

AsiaPacificRail 2017

21 – 22 March 2017
Hong Kong Convention & Exhibition Centre



Innovation, technology
& strategy for
Asia Pacific's rail industry

POST EVENT REPORT

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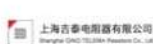
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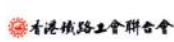
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SUPPORTING PARTNERS





“This event has always been my favourite. I only attend one or two events each year and this is one of them. This is the best opportunity that I get to meet all the good people, all my friends, all my colleagues and this event can get all the CEOs and top executives all at one place so we get to meet all of them”

- **Witoon Hatairatana**, Deputy Managing Director, **Bangkok Expressway and Metro Public Company Limited**



EVENT OVERVIEW



Dear Colleagues

The 19th Annual Asia Pacific Rail took place at the Hong Kong Convention & Exhibition Centre on 21-22 March 2017. Held once again in partnership with MTR Corporation, this year was our biggest and best yet, with **more than 1,500 attendees** from **668 organizations** and **38 countries**, cementing Asia Pacific Rail's position as the must-attend annual gathering of the APAC rail industry's decision-makers and key stakeholders. The event attracted executives from the region's largest and most influential rail operators, authorities, service providers, consultants as well as government delegations.

Over 120 rail experts provided their insights across two days in 4 premium conference tracks and 4 on-floor seminar theatres. Key themes in our premium conference sessions included the increasing adoption of emerging technologies in the rail industry, finance and funding, mainline, rail freight, rolling stock, asset management, power, rail safety, passenger experience and more. Our New Metro Project Showcase sessions also returned with Project Update Roundtables, providing the opportunity for in-depth discussions with key project directors on rail projects happening in the region. In the exhibition floor seminar theatres, we offered insights into track & infrastructure strategies, rail ticketing and new technologies; and for the first time, we launched our Underground/Overground University, showcasing innovative construction techniques and strategies from across the region.

Asia Pacific Rail 2017 also included a pre-conference site visit hosted by MTR Corporation to the South Island Line. The 7km South Island Line train service officially started operations in December 2016 and it uses Fully Automatic Operation. Participants were also given a tour of Wong Chuk hang Station and Depot, which became an operational depot in March 2017.

We are proud of the success we have achieved at Asia Pacific Rail 2017, and would like to extend our sincerest thanks to our sponsors, exhibitors, speakers and partners for their support. We hope you had an enjoyable and fruitful experience at Asia Pacific Rail 2017.

We look forward to welcoming you back to Hong Kong in 2018 for our 20th anniversary event!

Sincerely,

The Asia Pacific Rail Organizing Team

EVENT STATISTICS



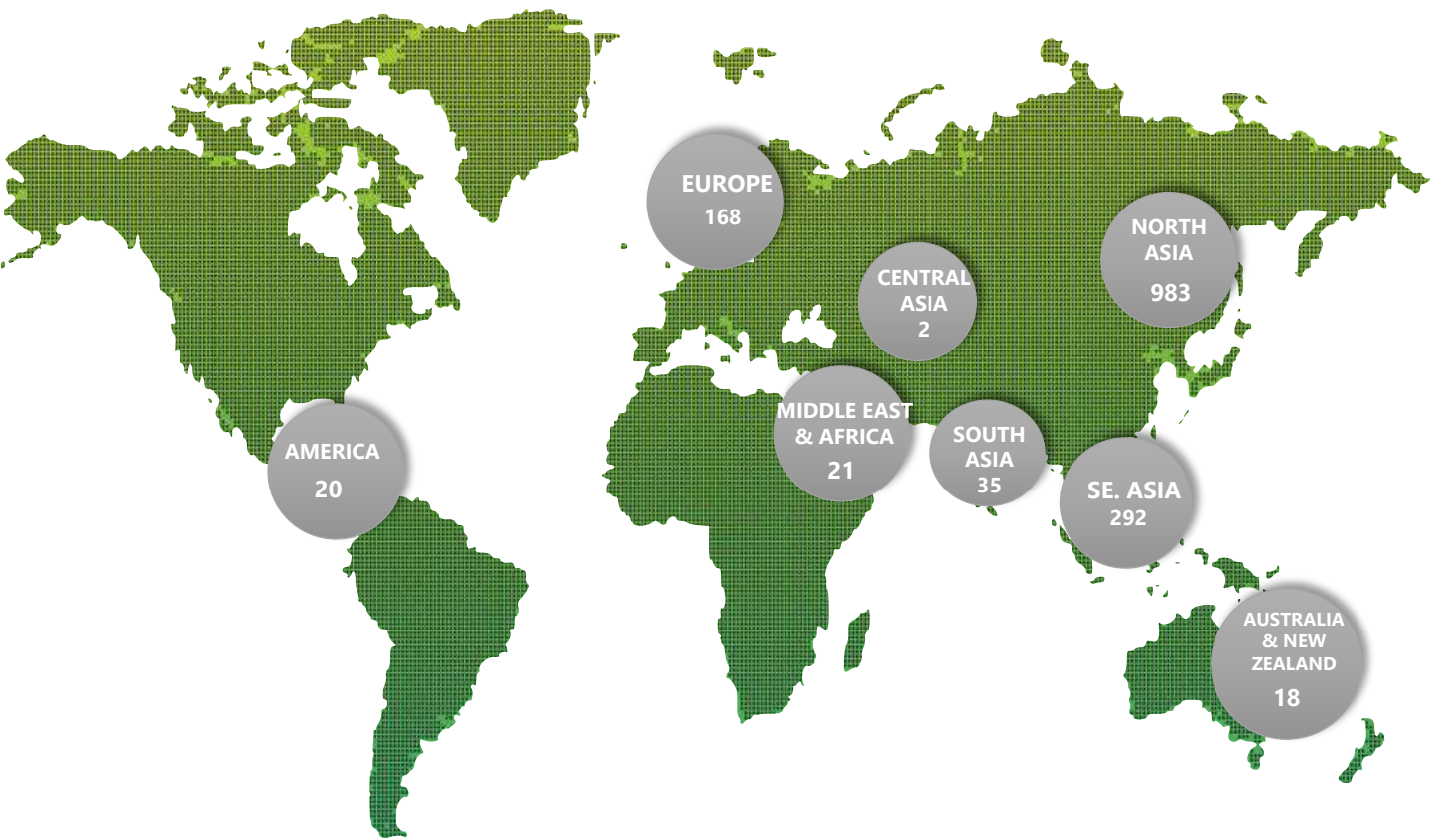
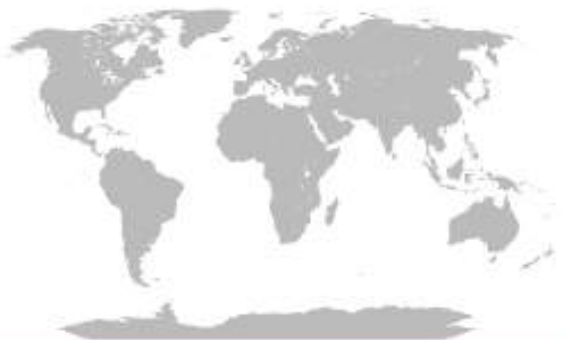
1,539

TOTAL ATTENDEES

668

ORGANISATIONS

Attendees
visited from
38
countries





STATISTICS BREAKDOWN

By Profiles

Rail Authorities & Operators

415

Tram & Bus operators/ Airport Authorities

20

Rolling stock, Signalling & Communications

316

Consultants/ Architects/ Construction

171

System Integrators (E&M)

35

Stations - Technical Equipment/ Building Materials

51

Rolling Stock Components

59

Track Infrastructure & Maintenance

53

Power & Electrification

58

Testing & Certification

22

IT (ie: Cybersecurity/ Predictive Analytics/ Smart Transportation)

52

Ticketing & revenue

44

Legal/ Financial Institutions

18

Trade Association/ Academic

59

Press/ Media/ PR

18

Market Research/ Recruitment/ Logistics

23

Others

117

By Job Title

37%

**SENIOR
MANAGEMENT ***

31%

**SENIOR
MANAGER/
MANAGER**

20%

**SENIOR
ENGINEER/
ENGINEER**

12%

OTHERS
(Consultant, Advisor,
Professor, Expert)

* Includes CXO, MD, President, VP, Directors, GMs,
Commissioner, Country Heads



“Over the years, Asia Pacific Rail has been growing from strength to strength. The quality of participants and speakers is world-class and I always enjoy meeting rail colleagues from all over Asia at Asia Pacific Rail in Hong Kong.”

**Azmi Abdul Aziz, President & Group CEO,
Prasarana Malaysia Berhad**



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Nem Solutions
Neosys Technology
Netpoleon Solutions Pte Ltd
New Creative Global Resources
New Effort Limited
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Ngong Ping 360 Limited
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NLB
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Oasys Ltd
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Pacific Ocean Group	Remax Macau
Pak Wing Engineering Company Limited	Resolto Informatik GmbH
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Pandrol Thailand Co Ltd	Ritter Starkstromtechnik
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This event has grown through the years. I've been to the conference on a couple of occasions before and I think this is probably the biggest I've seen it grown to. There are a lot more vendors and certainly the discussion topics and the breakout sessions that are conducted have a very rich array of topics and all are very interesting, very relevant to the needs and demands of today's railway professionals so I would say to continue to keep up with the good work with Asia Pacific Rail conference and we look forward to it growing bigger and bigger each year as more participants and vendors come to attend this. It's my pleasure [to join Asia Pacific Rail 2017].

**—Desmond Kuek, President and Group CEO
SMRT Corporation Limited**



RAIL LEADERS FORUM



Lincoln Leong,
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Desmond Kuek,
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CEO, **SMRT Corporation**



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Witoon Hatairatana,
Deputy Managing
Director, **Bangkok Expressway and Metro Public Company Limited**



Vincent Tan, Senior
Vice-President - Rail
Operations/International Engagement,
SMRT Trains



Kuldeep Gharatya,
Head of Technical
Strategy, Systems
Performance &
Innovation, **London Underground**



Terry Wong, General
Manager –
Infrastructure
Maintenance, **MTR Corporation**



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



R. Ramana, Executive
Director (Planning),
Mumbai Metro Rail Corporation



Yuslizar Daud, Head
of Rail, **Public Transport Commission Malaysia (SPAD)**



Agung Wicaksono,
Operation and
Maintenance Director,
MRT Jakarta



Jun Zhang, Director of
Network Operation
Management,
Chongqing Rail Transit (Group) Co. Ltd



Philip Wong, Chief
Signal Engineer
(Operations), **MTR Corporation**



RAIL LEADERS FORUM



Dr. Samuel Chan,
Director, Systems &
Chief Systems
Specialist, **Land
Transport Authority**



C C Chang, Airport Line
Metro Project
Committee Member,
MOTC Taiwan



Voravuth Mala,
Deputy Governor of
Administration, **State
Railway of Thailand**



Hermanto Dwiattmoko,
Commissioner, **PT
Kereta Api Indonesia**



Tonny Yeap, Director,
Commercial Division,
MYHSR Corporation



Lee Minseok, Senior
Manager, Beijing
office, **KORAIL**



Mukul Jain, Director
(Operations), **High
Speed Rail
Corporation of India**



Aye Aye Hla, Advisor,
Planning and
International Relations
(Land Transport), **MOTC,
Myanmar**



Ouk Sota, Deputy
Director, Railway
Department, **Ministry
of Works and
Transport, Cambodia**



**Luvsandagva
Purevbaatar**, Advisor
to the Chairman &
Mega Projects
Leader, **UBTZ**



Emmanuel Vivant,
Managing Director –
**Hong Kong Tramways
& CEO – RATP Dev
Transdev Asia**



Noormah Mohd Noor,
CEO, **Express Rail Link**



Foo Jang Kae, Vice
President – Rail
Engineering, **SBS Transit**



Kuo Tsair-Ming, Vice
President, **Taipei Rapid
Transit Corporation**



Brijesh Dixit, Managing
Director, **Nagpur
Metro Rail Corporation**



Naoto Kimura,
Director, International
Relations Department,
Tokyo Metro



Len Neist, Chief
Engineer, **Public
Transport Victoria**



Rama Venkta, Project
Director, High Speed Rail
Group, **Land Transport
Authority Singapore**



**Dr. Somprasong
Suttayamully**, Director,
Business Development
Department, **MRTA**



Prof Lee Kang-kuen,
Head of Planning and
Design - Sydney
Metro project, **MTR
Corporation**



RAIL LEADERS FORUM



Dr Tony Lee, Chief of Operations Engineering, **MTR Corporation**



Richard Keefe, General Manager – Rolling Stock Fleet, **MTR Corporation**



Leow Meng Fai, Director – Asset Condition, Standards and Renewal, **Land Transport Authority**



Lakthan Thongnopakoon, Asst Managing Director (Project Engineering Group), **Bangkok Expressway & Metro**



Kitipat Supakleelakul, Engineering and Maintenance Director, **Bangkok Expressway & Metro**



Takao Nishiyama, Executive Director – Overseas Related Affairs, **East Japan Railway Company**



Liu Chiu-Liang, Director, Systemwide E&M Project Office, **Department of Rapid Transit Systems, Taipei City Government**



Sanjay Kumar, Chief Engineer (Signal & Telecom), **Kolkata Metro Rail Corporation**



H.W. Chan, Communications & Control Engineering Manager, **MTR Corporation**



Martha Lawrence, Sr. Railway Specialist, Leader of Railways Community of Practice, **World Bank**



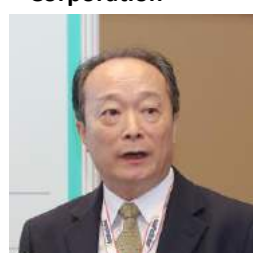
David Tang, Property Director, **MTR Corporation**



I P Gautam, Managing Director, **MEGA Co. Ltd**



Biren Parmar, Director (Finance), **MEGA Co. Ltd**



Liu Kading, Chief Planner, **Shenzhen Metro**



Luca Tonello, Head of Project Finance, **Sumitomo Mitsui Banking Corporation**



Isabel Chatterton, APAC Regional Manager, PPP Transaction Advisory Services, **International Finance Corporation**



Dr. K.M. Leung, Assistant Director/Railways, Electrical and Mechanical Services Department, **Government of Hong Kong SAR**



Siu Yow Wee, Director of Station Operations, Rail Operations Division, **SMRT Trains**



Sue McCarrey, Chief Executive, **Office of the National Rail Safety Regulator (ONRSR)**



James Shi, Assistant Vice-President, Operation Sub-Division, Railway Operations Division, **Taiwan High Speed Rail**



RAIL LEADERS FORUM



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



Randy Sac, Head – Information Management & Technology, **Light Rail Manila Corporation**



Norlia Noah, Head of Rail CAPEX, **Prasarana Integrated Management & Engineering Services Sdn Bhd (PRIME)**



Ling Chien-Hsun, Chief Engineer, Dept. of Rapid Transit Systems, **New Taipei City Government**



Jean Pham, Lead, New Media, Corporate Marketing & Communications, **SMRT Corporation**



Mukti Jauhari, Corporate Deputy Director of Passenger Transport Marketing & Sales, **Kereta Api Indonesia**



Hirofumi Tanaka, Assistant Senior Researcher, Track Technology Division, **Railway Technical Research Institute**



Jean-Francois Chassin, Vice President, Permanent Way & Engineering Trains, **SMRT Trains**



Isa Tang, Permanent Way Works Manager, **MTR Corporation**



Prof Tam Hwa-Yaw, Chair Professor of Photonics & Head of Department of Electrical Engineering, **HKPU**



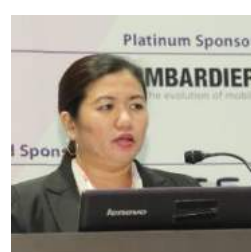
Lorelie Reyes, Project Manager, LRT Line 2 West Extension Project, **Light Rail Transit Authority**



Silvester Prakasam, Director – Fare Systems, **Land Transport Authority**



Dr. Padet Praditphet, Director, Common Ticketing Office, **Ministry of Transport of Thailand**



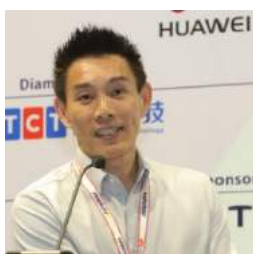
Catherine P. Lopez, Division Manager, Automated Fare Collection System Services, **Light Rail Transit Authority**



Andy Yip, General Manager – International Business, **Octopus Holdings**



Liang Jinlin, Chairman, **Happycash card/Yuan Hsin Digital Payment Co. Ltd**



Henry Foo, Director, Thomson-East Coast Line, **Land Transport Authority Singapore**



Dr. Lawrence TH Lee, Senior Construction Engineer – SCL-NSL, **MTR Corporation Limited**



Rahul Goswami, Deputy General Manager (Town Planning), **Jaipur Metro Rail Corporation**



Muhammad Javed Anwar, CEO, **Pakistan Railways**



RAIL LEADERS FORUM



Anuslip Sirivejchapan,
Assistant Governor,
MRTA Thailand



Sutep Punthupeng,
Chief Operating Officer,
SRT ET



Ly Borin,
Undersecretary of
State, **Ministry of
Public Works and
Transport, Cambodia**



Chan Sameleng, Director
of Railways, **Ministry of
Public Works and
Transport, Cambodia**



Rogelio L. Singson,
President & CEO,
**Light Rail Manila
Corporation**



Rodolfo O. Chansuyco,
Engineering Director,
**Light Rail Manila
Corporation**



Joselito A. Caro,
Procurement
Manager, **Light Rail
Manila Corporation**



Emmanuel Tolentino,
Officer in charge,
Engineering Division,,
**Philippines National
Railways**



Noel Patrick Prudente,
Director, **Philippines
National Railways**



Sung Sik Im,, Manager of
Overseas Business,,
Seoul Metro



Woneung Kim, Head
of China Branch Office,
Korail



Hardjita, Manager
of Railway System,
PT Adhi Karya



Yanto Yulianto, Head
of Signalling,
Telecommunication
& IT Department, **PT
MRT Jakarta**



Allan Tandiono,
Project Director, LRT
Jakarta, **PT Jakarta
Propertindo**



Syahrudi, Manager of
Civil Engineering, **PT
Adhi Karya**



**Mohamad Danial
Aiman bin Nohd
Redza,** Project
Manager II, E&M
Systems, **MRT
Corporation Sdn Bhd**



**Mohamad Zamri bin
Abas,** Project Manager I,
E&M Systems, **MRT
Corporation Sdn Bhd**



Nyunt Han, Asst
General
Manager,(Signal &
Communication),
Myanma Railways

"Learnt new signaling & communication technologies from this event that I can consider in near future which system is most suitable for our railways"

– **Nyunt Han,** Asst General Manager,
(Signal & Communication), **Myanma
Railways**

THE CONFERENCE



THE CONFERENCE

An exciting lineup of over 120 speakers from leading metros, intercity mainline and high speed rail operators, rail authorities, solution providers and consulting experts across the region presented at the Asia Pacific Rail 2017 conference.

This year, with our biggest program ever, we had four theatres addressing the most pressing issues faced by the industry. Each day the conference started with visionary keynotes before breaking out into the focused tracks completed with panels, individual case studies, project updates and roundtables.

DAY ONE

Opening Keynote Plenary – Rail Leadership & New Digital Paradigms

New Technologies & New Metro Project Showcase

Signalling & Communications

Mainline & Rail Freight

Inter-modality and Power

Project Update Roundtables & Operations Reliability Panel

DAY TWO

Opening Keynote Plenary - The Future of Rail and One Belt, One Road

Rolling Stock, Asset Management & Passenger Experience

Signalling & Communications

Finance & Funding

Safety & Light Rail

Close of Asia Pacific Rail 2017

AGENDA HIGHLIGHTS



Rail Leaders' Panel

VISIONARY KEYNOTES



Digital Railway of The Future



Enable synergies and communicate across pillars



Building operational excellence competency



Prospect of Rail Transit Signalling System



The future of rail: An MTR Perspective



One Belt, One Road



Operations Reliability Panel



SIGNALING & COMMUNICATIONS

The **Signalling & Communications Theatre** offered two full days of content, featuring best-in-class case studies from the following experts:



Chongqing Metro



Beijing TCT



MTR Corporation



**Huawei
Technologies Co.**



**Land Transport
Authority**



Moxa Inc



MOTC Taiwan

With several resignalling projects in the region, the theatre also featured a panel exchanging best practices in managing resignalling projects:



“It gives a lot of insight in the domain of Metro Rail. I personally have learnt lot of technical things, which would take my professional career in long way.”

Sanjay Kumar, Chief Engineer (Signal & Telecom), Kolkata Metro Rail Corporation



MAINLINE – PASSENGER & FREIGHT



Getting up to speed with the latest **high-speed rail** development from MyHSR, KORAIL, High Speed Rail Corporation of India and State Railway of Thailand

Speakers from Cambodia's Ministry of Works and Transport, PT Kereta Api Indonesia and Ulan Bator Railways shared plans on developing **rail freight** networks in their respective countries.



One Belt, One Road Stakeholder Panel



"It's amazing. So many interesting tracks discussing topics and keynote presentations is very good experience and useful to my organization."

- Aye Aye Hla, Advisor/Consultant, Union Minister Office, Ministry of Transport and Communications, Myanmar



AGENDA HIGHLIGHTS



The future of the railway industry is being shaped by innovative technologies. Speakers from Samsung C&T Corporation, London Underground, MTR Corporation & Thales shared how emerging technologies can be adopted to drive operational efficiency.



Discussing strategies to extend lifespan of rolling stock



Speakers from MTR Corporation, Land Transport Authority, Bangkok Expressway and Metro as well as East Japan Railway Company exchanged strategies to manage assets for optimal performance.



Power experts on enhancing resilience of power supply system





AGENDA HIGHLIGHTS



Creating an integrated intermodal transport network

Experts from EMSD, SMRT Trains, Office of the National Rail Safety Regulator and Taiwan High Speed Rail shared technical and regulation strategies on enhancing passenger safety in the railway industry.



"The conference is very informative and focus on the latest rail technology."

- **Randy Sac**, Head - Information Mgmt. & Technology, **Light Rail Manila Corporation**



"The conference offered a great chance to debate about financing and capital raising for an important growing sector in Asia"

- **Luca Tonello**, Deputy General Manager and Head of Project Finance, Investment Banking Department, **SMBC**



NEW PROJECT SHOWCASE

With new lines and extensions being planned and constructed, Asia Pacific Rail brought together that the most highlight anticipated projects from the region.



"Asia Pacific Rail 2017 was a pleasure and honour for MRT Jakarta. Being a new railway company on its preparation for operation in 2019, it was such a pride to stand side by side and learn from world-class railway operators."

-**Agung Wicaksono**, Operation & Maintenance Director, **MRT Jakarta**

Delegates were able to have in-depth discussions with key project directors in small-group roundtable discussion sessions.



"I found Asia Pacific Rail 2017 a great opportunity to learn of new innovation and technology developments in rail while also providing an excellent forum to meet with my peers in the Asia Pacific region"



- **Len Neist**, Chief Engineer, **Public Transport Victoria**





LEADING NEW ICT
Building A Better Connected Railway



"This exhibition is a huge platform for us to share our new concepts and technologies with buyers and to gain their recognition. We hope to have a closer cooperation with Terrapinn in 2018."

- Kai Li, Vice-minister, Traffic Control Technology Co. Ltd.



THE EXHIBITION



"What I really like is the mixture of exhibition where we have the opportunity to get our customers from what we have theoretically explained during the presentation – they can really see it here. On top of that, our major customers & prospects are here so we can really meet them and give them firsthand information of what we are doing."

-Jochen Apel, VP Global Transport Segment, Nokia



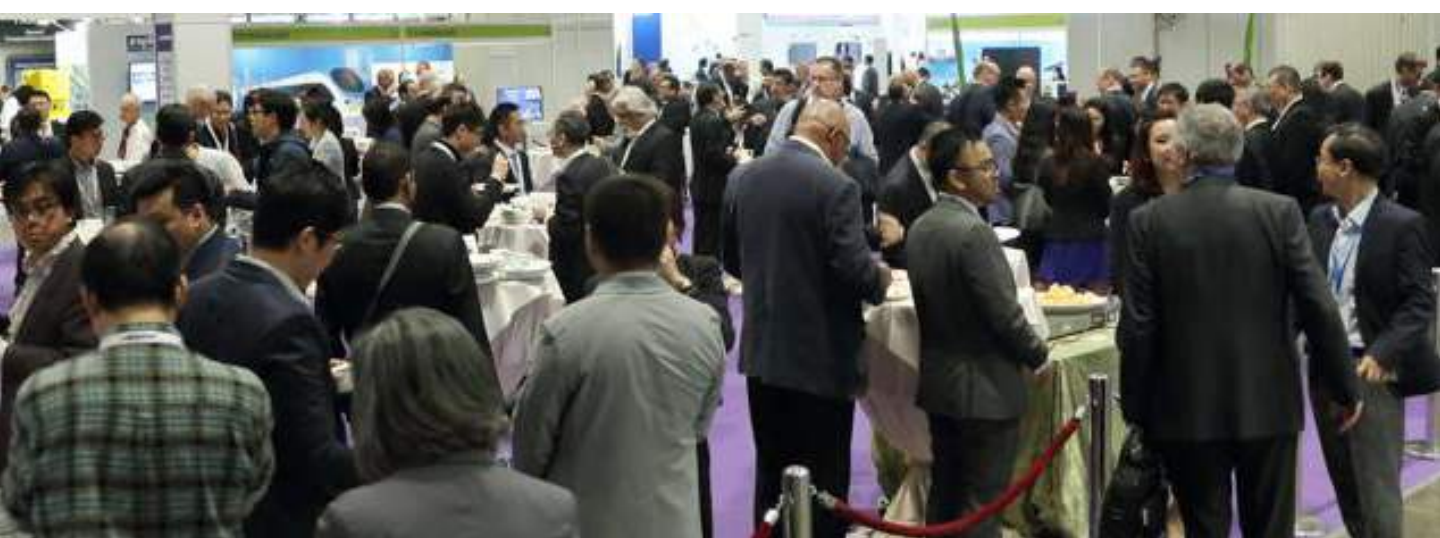
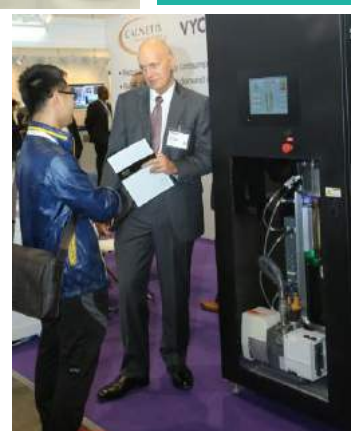


EXHIBITION HIGHLIGHTS



"This is the main rail event in Asia and was identified by our group as the priority in 2017 in this region. It's very well organized, we had many contacts and business meetings in our booth."

-**David Lecoffre**, Marketing Director, **Systra**





EXHIBITION HIGHLIGHTS

In 2017, we expanded from 1 to 4 technical onfloor seminars covering 2 days of technical content addressing the following areas:

PERMANENT WAYS



Jean-Francois Chassin,
Vice President,
Permanent Way &
Engineering Trains,
SMRT Trains



Isa Tang,
Permanent Way
Works Manager,
MTR Corporation



Lorelie Reyes, Project
Manager, LRT Line 2 West
Extension Project, **Light
Rail Transit Authority**

RAIL REVENUE & TICKETING



Silvester Prakasam,
Director – Fare
Systems, **Land
Transport Authority**



Pierre-Yves Guillaume,
Head of Rail – Asia Pacific,
Amadeus



Dr. Padet Praditphet,
Director, Common
Ticketing Office,
**Ministry of Transport
of Thailand**

UNDERGROUND /OVERGROUND UNIVERSITY



Rahul Goswami, Deputy
General Manager (Town
Planning), **Jaipur Metro
Rail Corporation**



Jason Hutchings, Senior
Design Director, **Atkins**



Henry Foo, Director,
Thomson-East Coast Line,
**Land Transport Authority
Singapore**

LATEST TECHNOLOGIES



Digital Railways



Platform Safety



**Cybersecurity & Big Data
Analysis**



EXHIBITION HIGHLIGHTS



"The event far exceeded my expectations – there was a great mix of new technologies on the show, colleagues from the industry and informative presentations. Well done to the team."

- Ian Whitton, Executive Director Transportation, AECOM





“The event is great. It’s getting better every year and that’s why I keep coming.”

Dr Jacob Kam, Managing Director – Operations and Mainland Business, **MTR Corporation**

"It's an event I can meet clients, business partners, potential clients in one single location and Hong Kong is a popular destination for them. This event so far has been very good that's why we are getting a bigger presence next year, having meet our expectations and ROIs."

– **Vincent Tan**, General Manager of Rail, **TÜV Rheinland**



"Interesting this year - I think I see it's bigger this year than last year and I think I also see some new exhibitors. For me one of the benefits of attending this is to network with people, seeing all my old friends. Good to use this event to find out what's going on in the other railway authorities and developments in other countries."

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



"I think it's a very fruitful conference, especially in Asia. I'm very happy to attend this conference and if I have another chance, I would like to come back."

– **Lee Min Seok**, Senior Manager, **Korea Railroad Corp.**
Beijing Office



"Absolutely good grade as there are lots of seminars going on which talk about aspects which are real challenges for new metros like us. Hope to be back again."

– **Rahul Goswami**, Deputy General Manager (Town Planning), **Jaipur Metro Rail Corporation**





"Here I see the staff who have worked in the industry for over 35 years or more and they have work at the highest level. So this is a forum which has brought the best of the field and expertise. Listening to them and understanding their viewpoint has helped me understand how I can better implement my metro project and it is a wonderful effort for me on first exposure and I would like to be associate in future also."

- **Biren Parmar**, Director of Finance, **MEGA**

"The event is nice. Keep the good and high quality of the event."

- **Voravuth Mala**, Deputy Governor of Administration, **State Railway of Thailand**



"It's a great event I have to say. We meet a lot of interesting people, very high class people you can meet at Asia Pacific Rail and we are always happy to be here and we are looking forward to be here next year."

- **Elvis Kozica**, International Sales Manager, **Linsinger Maschinenbau GmbH**

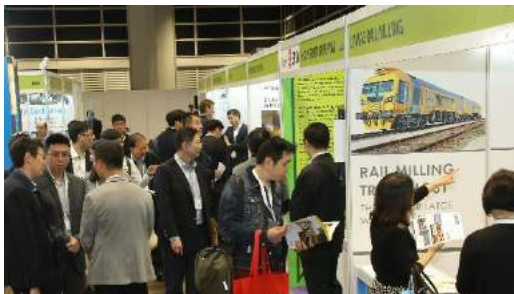
"The event was again an excellent platform to cultivate and expand contacts and to have interesting face-to-face meetings with various stakeholders in the community."

- **Sven Nowak**, Vice President, Digital Service and Railway Signalling, **TÜV SÜD Rail**



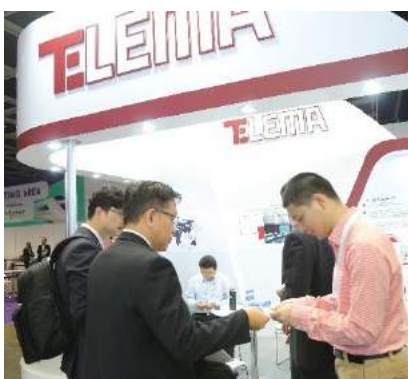
"The event provides great information to Railway operators as well as its stakeholder."

- **Lorelie Reyes**, Project Manager, LRT Line2 West Extension Project, **Light Rail Transit Authority**



"Good service and good organized, a lot of decision makers attend this conference and exhibition."

- **Guenther Veit**, CEO, **Schrey & Veit**



"A great place of learning, networking and awareness in rail industry!"

– **Catherine Lopez**,
Division Manager,
Automated Fare
Collection System
Services, **LRTA**



"Because this event improved my knowledge and I can learn a lot in the railway industry and technology from this event that I have not been seen up to now."

– **Sota Ouk**, Deputy Director of
Railways, Railways Department,
**Ministry of Public Works and
Transport**



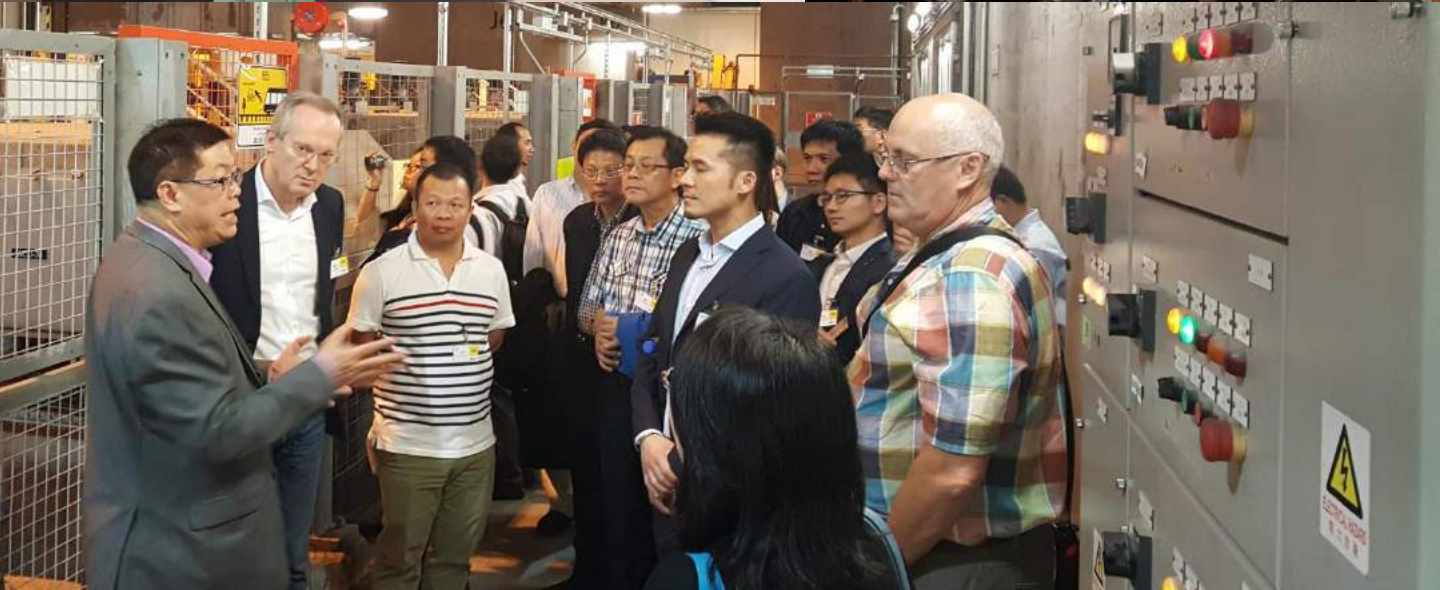
"Asia Pacific Rail is a good platform for any private companies to venture into Asia market. It's a good start for companies to pick up into the Asian market."

– **Nazatul Najla Abdul Rahman**, Director,
Corporate Affairs, **CMC Group**

MTR Site Visit to South Island Line



Participants were given a short presentation on the MTR South Island Line, a 7km line which uses Fully Automatic Operation. They also enjoyed a tour of the Wong Chuk Hang Station and Depot, which became operational in March 2017.



“Its very well organized and beneficial for us. We got to meet a lot of people, see new technologies and ideas to exchange views.”

- Muhammad Javed Anwar, CEO, Pakistan Railways



MARKETING

Asia Pacific Rail took on an extensive marketing campaign including a mix of digital marketing, partnerships with relevant associations or media partners, telemarketing, digital and social media marketing

WEBSITE

- Our websites containing key event information attracted over 108,449 page views.



EMAIL MARKETING

Over 1,600,000 emails were sent as part of our email marketing campaign, highlighting information updates on our conference.

BROCHURES

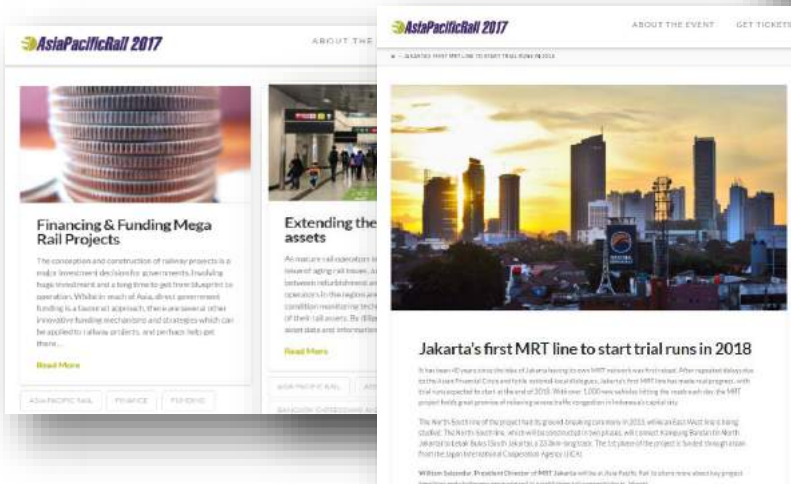
► Conference brochures featuring full event details were sent through email campaigns, digital channels and third-party marketing reaching over 150,000 people in Asia and beyond.



MARKETING

FACEBOOK

Facebook marketing was done over 6 months leading up to the event. Information featured include event details, promotions, speakers' details and industry news. The page was also promoted to relevant audience through segmented interest groups, lookalike campaigns and a database audience.

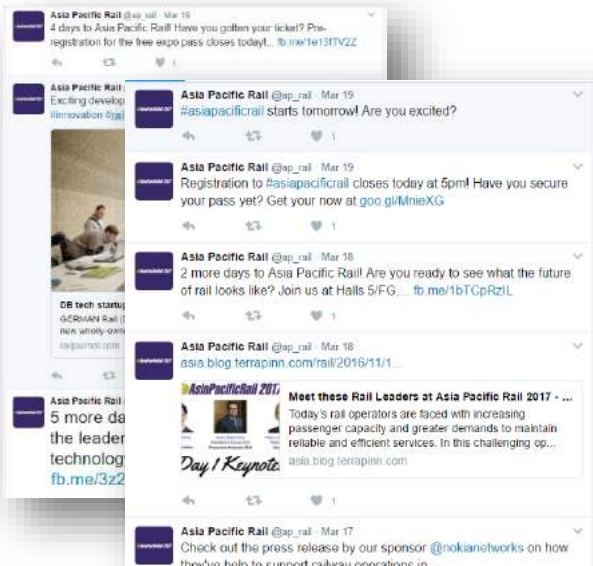


◀ BLOG

A blog containing industry and event news was set up and articles were posted regularly to generate industry interest.

TWITTER

Key event information and industry news were tweeted frequently, and we extended outreach through promoted tweets.



REMARKETING

Remarketing advertisements took place over the 5 months leading up to the event, where event details was marketed to the most relevant audience.



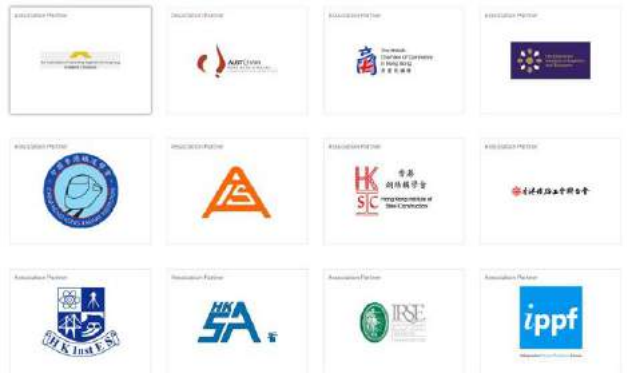
MARKETING

THIRD PARTY MARKETING

Partners



The event was endorsed by local and international associations and media partners.



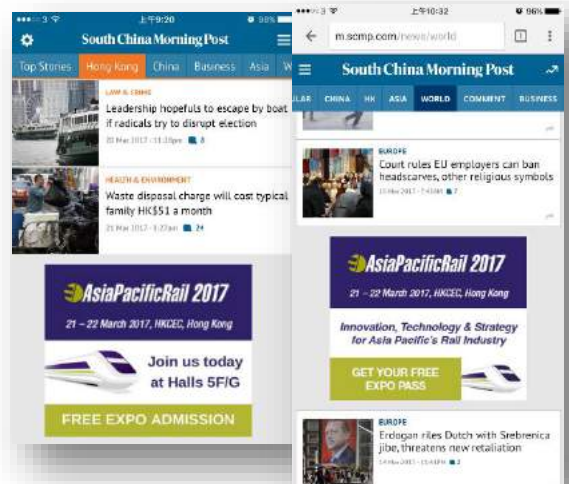
EXTERNAL EMAILS

External emails featuring event details and special promotions for partners were sent out to over 150,000 people in the rail community.



Mobile advertising

Mobile Advertisements were placed on South China Morning Post Mobile platform, reaching over 120,000 subscribers.



EVENT LISTINGS & BANNER ADVERTISEMENTS

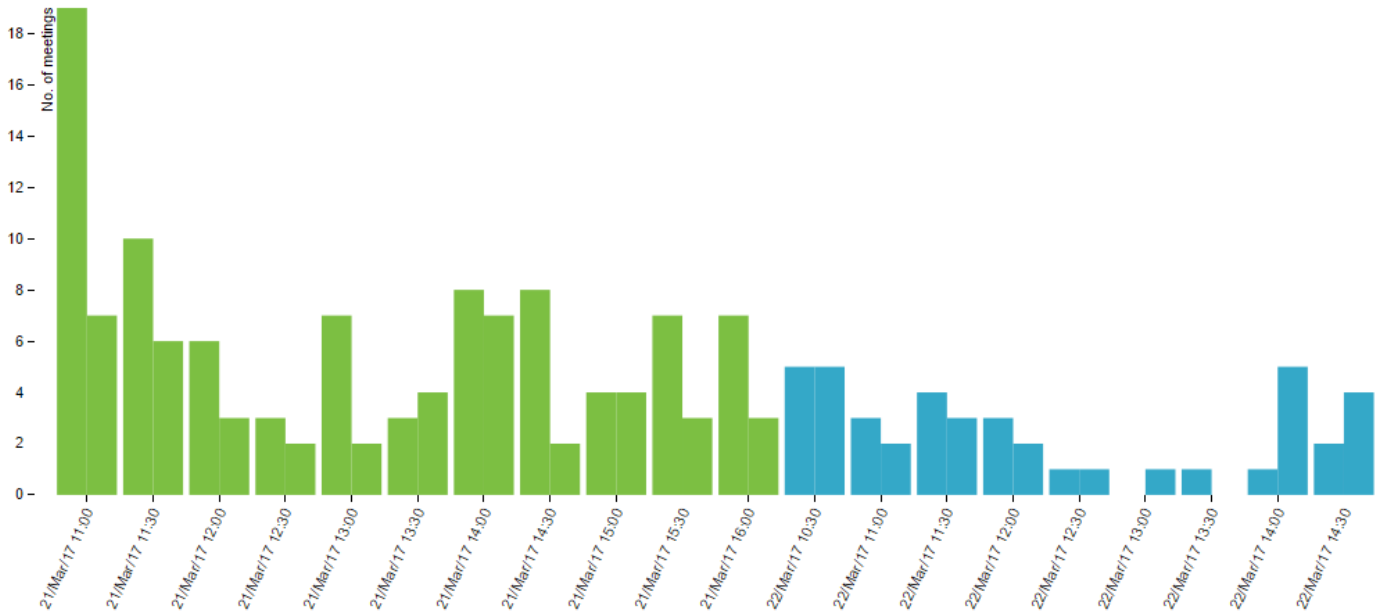
Event listings and banners were placed on partners' websites, newsletter emails and other channels.



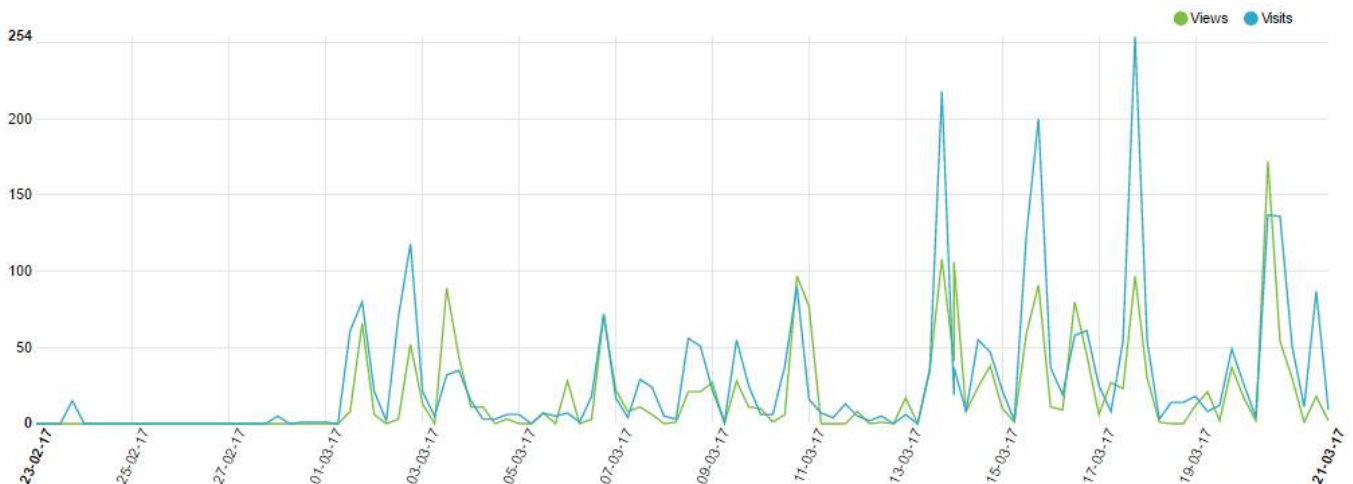


NETWORKING

168 meetings were made across **20** timeslots via our networking app. That's equivalent to **8 meetings per timeslot**.



3,096 visits and **2,033** profile views were made through the app in 3 weeks leading up to the event.





CELEBRATING 20 YEARS

Asia Pacific Rail 2018

Asia Pacific Rail is the most exclusive and influential railway gathering in the region.

2000 attendees

500 rail authorities & operators

100 exhibition stands

For **our 20th anniversary edition in 2018**, we're going even bigger, bringing you more rail operators, more content, more exhibitors, more networking, and above all, more opportunities for you to do business.

With 4 tracks of premium content covering metro projects, rolling stock, rail freight, signaling & communications, passenger experience, safety, asset management, track & infrastructure, revenue & ticketing, mainline projects, financing & funding and more, the 2018 premium conference will offer more opportunities than ever before to hear from the leading operators, authorities and solution providers in the region.

Gathering the largest representation of key stakeholders across mainline, metro, freight and more, Asia Pacific Rail is your perfect platform to connect and engage with your key prospects. It's a highly cost and time efficient platform to generate new leads and reinforce your leadership position in the market.

Join us as we discuss the innovation, technology & technology for Asia Pacific's rail industry.



CELEBRATING 20 YEARS

AsiaPacificRail 2018



Innovation, technology &
strategy for Asia Pacific's
rail industry

DATES

20-21
March 2018

VENUE

Hong Kong Convention &
Exhibition Centre

GET INVOLVED

Secure your booth early for 2018
Contact Kym Chua at
kym.chua@terrapinn.com or
+65 6322 2702



www.facebook.com/asiapacificrail/



@ap_rail #asiapacificrail