

**3DAYS**

**500ATTENDEES**

**40EXHIBITORS**

18-20 March 2014, Hong Kong Convention & Exhibition Centre, Hong Kong

*Book by 27 December to save USD1,000*



# **Asia Pacific Rail 2014**

Railway development strategy  
and technology for government,  
operators and partners

Created by

**terrapinn**  
use your brain

*Book now to get the best rate [www.terrapinn.com/aprail2014](http://www.terrapinn.com/aprail2014)*

# Bigger and better into its 16th edition

As Asia Pacific's leading rail event for rail authorities, operators and solution providers, the 16th annual Asia Pacific Rail provides you the fast track to access the latest project updates in the region and learn about the best strategies to meet the future demands for rail transport. Become the partner of choice and establish strategic partnerships with key decision makers in APAC's rail industry.



# Access Asia Pacific's rail projects

Book by 27 December to save  
**USD1,000**

Get ready to meet C-level speakers, absorb greater content and be involved in interactive discussions. Here's your opportunity to grow your connections and secure partnerships in some of the biggest rail projects in the region.

Interact with the top rail leaders in a dynamic, no-holds-barred session! Feel free to join any of the tables, and get intimate with the different roundtable experts during the two, 45-minute rounds.

40 leading solution providers from the rail industry will showcase their best and latest innovations for new and existing rail projects.

Choose from 20 technical hands-on sessions on how to enhance rail operations and efficiency.

DAY 1 - 19 MARCH 2014	DAY 2 - 20 MARCH 2014	EXHIBITION	ON-FLOOR SEMINARS
KEYNOTE PLENARY AND KEYNOTE CEO FORUM	KEYNOTE PLENARY AND KEYNOTE SIGNALLING FORUM		
PROJECT UPDATES	CASE STUDY SHOWCASE		
BRAINSTORMING ROUNDTABLES COUNTRY RAIL PROJECTS	BRAINSTORMING ROUNDTABLES METRO & MAINLINES		
RAIL INNOVATIONS	MAINLINE PARTNERSHIPS AND INTERMODAL		
1-2-1 PARTNERING NETWORKING COCKTAIL PARTY			

With the help of our Mobile App and a dedicated Networking Manager, arrange face-to-face meetings with other attendees!

Join the industry's best for an evening of great food, drinks & entertainment in the heart of Hong Kong!

VISITOR TICKET (By invitation only)  
FREE

PREMIUM TICKET

## From Hong Kong to the World: Expanding the MTR to connect and grow communities



**Jay H. Walder**  
Chief Executive Officer  
**MTR Corporation, Hong Kong**

MTR is regarded as one of the world's leading railway operators, with an integrated approach to rail transport and property. Mr. Jay H. Walder is at the helm of MTR Corporation, whose metro network is poised for growth and expansion along with the city it serves. He has 30 years' experience in the rail business, and served previously as the Chairman and Chief Executive Officer of the New York Metropolitan Transportation Authority, and Managing Director, Finance and Planning, at Transport for London.

Jay will open the Asia Pacific Rail 2014 conference and also strategise in the Keynote CEO Forum on building long-term sustainable metros. Hear and learn from his valuable insights on how MTR is planning and expanding to meet Hong Kong's growing transport requirements.

## Working towards long-term self-sustainability



**Andrew Wolstenholme**  
Chief Executive Officer  
**Crossrail, United Kingdom**

Crossrail is being built to connect London with world class, high performance innovations. Andrew Wolstenholme is heading this massive project, tapping on his background as the Heathrow Express Rail Link's Construction Director, BAA's Director of Capital Projects, and Balfour Beatty's Director of Innovation and Strategic Capability.

With this exceptional greenfield rail network at the heart of London's extensive system, listen to Andrew at our Keynote CEO Forum on how he is capitalising on next-generation technologies and solutions for a sustainable Crossrail network.

## Optimising systems in a sustainable manner



**Chua Chong Kheng**  
Deputy Chief Executive,  
Infrastructure and Development  
**Land Transport Authority, Singapore**

Mr. Chua Chong Kheng has close to 30 years of experience in urban land transport infrastructure development and management in Singapore. He was amongst the pioneers involved in the initial MRT projects in Singapore. His valuable experience stems from his multi-role work on the first Light Rapid Transit (LRT) System in Singapore, the world's first fully automated and systems integrated North-East Line (NEL) heavy metro system, and on the Circle Line (CCL) Project.

With the new Land Transport Master Plan targeting 75% of trips around Singapore to be made on public transport by 2030, the Land Transport Authority is looking to the future. Hear from Chong Kheng on the strategies being adopted to cater to Singapore's transport requirements.

## Delivering new metro lines and extensions in Bangkok



**Yongsit Rojsrikul**  
Governor  
**Mass Rapid Transit Authority of Thailand**

As the head of the government enterprise responsible for building and operating mass transit in major cities in Thailand, Khun Yongsit Rojsrikul is the man responsible for moving Thailand forward. He was previously the head of Marketing and Sales at ThaiCom, and knows the benefits of having great backbone infrastructure.

Yongsit will be sharing updates on the eight elevated-train and subway projects in Bangkok and its peripherals. Discover the integration strategies in the pipeline for MRTA to achieve its expansion and profitability objectives.

## Optimising projects planning, design and implementation to deliver MTR's new lines



**T.C. Chew**  
Projects Director  
**MTR Corporation, Hong Kong**

Mr. T.C. Chew has worked in the rail transit industry in the United Kingdom, Singapore, Hong Kong and overseas for nearly 40 years. He has held senior positions in both contractor and client based organisations on rail projects implementation over the last 20 years.

Drawing from his extensive experience, T.C. will share about optimal project management strategies to minimise environmental impact, risk and delays. With tunnelling and construction being done in Hong Kong's urban areas, he will also share about the innovations and stakeholder engagement strategies that MTR excels in.

## Delivering Taiwan's national railway master plan



**Huel-sheng Tsay**  
Commissioner  
**Department of Rapid Transit Systems (DORTS), Taipei City Government**

Dr. Huel-sheng Tsay brings to the table a unique perspective on railways. Prior to becoming Commissioner, he served as Chairman and President of Taipei Rapid Transit Corporation for 9 years. Under his leadership, Taipei Metro was ranked number one for system reliability among the 25 members of NOVA and CoMET consortiums for 5 consecutive years, from 2004 to 2008.

Join Huel-sheng in this interactive session as he brings his outstanding expertise to the table. An opportunity not to be missed!

## Sustainable cities: Planning next-generation transport and city networks



**Jacob Kam**  
Operations Director  
**MTR Corporation, Hong Kong**

The Hong Kong MTR transport system is renowned worldwide, and as the Operations chief, Dr. Jacob Kam keeps MTR running day to day at 99.9% reliability, putting the network at the top of the benchmarking charts.

In his Keynote Address, Jacob will address the next step: planning and building next-generation networks through sustainable mobility solutions – railways being the central nodes of 21st century cities. Exciting developments are in the pipeline for the railway business.

## Enhancing mainline signalling, infrastructure and safety



**Ba Myint**  
Senior General Manager / Deputy Managing Director (Inspection)  
**Myanmar Railways, Ministry of Rail Transportation**

Mr. Ba Myint has worked in the rail transit industry in Myanmar for over 20 years. He has the challenge of developing and expanding rail infrastructure in this large, underdeveloped country. As Myanmar is opening up to new industries and stakeholders, meeting the demand for growing freight traffic and improving rail network quality and safety are top priorities.

Drawing from his extensive experience, Ba Myint will share about the Railways' ambitious expansion plan and key strategies to drive capacity and minimise risk and delays. In an intimate group discussion, hear from the man driving the development of Myanmar's transport network.

## Also hear from...



**Chaisak Srisethanil**  
Project and Engineering Director,  
Bangkok Mass Transit System Public  
Company Limited



**Vijay C. Kamble**  
Superintending Engineer (Metro Project),  
City and Industrial Development Corporation  
of Maharashtra



**Mohd Nur Ismal Kamal**  
Chief Executive Officer,  
Land Public Transport Commission (SPAD),  
Malaysia



**Marcus Levon Karakashian**  
Director of Projects,  
MRT Co., Malaysia



**Tony Lee**  
Chief of Operations Engineering,  
MTR Corporation, Hong Kong



**P.R.K. Murthy**  
Chief, Transport & Communications,  
Mumbai Metropolitan Region Development  
Authority



**Nguyen Van Quoc**  
Vice Chairman,  
The People's Committee of Ho Chi Minh City,  
Management Authority of Urban Railways



**John Aryananda**  
President,  
PT Jakarta Monorail, Indonesia



**Prapat Chongsanguan**  
Governor,  
State Railway of Thailand



**Liang-Tay Lin**  
Director of Transportation Bureau,  
Taichung City Government



**C.C. Chang**  
President,  
Taoyuan Rapid Transit Corporation



**David Kerr**  
Chief Executive Officer,  
Toll Royal Railways, Cambodia



**Sandy Yu**  
Head of Operations,  
Bangkok Mass Transit System Public  
Company Limited



**R.K. Gupta**  
Managing Director,  
Dedicated Freight Corridor Corporation of  
India Ltd



**Silvester Prakasam**  
Director, Fare System,  
Land Transport Authority, Singapore



**Adi Lau**  
Deputy Director - Operating,  
MTR Corporation, Hong Kong



**Richard Keefe**  
General Manager, Rolling Stock Fleet,  
MTR Corporation, Hong Kong



**Shahid Ahmed**  
General Manager, Manufacturing and Services,  
Pakistan Railways



**Julison Arifin**  
Railway Advisor to Board of Directors,  
PT Bukitasam Transpacific Railways,  
Indonesia



**Khairani Mohamed**  
Chief Executive Officer,  
Rapid Rail Sdn Bhd, Malaysia



**Shahril Mokhtar**  
Group Managing Director,  
Syarikat Prasarana Negara Berhad



**Karl Ulrich Dobler**  
Senior Adviser,  
Taiwan High Speed Rail Corporation



**Kenji Murai**  
General Manager, ICT Strategy Division,  
Tokyu Corporation, Japan



**Rachel Johnson**  
Deputy Director General, Freight and Regional  
Development,  
Transport for New South Wales, Australia

## Who is attending?



Book by 27 December to enjoy  
savings of up to USD1,000.

Enjoy 10% discount when you  
quote BLCY. To register, visit  
[www.terrapinn.com/aprill2014](http://www.terrapinn.com/aprill2014).

### Who should attend?

- Government railway authorities and ministries
- Railway operators
- Investment banks, financiers, investors and Consultants
- Civil engineering and construction
- Railway equipment providers
- Freight & logistics companies
- Rolling stock
- Signalling solutions
- Communications and network solutions
- Payments / ticketing systems
- Cable and wiring suppliers
- Electrification and power companies
- Systems integrators
- Track and infrastructure
- ROSCOs and leasing companies

8.00 Registration and refreshments

8.30 Organiser's welcome remarks

8.35  **Chairperson's opening remarks**  
**Rudy Mazza**  
 Asia Pacific Communications Director, Global Sales and Marketing, **Alcatel-Lucent**

**KEYNOTE PLENARY SESSION - BUILDING SUSTAINABLE RAILWAYS**

8.40  **Opening Keynote Address**  
**From Hong Kong to the World: Expanding the MTR to connect and grow communities**  
**Jay H. Walder**  
 Chief Executive Officer, **MTR Corporation, Hong Kong**

9.00 **KEYNOTE CEO FORUM: TOWARDS SUSTAINABLE METROS**

**Towards sustainable metros: How can we optimise systems to meet the political and financial constraints in a sustainable way?**

 **Moderator**  
**T.C. Chew**  
 Projects Director, **MTR Corporation, Hong Kong**

**CEO Panellists**

 **Jay H. Walder**  
 Chief Executive Officer,  
**MTR Corporation,**  
**Hong Kong**

 **Chua Chong Kheng**  
 Deputy Chief Executive,  
 Infrastructure & Development,  
**Land Transport Authority,**  
**Singapore**

 **Andrew Wolstenholme**  
 Chief Executive Officer,  
**Crossrail, United Kingdom**

10.30 Speed Networking followed by morning refreshments and exhibition viewing

**PROJECT UPDATES**

11.30  **Hong Kong: Optimising projects planning, design and implementation to deliver MTR's new lines on-time**  
**T.C. Chew**  
 Projects Director, **MTR Corporation, Hong Kong**

11.50  **Setting a new standard for rail transport in Asia Pacific**  
**Richard Hunter**  
 President, Rolling Stock Asia, **Bombardier Transportation**

12.10  **Malaysia: Towards improving public transport network coverage, integration and ridership**  
**Mohd Nur Ismal Kamal**  
 Chief Executive Officer, **Land Public Transport Commission (SPAD), Malaysia**

12.30  **Projects-led introduction of urban transport signalling systems**  
**Stephane Feray Beaumont**  
 Product Group Director, **GE Transportation**

12.50  **Delivering new metro lines and extensions in Bangkok**  
**Yongsit Rojsrikul**  
 Governor, **Mass Rapid Transit Authority of Thailand**

13.10 Networking lunch and exhibition viewing

14.40 **BRAINSTORMING ROUNDTABLES**

- 1 **Top challenges of constructing railways in urban areas**
- 2 **Developing an integrated approach to asset renewal and modernisation**
- 3 **Accelerating Bangkok's mass transit development**
- 4 **Building new railways: Key considerations for optimal project planning and management**
- 5 **Delivering Taiwan's national railway master plan**
- 6 **Rail transport in Indonesia: Developing an end-to-end transport infrastructure**
- 7 **Key operations and maintenance (O&M) considerations for new metros**

16.10 Afternoon refreshments and exhibition viewing

**RAIL INNOVATIONS**

16.50  **Moving from legacy to next-generation communications networks within the railways ecosystem**  
**Billy Chan**  
 Transportation Consultant APAC, System Integration Division – Transportation, **Alcatel-Lucent**

17.10  **Integrating technology and people**  
**Dr. Sukhy Barhey**  
 Director, **Lloyd's Register**

17.30  **Closing Keynote Address**  
**Building a sustainable business: Learning from Tokyu's multi-dimensional business model**  
**Kenji Murai**  
 General Manager, ICT Strategy Division, **Tokyu Corporation, Japan**

17.50 Chairperson's closing remarks

18.00 Networking Cocktail Party

**Book now**  
 Go to [www.terrapinn.com/april2014](http://www.terrapinn.com/april2014)

8.00 Registration and morning networking

8.50 Chairperson's opening remarks

**KEYNOTE PLENARY SESSION - SUSTAINABLE CITIES**

9.00



**Opening Keynote Address**  
**Planning next-generation transport and city networks**  
**Jacob Kam**  
 Operations Director, MTR Corporation, Hong Kong

9.20 **KEYNOTE SIGNALLING FORUM**

**Smart rail control solutions for safe and reliable high-capacity operations**

**Signalling Panellists**



**Chaisak Srisethanil**  
 Project and Engineering Director, Bangkok Mass Transit System Public Company Limited (BTSC)



**Joffrey Lauthier**  
 Head of Sales Asia-Pacific, Rail Control Solutions, Bombardier Transportation



**Franco Fabbian**  
 Key Accounts Director, Intelligent Control Systems GE Transportation

10.20 Morning refreshments and exhibition viewing

**AUTOMATIC TRAIN OPERATIONS**

11.30



**Re-signalling Case Study: Bangkok SkyTrain**  
**Upgrading to CBTC to optimise system performance**  
**Chaisak Srisethanil**  
 Project and Engineering Director, Bangkok Mass Transit System Public Company Limited (BTSC)

11.50



**Deploying cost effective communications technology in your railway: How TETRA delivers the optimal signalling solution**  
**Marta Fontecha**  
 Business Development – Transport Division, Teltronic

12.00



**A global business opportunity: High speed trains sales in airline distribution systems (GDS)**  
**Benito Barein**  
 Director speed-alliance, Hahn Air Systems GmbH

12.10 **TICKETING FORUM**

**Capitalising on AFC systems to maximise efficiency, reliability and passenger satisfaction**



**Moderator**  
**Cees De Wijs**  
 Group President, International Transportation & Government, Xerox Services

**Ticketing Panellists**



**Jacob Kam**  
 Operations Director, MTR Corporation, Hong Kong



**C.C. Chang**  
 President, Taoyuan Rapid Transit Corporation



**Silvester Prakasam,**  
 Director, Fare System, Land Transport Authority, Singapore

12.50 Networking lunch and exhibition viewing

14.30 **BRAINSTORMING ROUNDTABLES**

**METROS**



**Overcoming congestion challenges: Delivering efficient metro services to high-volume passengers**



**Best practice models in optimising asset renewal**



**Creating value-based reliability assessment for railway operations**



**Improving rail maintenance management**

**MAINLINES**



**Optimising operations efficiency**



**Enhancing mainline signalling, infrastructure and safety**



**Developing a sustainable maintenance plan for service maximisation**



**Effective investment and deployment of rolling stock fleet**

16.00 Afternoon refreshments and exhibition viewing

**MAINLINE PARTNERSHIPS AND INTERMODAL**

16.30



**Closing Keynote Address**  
**Improving financial viability for the national railway network**  
**Prapat Chongsanguan**  
 Governor, State Railway of Thailand

16.50



**Closing Keynote Address**  
**Coordination and collaboration models for efficient traffic movement**  
**Rachel Johnson**  
 Deputy Director General, Freight and Regional Development, Transport for New South Wales, Australia

17.10 Chairperson's closing remarks and end of conference

**Book now**  
 Go to [www.terrapinn.com/aprail2014](http://www.terrapinn.com/aprail2014)

This is an interactive, unstructured session allowing delegates to meet and have Q&A with the top transit operators. Each table will have 2-4 roundtable leaders and delegates are open to join any discussion. There will be 2 rounds; the bell will be rung at 45 minutes and delegates can move to another table to be part of a new discussion.

## Day 1, 14.40 Wednesday 19 March 2014

### 1 Top challenges of constructing railways in urban areas

**T.C. Chew**, Projects Director, **MTR Corporation, Hong Kong**

### 2 Developing an integrated approach to asset renewal and modernisation

**Jacob Kam**, Operations Director, **MTR Corporation, Hong Kong**  
**Sandy Yu**, Head of Operations, **Bangkok Mass Transit System Public Company Limited (BTSC)**

### 3 Accelerating Bangkok's mass transit development

**Yongsit Rojsrikul**, Governor, **Mass Rapid Transit Authority of Thailand**  
**Somprasong Suttayamully**, Director, Technical Division, **Mass Rapid Transit Authority of Thailand**  
**Suchin Sasiprapakul**, Director, Electrical and Mechanical Engineering Department, **Mass Rapid Transit Authority of Thailand**

### 4 Building new railways: Key considerations for optimal project planning and management

**Shahril Mokhtar**, Group Managing Director, **Syarikat Prasarana Negara Berhad**  
**Khairani Mohamed**, Chief Executive Officer, **Rapid Rail Sdn Bhd**  
**Marcus Levon Karakashian**, Director of Projects, **MRT Co., Malaysia**  
**Nguyen Van Quoc**, Vice Chairman, **The People's Committee of Ho Chi Minh City**

### 5 Delivering Taiwan's national railway master plan

**Huel-sheng Tsay**, Commissioner, **Department of Rapid Transit Systems (DORTS), Taipei City Government**  
**Liang-Tay Lin**, Director of Transportation Bureau, **Taichung City Government**  
**C.C. Chang**, President, **Taoyuan Rapid Transit Corporation**

### 6 Rail transport in Indonesia: Developing an end-to-end transport infrastructure

**John Aryananda**, President, **PT Jakarta Monorail**

### 7 Key operations and maintenance (O&M) considerations for new metros

**Sunil R. Darade**, Chief Engineer (Special Projects), **City and Industrial Development Corporation of Maharashtra**  
**Vijay C. Kamble**, Superintending Engineer (Metro Project), **City and Industrial Development Corporation of Maharashtra**  
**C.S. Jeengar**, Director (Operations and Systems), **Jaipur Metro Rail Corporation**  
**Ashwani Saxena**, Director (Project), **Jaipur Metro Rail Corporation**  
**Surjit Madan**, Head, Rail Systems, **Louis Berger Group**  
**P.R.K. Murthy**, Chief, Transport & Communications, **Mumbai Metropolitan Region Development Authority**

## Day 2, 14.00 Thursday 20 March 2014

### METROS

#### 1 Overcoming congestion challenges: Delivering efficient metro services to high-volume passengers

**Adi Lau**  
 Deputy Director - Operating, **MTR Corporation, Hong Kong**

#### 2 Best practice models in optimising asset renewal

**Tony Lee**  
 Chief of Operations Engineering, **MTR Corporation, Hong Kong**

#### 3 Creating value-based reliability assessment for railway operations

**Richard Keefe**  
 General Manager, Rolling Stock Fleet, **MTR Corporation, Hong Kong**  
**Michael Hamlyn**  
 Chief Executive Officer, **Kusieog Ltd**

#### 4 Improving rail maintenance management

**Karl Ulrich Dobler**  
 Senior Adviser, **Taiwan High Speed Rail Corporation**

### MAINLINES

#### 1 Optimising operations efficiency

**Prapat Chongsanguan**  
 Governor, **State Railway of Thailand**  
**Jonathan Lim**  
 Marketing Leader, APAC, **GE Transportation**  
**Kenneth Rodrigues**  
 Account Executive - Optimisation Solutions ANZ & SEA, **GE Transportation**  
**R.K. Gupta**  
 Managing Director, **Dedicated Freight Corridor Corporation of India Ltd**  
**Julison Arifin**  
 Railway Advisor to Board of Directors, **PT Bukitasam Transpacific Railways, Indonesia**  
**David Kerr**  
 Chief Executive Officer, **Toll Royal Railways, Cambodia**

#### 2 Enhancing mainline signalling, infrastructure and safety

**Bya Myint**  
 Senior General Manager / Deputy Managing Director (Inspection), **Myanmar Railways, Ministry of Rail Transportation**

#### 3 Developing a sustainable maintenance plan for service maximisation

**Shahid Ahmed**  
 General Manager, Manufacturing and Services, **Pakistan Railways**

#### 4 Effective investment and deployment of rolling stock fleet

**David Hutagalung**  
 Regional Sales Director - ASEAN, **GE Transportation**  
**Detri Triyadi**  
 Regional Product Manager - SEA, **GE Transportation**

**For more information on the roundtables**  
 Go to [www.terrapinn.com/aprill2014](http://www.terrapinn.com/aprill2014)

**DAY 1 - WEDNESDAY 19 MARCH 2014**

10.30	<b>Australian high speed rail – Making an economic case for HSR</b> Ian Whitton, Executive Director – Transportation, AECOM Asia Jay Stricker, Industry Director – Transport, AECOM Australia
11.00	<b>Global overnight via speed-alliance in 190 markets</b> Hahn Air Systems GmbH
11.30	<b>Rail system integration in metros: Challenges and opportunities for the Navi Mumbai Metro</b> Surjit Madan, Head, Rail Systems, Louis Berger Group
12.00	<b>Enhancing security for rail communications networks</b> Damian Sander, Solution Architect, Nomad Digital
12.30	<b>Deploying cost effective communications technology in your railway: How TETRA delivers the optimal signaling solution</b> Marta Fontecha, Business Development – Transport Division, Teltronic
13.00	<b>The role that LTE technology will play in the transportation segment</b> Jason Leung, Director Wireless, Alcatel-Lucent
13.30	<b>Efficiency gains from rail operations optimisation and automation</b> Kenneth Rodrigues, Account Executive – Optimisation Solutions ANZ & SEA, GE Transportation
14.00	<b>Improving rail operations with leading-edge control systems</b> Joffrey Lauthier, Head of Sales Asia-Pacific, Rail Control Solutions, Bombardier Transportation
14.30	<b>Deploying intelligent transport systems in the rail sector to secure business and policy outcomes</b> Richard Harris, Solution Director, International Transportation & Government, Xerox Services
15.00	<b>Smart ticketing</b> Paul Gwynn, Managing Director, INIT Asia Pacific

**DAY 2 - THURSDAY 20 MARCH 2014**

10.30	<b>Impact of reducing headway on the design of fire and life safety system</b> Steven Lai, Technical Director, Infrastructure, China, Parsons Brinckerhoff
11.00	<b>Improving railway systems through human factors</b> Karen Priestley, Senior Human Factors Consultant, Lloyd's Register Rail (Asia) Limited
11.30	<b>Acceptance and approval principles of vital electronics in railway systems</b> Sven Nowak, Vice President, Safety Inspection – Rail, TÜV SÜD
12.00	<b>Key considerations in implementing re-signalling projects: What are the challenges?</b>
12.30	<b>Developing fire and ventilation systems to improve tunnel safety</b>
13.00	<b>Modernising legacy metro networks: Transitioning to UTO</b>
13.30	<b>Addressing challenges in constructing tunnels in Singapore</b>
14.00	<b>Ensuring safety and quality in underground metro construction</b>
14.30	<b>Improving machine-to-machine communications: Establishing a single platform to optimise operational reliability and safety</b>
15.00	<b>Obsolescence management: Creating value through effective cost control</b>

# It's a networking event

At Asia Pacific Rail, everyone benefits from rich, in-person interactions. With 500 attendees, including 200 government and rail operators, from over 30 countries, Asia Pacific Rail is no average event.

Asia Pacific Rail represents your best opportunity to access this multi-billion dollar sector.



### Download our networking app

Download our networking app to get organised and get in touch with all attendees before the event.

To download, visit <http://showcase2.eventgenie.com/totalrail/?f=1>

### Use the Total Rail portal to

- Plan your sessions
- Build a personalised agenda
- Identify exhibitors to visit
- Set up onsite meetings with key executives
- Network with other attendees

Keep all your messages, appointments and favourites at your fingertips and continue networking whilst you're there. You can still use the networking tool within the app for a full year after the event so you can follow up with people you have met at the event.

### Your networking manager

Take advantage of this dedicated and personalised meeting service. Arrange face-to-face meetings with pre-qualified partners at the event as arranged by a Networking Manager who will be assigned to you one month before the event. Your Networking Manager will plan your meeting schedule and facilitate on-site meetings with your partners.

# Showcase leading rail solutions

## How you can be involved

- Showcase leading solutions to prospective customers
- Heighten your brand profile via our event marketing campaigns
- Share a case study on how your company was able to solve a business problem for a client
- Host a roundtable discussion around a topic of your choice amongst senior-level rail authorities and operators
- Be involved in our 1-2-1 partnering to arrange meetings with prospective customers
- Take up a speaking opportunity at the technical on-floor seminars within the exhibition

## Why exhibit

- Be seen as an industry leader at the most prestigious meeting conference for rail developments
- Gain exclusive access to the decision makers in the industry
- Meet the industry leaders, understand their needs, and develop business relationships
- Expand to a new market that is difficult to break into
- Raise awareness of your solutions and track record amongst your prospective clients

## Who you will meet

- Government railway authorities and ministries
- Railway operators
- Civil engineering and construction
- Railway equipment providers
- Signalling and communication
- Technology providers
- Investment banks, financiers, investors and Consultants
- Freight & logistics companies

## Who should sponsor

- Rolling stock
- Signaling solutions
- Communications and network solutions
- Payments / ticketing systems
- Tunnel & infrastructure technology
- Private rail operators
- Cable and wiring suppliers
- Electrification and power companies
- Systems integrators
- Track and infrastructure
- Maintenance and engineering
- ROSCOs and leasing companies



Contact us today to book your sponsorship package.  
Call Kym at +65 6322 2702 or email to [kym.chua@terrapinn.com](mailto:kym.chua@terrapinn.com)

EXHIBITORS/SPONSORS	BOOTH NUMBER
Alcatel-Lucent	E01
Bombardier	F01
CSR Qingdao Sifang	E12
GE Transportation	F05
Hahn Air Systems GmbH	D06
Herrenknecht, H+E Logistik	E13
INIT	E15
Lloyd's Register	D17, D18
MTR Corporation	E06
Nomad Digital	E17
Teltronic	E07, 08
Toshiba	E05
TÜV SÜD	E18
Xerox Services	B18

### SPONSORS & EXHIBITORS

**BOMBARDIER**  
the evolution of mobility

The block displays the logos of various sponsors and exhibitors. At the top is the Bombardier logo with the tagline 'the evolution of mobility'. Below it are logos for Alcatel-Lucent, GE, and Lloyd's Register. The next row features teltronic, Hahn Air Systems, xerox Transportation Solutions, CSR, Herrenknecht, H+E Logistik, and init. The bottom row includes MTR, Nomad Digital, Toshiba, and TÜV SÜD.

# Asia's Leading Rail Gathering – The Facts

## 40 supplier showcases

Leading innovators in the rail industry will showcase state-of-the-art solutions that aid in improving efficiency and maximising ROI for rail authorities and operators.

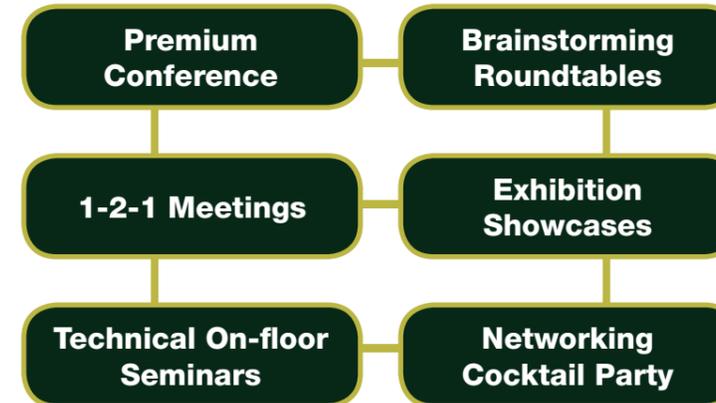


*"We are currently bringing to market a new innovative signalling and train control solution globally. Asia Pacific Rail 2013 provided us a great platform to launch this new portfolio in the Asia Pacific Rail not only in terms of exposure but also in terms of prospect and partner engagements. We look forward to attend to next year's edition."*

**Stephane Feray Beaumont,**  
Product Group Director,  
GE Transportation, France

## Exhibition

Asia Pacific Rail provides a unique opportunity for stakeholders in APAC's rail industry to network, learn and do business.



**500** Five hundred attendees

**200** Two hundred rail authorities and operators in APAC

**50** Fifty thought leaders

**40** Forty supplier showcases

**30** Thirty facilitated meetings

**20** Twenty technical on-floor seminars

**16+** Over sixteen hours of networking

**2** Two days

*"It was a very well organised event with a broad range of topics and panel discussions that are relevant, interesting and useful."*

**Vincent Tan,**  
Senior Vice President, Trains,  
SMRT Corporation,  
Singapore



Book now to attend. Go to [ww.terrapinn.com/aprail2014](http://ww.terrapinn.com/aprail2014) or call +65 6322 2770

**ONE BIG IDEA**  
**ROI** | **BOOK NOW**

# 10 reasons to attend

- 1** Learn how to build sustainable, next-generation railways from global experts
- 2** Optimise projects planning and implementation to deliver new lines on-time
- 3** Find out how the region's biggest decision makers plan to design and operate Asia's rail networks
- 4** Meet new business partners and secure strategic partnerships to become the region's partner of choice
- 5** Discover asset renewal and modernisation strategies to improve the efficiency and sustainability of rail services
- 6** Deliver safe and reliable high-capacity operations using smart rail control solutions
- 7** Invest in robust ticketing systems to maximise efficiency, reliability and passenger satisfaction
- 8** Discover how to run a customer centric, efficient metro and get the public to move from road to rail
- 9** Achieve continuous improvements in your operational efficiency, safety and efficiency
- 10** Get up close and personal with the top rail authorities and operators with our unparalleled interactive roundtable sessions

## Reserve your place today



The earlier you book the more you'll save. It's really easy to book your place online. And our online calculator will ensure you take advantage of the best deal.

Book now on [www.terrapinn.com/aprail2014](http://www.terrapinn.com/aprail2014).

Don't forget to enter special promotion code BLCY when you book.



**Register now and get the offer price - on your phone**

Scan this QR pattern with the camera on your smartphone and register with a special discount code BLCY at the special offer price.

Don't have a QR reader app? You can download one for free from the App Store. Don't have a smartphone? You can also register and get the offer on our website [www.terrapinn.com/aprail2014](http://www.terrapinn.com/aprail2014)

Standard Package			
Package	Before 27 Dec 2013	Before 28 Feb 2014	Final price
Premium Ticket: Site Visit*, Premium Conference, Exhibition, On-floor Seminars, 1-2-1 Partnering and Networking Cocktail Party	USD 2,895	USD 3,395	USD 3,895

\*Site Visit is only limited to the first 40 registered delegates.

**BOOK NOW**  
[www.terrapinn.com/aprail2014](http://www.terrapinn.com/aprail2014)

Go to and book with a special promotion code BLCY  
Or call +65 6322 2770

### BRING YOUR TEAM

Enjoy at least 10% discount when you register in a group of 3. There's so much content to cover, you can't possibly cover it alone! Bring your team and get extra discount.

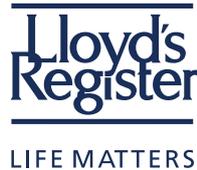
Other special group packages are available. Call +65 6322 2770 or email [huisan.soh@terrapinn.com](mailto:huisan.soh@terrapinn.com) for more details.

# SPONSORS

Platinum & Lanyard Sponsor

**BOMBARDIER**  
the evolution of mobility

Gold Sponsors



Silver Sponsor



Panel Sponsor



Exhibitors



Endorsing Association



Media Partners



Contact us today for a tailored sponsorship package to meet your business objectives.  
Get in touch with Kym at +65 6322 2702 or [kym.chua@terrapinn.com](mailto:kym.chua@terrapinn.com)