



Rail+Metro China 2016

Tunnel China 2016

Show Report

INTEX Shanghai Co., Ltd.

July 2016

www.railmetrochina.com

Overview

From 14th-16th June 2016, Rail+Metro China and Tunnel China were held for the eleventh year running at the Shanghai New International Expo Center (SNIEC), in Pudong, Shanghai. Rail+Metro China is produced by the China International Engineering Consulting Corporation and INTEX Shanghai, while Tunnel China is produced by the Tunnel and Underground Works Branch of the China Civil Engineering Society and INTEX Shanghai.

The show enjoys great support from the China Academy of Transportation Sciences, the Ministry of Commerce Department of Outward Investment and Economic Cooperation of the People's Republic of China, the Shanghai Transportation Trade Association Modern Tram Committee, the Shanghai Railway Institute, Shanghai Shentong Metro Group Co., Ltd., Tongji University Institute of Rail Transit and Southwest Jiaotong University. Rail+Metro / Tunnel China 2016 hosted over 200 exhibitors from 13 countries worldwide, with the show floor spanning 20,000 square meters.

Featured exhibitors included: CRRC Corporation, Alstom, Bombardier, Thales Saic Transport, FITSCO, Shanghai Shentong Metro Group, the Shanghai City Urban Construction Design & Research Institute, the Shanghai Tunnel Engineering & Rail Transit Design and Research Institute, ZTE, Vossloh, ContiTech, and Phoenix. Exhibitors showcased innovative products, leading technologies and research achievements, covering rail bound vehicles for public and freight transport, interiors, signal, communication and IT systems, power and traction systems, noise and

vibration control technologies, maintenance and repair, design and planning, operation and infrastructure, and more.

Mr. Yu Guangyao, Chairman of Shanghai Shentong Metro Group, delivered the opening speech and the show was proclaimed open by Mr. Li Guoyong, former Consul for the Department of Basic Industries of the National Development and Reform Commission (NDRC).

A total of 17,269 trade visitors attended Rail+Metro / Tunnel China 2016. Domestic visitors came from 33 cities and regions, with 53% from East China. Numerous urban railway operation companies, regional Development and Reform Committees and design and planning institutes from more than 40 cities and regions were in attendance, including Beijing, Shanghai, Guangzhou, Shenzhen, Tianjin, Nanjing, Xuzhou, Yangzhou, Nantong, Suzhou, Wuxi, Changzhou, Jiaxing, Hangzhou, Ningbo, Wenzhou, Zhuhai, Taiyuan, Guiyang, Baotou, Urumqi, Lanzhou, Shenyang, Jinan, Qingdao, Dalian, Harbin, Xi'an, Shijiazhuang, Zhengzhou, Chengdu, Kunming, Nanchang, Chongqing, Changsha, Hefei, Nanning, Foshan, Fuzhou, Dongguan, Kunshan, and Xiamen. The number of visitors from overseas railway operation companies increased dramatically this year too, particularly from Russia, Uzbekistan, Germany, Singapore, Malaysia and Mexico. In all, overseas visitors from over 20 countries (and regions) attended.

Visitors by classification of their job were divided mainly into management (39%), sales (32%), engineering (13%) and purchasing (8%); over 50% of trade visitors were from railway constructors, operators, equipment manufacturers and system integrators. In addition, planning and design institutes, government departments,

academic institutions, railway bureaus, financial investment units, associations and organizations were estimated to account for 24% of total attendance.

Industry Movers' Platform

Shanghai Songjiang Modern Tram Vehicle displayed for the very first time

CRRC Corporation cast a powerful presence at its first major exhibition in Shanghai since its creation through the merger of CNR Corporation and CSR Corporation in 2015. They showcased their highly regarded products and new technological innovations through their subsidiaries: CRRC Changchun Railway Vehicles Co., Ltd.; CRRC Dalian Co., Ltd.; CRRC Tangshan Co., Ltd.; CRRC Zhuzhou Locomotive Co., Ltd.; CRRC Zhuzhou Institute Co., Ltd.; CRRC Construction Engineering Co., Ltd.; and Shanghai Rail Transportation Equipment Development Co., Ltd. Their exhibits included: China standard EMUs, Manila Line MRT3s, inter-city EMUs, energy-storage modern tram/trolley cars, a mid-low speed maglev, metro cars for Hong Kong West Island Line, and much more.

One of the most attractive exhibits on CRRC's impressive booth was the first 100% low floor modern tram for Shanghai — the Shanghai Songjiang Tram Line Vehicle. This was the first time that they had unveiled its features. The vehicle is designed and manufactured by CRRC Corporation and Shanghai Electric Group, and will be put into operation on the Songjiang Modern Tram Line T1 and T2 from 2017. Visitors and media alike were all attracted by its exquisite modeling and stylish design.

Focusing their products on energy saving and sustainable development this year, Alstom featured their latest CITADIS tram car, their new Hesop breaking energy-recovery solution and their Health Center remote control and predictive

maintenance and operation monitoring system. Also worthy of note, Bombardier's showcase focused on their INNOVIA Monorail 300 system vehicle and the INNOVIA APM 300; and Thales Saic Transportation took 'safe and easy' driverless technology, existing railway signal upgrading and LTE technology as their key points. FITSCO brought their diversified product solutions, including subway, tram, rubber wheel transport system (APM, monorail, air-train) and inner-city express models, with their JeRail®CBTC urban city signal system and JeTram® modern tram communication and signal solution, as well as their integrated solution their major focuses. ZTE showcased their 'SMART City' integrated solutions: next generation transmission bearer products, their latest wireless trunking application, the IPAS intelligent operation and maintenance system, their subway life circle APP service, intelligent digital advertisements and more. Finally, Shanghai Shentong Metro Group showcased their technology innovation achievements, especially in operation management, maintenance, and engineering construction, as well as in 'localized substitution technology' geared towards reducing the reliance of local metro operators on imported technology.

Features and Events

1. (The 3rd) China Rail+Metro Development Forum 2016

——Rail Transit Information Construction and Big Data Development

The forum was moderated by Mr. Zhou Xiaoqin, Director of the Department of Traffic Industry, China International Engineering Consulting Corporation. Speakers included those from Shanghai Shentong Metro Group, Guangzhou Metro Group, Beijing Transportation Research Center, Shenzhen Urban Transport Planning Center, and Wuhan Transport Planning and Network. Among other topic areas, they shared

practices and applications of railway industry 'cloud' construction and big data systems.

2. (The 3rd) Rail Transit TOD & PPP Seminar 2016

The seminar encompassed real projects and case studies that followed the TOD and PPP investment models from various angles: policy application, planning modification, cooperation schemes, regulatory implementation and management.

Moderated by Mr. Zhu Xiaobing, Director of Southwest Jiaotong University (Shanghai)

TOD Research Center, the opening speeches were delivered by Mr. Li Guoyong,

former Consul of Department of Basic Industries of the National Development and

Reform Commission (NDRC), and Mr. Sheng Huanye, Vice Chairman of the Shanghai

Overseas Returned Scholars Association. Delegates included representatives of

Metro Groups from Shanghai, Shenzhen, Hong Kong, Xuzhou, Nanchang, Nanning

and Changsha, as well as from the Beijing-Shanghai high-speed railway operator, the

Beijing-Tianjin-Hebei inter-city railway operator, the China Academy of Urban

Planning and Design, Shenzhen Vanke Co., Ltd., Southwest Jiaotong University,

Tongji University, Taiwan National Council for the Promotion of Private Participation

in Infrastructure Investments (NCPPI), the Shanghai City Urban Construction Design

& Research Institute, the World Bank, the CCDI and others, with over 20 speakers

participating.

3. (The 4th) Tram and Diversification of Rail Transit Seminar 2016

The seminar enjoys strong support from the Shanghai Transportation Trade

Association Rail Transit (Medium Volume Traffic) Committee, the Shanghai City

Urban Construction Design & Research Institute and the Sino-Euro Tram Innovation

Centre. Themes encompassed: analysis of urban integrated transport, planning and

trending; urban rail transit diversification and the introduction of new products and techniques; and modern tram operation safety. The seminar was moderated by Mr. Xu Zhengliang, Chief Engineer of the Shanghai City Urban Construction Design & Research Institute. Mr. Zhouhuai, Vice Chairman of the Shanghai Transportation Trade Association Rail Transit Committee and former Consul of the Shanghai Municipal Transportation Commission delivered the opening speech. Featured speakers were from the Shenzhen Urban Transport Planning Center, the Shanghai City Urban Construction Design & Research Institute, the Shanghai Tunnel Engineering & Rail Transit Design and Research Institute, the Operation Committee of the China Association of Metros, and Tongji University, as well as key suppliers.

4. Urban Mass Transit Operation Management Seminar 2016

The seminar was organized by the China Academy of Transportation Sciences under the themes 'Urban city railway operation and the role of government, private enterprise and the public'; 'Risk management of the transition from railway construction to operation'; and 'Innovation and practice in urban rail transit operation maintenance and repair'. Speakers included representatives from the China Academy of Transportation Sciences, and metro operation companies from Shanghai, Guangzhou, Shenzhen, Dongguan and Chengdu. Mr. Cui Xuezhong, Vice Dean of the China Academy of Transportation Sciences and Mr. Sun Zhang, Professor of Tongji University Institute of Rail Transit were also in attendance. There were also a number of supplier companies participating, including Alstom, Longertek, 3M, Vossloh, CRSC and Traffic Control Technology.

5. Rail+Metro CBTC Technology Conference 2016

The first CBTC conference gained esteemed support from the Shanghai Shentong Metro Group. The conference was based on themes of 'Existing railway upgrading'; 'Demand for and challenges of driverless technology applications in CBTC'; 'CBTC applications in diversified rail transit systems', and featured in-depth analysis and discussion on the existing problems and future development trends of CBTC systems. Top signal supplier companies including CRSC, Casco, Thales Saic, Siemens and FITSCO actively participated.

6. (The 4th) Railway Vibration & Noise Control Seminar 2016

The seminar was supported by Tongji University Institute of Rail Transit, State Key Laboratory of Traction Power, Southwest Jiaotong University and Beijing Jiaotong University. The seminar was moderated by Mr. Geng Chuanzhi, Professor of Tongji University Institute of Rail Transit. Over 10 speakers participated in the seminar, featuring Mr. Liu Weining, Professor and Director of Research Institute of Rail Transit Environment Vibration, School of Civil Engineering of Beijing Jiaotong University; Mr. Markus Hecht, Director of Faculty of Mechanical Engineering and Transport System of Rail Vehicles Division of Technical University of Berlin; and Mr. Jin Xuesong, Professor of State Key Laboratory of Traction Power, Southwest Jiaotong University.

7. (The 9th) Tunnel and Underground Engineering Technology Seminar 2016

Organized by the Shanghai Society of Civil Engineering, the seminar covered typical engineering cases, discussing advanced tunnel engineering concepts in-depth. Mr. Fu Deming, Secretary General of the Shanghai Civil Engineering Society; Mr. Yang Zhihao and Mr. Liangwei, Dean and Vice-Chief Engineer of the Shanghai Tunnel

Engineering and Rail Transit Design and Research Institute; Mr. Wang Hengdong, Vice-Chief Engineer of the Shanghai Municipal Engineering Design Institute; and Mr. Wang Jiyun, Senior Engineer with Professorships of Shanghai Tunnel Engineering Co., Ltd. delivered presentations encompassing the latest technological developments and featured case studies.

Promoting the Show

1. Integrated Promotional Campaign

The show was promoted through multiple channels, including mail-outs, targeted phone calls, text messages and emails, social media engagement and of course through the official website.

This year, the official website was optimized to make it easier for professional visitors to find the latest industry information. Over 100 thousand contacts have been accumulated, segmented by nature of business and profession. Different tools were then used to promote show information relevant to these categories.

In total, 42 emails were sent out before the show, with topics including general show information, exhibitor profiles, and conference and seminar information; additionally over 20 mass texts for booth sales and visitor invitations were sent. During the show, we also provided messaging notification services to attendees, with content including opening and registration times, transportation details, conference schedules and venue information.

Social media was another important focal point for show promotion. Our official WeChat platform is frequently used to share industry related articles, news and

show information to our followers, with official posts shared 2-3 times a week. We also make sure to publish articles based on real-time events and positive news stories, in order to keep our followers active. Single articles instead of multiple articles are published prior to two months before the show, with the content mainly focusing on exhibition highlights, conference and seminar agendas, and exhibitor and visitor guidance. The number of WeChat platform (RailMetroChina) followers is increasing steadily, with nearly 20,000 followers at last count.

2. Extensive Media Cooperation

Rail+Metro China has over 20 media partners, with comprehensive cooperation with the industry main stream media, including: <Urban Mass Transit>, <World Railway>, www.rail-transit.com, <Railway Purchase and Logistics Journal>, <Railway Transportation Equipment and Technology>, <High-Speed Rail and Rail Transit>, <Today Rail Transit>, <Electric Drive for Locomotives>, and <Electric Locomotives & Mass Transit Vehicles>. Other media partners include: <Electrical Equipment>, <Bodo's Power Systems>, www.norco.com.cn, www.lqjob88.com, www.gctester.com, 21its.com, xtjc.com, China Automation Media, www.power-cn.cn, MMSONline.com.cn, inmachine.com, <Railway Signalling & Communication Engineering>, www.expofiles.com and <Transportation Construction & Management>.

3. The 3rd issue of <RMT-Rail Metro Tunnel> Magazine

<RMT – Rail Metro Tunnel> is a professional publication released every year in conjunction with Rail+Metro China, dedicated to providing supplementary services to exhibitors and trade visitors. The content of the magazine is guided by leading industry figures and concentrates on the main themes of the show.

4. Mass media exposure

Flyers in mainstream newspapers: over 200 thousand show flyers were inserted into <Jiefang Daily> and the <Oriental Morning Post> on June 7th and 13th respectively, with these newspapers delivered to major enterprises and institutions in Shanghai.

Show preview posts in mainstream newspapers: several show preview reports were posted in mainstream newspapers, including the <Oriental Morning Post> on 2nd June, the <Shanghai Morning Post> on 6th and 13th June, and the <Xin Min Evening News> on 14th June.

Exclusive on-site interviews: one of our major media partners, Yangcai Media, interviewed CRRC Corporation, CRSC, ZTE, TEB Technology, Censcience Industry, Kingway Rail, Vossloh and SGS during the exhibition.

Other media exposure (newspapers, journals and websites): <Jiefang Daily>, <Wen Wei Po>, <Xin Min Evening News>, <Shanghai Morning Post>, <Oriental Morning Post>, <Youth Daily>, <Ta Kung Pao>, <China Securities Journal>, <Yangtze Evening>, <Laodong Daily>, <Pudong Times>, <Shanghai Law Journal>, <Shanghai Financial News>, <Economic Daily> and others.

Over 40 websites reported on the show, including www.news.cn, people.cn, www.xinmin.cn, www.chinanews.com, www.shanghai.gov.cn, jfdaily.com, *Economic Information Daily*, www.nbd.com.cn, zaobao.com, news.takunpao.com.hk, eastday.com, Sina.com, www.cnqold.org, www.cs.com.cn, <China Business News>, *The Paper*, the Ministry of Transport of the People's Republic of China's website, ifeng.com and Sohu.com.

We would like to extend our most sincere gratitude to all our partners, supporters, media friends and all those who have supported us all along. Rail+Metro / Tunnel China will next be held on November 21st-23rd, 2017, at the Shanghai New International Expo Center. We look forward to your participation!

The Organizing Committee of Rail+Metro China & Tunnel China

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Appendix: 2016 Media report collection

Contact:

INTEX Shanghai Co., Ltd.

Add: 8F, New Town Mansion, 55 Lou Shan Guan Road, Shanghai (200336)

Contact: Ms. Jessie Hu; Ms Annie Shi

Tel: +86(0)21-62951060 62952073

Fax: +86(0)21-62780038

Email: huxiaoping@intex-sh.com; shianan@intex-sh.com