

Asia Pacific Rail 2015

31 March – 1 April 2015

Hong Kong Convention & Exhibition Centre, Hong Kong



The leading event for
Asia Pacific's rail industry

1,000+

rail professionals attending

100+

speakers

70+

exhibitors

2

days



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use your brain

1,000+ attendees

70+ exhibitors

100+ speakers

10 project updates



Fast track your way to Asia Pacific's railway projects

The Asia Pacific Rail conference is the only forum in the region that gathers the industry's leaders to share ideas, get updated on new projects and debate strategies. Join this elite group consisting of government officials, authorities, operators and experts across this fruitful two-day event, where you'll learn:

- The value of a customer-centric rail strategy
- How new technologies will transform the way we plan our cities
- The latest happenings in rail from across the region
- Innovations in signalling systems
- Why a sound transport network is key to supporting sustainable urban growth
- How to build smarter railways for smarter cities
- Best practices in managing projects
- Effective asset and financial management

Year on year, the event attracts more than 50% senior-level attendees, with a vast majority coming from Asia Pacific. With 16 years of track record, Asia Pacific Rail has gained recognition as the region's most exclusive and influential railway gathering that is both rich with content and packed with fantastic networking opportunities.



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"It is an excellent experience. This event has provided me a lot of friendship and networking opportunities. In addition, we can exchange ideas on technology transfer. The roundtables were helpful in resolving existing concerns and allows for different and more proper solutions to be offered."

Witoon Hatairatana, Operations Director, **Bangkok Metro Public Company Limited**



There's more to 2015



MTR's pre-conference site visit on 30 March 2015 (1 to 5pm) - Visit to the South Island Line. Limited to 35 pax.



1,000+ attendees from metro, light rail, monorail and mainline



More content – 3 tracks, 100+ speakers – you can't finish everything on your own, bring a team!



Bigger exhibition – 70+ from 24 booths in 2014



Rail Authorities and Operators' Pavilion



Smart cities and big data – learn from renowned author Dr. Anthony Townsend



Sustainable cities from New Taipei City



Get updates on the fastest-growing countries in Asia



Light Rail and Monorail developments in Taiwan, India and Korea



Mainline updates from Australia, Malaysia, Korea, Cambodia

Lincoln Leong

Acting Chief Executive Officer, **MTR Corporation**

Keynote
Speaker



Envisioning the future of rail travel

In the future of passenger travel, he who knows thy customer best, wins. With the rail industry predicted to face stiff competition from alternative modes of transport, railroads need to determine how best to thrive. One viable way to achieve that would be to employ a customer-centric strategy, and make rail travel front and center in the minds of travellers.

By placing the customer at the center, railroads can realise the value of a sustained and deeper customer relationship to meet the challenges of the future. Hear from Lincoln as he shares his vision of the future of rail travel and how a customer-centric strategy can transform the business.

Dr. Anthony Townsend

Senior Research Scientist, **New York University**,

Author, **Smart Cities: Big Data, Civic Hackers and the Quest for a New Utopia**

Keynote
Speaker



Living in the city of Tomorrow

With information and communication technologies pervading our common space, urban planning has taken on a more digital face in recent years. When computers take over the city, what happens? Join Anthony as he takes you through how new technologies will impact the way we plan our cities and build our transportation networks.

Dr. Jacob Kam

Operations Director, **MTR Corporation**

Keynote
Speaker



Building a smarter railway

In preparation to meet the challenges of the future, the way forward for railroads would be to adopt a “smart” strategy in its management and operations. By harnessing the potential of data analysis and new technologies, railways can become safer, more intelligent, faster and in short, smarter. This is needed in order to meet new challenges posed by growing urban populations, increasing passenger expectations, and the demand for more sophisticated transport networks. Operating a smart railway will become a norm, and hear from Jacob as he outlines the steps needed to build and manage a smarter railway.

T.C. Chew

Managing Director, **Chew Transit Consultancy Limited**

Keynote
Speaker



Ingredients for success

Project management is a multi-faceted task, and needless to say it remains a constant challenge to deliver successfully – on-time and safely. Nonetheless there are new technologies available that can help improve the process. Hear from T.C. as he explores these new technologies and shares best practices on working and communicating with various stakeholders, to achieve optimal outcomes for a successful project delivery.

Speakers in 2015



Leo Mak
Director of Systems
for KVMRT Project,
MMC Gamuda



Marcus Levon Karakashian
Director of Projects,
MRT Co.



H.K. Chan
Fleet Performance and
Development Manager,
MTR Corporation



Mike Choy
Lead Design Manager
(AFC and Communication),
MTR Corporation



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



Lakthan Thongnopakoon
Assistant Managing Director
(Engineering and Maintenance),
Bangkok Metro Public Company
Limited (BMCL)



Pankaj Kumar Bansal
Managing Director,
Chennai Metro Rail Limited



Ahn Yong-mo
Chief President, Daegu
Metropolitan Urban Railroad
Construction Headquarters



Philip Wong
General Manager, Technical and
Engineering Services,
MTR Corporation



Dr. Tony Lee
Chief of Operations Engineering,
MTR Corporation



Abhay Mishra
Managing Director, Mumbai
Metro One Private Limited



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



Sherylysse Bonifacio
Assistant Secretary for Planning,
Department of Transportation
and Communications



Ashwani Saxena
Director (Project), Jaipur Metro
Rail Corporation



Chung Li-Jung
Deputy Director General,
Kaohsiung Mass Rapid Transit
Bureau (KMRT)



Hilmi Hassan
General Manager,
Cargo Services,
Keretapi Tanah Melayu Berhad



Kao Tsung-cheng
Deputy Mayor,
New Taipei City



Simon Shiao-Lien Chao
Commissioner, Transportation
Bureau, New Taipei City
Government



Dono Boestami
President Director,
PT Mass Rapid Transit Jakarta



Khairani Mohamed
Chief Executive Officer,
Rapid Rail Sdn Bhd



Abraham Oommen
Director, Finance, Kochi Metro
Rail Limited



**Mohd Nur Ismail
Mohamed Kamal**
Chief Executive Officer
Land Public Transport
Commission (SPAD)



Ng Kee Nam
Deputy Group Director, Rail (Civil)
/ Director, Eastern Region Line
(Civil Team 1), Land Transport
Authority



Silvester Prakasam
Director, Fare System,
Land Transport Authority



Kim Taeho
Chief Executive Officer and
President, Seoul Metropolitan
Rail Transit Corporation



Lee Ling Wee
Managing Director, SMRT Trains,
SMRT Corporation



Mario Favails
Senior Vice President,
SMRT Corporation Ltd &
Managing Director, Singapore
Rail Engineering Pte Ltd



Richard Wong
Principal Fellow of Systems,
SMRT Corporation



Peerayuth Singpattanakul
Deputy Governor (Engineering
and Construction), Mass Rapid
Transit Authority of Thailand



H.E. Uon Song
Undersecretary of State,
Ministry of Public Works and
Transport, Cambodia



Syed Mazhar Ali Shah
Director General/Planning,
Ministry of Railways, Pakistan



Hermanto Dwiatmoko
Director General of Railways,
Ministry of Transportation,
Indonesia



C.C. Chang
Commissioner, Taiwan Railway
Supervision Task Force,
Ministry of Transportation and
Communications R.O.C.



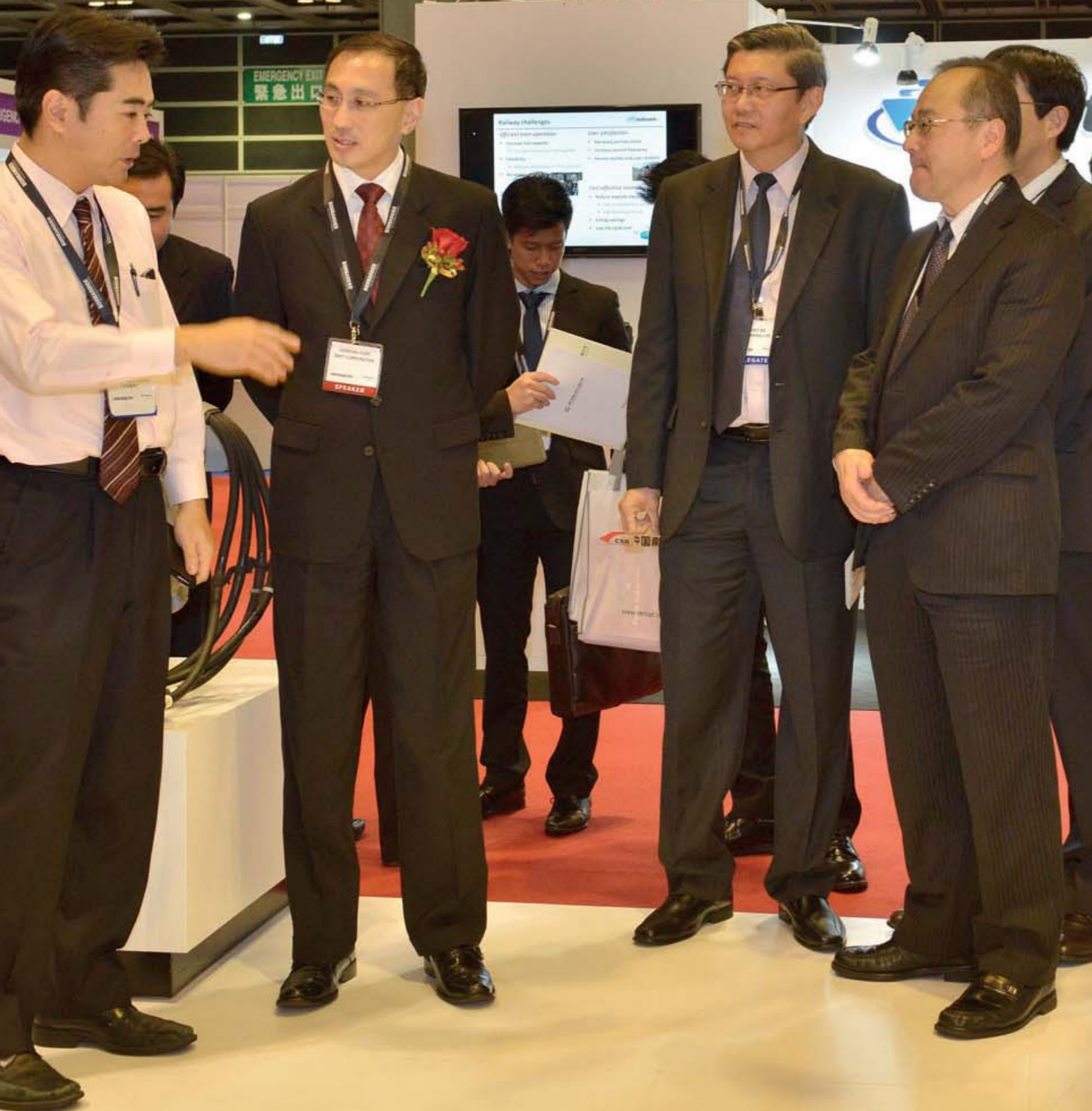
Rachel Johnson
Deputy Director General,
Freight and Regional
Development, Transport for
New South Wales



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"The presentations and discussions have been of excellent quality. It's very important for rail professionals in the industry, representing government and operators, to have the opportunity such as this to come together to share knowledge of their rail experiences on the ground and to network with one another. I think this is an excellent platform, and I am very happy to be here."

Desmond Kuek, President & Chief Executive Officer, **SMRT Corporation**



Exciting Conference Themes

What's different in 2015's agenda is that we are not just discussing about metro rail – look forward to hear more on the light rail, monorail and freight rail opportunities in the Asia Pacific region. Get involved in roundtables and sessions on passenger experience, signalling and finance.

Choose the topics and tracks that interest you the most. Asia Pacific's railways are rapidly growing and evolving – you should be here to capitalise on the opportunities!

Take part in these exciting sessions:

Project Updates in Asia Pacific

Australia, Cambodia, India, Indonesia, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand.

Signalling

Get the best tips from the world-renowned experts on re-signalling and save yourself a ton of headaches.

Project Management & Construction

Find out how to minimise risk and deliver construction projects on time.

Big Data

Get smarter and cut costs with asset condition monitoring.

Mainline

Modernise your network to improve rail operations and cost efficiency.

Light Rail & Monorail

Meet the leaders from India, Korea, Taiwan, who are pioneering these projects in Asia.

Enhancing Passenger Experience

Make your passengers happy with Wi-Fi on-board and mobile connectivity.

Rail Freight

Maximise your profitability with investments in efficient locomotives and lucrative freight corridors.

Asset Management

Manage your ageing assets with these intervention options.



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08:00 Registration and morning networking

08:50 Organiser's welcome remarks

08:55 Chairperson's opening remarks

Chairperson: **Rudy Mazza**, Sales Effectiveness Leader, **Alcatel-Lucent**

KEYNOTE PLENARY SESSION

09:00 **Host Keynote Address**

Visioning the future : Customer-centric rail travel

- Formulating a customer-centric strategy for passenger railways
- Creating sustainable value in customer relationships
- Harnessing advancements in technology to provide holistic and positive passenger experiences

Speaker: **Lincoln Leong**, Acting Chief Executive Officer, **MTR Corporation**

09:20 **Keynote Address**

Smart Cities, Big Data and the Internet of Things – the future of urban mobility

- Impacts of new information and communication technologies on mobility, land use, and transportation

Speaker: **Dr. Anthony Townsend**, Senior Research Scientist, **New York University** & Author, **Smart Cities: Big Data, Civic Hackers and the Quest for a New Utopia**

10:20 Q&A Session

10:30 Morning refreshments, speed networking & exhibition viewing

MALAYSIA

SIGNALLING

LIGHT RAIL & MONORAIL

11:20 Chairperson: **Rudy Mazza**, Sales Effectiveness Leader, **Alcatel-Lucent**

In quick 20-minute sessions, the rail project owners and operators will be giving snapshots on the latest and biggest projects around these following areas:

- Project updates
- Partnership opportunities

Malaysia-Singapore High Speed Rail

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

Advanced re-signalling innovations

- Meeting demands and challenges of ongoing operations
- Dynamic, automated signalling innovations
- How has CBTC improved operations?
- Technical challenges and innovations

Speaker: **Philip Wong**, General Manager, Technical and Engineering Services, **MTR Corporation**

In quick 20-minute sessions, the rail project owners and operators will be giving snapshots on the latest and biggest projects around these following areas:

- Project updates
- Partnership opportunities

Kaohsiung light rail network

- Phase 1 & 2 updates
- Design and construction
- On-board energy storage system
- Optimal anti-noise and anti-vibration qualities

Speaker: **Chung Li-Jung**, Deputy Director General, **Kaohsiung Mass Rapid Transit Bureau (KMRT)**

11:40 **Integrated tooling strategy for CBTC Systems' engineering**

- Objectives of a systems approach to tools
- Possible implementations
- Benefits of the approach in terms of streamlining engineering processes and enhancing communication between project stakeholders

Speaker: **Stephane Feray Beaumont**, Product Group Director, **GE Transportation**

Replacing a legacy signalling system with CBTC solutions: Approaches, challenges and lessons learned

- Rationales for replacement legacy signalling system to CBTC solution
- Overcoming interfacing and integration issues
- Implementation strategies and approaches, managing of risks:
 - Stage approaches
 - Migration approaches
 - Project Management Framework & processes
- Challenges and lessons learned

Speaker: **Richard Wong**, Principal Fellow of Systems, **SMRT Corporation**

New Taipei City Danshui light rail system

- Economic performance of LRT
- Potential revenue generation
- Increasing ridership capacity
- Innovation in tracks and vehicles

Speaker: **Simon Shiao-Lien Chao**, Commissioner, **Transportation Bureau, New Taipei City Government**



12:00 **Klang Valley MRT Lines 1 & 2**

Speaker: **Marcus Levon Karakashian**, Director of Projects, **MRT Co.**

12:20 **Klang Valley LRT**

- LRT Line 3
- Ampang Line Extension
- Kelana Jaya Line Extension

Speaker: **Khairani Mohamed**, Chief Executive Officer, **Rapid Rail Sdn Bhd**

12:40 **A structured and controlled approach to achieving Rolling Stock TSI conformity for the Asian export market**

- Entry barriers for Asian Rolling Stock manufactures into Europe.
- Commercial risk for suppliers.
- Conformance: Who is controlling it?
- A structured way throughout the approval cycle
- Lloyd's Register Rail's approach.

Speaker: **Steve Chadwick**, General Manager, **Lloyd's Register Rail (Asia) Limited**

13:00 Networking lunch and exhibition viewing

14:00 **Singapore**

- Land Transport Master Plan
- Project updates
- Collaboration opportunities

Speaker: **Ng Kee Nam**, Deputy Group Director, Rail (Civil) / Director, Eastern Region Line (Civil Team 1), **Land Transport Authority**

SIGNALLING

Implementing signalling upgrades on old systems

- Unique challenges
- Scaling and adjusting capacity to traffic requirements
- System modernisation
- Ensuring always-on service availability
- Managing risks and project complexity
- Maintaining low energy consumption

Signalling Panel

Resignalling: Taking advantage of new developments in CBTC

- Planning for obsolescence

Panellists:

Joffrey Lauthier, Head of Sales, Asia Pacific Rail Controls Solutions Division, **Bombardier Transportation**

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

Philip Wong, General Manager, Technical and Engineering Services, **MTR Corporation**

Richard Wong, Principal Fellow of Systems, **SMRT Corporation**

LIGHT RAIL & MONORAIL

Daegu Line 3: Building the world's best and safest monorail line

- Enhanced passengers' security and convenience
- Minimising noise transmission
- Automatic central monitoring station
- Sustainable and lightweight train cars

Speaker: **Ahn Yong-mo**, President, **Daegu Metropolitan Urban Railroad Construction Headquarters**

Mumbai Monorail: The world's second longest monorail

- Plans for phase II
- Is it worth the investment?
- New features for the train systems
- Key lessons learned from Phase I

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

Chongqing Monorail: Building the world's longest monorail

- Design and construction
- Achieving operational efficiency
- Harnessing advancements in technology

Speaker: **Fan Jinfu**, General Manager, **Chongqing Metro**

ENHANCING PASSENGER EXPERIENCE

Mobile & contextual technology: Taking rail travel experience to the next level

- Your mobile-savvy passengers are captive and bored
- Passengers want more than to be carried from point A to point B
- Using mobile and contextual technology
- Real-time data analytics for a relevant, connected and personalised offerings
- What can be learned from the airline players
- On-board value-added services
- Mobile apps and m-commerce opportunities

Speaker: **Kim Taeho**, Chief Executive Officer and President, **Seoul Metropolitan Rail Transit Corporation**

INDIA

Sustainable urban transport in India

- Investing in mobility
- India's master plan
- MRT systems as the backbone of the cities
- Current challenges and future prospects

Speaker: **Shankar Aggarwal**, Secretary, **Ministry of Urban Development, India**



PROJECT SHOWCASE I

ENHANCING PASSENGER EXPERIENCE

INDIA

14:20

Victoria

- Making public transport accessible for all users
- Incorporating universal design in transport facilities
- Project updates
 - Regional Rail Link
 - Short-term and long-term objectives

Speaker: **Public Transport Victoria**

Seoul Metro extension and critical communications upgrade

- Outlining the requirements for safety and business critical operations in the metro
- Meeting the specific challenges of underground rail coverage
- Maximizing cost effectiveness of a deployed TETRA Solution
- Plans for network evolution

Speaker: **Changhyun Kim**, Project Director, **Teltronic**

Increasing rail network capacity in Mumbai

- Lessons from Line 1 operations
- Mumbai Metro Phase 3
- Proper planning and delivery
- Construction challenges in a very dense city
- Minimising cost escalation

Speaker: **Abhay Mishra**, Managing Director, **Mumbai Metro One Private Limited**

14:40

Jakarta MRT

- Phase 1 completion
- Project timeline
- Potential economic opportunities

Speaker: **Dono Boestami**, President Director, **PT Mass Rapid Transit Jakarta**

Enhancing passengers' experience via integration of CBTC, Platform Screen Door and Passenger Infotainment System using Smart Financing Scheme

- Installation of PSDs integrated with CBTC signalling and innovative passenger infotainment systems
- Results, improvements and achievements after installation
- Lessons learnt from installation process

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

Tamil Nadu's largest infrastructure project

- Challenges in construction and engineering works
- Integrating inter-modal transport services
- Lowering operations and maintenance costs

Speaker: **Pankaj Kumar Bansal**, Managing Director, **Chennai Metro Rail Limited**

PROJECT SHOWCASE II

COMMUNICATIONS

INDIA

15:00

Thailand

- Upcoming projects and timeline
 - Green line North
- Current projects timeline
 - Green Line South and Blue Line extension
- Collaboration and partnership opportunities

Speaker: **Peerayudth Singpatanakul**, Deputy Governor (Engineering and Construction), **Mass Rapid Transit Authority of Thailand**

Workshop

IP Convergence for railways communications: Is it safe for your train operations?

The Transportation industry has traditionally deployed separate, legacy communication networks to support individual applications and services.

To reduce the cost of operations and have far greater flexibility to introduce new bandwidth-hungry applications, the railways industry is now fast tracking to IP and ultra-broadband networks.

Illustrated by real customer cases, this workshop will explain how rail operators can migrate to or build a converged packet based communication network to introduce new applications and services, while reducing cost of operations and still maintaining safety and security.

(Duration: 1 hour)

Led by: **Anthony Lam**, Senior Director, Segments Business Development Lead, **Alcatel-Lucent**

Journey so far and way forward

- Project and financial management
- Extensions and future plans

Speaker: **Ashwani Saxena**, Director (Project), **Jaipur Metro Rail Corporation**

15:20

Implementation of the M&E Systems of the MRT Purple Line in Bangkok

- Project update on MRT Purple Line
- M&E Systems of the Purple Line
- Applying the Whole Life Asset Management Approach to Implementation of the MRT Purple Line

Speaker: **Lakthan Thongnopakoon**, Assistant Managing Director (Engineering and Maintenance), **Bangkok Metro Public Company Limited (BMCL)**

Kochi Metro: New models of infrastructure development

- Building a modern mass transport system
- On-schedule delivery
- Coordination amongst key stakeholders

Speaker: **Abraham Oommen**, Director, Finance, **Kochi Metro Rail Limited**

15:40

Philippines

- Future projects in the pipeline: Rehabilitation works and new lines
 - Timeline for projects
 - Mass Transit System Loop
 - LRT1 Extension to Cavite, Extension to Dasmariñas
- Partnership and collaboration opportunities

Speaker: **Sheryielsse Bonifacio**, Assistant Secretary for Planning, **Department of Transportation and Communications**

India: Dedicated Freight Corridor

- Overcoming challenges and lessons learnt
- New technologies and methods adopted to ensure smooth project management
- Results and project timeline

Speaker: **Ajit Kumar Mishra**, Additional General Manager, **Dedicated Freight Corridor Corporation of India Ltd**



16:00

RAIL LEADERS ROUNDTABLES

Get up close with the developers! This is an interactive, unstructured session allowing delegates to meet and have Q&A with the leading project owners and operators. Happening at the same time, each table will have a roundtable leader and delegates are open to join any discussion. Delegates are encouraged to sign up online before the show or during morning on-site registration. **Limited to 10-15 delegates per table!**

ROUNDTABLE 1
Singapore
Leader: **Ng Kee Nam**, Deputy Group Director, Rail (Civil) / Director, Eastern Region Line (Civil Team 1), **Land Transport Authority**

ROUNDTABLE 2
Indonesia
Leader: **Hermanto Dwiatmoko**, Director General of Railways, **Ministry of Transportation, Indonesia**

ROUNDTABLE 3
Malaysia
Leader: **Marcus Levon Karakashian**, Director of Projects, **MRT Co.**

ROUNDTABLE 4
Thailand
Leader: **Peerayudth Singpatanakul**, Deputy Governor (Engineering and Construction), **Mass Rapid Transit Authority of Thailand**

ROUNDTABLE 5
Risk management in railway design and construction
Leaders: **Dato' Wong Wai Ching**, Project Director for KVMRT Project, **MMC Gamuda**
Leo Mak, Director of Systems for KVMRT Project, **MMC Gamuda**

ROUNDTABLE 6
Condition monitoring
Leader: **H.K. Chan**, Fleet Performance and Development Manager, **MTR Corporation**

ROUNDTABLE 7
Safety and reliability in metro operations
Leader: **C.C. Chang**, Commissioner, **Taiwan Railway Supervision Task Force, Ministry of Transportation and Communications R.O.C.**

ROUNDTABLE 8
Railway safety regulations
Leader: **Dr K.M. Leung**, Assistant Director/Railways, **Electrical and Mechanical Services Department, Government of the Hong Kong Special Administrative Region**

16:40

Afternoon refreshments and exhibition viewing

CLOSING KEYNOTE SESSION

17:10

Becoming pro-active to turn around your asset management

- Capabilities in Whole life asset management & Asset life management
- Building synergies between engineering and maintenance
- ORBITA, a complete life-cycle approach

Speaker: **Garry Bulgarelli**, Head of Services Execution, Asia Pacific Division, **Bombardier Transportation**

17:30

Keynote Closing CEO Forum
Building a world-class railway system in the 21st century

- Safer and smarter journeys
- Key challenges and issues
- Building a robust and dynamic system infrastructure
- Customer engagement, personalisation and new revenue

Moderator:
T.C. Chew, Managing Director, **Chew Transit Consultancy Limited**

Panellist:
Lincoln Leong, Acting Chief Executive Officer, **MTR Corporation**
Lee Ling Wee, Managing Director, SMRT Trains, **SMRT Corporation**

18:10

Chairperson's closing remarks and end of conference day one

18:20

ASIA PACIFIC RAIL AFTER PARTY





08:00 Registration and morning networking

08:55 Chairperson's opening remarks

KEYNOTE PLENARY SESSION

09:00 Keynote Address

Creating a green, smart and liveable city

- Developing liveable, more resilient and attractive cities for urban residents: What are the challenges and strategies to overcome them?
- What is the role of transport networks to support sustainable urban growth?
- Transportation as the backbone: Building communities around transit stations to serve as hubs

Speaker: **Kao Tsung-cheng**, Deputy Mayor, **New Taipei City**

09:30

Keynote Address

Smarter railway for cities' new challenges

- Adopting a smart strategy for railway management
- Using data and technologies for better customer experience
- Meeting growing passenger volume and expectations

Speaker: **Dr. Jacob Kam**, Operations Director, **MTR Corporation**

10:00

Managing multiple projects: What are the essential ingredients?

- New technologies for a world-class project delivery
- Reaching optimal outcomes with contractors and consultants
- Achieving environmental and safety standards
- Engaging stakeholders and minimising miscommunication

Speaker: **T.C. Chew**, Managing Director, **Chew Transit Consultancy Limited**

10:30 Morning refreshments and exhibition viewing

BIG DATA & ASSET MANAGEMENT

11:30

Ticketing Panel

Smart ticketing: Seamless, interconnected, integrated mobility

- Multi-modal, multi-operator smart ticketing systems
- Innovations in contactless payment systems
- Using data analytics to predict future travel patterns
- Improve efficiencies by adjusting routes, service frequency
- Ticketing and merchant ecosystems
- Greater marketing opportunities
- How data can tell you how and when to sell

Moderator:

Sammy Kam, Technical Director, **Octopus Cards Limited**

Panelists:

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

Mike Choy, Lead Design Manager (AFC and Communication), **MTR Corporation**

Jean-Charles Caulier, Sales Director, **Xerox Transportation**

11:50

BIG DATA & ASSET MANAGEMENT

12:10

Managing the ever-changing business challenges in asset management

Challenges of the 4Cs:

- Capacity – operating in near capacity conditions due to changes in travel behaviour and continuous patronage growth
- Customers – managing growing customer demand and expectations
- Cost – escalating operating costs and asset replacement expenditure
- Competency – training and developing human capital to meet manpower shortage and new skills requirements
- MTR's Asset Strategy OURailway 2030 to meet challenges – driven by a fit-for-purpose asset management & governance framework

Speaker: **Dr. Tony Lee**, Chief of Operations Engineering, **MTR Corporation**

MAILINE

Chairperson

Ian Whitton, Executive Director, Transportation, **AECOM**

Turning around a loss-making business

- Increasing revenue for cargo
- Effective marketing and promotion.
- Operation improvements.
- Privatising the cargo operation.

Speaker:

Hilmi Hassan, General Manager, Cargo Services, **Keretapi Tanah Melayu Berhad**

Rail operations: Harnessing the power of the industrial Internet

- Optimising supply chain, maintaining and configuring assets
- Increasing network velocity and capacity
- Automating operations and delivering data intelligence to improve decision-making

Speaker: **Pete Lawson**, Regional Product Manager Leader, **GE Transportation**

MAINLINE

Revenue generation in railway construction projects

- Diversifying sources of revenue (e.g. station area development, land usage)
- Existing and upcoming projects

Speaker: **Jae-wook Oh**, Director of Overseas Project Division, **Korea Rail Network Authority**



BIG DATA & ASSET MANAGEMENT

12:30

Procuring an Asset Management Information System (AIMS)

- Drivers for procuring AIMS
- Link between AIMS and ISO55001
- SMRT's experience with sourcing for an AIMS

Speaker: **Mario Favails**, Senior Vice President, **SMRT Corporation Ltd** & Managing Director, **Singapore Rail Engineering Pte Ltd**

MAILINE

Energy saving in d.c. traction power supply system by introducing energy storage system

- Eco-friendliness of railway transportation versus other modes of transport in Japan
- Results from "Energy storage system in d.c. traction power supply system" installation at Hajima SS and Okegawa SS
- Cost effectiveness of d.c. traction power supply and other technologies
- Other regenerative energy utilisation trends in railway power supply systems in Japan

Speaker: **Dr. Hitoshi Hayashiya**, Manager, Electrical & Signal Network System Department, Railway Operations Headquarters, **East Japan Railway Company**

12:50

Networking lunch and exhibition viewing

PROJECT MANAGEMENT & CONSTRUCTION

14:30

Case Study: KVMRT

Effective change management: Strategies to engage all stakeholders and minimise delays

- Managing changes: Ensuring change doesn't impact on the project delivery timeline
- Maintaining strategy alignment and ensuring cross-organisational integration
- Processes, methods and technologies to analyse and collectively manage a group of projects

Speaker: **Leo Mak**, Director of Systems for KVMRT Project, **MMC Gamuda**

RAIL FREIGHT

How rail freight can add more revenue

- Increasing revenue for cargo
- Achieving an operating surplus
- Privatising cargo operation
- Fresh thinking in economics

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

14:50

Pakistan Railways

- Planning of railway developments in Pakistan
- Project management
 - Delivering on time
 - Working around unforeseen challenges

Speaker: **Syed Mazhar Ali Shah**, Director General/Planning, **Ministry of Railways, Pakistan**

Freight Leaders Panel

Operating a profitable and efficient rail freight

- Investments in rail infrastructure
- Development of high demand corridors
- Investments in efficient locomotives and freight wagons
- Using advanced IT system for real time track and trace information
- Improved data collection to monitor performance

Moderator:

Rob McAlpine, Global Freight Rail Director, **AECOM**

Panelists:

Hilmi Hassan, General Manager, Cargo Services, **Keretapi Tanah Melayu Berhad**

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

15:10

Managing construction in a live operating railway

- Project management differences between a greenfield and brownfield site
- Challenges for delivering in a brownfield site
- Key factors required for success

Speaker: **Eileen Kelly**, Head of Rail, **T.Y. Lin International Pte Ltd**

15:30

Building in challenging conditions

- Ensuring safe delivery in a geographically challenging spaces
- Adopting innovative methods to overcome varying ground conditions
- Achieving close collaboration to prevent delays on project timeline

Upgrading the Cambodian Railways

- Cross-border railway bridge construction
- Northern and Southern line extension
- Funding availability

Speaker: **H.E. Uon Song**, Undersecretary of State, **Ministry of Public Works and Transport, Cambodia**

15:50

Chairperson's Closing Remarks and See you in 2016!

"Having been here for two years in a row, I like this event very much. For me, it is about knowledge exchange and getting to know what the latest project developments in the region are. It is also about the people, being able to mingle and engage with as many people as you can. It is worthwhile meeting these people. I think this conference is a good one, because it offers a variety of ways how people can meet and engage."

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





RAIL ASSETS - OPEX OR CAPEX - ON OR OFF BALANCE SHEET?

Leasing and off balance sheet financing of assets is popular in many sectors and especially with governments. What is the logic? What are the pros and cons of ownership and outsourcing? This half-day workshop aims to provide key insights on the financial and operational aspects of different approaches to rail asset ownership and operation. It will also outline the different financial models and their effect on the business' budgeting and cash flows. Above all it will give you the chance to share informal views about the pros and cons that you have experienced. You'll also consider the new IFRS – understand the accounting and taxation implications and consider how the new IFRS on leasing may change many entities' view on the desirability of leasing.

AGENDA

- 9:00** Welcoming remarks
- 9:05** Why are there choices? The impact on cash flows/ profits and financial/management reporting of:
 - Owning or leasing assets?
 - Operating assets or outsourcing?***Can financial risk really be passed on?***
- 9:40** Operational distinctions and issues between:
 - leasing
 - owning outright
 - outsourcing***Can operational risk really be passed on?***
- 10:20** Q & A
- 10:30** Morning Coffee
- 10:50** How IFRS / GAAP may affect decisions
- 11:20** Asset procurement – Options and how to find an optimum solution
The various business models and the impact of:
 - financial issues
 - commercial issues
 - risk management issues
 - technical issues***How do you balance them to achieve the best result?***
- 11:50** Q & A
- 12:00** Lunch

WORKSHOP CONTEXT

Who should attend?

- Decision makers, those who have to live with decisions!
- Sellers of assets or finance
- Executives – the CEO, CFO and procurement, technical and operational personnel
- Vendors, financiers, bankers

Key benefits

- Get to grips with asset ownership options
- Understand the financial and operational effect of the different business models
- Gain an understanding of the benefits and constraints
- Be better able to make the correct economic decisions

About the speaker



Ralph C Tiffin
BSc FCA AMIMechE

Working within the rail sector as an auditor and on senior-level consultancy assignments, Ralph Tiffin has developed in-depth practical knowledge of the rail industry, its players and its technologies.

Ralph, who holds a degree in Mechanical Engineering, is principal of his own chartered accountancy and registered audit firm. He has worked with companies of all sizes across the globe, including as a Public Member of Network Rail, the UK rail infrastructure owner, as well as training and advising Asian rail authorities on project appraisal and regulatory issues.



Sponsor now

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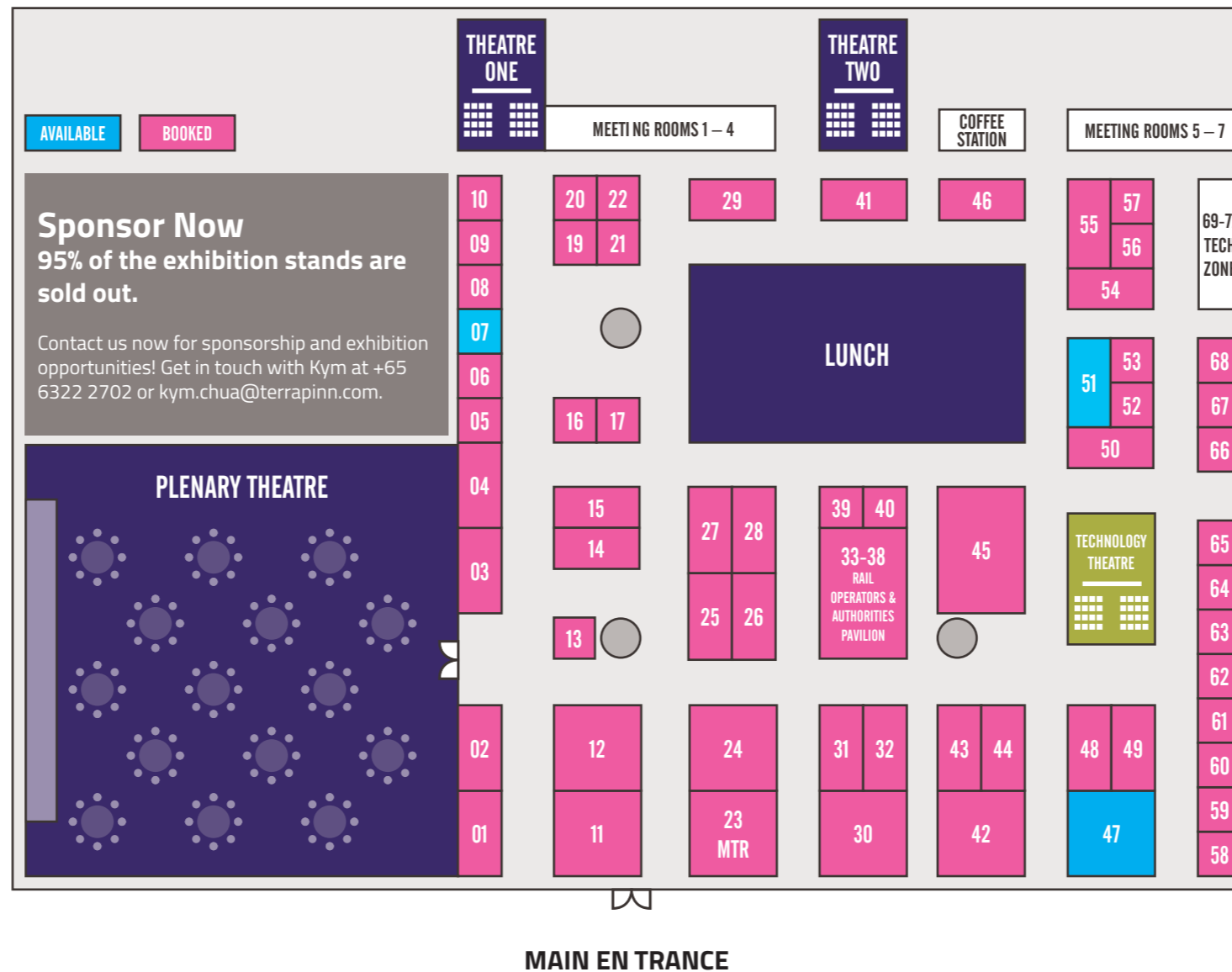
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* Updated as at 23 January 2015

Who you will meet

- 1,000+ rail professionals from across the globe
- 500+ rail authorities & operators across Asia Pacific
- 100+ thought leaders
- 70+ suppliers' showcases

The Showcase



Why exhibit

- 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
- Debut new products, generate leads and make sales

Your opportunity

- Be seen as an industry leader at Asia's leading rail industry gathering
- Showcase leading solutions to prospective customers
- Heighten your brand profile via our extensive event marketing campaigns
- Share a case study on how your company was able to solve a business challenge for a client
- Host a roundtable discussion amongst senior-level rail authorities and operators
- 1-2-1 partnering service, where we set up meetings for you
- Take up a speaking opportunity at the technical theatre within the exhibition

Who should sponsor and exhibit

- Air conditioning systems
- Bogies
- Cables & lines
- Communications & network solutions
- Consultancy
- Fire protection
- Flooring coverings
- Infotainment systems
- Interior design systems
- LCD systems
- Lighting systems
- Location & navigation systems
- Locomotives
- Maintenance
- Monitoring systems
- Passenger services – information, fare collection, ticketing, data
- Platform screen doors
- Power & electrification
- Sensors
- Signaling & train control
- Steel manufacturers
- Sound insulation materials
- Wheelset diagnostics systems
- Testing & certification
- Traction motors
- Safety & control
- Rail fastening equipment
- Rail interiors
- Rolling stocks
- Software developers
- Track infrastructure
- Tunnel & infrastructure technology
- Vibration & isolation

Sponsorship and exhibition packages

Below is an example of some of the packages that we can offer. In order to provide maximum value to our clients, we offer customised packages for your business needs.

Contact Kym today at +65 6322 2702 or email to

Benefits	Diamond	Platinum	Gold	Silver	Panel / Workshop / Roundtable	Exhibitor
Chairman	1					
Speaking slot in the premium conference	1 – Day 1 Morning	1 – Day 1 Morning / Afternoon	1 – Day 2 Morning / Afternoon			
Participate in a panel	1	1				
Lead a roundtable	2	2	2	1	Choose one	
Host a workshop						
Facilitated introductions	10	5	3			
Delegate passes	15	10	7	5	2	
Exhibition passes	10	7	5	3	3	2
Client passes	20	15	10	5	3	
Exhibition booth	36 sqm	36 sqm	36 sqm	18 sqm	9 sqm	9 sqm
Seat drop at the premium conference	Day 1	Day 1	Day 1			
Pull-up banner placed beside the stage at the premium conference	YES	YES	YES			

Exhibit now

This is the best opportunity to penetrate new leads and secure partnerships with rail leaders in Asia Pacific.

Moving into its 17th year, Asia Pacific Rail has a successful track record in providing buyers and sellers a platform to meet and form strategic partnerships. If you are interested to position your solutions and products in front of decision makers from the railway industry, **call Kym today at +65 6322 2702 or email to kym.chua@terrapinn.com to book your stand.**

Raw Space

USD600

per sqm

Shell Scheme

USD720

per sqm

All Exhibitor packages come with:

- Exhibitor Passes
- Full access to Event Genie, our business meeting system, where you can arrange meetings and contact attendees
- Exhibitor level positioning across the entire event which includes:

 - Logo on onsite signage
 - Logo on all event advertisements & event brochure
 - Logo & 100 word profile on event website with a link to your company website

Renew old ties and build new connections



Roundtables

Get up close with the developers! This is an interactive, unstructured session allowing delegates to meet and have Q&A with the leading project owners and operators. Taking place all at the same time, each table will have a roundtable leader and delegates are open to join any discussion. Delegates are encouraged to sign up online before the show or during morning on-site registration. Limited to 10-15 delegates per table!



Speed Networking

In a manner similar to "speed dating", attendees are able to meet new people in under 30 minutes.

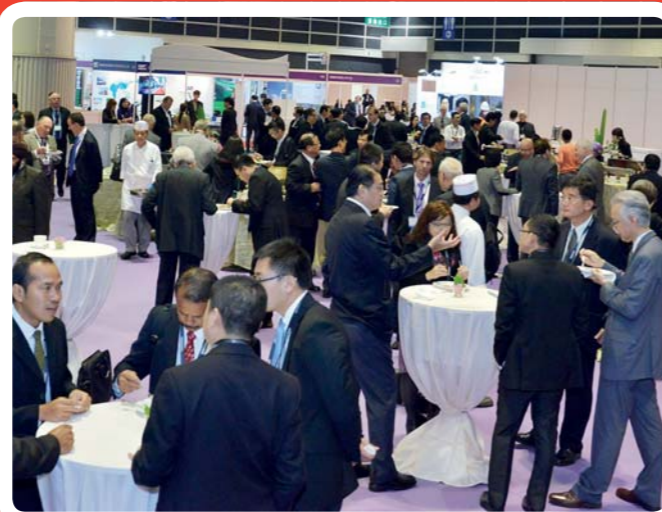


Networking Cocktail Party

Join the industry's best for a fun-filled evening of great food and drinks as you busk in hearty conversations in the heart of Hong Kong with like-minded peers in Asia Pacific's rail industry!

Networking Luncheon

Maximise your lunch time and mingle with fellow industry peers at the luncheon area in the exhibition hall.



1-2-1 Partnering

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



The Showcase

70+ leading solution providers from the rail industry will showcase their best and latest innovations for new and existing rail projects in the 1,100 sqm exhibition hall.



Register now to get the best rate at www.terrapinn.com/asiarailbro

16 years track record

A quick summary of 2014:



Over 530
rail authorities,
operators and
partners

Over 90%

Asia Pacific representatives, including Australia, Hong Kong, Singapore, Malaysia, Thailand, India, Japan, Cambodia, Myanmar, Philippines, Taiwan, Indonesia, China and Macau and more



"This event is very interesting and informative. I must congratulate the organiser for making this a well-organised event that is worth attending. It provides the opportunities for myself to meet various people from different sectors in the railway industry."

Peerayudth Singpatanakul, Deputy Governor (Engineering and Construction), **Mass Rapid Transit Authority of Thailand**

"Asia Pacific Rail is a very informative and interactive event. I also met many people – key people from the industry; this is a good event for networking purposes."

Hisako Nishio, Deputy Director, **East Japan Railway Company**

"I find this event very beneficial. I particularly like the way where instead of the usual speech-style presentations, Asia Pacific Rail had incorporated dialogues and roundtables; I found the latter quite innovative. Besides the format, the ability to gather various key people from the rail authorities and operators from different country has been very useful – it provides a good platform to renew old ties, set up new contacts and to learn about developments from other authorities and operators. Well done Terrapinn! This is a good event."

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

"This is my 5th Asia Pacific Rail. One of the benefits I get is meeting people; I get to see the change in the rail industry by meeting people. I like the mix in the conference formats, which included more audience participation this time. I like the idea of a mix of experts (operators and solution providers) on the panel; it is really engaging."

Rudy Mazza, Asia Pacific Communications Director, Global Sales and Marketing, **Alcatel-Lucent**

"I visited this event last year and found it a very valuable platform to meet the right people. I met the right people here and had good discussions with them. Asia Pacific Rail is an important event for meeting the market movers and be updated on the developments in the industry."

Sven Nowak, Vice President, Rail, **TÜV SÜD Asia Pacific**



Over 60%
with senior-level job
titles

60+
C-level speakers



50%
rail authorities and
operators





10 reasons to attend

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.

Go to www.terrapinn.com/asiarailbro and book now.

- 1 Meet the right people: 1,000+ attendees, including 500+ railway authorities and operators, 70+ exhibitors
- 2 Get updates, timelines and partnership opportunities on Asia's new metro, light rail, monorail, mainline projects
- 3 Maximise your ROI: Learn best practices on sweating your assets and extending their commercial life
- 4 Learn why condition monitoring is the new buzzword in maintenance – and why you should invest in it
- 5 Looking to upgrade your signalling system? Find out how best to do it from the top metros in the world
- 6 Explore light rail and monorail projects in Asia – and why they can potentially catalyse public transport projects in the region
- 7 Get involved in India! Top-tier cities share about their upcoming projects
- 8 Create a seamless door-to-door passenger experience via integrated ticketing technologies
- 9 Anticipate all your passengers' needs through next-generation station design
- 10 Discover the latest technological innovations and learn how you can use them to improve your rail operations and efficiency

	Before 20 Feb 2015	Before 31 Mar 2015
3-Day Premium Ticket* **	USD 3,895	USD 4,395
2-Day Premium Ticket**	USD 3,395	USD 3,895

*Includes access to the Pre-Conference Workshop
**Complimentary MTR's site visit tour is only limited to first 35 registered delegates



Book now and get the offer price – on your phone

Scan this QR pattern with the camera on your smartphone and register now.

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

There's so much great content, you can't possibly cover it all alone. Bring your team and enjoy additional savings.

Generous group discounts are available

- 3 to 5 delegates – save 10%
- 6 to 8 delegates – save 20%
- 9 delegates and above – save 25%



For registration assistance, contact Customer Service at +65 6322 2701 or yeelim.tan@terrapinn.com.

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95% of the exhibition stands are sold out.

Get in touch with Kym at +65 6322 2702 or kym.chua@terrapinn.com to enquire on the remaining stands!