Africa's most important and best supported railways conference and exhibition. For nearly 2 decades, Africa Rail has become the undisputed leader. It is an unrivalled platform for the continent's railways industry to come together ... to learn, to network and to do business.

Billions of dollars of business have either been initiated, concluded or influenced at this show. And it continues to provide the meeting place for buyers, sellers and their partners to do the deals that drive Africa's railway sector.

The organisers, Terrapinn, design, produce and create conference agendas that are truly world class. Our formats are unique. Our keynotes are genuine disruptors, innovators and thought leaders. Our content and topics are relevant, well-researched and at the cusp of global and regional trends. And our expo presents the largest gathering of solution providers to the African continent.

For 18 years, African railway operators and their partners continue to attend the high level conference. As many of them will attest, this is where they find solutions to their challenges. Its where they open the doors to fantastic opportunities. Its where they form new and lucrative relationships & partnerships. And its where they source and invest in new railway solutions. Our partners and solution providers are global leaders and innovators.

And they use Africa Rail as their once-a-year opportunity to meet and do business with new and existing customers. It provides them with access into African railway markets that are traditionally difficult to penetrate. And most importantly, the show allows them to meet real buyers.

You should join us too. If you're not ... you're missing out!

If you want to be part of our story email Tarryn.Theunissen@terrapinn.com or call +27 (0)11 516 4044 to find out how you can get involved.

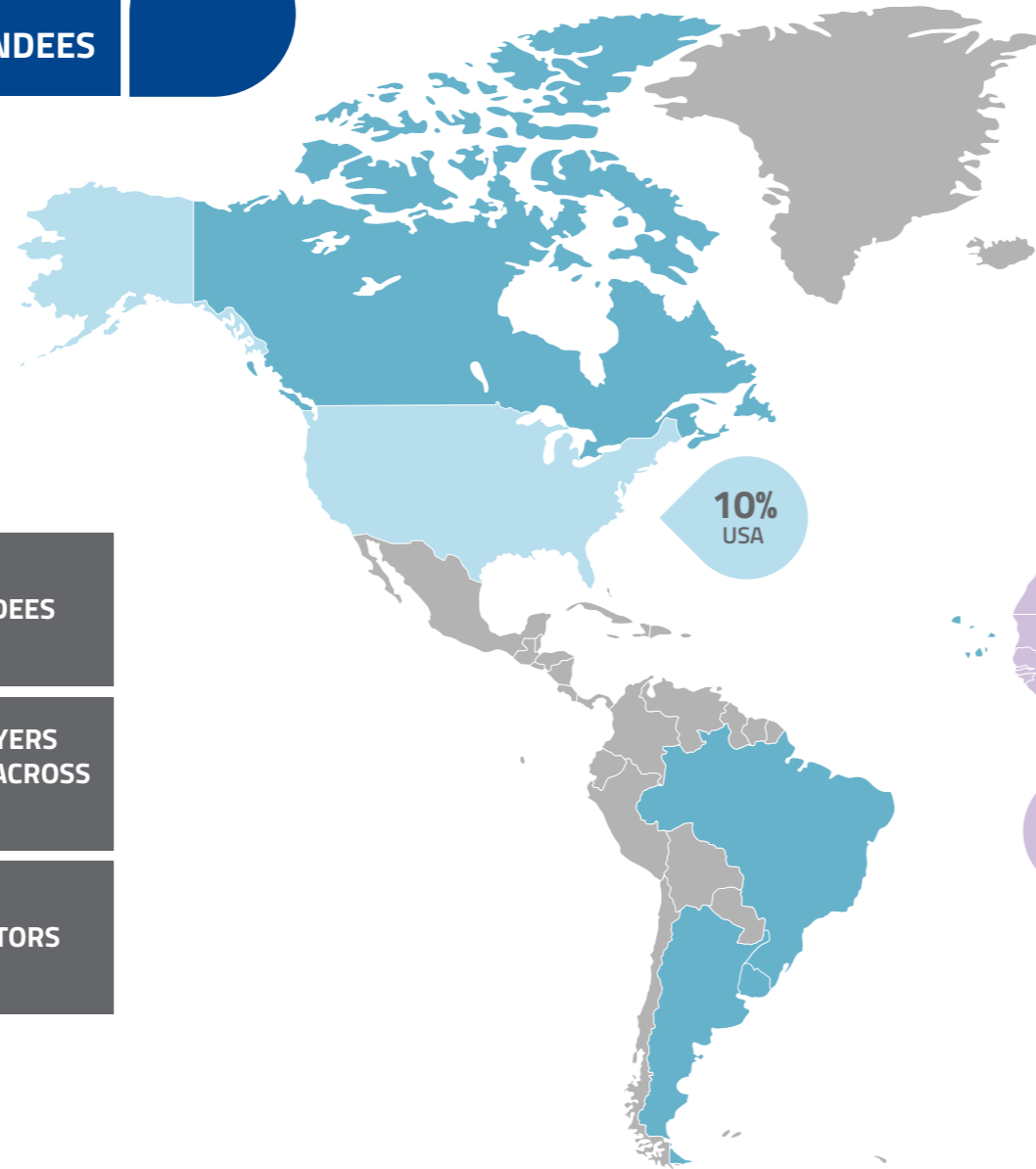


"This is a must attend event for the rail industry!"

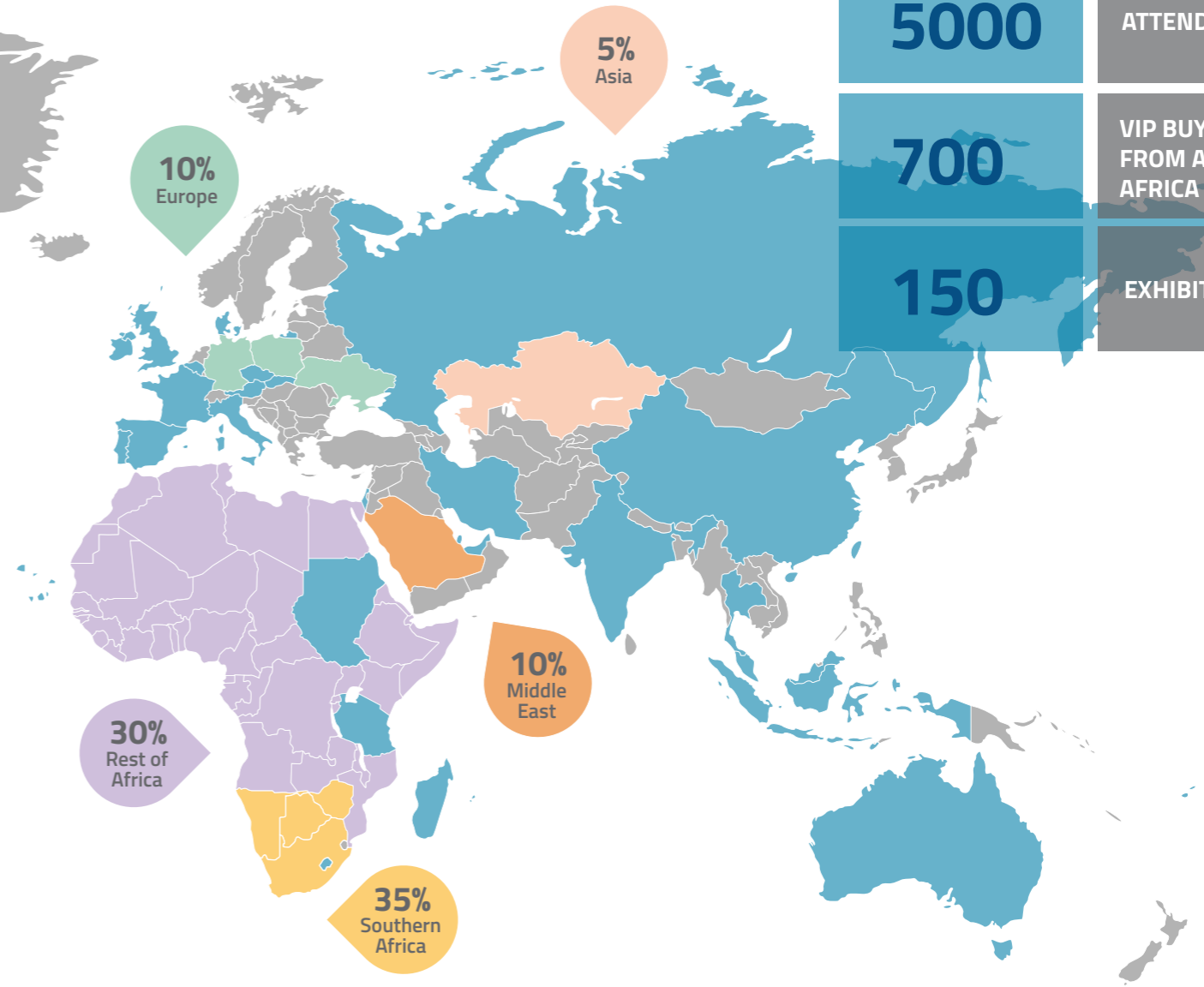
Matthias Handschin,
Business Development
Director, Alstom

2016 ATTENDEES

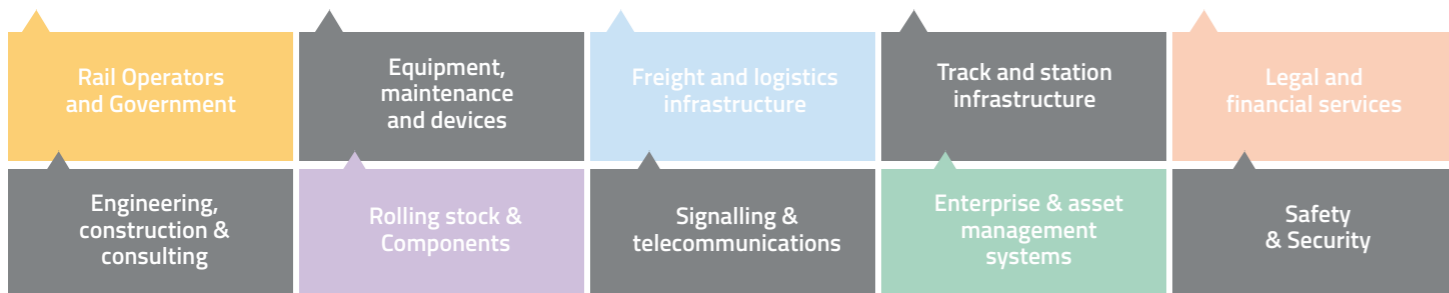
ATTENDEE GEOGRAPHIES



2015 SUCCESS



WHO SPONSORS



JOB TITLES OF WHO ATTENDS



Minister/Director General CxOs Head of Rail Head of Planning Head of Operations
 Head of Signalling Head of Operations Head of Maintenance Head of Procurement
 Business Development Operations Manager Rail Safety Manager Fare Systems Manager
 Planning & Development Manager Transport Consultant Rail Expert/Advisor Rail Engineers
 Civil Engineers Supply-chain Manager Logistics Manager Transport Manager

KEY BUYERS WHO ATTENDED

African Development Bank
 African Rail Company
 Amatala Mining Services
 Anglo American
 Anglo Gold Ashanti
 Arcelormittal
 B H P Billiton Plc
 Benguela Railway
 Botswana Railways
 CamRail
 Central East African Railways
 CFM – Mozambique Ports and Railways
 Chamber of Mines, Botswana
 Chamber of Mines, South Africa
 Citadel Capital, Egypt
 City of Johannesburg Metropolitan Municipality
 City of Tshwane
 City Power
 Coal of Africa
 Comsteel
 CrossRail United Kingdom
 Department of Economic Development Tourism and Environmental Affairs
 Department of Public Enterprises, South Africa
 Department of Trade and Industry, South Africa
 Department of Transport, South Africa
 Development Bank of Southern Africa
 East Japan Railway Company
 Egyptian National Railways
 EkoRail, United Kingdom
 Ekurhuleni Metro
 Engen Petroleum Ltd
 Eskom Holdings Limited
 Ethiopian Railways Corporation
 European Investment Bank
 Exxaro Resources Ltd
 Gauteng Department of Public Transport, Roads & Works
 Gautrain Management Agency
 Ghana Ministry of Transport
 Grand Central Railway Company, United Kingdom
 Industrial Development Corporation Ltd

International Chamber of Commerce, South Africa
 International Finance Corporation
 Kalagadi Manganese
 KFW DEG
 Libya Railway
 Metrorail
 Ministry Of Transport Gabon
 Ministry Of Works and Transport Namibia
 Ministry Of Works and Transport Swaziland
 National Indian Railways
 National Railways of Zimbabwe
 NEPAD
 Nigeria Railway Corporation
 Pamoja Capital, Kenya
 Pan African International
 PPC Ltd
 PRASA
 Railroad Association of South Africa
 Railway Safety Regulator
 RemaRail
 Rift Valley Railways, Kenya & Uganda
 Rio Tinto
 SANDF
 SDV/Bollere Africa Logistics
 Shell
 Sasol
 SNCC
 SNCF
 South African Chamber of Commerce & Industry
 South Central Railways
 Swaziland Railways
 Tata Africa Holdings SA
 Thelo Rolling Stock
 TransNamib Holdings
 Transnet
 Transnet Freight Rail
 Uganda Freight Forwarders Association
 Uganda Railways Corporation
 Vecturis, Belgium
 Zambia Development Agency
 Zambia Railway Limited

2015 SPONSORS

PLATINUM SPONSOR



ASSOCIATE SPONSOR



VIP SPONSOR



GOLD SPONSOR



BRONZE SPONSOR



BUSINESS HUB SPONSOR



DIGITAL REGISTRATION SPONSOR



Become a sponsor for 2016 email Tarryn.Theunissen@terrapinn.com or call +27 (0)11 516 4044 to find out how you can get involved.

2015 EXHIBITORS



THE CONFERENCE

The Africa Rail conference is the largest of its kind in Africa, hosting the largest gathering of rail operators, government entities and contractors. These decision makers, your buyers, are eager to learn, engage and network with you.

The industry is evolving and developing at an unprecedented rate. On a daily basis disruptive technologies and new business solutions emerge and new players enter the market, it's an exciting yet challenging time where innovation prevails. We will be inviting some of the world's most innovative thinkers and industry gurus to deliver a series of visionary presentations designed to excite, provoke, inspire and captivate. Limited sponsorship opportunities are available upon request to get your brand in front of our most important VIP's and buyers.

This is your chance to educate over 800 leading representatives from across Africa and the globe, including Ministerial level representatives from over 15 countries, the world's leading railway operators, construction companies, railway suppliers, ports operators, supply chain executives, cargo owners and technical experts at Africa's largest rail conference.

Position your company at the forefront of the industry and ensure the companies overseeing \$405bn worth of rail projects understand your commitment to Africa.

MINISTERS WHO ATTENDED IN 2015:



Hon. Obert Pofu
Minister, Ministry of Transport & Infrastructure Development, Zimbabwe



Hon. Yamfwa Mukanga
Minister, Ministry of Transport, Works, Supply & Communications, Zambia



Hon. Dzifa Attivor
Minister
Ministry of Transport, Ghana

KEYNOTES WHO ATTENDED IN 2015:



Dirk Ahlborn
CEO, Hyperloop Technologies Inc



Rob van Kranenburg
Author & Founder, The Internet of Things Council



Howard Smith
Director of Operations, CrossRail, United Kingdom

WHO ATTENDS?

- Ministers and top government officials
- CxO of all regional rail operators
- Regional project partners and consultants
- The world's best solution providers



Do you want to speak alongside these global leaders?
Email Tarryn.Theunissen@terrapinn.com or call +27 (0)11 516 4044

PROJECTS COVERED AT AFRICA RAIL

MALI

Current/ proposed investment: \$9.5 billion

Project: New rail projects Link landlocked Mali to the Atlantic coast

ALGERIA

Current/ proposed investment: \$87 billion

Project: Investment in high-speed line crossing- country from Tunisia to Morocco.

The line will include branches that will connect with major ports and cities.

Reference www.pwc.com/transport

MOROCCO

Current/proposed Investment: US\$200 Million

Project: Tanger-Casablanca High-Speed Rail Line

Time Frame: 15 years

CAMEROON

Current/proposed Investment: \$US 2.92 Billion

Project: Line linking Ngaoundéré in northeast Cameroon with Ndjamena, the Chadian capital

Size: 700 Kilometres

Start Date: 2016

NIGERIA

Current/proposed Investment: US\$ 8.3 Billion

Project: Abuja – Kaduna Railway Size: 1,315 kilometres from Lagos – Kano

Phase: Completed

Current/proposed Investment: US\$ 600 Million Project: National High Speed Project Size: 3,218 kilometres High Speed rail system Duration: 25 Years

Current/proposed Investment: \$1,488 Billion Project: Lagos – Ibadon Railway Modernisation Project Size: 2,733 kilometres

GHANA

Investment: US\$ 303 million

Project: Ghana's Eastern Line

Description: Reconstruction of the 1067mm-gauge railway, converting it to standard gauge, strengthening and widening bridges and culverts, and rehabilitation of signalling and telecommunication systems

Size: 330 Kilometers

ZAMBIA

Current/proposed Investment: US\$1 Billion

Project: Zambia-Angola railway line

Size: 580 Kilometres

NAMIBIA & BOTSWANA

Current/proposed Investment: US\$ 10 Billion

Project: High-Speed Trans-Kalahari Railway Development

Size: 1500 kilometres

ANGOLA

Current/ proposed investment: \$3.3 billion

Projects: Caminhos de Ferror de Luanda Links Luanda to Malanje

Caminhos de Ferro de Benguela (Benguela Railways) Links the Port of Liboto and Luau

Caminhos de Ferro Namibe (Moçâmedes Railways) Links the port of Namibe to the southern provinces of Kuando, Kubango and Hul

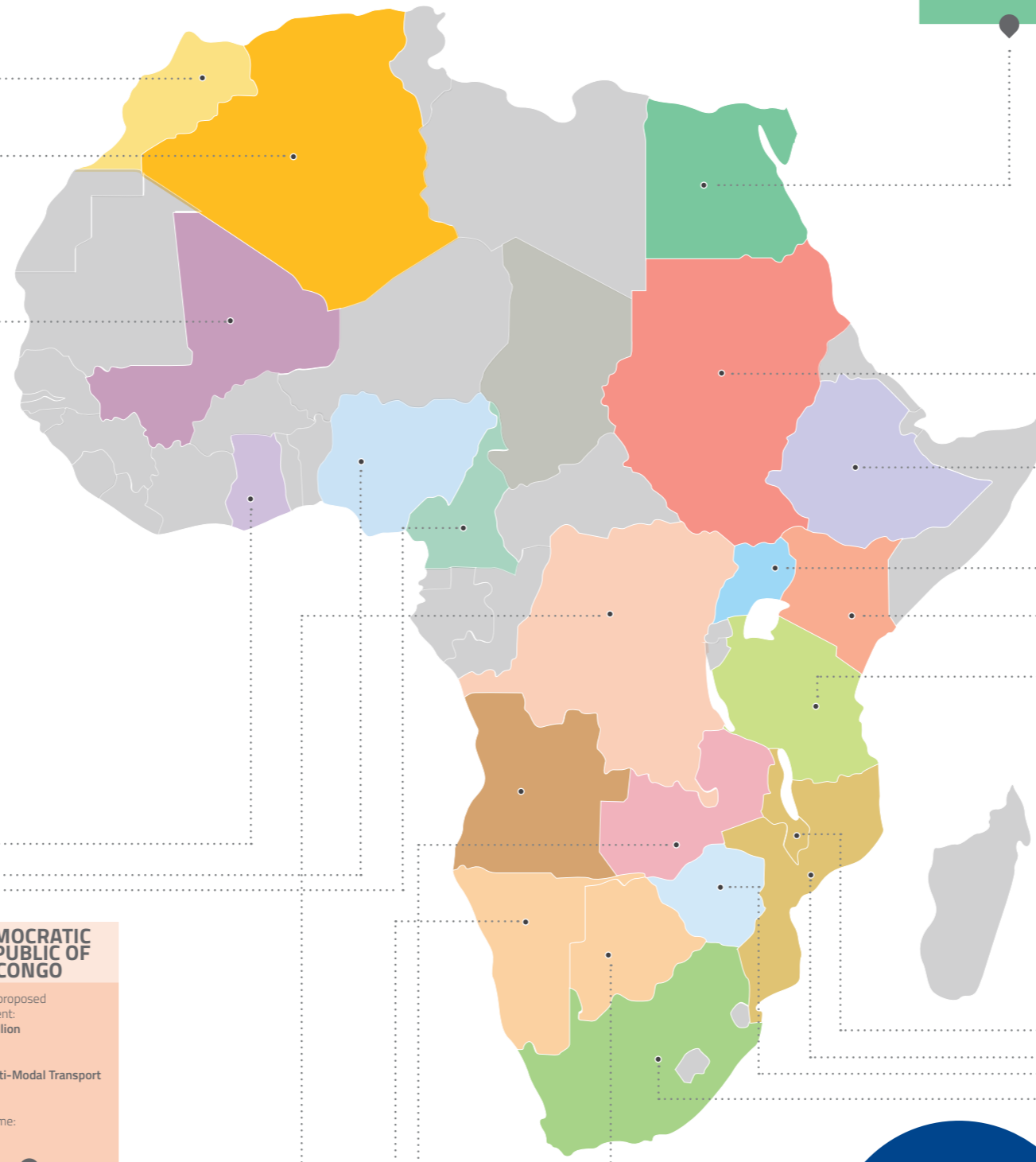
Reference www.pwc.com/transport

DEMOCRATIC REPUBLIC OF CONGO

Current/proposed Investment: \$631 Million

Project: DRC Multi-Modal Transport Project

Time frame: 8 years



EGYPT

Current/proposed investment: \$10, 4 Billion

Project: Metro and purchase line expansion – Phase 1 of line 4 (Al-Haram Metro)

SUDAN

Current/ proposed investment: \$657 million

Projects: Construction of a new Railway Line parallel to the existing Line Khartoum – El Obied

A New Railway Line "Saloom Station and Swak-en – Shaick Ibrahim Port"

New Railway Line Nyala-Um Dafoug-Biro "Central African Republic boarders"

New Railway Line "Port Sudan – Khartoum"

ETHIOPIA

Current/proposed Investment: \$16 Million

Project: Awash-Kombolcha-Weldia railway construction

Size: 400 Kilometres

UGANDA

Current/proposed Investment: \$13, 8 Billion

Project: Standard-Gauge railways expansion and upgrade

KENYA

Current/proposed Investment: \$4 Billion

Project: Mombasa-Kigali Standard-Gauge railway construction

Size: 3230 kilometres

TANZANIA

Current/ proposed investment: \$42 million

Project: Chinese Government and Tazara Rehabilitate the regional transport network

Reference www.pwc.com/transport

MOZAMBIQUE & MALAWI

Current/proposed Investment: US \$4.4 Billion

Project: Nacala Corridor Rail & Port Infrastructure Project

ZIMBABWE

Current/proposed Investment: US \$450 Million

Project: Zimbabwe's railway system revival

SOUTH AFRICA

Current/proposed Investment: US \$4.3 Billion

Project: Train Renewal Programme

Time Line: 10 years

\$495 BILLION DOLLAR MARKET

Africa is open for business, are you?
Call Tarryn on +27 (0) 11 516 4044

EVENT HIGHLIGHTS

An event highlight is a something uniquely marketed to your company to the attendees and members of press. This highlight will be scheduled into the agenda for all attendees as a "not to be missed" part of the show.

THE EVENT HIGHLIGHT CAN TAKE FOR OF:


- A press release
- Product launch/ demonstration
- Signing with a company
- Skills development initiative
- Unveiling of a new product
- New innovation

PAST SPONSORS WHO HAVE TAKEN UP AN EVENT HIGHLIGHT:



Hon Minister of Transport, South Africa
Dipuo Peters

EVENT AT A GLANCE

DAY ONE	DAY TWO CONFERENCE	DAY THREE CONFERENCE
<p>TRANSNET PRE-EVENT WORKSHOP</p> 	BREAKFAST MEET UP (ASK ABOUT SPONSORING)	BREAKFAST MEET UP (ASK ABOUT SPONSORING)
	WELCOME VIPS	WELCOME VIPS
	VIP OPENING SPEECHES & KEYNOTES	VIP OPENING SPEECHES & KEYNOTES
	OPENING OF THE RAIL EXHIBITION & VIP TOUR	EXHIBITION VIEWING
	MORNING REFRESHMENTS	MORNING REFRESHMENTS
	STREAM 1 INTERMODALITY STREAM 2 NORTH AFRICA	STREAM 1 INVESTMENT STREAM 2 SOUTHERN AFRICA
	WORKSHOP - SKILLS DEVELOPMENT	WORKSHOP - SAFETY & SECURITY
	ROUNDTABLES	LUNCH
	SPEED NETWORKING	ROUNDTABLES
	VIP LUNCH	STREAM 1 PASSENGER RAIL STREAM 2 WEST AFRICA
	STREAM 1 TECHNOLOGY STREAM 2 EAST AFRICA	END OF CONFERENCE DAY 2
	WORKSHOP - LOGISTICS OPTIMISATION	
	ROUNDTABLES	
	VIP PANEL	
END OF CONFERENCE DAY 1		
TRANSPORT AFRICA AWARDS DINNER (ASK ABOUT SPONSORING)		
AFTER PARTY (ASK ABOUT SPONSORING)		

Want a captive audience? Call Tarryn today to secure your highlight on +27 (0)11 516 4044 or email Tarryn.Theunissen@terrapinn.com



CELEBRATING EXCELLENCE IN THE AFRICAN TRANSPORT AND INFRASTRUCTURE SECTOR

Launched in 2008, the Transport Africa Awards have become the blue chip mark of success for the African transport and infrastructure sector.

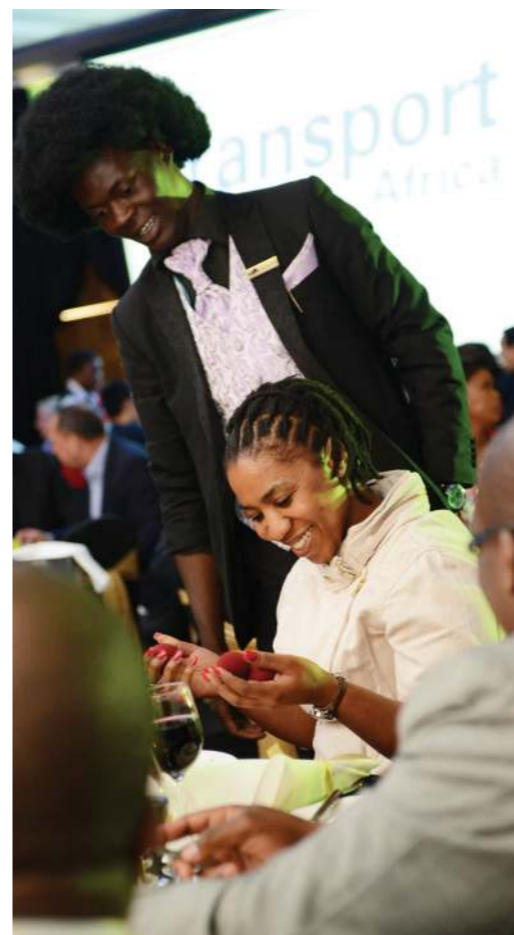
The awards recognise and reward industry innovation, outstanding performance and honour the top transport projects and influencers throughout Africa.

It is widely celebrated as the continent's premier networking opportunity for Africa's transport and infrastructure movers & shakers.

Success depends on people.

This is the reason our awards recognise outstanding achievements in the transport and infrastructure space. The drive for success and competitive advantage, coupled with the need to satisfy transport demands across Africa is pushing companies to innovate. And we celebrate those innovations. In 2016, we will again be recognising and rewarding individual, operational and project excellence in the African transport sector.

THE 2016 CATEGORIES INCLUDE:



"Thank you for all your and your team's support at this year's show, my first time. It was a good experience and lots was learned. We have booked for next year (3 times the space) and look forward to an even better experience"

Cleo Ehlers, Knowledge Management, Letsema Consulting & Advisory (Pty) Ltd

MEET AND ENGAGE WITH BUYERS

Relationships matter, that's why we invest a lot of time and money into building them with your potential clients so that we can help deliver them to your stand on the day of the event.

Let us get you shaking hands and sitting down with the biggest buyers of your solutions, here's just a few ways that we can help.

GUARANTEED MEETINGS WITH BUYERS

Our 1-2-1 partnering program (available to sponsors only) means that you get to arrive at the event knowing exactly who your top sales team will be sitting down with over the next two days. We match our buyers with the sponsors who have the solutions that our buyers are looking to invest in, it really is that simple.

SPEED NETWORKING

In one 30 minute intensive networking session you get to put a face to all those names that you want to meet-up with again during the event. Get their business card, suggest a time to meet and then move on to the next potential hot lead.

NETWORKING APP

Give your sales team a head start by accessing the attendee list pre-event, our event app lets them contact and start booking meetings 4 weeks out so the earlier you start and the more proactive you are the more meetings you'll get.

LET US DELIVER YOUR WISH LIST OF PROSPECTS

Give us your wishlist of the African clients and prospects that you would like us to invite so that you can meet them at the event. We ask for this list at least 6 weeks prior to the event to give our team the lead time to do what they do best - deliver you your wishlist.

ACTIVE MARKETING

Need to do more to reinforce your brand presence in the region? Africa Rail partners with publications and associations globally to reach hundreds of thousands of readers, as well as marketing to our own database of 85,000 contacts. Sign up early to promote your involvement to everyone we target. We also help you to attract thousands of visitors to your stand by creating a personalised invitation.

To meet with the right buyers email Tarryn.Theunissen@terrapinn.com
or call +27 (0)11 516 4044

AFRICA'S LARGEST AND LONGEST RUNNING TRANSPORT EXHIBITION - 5 EVENTS IN 1!

Africa Ports
& Harbours Show 2016

AVIATION
FESTIVAL
Africa

THE
CARGO
SHOW
Africa 2016

Transport
Security & Safety Show
Africa 2016

**AFRICA RAIL RUNS
ALONGSIDE 4
OTHER EVENTS:**

**CALL TARRYN ON
+27 (0)11 516 4044
TO GET INVOLVED
IN AFRICA'S LEADING
TRANSPORT EXHIBITION**

WWW.TERRAPINN.COM/AFRICARAIL

SPONSOR & EXHIBITOR PACKAGES

TITLE SPONSOR

BRANDING

Title sponsor positioning

- **Priority positioning of logo on**
Event website
Conference brochure
Visitor ticket
- **Onsite signage**
All related event advertising
Conference, workshop & stream holding slides
Conference speaker podium
- **Advertising**
A full colour double page ad in show directory
A full colour one page ad in the conference documentation
- **Banners** * To be supplied by sponsor - all 2m x 2m
4 free standing banners in the conference room
2 free standing banners in the registration area
2 free standing banners in the exhibition area
- **Post-event**
2 HTML mailings of the entire visitor list
Access to the full conference delegate list (post event)
Comprehensive post event report

BUSINESS DEVELOPMENT

- 72 m² raw exhibition space in a prime position
- 20 facilitated meetings with key buyers
- 20 complimentary VIP conference passes and 10% off additional passes
* Includes stream & workshop
- Official host of event cocktail function
- VIP access to networking app
- Complimentary attendance to all meet-ups
- Client and prospect invites to the event

EDUCATION & THOUGHT LEADERSHIP

- A 20 minute keynote address in the plenary session of the VIP conference
- Host a VIP stream - moderate the session and present 1 customer case study (20 minutes)
- Host 2 round table sessions
- A 90 minute clinic / workshop on either of the days
- Four 30 minute presentations on the onfloor seminar

PLATINUM SPONSOR

BRANDING

Platinum sponsor positioning

- **Prime positioning of logo on**
Event website
Conference brochure
Visitor ticket
- **Onsite signage**
All related event advertising
- **Advertising**
A full colour full page ad in show directory
- **Banners** * To be supplied by sponsor - all 2m x 2m
2 free standing banners inside the VIP conference, stream & workshop rooms
1 free standing banners in the registration area
1 free standing banner in the exhibition area
- **Post-event**
1 HTML mailing of the entire visitor list
Access to the full conference delegate list (post event)
Comprehensive post event report

BUSINESS DEVELOPMENT

- 48 m² raw exhibition space in a prime position
- 10 facilitated meetings with key buyers
- 10 complimentary VIP conference passes and 10% off additional passes
* Includes stream & workshop
- VIP access to networking app
- Complimentary attendance to all meet-ups
- Client and prospect invites to the event

EDUCATION & THOUGHT LEADERSHIP

- 20 minute presentation (case study based) on one of the VIP conference streams
- A 90 minute clinic / workshop on either of the days
- Host 1 round table session
- Three 30 minute presentations on the onfloor seminar

PAST SPONSORS INCLUDE:



SPONSOR & EXHIBITOR PACKAGES

GOLD SPONSOR

BRANDING

Gold sponsor positioning

- **Prime positioning of logo on**
Event website
Conference brochure
Visitor ticket
- **Onsite signage**
All related event advertising
- **Advertising**
A full colour half page ad in show directory
- **Banners** * To be supplied by sponsor - all 2m x 2m
1 free standing banner in the conference room
1 free standing banners in the registration area
- **Post-event**
Comprehensive post event report

BUSINESS DEVELOPMENT

- 36 m² raw exhibition space in a prime position
- 7 facilitated meetings with key buyers
- 7 complimentary VIP conference passes and 10% off additional passes
* Includes stream & workshop
- Access to networking app
- Complimentary attendance to all meet-ups
- Client and prospect invites to the event

EDUCATION & THOUGHT LEADERSHIP

- 20 minute presentation (case study based) on one of the VIP conference streams
- A 90 minute clinic / workshop on either of the days
- Host 1 round table session
- Two 30 minute presentations on the onfloor seminar

PAST SPONSORS INCLUDE:



SILVER SPONSOR

BRANDING

Silver sponsor positioning

- **Logo branded on**
Event website
Conference brochure
Visitor ticket
- **Onsite signage**
All related event advertising
- **Advertising**
A full colour half page ad in show directory
- **Banners** * To be supplied by sponsor - all 2m x 2m
1 free standing banner in the conference room
- **Post-event**
Comprehensive post event report

BUSINESS DEVELOPMENT

- 24 m² raw exhibition space in a prime position
- 4 facilitated meetings with key buyers
- 4 complimentary VIP conference passes and 10% off additional passes
* Includes stream & workshop
- Access to networking app
- Complimentary attendance to all meet-ups
- Client and prospect invites to the event

EDUCATION & THOUGHT LEADERSHIP

- Host 1 round table session
- One 30 minute presentations on the onfloor seminar

PAST SPONSORS INCLUDE:



SPONSOR & EXHIBITOR PACKAGES

BRONZE SPONSOR

BRANDING

Bronze sponsor positioning

- **Logo branded on**
Event website
Conference brochure
Visitor ticket
Onsite signage
- **Post-event**
Comprehensive post event report

BUSINESS DEVELOPMENT

- 18 m² raw exhibition space in a prime position
- 2 facilitated meetings with key buyers
- 2 complimentary VIP conference passes and 10% off additional passes
* Includes stream & workshop
- Access to networking app
- Complimentary attendance to all meet-ups
- Client and prospect invites to the event

EDUCATION & THOUGHT LEADERSHIP

- One 30 minute presentation / case study on the onfloor seminar

PAST SPONSORS INCLUDE:



PARSONS



SIEMENS

STREAM SPONSOR

BRANDING

Stream sponsor positioning

- **Logo branded on**
Event website
Conference brochure
Visitor ticket
- **Onsite signage**
All related event advertising
- **Banners** * To be supplied by sponsor - all 2m x 2m
2 free standing banners in the workshop room
- **Post-event**
Comprehensive post event report

BUSINESS DEVELOPMENT

- 185m² raw exhibition space in a prime position
- 2 complimentary VIP conference passes and 10% off additional passes
* Includes stream & workshop
- Access to networking app
- Complimentary attendance to all meet-ups
- Client and prospect invites to the event

EDUCATION & THOUGHT LEADERSHIP

- Host a VIP stream - moderate the session and present 1 customer case study (20 minutes)

SPONSOR & EXHIBITOR PACKAGES

EXHIBIT SPONSOR

EXHIBITION SPACE

- **Option A:** Space only: bring your own custom-made stand!

- **Option B:** Shell Scheme Stand: allowing for individual design in the booth and placement of graphics and posters.

This option includes (per 9 sqm of space)

- Side and rear walls (shell scheme)
- 2 x 100 watt spotlights
- 2 x chairs and 1 x table
- 1 x electrical outlet
- Carpeting
- Fascia board with company name
- Listing in exhibition catalogue & website (with click-through)

- **Option C:** Exhibition stand including conference passes: take exhibition space (either shell scheme stand OR space only) and receive discounts on VIP conference delegate passes to attend the keynote sessions.

This option includes the total cost of your stand and the following discount (where applicable)

- 2 or more keynote session passes = 10 % discount



HYBRID STAND

ALL PACKAGES INCLUDE

- Shell scheme
- Carpets
- Plug point/s
- Lights
- Stand cleaning
- Furniture
- All graphics
- Plants (where applicable)
- Plasma screens (where applicable)

*All artwork required for the stand must be submitted 2 months prior to the event



3 x 3m U-shape



3 x 3m L-shape



6 x 4m Island



4 x 3m U-shape



4 x 3m L-shape



6 x 3m U-shape



6 x 3m L-shape

EXHIBIT NOW

Contact **Tarryn Theunissen** on email
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 **AfricaRail 2016**

WWW.TERRAPINN.COM/AFRICARAIL