5th Annual Strategic Signalling and Telecoms Conferences
24-26 February 2014
Hotel Okura, Amsterdam

SHOWCASING TECHNOLOGY, INVESTMENT AND DEPLOYMENT FOR THE FUTURE RAILWAY

5th Annual Strategic Signalling and Telecoms Conferences

Free on floor technical seminars

1 SHOW: NEW IDEAS | NEW TECHNOLOGIES | NEW RELATIONSHIPS

3 day congress
140+ case studies
100+ speakers
30+ exhibitors
5 streams
1000+ attendees

Quote SMEBR1 when registering to save 10% on your pass:
www.SmartRailExpo.com
To remain competitive, the railway must satisfy its customers. With technology evolving and passenger demands growing, railways and metros are increasingly looking for more innovative ways to integrate systems and improve efficiency, commercial and operational performance. Over 90 of our global advisors from leading railways and metros such as ProRail, RFF and Network Rail have highlighted that to create this future railway, collaboration across all departments and stakeholders is key. The customer must be at the heart of new developments.

SmartRail brings together the 5th annual Signalling and Train Control show with the 4th annual Railway Telecoms show to enable innovation and integration to take place. These high level strategic congresses are combined with a free exhibition and on-floor innovation seminars on IT, passenger information and ticketing, so your strategic and technical teams can benefit from unrivalled insight across the whole value chain.

SmartRail attracts over 1000 rail and metro innovators, strategic leaders, project managers and technical specialists from across the industry to drive innovation, establish best practice and develop an efficient, reliable and competitive future railway.

Registered exhibitors include:
- Alstom
- ABB
- ANS
- Hitachi Rail
- Siemens
- Thales
- Vossloh
- Aegon
- Arm
- Amazon Web Services
- Microsoft
- IBM
- Fujitsu

Railways that take advantage of technical and technological developments could see potential savings of £3.5 billion by 2019. (RTS 2012)

5 YEAR TRACK RECORD
A 5-year track record in hosting the most respected rail and metro events globally

1600 VISITORS
Over 1600 visitors attended our signalling and telecom events in 2013
Our Global Smartrail Advisory Board includes:

- Paul Broekhuizen, Director, Transportation West Europe, Huawei
- Jean Celimer, Director, SSM-R, RFF
- Alexander Clark, Sales Director, North America East, Flidmarch
- Ken Cowley, Product Manager, Nomad Digital
- Gian Di Mambro, International Business Manager, Italkoarcher
- Jason Duck, Head of Passenger Information, National Rail Enquiries
- Barry Einsi, Chairman, Joint Council on Wireless Communications
- Bill Everett, Senior Principal Business Analyst, ARINC
- Jean-Michel Evanghelou, Head of Market and Portfolio, Kapsch
- George Hacken, Senior Director, Vital System, NYC
- Christian Haas, Director Global Partner Sales, Keymile AG
- Joa Holzer, Head of Project Management and Support, NS Passengers
- Maku Karusue, Business Development & Sales, Icomera
- Jan Koning, Strategic Communications, Movares
- Eva Kreienkamp, CEO, Hamburg Kolln Express
- Tim Lane, Principal Engineer (Strategy & Innovation), Network Rail Telecoms
- Dan Lindstrom, Waygate Systems Manager, Los Angeles County Metropolitan Transportation Authority
- Joerg Matschiner, Vice President, Global Sales, Siemens
- Claudio Ottobrino, Key Account Manager, Expansion, Francesco Prato, Director Sales and Business Development, Siemens Transportation
- Peter Raabe, Global Product Line Director, NIF World
- Fabio Someni, Head of ATC Systems, RFI
- John Stafford, Control-Command Signal Engineer, RSSB
- Richard Thomas, Customer Relationship Manager, Cubic Transportation Systems
- Brond Vandusseldon, Senior Consultant, Schiedl & Bachmann GmbH
- Manuel Villalla, Director of Innovation, CAP Signalling
- Wolfgang Wenzel, Sales Director, Public Transport, Frecuentes
- Karl Witteck, Vice-Chair, Technology Committee Joint Council on Transit, Wireless Communications

Key Speakers include:

- Libor Lochman, Executive Director, CER
- Stephane Ouaki, Head of Unit (Move B4), Connecting Europe Infrastructure Investment, DG Move
- Eva Kreienkamp, CEO, Hamburg Kolln Express
- Trever Garland, Chairman, European Passenger Federation
- Brian Ellis, Principal Engineer, Control Command & Signalling, The Office of Rail Regulation
- Armand Toubol, Civil Engineer Logistics, Consultant Manager, New Opera
- Tony Bispeskov, Manager of Traffic Information, DB SBB
- Christian Schang, Senior Consultant, SNCF INFRA
- Pio Guido, Head of Unit ERTMS, European Railway Agency
- Simon Whitehorn, Programme Manager ETCs, Network Rail
- Marc Antoni, Head of Innovation Technologies, SNCF
- John Barry, Principal Administrator, European Commission, (DG Move)
- Moritz Schlie, Head of Rail Communications, Deutsche Bahn
- Kurt Schmid, Consultant, Rail Communications SBB

Register for your delegate pass: www.SmartRailExpo.com
10:30 Congress Registration and VIP Networking Coffee
11:10 OFFICIAL CONGRESS OPENING

RAIL LEADERS THINK TANK: INVESTING AND FINANCING THE TRAIN OF THE FUTURE

11:15 Moderator introduction to session: Investing in the train of the future to remain competitive
Armand Touboel, Civil Engineer Logistics Consultant Manager, New Opera

11:30 Think tank Panel: What does the railway of the future look like, and how can it be financed?
Libor Lochman, Executive Director, CER
Stephane Quazii, Head of Unit (Move B4) Connecting Europe Infrastructure investment strategies, DG Move
Michel Ruesen, Managing Director, ERTMS Users Group
Ayan Ohra Kaya, Senior Development Vice President, BSN
Eva Kreienkamp, CEO, Hamburg Köl Express
Anna Holness, Managing Partner, Passenger Services Practice, Telstra UK
Trevor Garrod, Chairman, European Passenger Federation
Christian Peltzauer, CIO, WESTbahn
Ian Wright, Head of Research, Passenger Focus
Andrea Gasparri, Head of Customer Operations, Ballo Trains

12:15 Audience Q &A session
12:30 Moderator conclusion to Finance Think Tank
12:45 Networking Lunch in the VIP
Section of the Exhibition Room

FREE INNOVATION SEMINARS

The free to attend on-floor innovation seminars provide an unrivalled opportunity to uncover the latest technical insights across IT, passenger information and ticketing & fare collection. Each of the innovation zones feature technical leaders and CTO’s outlining their latest projects and vision for technological development.

RAIL LEADERS THINK TANK: PUTTING THE PASSENGER AT THE HEART OF DEVELOPMENT

14:00 Moderator introduction to session: Satisfying passengers through innovation
Armand Touboel, Civil Engineer Logistics Consultant Manager, New Opera

14:15 Think tank Panel: Placing the passenger at the heart of innovation to increase competitiveness
Eva Kreienkamp, CEO, Hamburg Köl Express
Anna Holness, Managing Partner, Passenger Services Practice, Telstra UK
Trevor Garrod, Chairman, European Passenger Federation
Christian Peltzauer, CIO, WESTbahn
Ian Wright, Head of Research, Passenger Focus
Andrea Gasparri, Head of Customer Operations, Ballo Trains

15:00 Audience Q &A session
15:15 Moderator conclusion to Passenger Think Tank
15:30 Networking Coffee in the VIP
Section of the Exhibition Room

MONDAY 24 FEBRUARY 2014
10-20 SMARTRAIL EXHIBITION HALL OPEN
PAID CONTENT: STRATEGIC CONGRESSES

INNOVATION: A WHOLE SYSTEMS APPROACH

16:20 Case study: Increasing reliability, availability and safety from a whole systems approach
Brian Ellis, Principal Engineer, Control Command & Signalling, The Office of Rail Regulation

16:35 Case study: Learning from other industries: Innovation in the automobile sector
Andreas Graf, Business Development Manager, Spokesman Eclipse Automobile Industry WG
Basiliyos Jacob, Technology Specialist, DB Netz AG

16:50 Case study: Learning from other industries: Innovation in the aerospace sector
openETCS learns from the aerospace sector and joins Polarsys, an Eclipse Industrial Working Group
Klaus-Rüdiger Has, Project Leader, openETCS, DB Netz AG
Pierre GAUFILLET, Polarsys chairman, AIRBUS

17:05 Cross industry panel: Driving innovation in the transport sector
Brian Ellis, Principal Engineer, Control Command & Signalling, The Office of Rail Regulation
Klaus-Rüdiger Has, Project Leader, openETCS, DB Netz AG
Pierre GAUFILLET, Polarsys chairman, AIRBUS
Basiliyos Jacob, Technology Specialist, DB Netz AG
Andreas Graf, Spokesperson & Business Development Manager, Eclipse Automobile Industry WG

19:00 END OF DAY ONE
A unique opportunity to network, share experience and pull knowledge about the latest world class developments and solutions.

Phil Bartlett, Booz & Company

Register for your delegate pass: www.SmartRailExpo.com
TUESDAY 25 FEBRUARY 2014
FREE INNOVATION SEMINARS

A3: THE BUSINESS CASE FOR ONBOARD WIFI: DEFINING ROI
11:20 Case study: Meeting passenger demands with onboard WIFI to increase ridership
Christian Patteaux, CIO, WESTbahn
11:35 Case study: The impact of WIFI deployments on passenger numbers: what is the ROI?
11:50 Case study: Selecting the right business model to maximise ROI
12:05 Case study: The business case for WIFI underground: Can metros use WIFI?

A4: DELIVERING ONBOARD WIFI SUCCESSFULLY
14:05 Case study: Delivering WIFI successfully to maximise satisfaction
Anshul Gupta, Executive Director, RailTel, Ministry of Communications, India
14:20 Case study: Launching a large scale WIFI project cost effectively
14:35 Case study: Overcoming challenges to ensure reliability onboard
14:50 Case study: Top 5 lessons learned from WIFI implementation

A5: DEPLOYING CCTV & ONBOARD DIAGNOSTICS
16:20 Case study: Latest CCTV developments in SNCF network
Bertrand Taquin, Chef de Division Systèmes et Applications, SNCF
16:35 Case study: Futureproofing CCTV systems for rail
Eduardo Monari, Head of Research Group, Image-based Real-Time Systems, Fraunhofer IOSB
16:50 Case study: Developing digital CCTV and next generation surveillance
Flavio Andriolo, Technical Manager, European Commission
17:05 Case study: Next-generation communication technologies for pervasive surveillance
Ozgur B. Akan, Professor, Department of Electrical & Electronics Engineering, Rice University
17:45 END OF DAY TWO

B3: DEVELOPING PASSENGER APPLICATIONS
11:20 Case study: Open data: A Traveline perspective
Julie Williams, Chief Executive, Traveline UK
11:35 Case study: Improving the onboard experience with real-time occupancy information systems
BestFlyen, Advisor in Real-Time Information systems, Operations IT, NBB
11:50 Case study: Increasing personal mobility for the passenger by converging PIS and smartcard technologies
Chris Lane, Head of Intelligent Systems, Centro
12:05 Case study: Integrating effective PIS for buses and tramways in Turin
Alberto Forchino, Head of Special Engineering Projects, Turin Metro

B4: INNOVATIVE STATION MANAGEMENT
14:05 Case study: Delivering accurate passenger information at stations
Matthew Bromley, Station Manager Marylebone, Chiltern Railways
14:20 Case study: Delivering a more interactive experience for the passenger
Trevor Garrod, Chairman, European Passenger Federation
14:35 Case study: Establishing additional revenue with effective advertising at stations
14:50 Case study: Increasing footfall and reducing delays at stations

B5: PASSENGER ONBOARD INFOTAINMENT
16:20 Case study: Defining the future of passenger infotainment: what can operators expect next?
Reserved for Lufthansa
16:35 Case study: Providing a complete onboard telematics system
Raffaele Raspani, Head of IT Operations, MTV
16:50 Case study: Providing a more complete onboard passenger experience
Andrea Gasparri, Head of Customer Operations, RailTrains
17:05 Case study: What does the passenger demand onboard?
17:45 END OF DAY TWO

WEDNESDAY 26 FEBRUARY 2014
PAID CONTENT: STRATEGIC GONGRESSES

EFFECTIVE TESTING AND CERTIFICATION
10:30 Congress registration and networking coffee
11:15 Moderator introductory presentation: Reducing certification time and cost with model based solutions
11:30 Roundtable Group Discussion: In groups of no more than 10, delegates will debate the following topics, lead by the moderator:
- Reducing costs to certification
- Automation & certification
- Effective testing procedures
- Impact on long term operations
12:15 Roundtable feedback to session moderator

INTELLIGENT IT FOR RAILWAYS
10:30 Congress registration and networking coffee
11:15 Moderator introductory presentation: Rolling out current and future generation technologies simultaneously
11:30 Roundtable Group Discussion: In groups of no more than 10, delegates will debate the following topics, lead by the moderator:
- Maximising the lifecycle of new technologies
- CAREP VS ROI
- Project Management and delivery
- Impact on reliability and passenger experience
12:15 Roundtable feedback to session moderator
The execution was flawless and the attendance was great. A great success for all of those who attended, I would not hesitate in participating again as sponsor.

Olivier André, Alcatel-Lucent

WHY SPONSOR OR EXHIBIT?

With over 1000 visitors in attendance with responsibility for rail IT, signalling, telecommunications and technology, SmartRail is the ultimate business development opportunity for credible and innovative suppliers to the rail and metro industry.

If you are looking to increase market presence and build your brand, announce and demo new products, and meet and do business with buyers, you need to exhibit at SmartRail 2014.

Exhibition stands are strictly limited and sold on a first come, first served basis. To reserve your stand please contact:

Ben Green, Sponsorship & Exhibition Director: ben.green@globaltransportforum.com +44 (0)20 7045 0904

TOP 10 REASONS TO EXHIBIT

1. Cut costs and meet all your current and potential customers in one place, at one time
2. Maximise the growth of your business by building relationships with colleagues, customers and competitors
3. Prove your thought leadership by showcasing your latest innovations
4. Raise your profile and show that you are a major industry player
5. Maximise interaction to understand what your customers are looking for
6. Influence key decision makers and ensure your message reaches key industry figures
7. Ensure you are at the cutting edge and keep up with industry trends
8. Highlight to all your customers how your solution can help achieve their goals
9. Protect your market position and secure crucial growth
10. Your competitors will be there. Don’t let them win business at your expense

SMARTRAIL IS MORE THAN AN EVENT. IT’S A COMMUNITY.
# Registration Details

## Easy Ways to Register

**WEB:** [www.SmartRailExpo.com](http://www.SmartRailExpo.com)
**TEL:** +44 (0)20 7045 0900
**EMAIL:** marketing@globaltransportforum.com

## Congress Delegate Pass + Free Innovation Seminar and Expo Pass

<table>
<thead>
<tr>
<th>Category</th>
<th>Date</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government/Railway/Metro</td>
<td>13/12/2013</td>
<td>£995.00</td>
</tr>
<tr>
<td>Industry Supplier</td>
<td>24/01/2013</td>
<td>£1,195.00</td>
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</tbody>
</table>

**FULL PRICE**: £1,395.00

This pass includes:
- Access to the Signalling & Train Control and Railway Telecoms Congresses
- Access to the innovation seminars on IT & Wifi, Fare collection and Passenger Information
- Access to the exhibition area

**FREE INNOVATION SEMINARS AND EXPO PASS ONLY**

- FREE

**Contact Us:**

- **W:** [www.SmartRailExpo.com](http://www.SmartRailExpo.com)
- **T:** +44 (0)20 7045 0900
- **E:** marketing@globaltransportforum.com

**Discounts**

If your company is sponsoring or speaking at SmartRail Europe you will be entitled to a discount. Please email marketing@globaltransportforum.com for more details.

**Benefits of Attending as a Group**

Take advantage of our technical and strategic streams, breakouts and interactive roundtables by bringing your whole team! Buy 3 passes and get the 4th pass completely free! Additional options available for larger groups, please email marketing@globaltransportforum.com

For terms and conditions please visit [www.SmartRailExpo.com](http://www.SmartRailExpo.com)

**Payments**

- **Option 1:** I would like to pay by card Paying by credit card is the best way to guarantee your place, and the only option after December 31st. To pay by card, call us at +44 (0)20 7045 0900 or book over the phone or online. Registration is open NOW!

- **Option 2:** I ENCLOSE A CHEQUE PAYMENT Cheques should be drawn on a UK bank and made payable to: Global Transport Forum Ltd

- **Option 3:** PAYING BY BANK TRANSFER, PLEASE INVOICE ME This option is not available after 31st December. Registration fees are net of bank charges. If paying by international bank transfer, ensure that your company pays both the sender’s and receiver’s bank charges. IMPORTANT: In order for us to track your payment and confirm you, please reference the bank transfer with SME14 and the last name of delegate 1.

  - **Bank:** HSBC Bank, 88 The Broadway, London N10 3RX
  - **Account Name:** Global Transport Forum Ltd
  - **Sort code:** 40-04-37
  - **Account Number:** 51630148
  - **BIC:** MIDLGB21
  - **IBAN:** GB29 MIDL 4004 3751 630 148
  - **Netherlands Tax Registration:** 8233 86107
  - **UK VAT Registration:** 972 2224 29

**Prices exclude the local tax rate of 21%**

*Discounted rate subject to availability and exclusively for direct employees of government bodies, regulators, railways and metros. Global Transport Forum reserves the right to approve or reject this rate on a case by case basis.

*Unpaid or unprocessed registration by the time of the event will be charged at this rate, including £200 processing fee.

## Events

**28-30 October 2014**
Gaylord National Resort, Washington D.C.

**For More Information Visit** [WWW.SMARTRAILEXPO-USA.COM](http://WWW.SMARTRAILEXPO-USA.COM)

**26-28 November 2014**
BITEC, Bangkok

**For More Information Visit** [WWW.SMARTRAILEXPO-ASIA.COM](http://WWW.SMARTRAILEXPO-ASIA.COM)

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"Global Transport Forum are right on the top of the list with regards to quality and value for money."

Norman Frisch, Huawei

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