Brief Review of Rail+Metro China 2014/Tunnel China 2014

Under the great support of Department of Basic Industries and Department of Industries Coordination, National Development and Reform Commission (NDRC), Department of Urban Construction, Ministry of Housing and Urban-Rural Development (MHURD), Ministry of Transportation (MOT), Department of Equipment, Ministry of Industry and Information Technology (MIIT), Rail+Metro China 2014 has been launched successfully at Shanghai New International Expo Center (SNIEC) from June 17 to 19, 2014. Rail+Metro China 2014 is organized by China International Engineering Consulting Corporation (CIECC) and Intex Shanghai, co-organized by CSR, CNR, Shanghai Shentong Metro etc. Tunnel China 2014 was launched concurrently, and it is organized by Tunnel and Underground Engineering Work Branch of China Civil Engineering Society (CCES) and Intex Shanghai.

The exhibition scale of Rail+Metro China 2014/Tunnel China 2014 has reached 20,000 m², with more than 180 renowned enterprises from 14 countries and regions, including CSR, CNR, Bombardier, Alstom, ZTE, Thales Saic, CASCO, Nanjing Kangni Mechanical & Electrical, Vossloh (China), Shanghai Urban Construction Design & Research Institute, Shanghai Tunnel and Rail Transit Design & Research Institute, China Railway Shanghai Design Institute Group and China Railway Engineering Equipment Group etc. Exhibitors are from China mainland, France, Germany, Switzerland, Slovak Republic, Italy, the United Kingdom, Spain, the United States, Canada, Australia, Japan, Taiwan Province and HKSAR etc.

The number of professional visitors has reached 12,687. Thereinto, domestic visitors are from 27 provinces, 210 cities and regions, while the overseas visitors are from 41 countries and regions worldwide.

Honorable guests presented at the Opening Forum and visited the exhibition booths are (names are arranged in random order):

✧ Mr. Li Guoyong, Counsel (DG-level), Department of Basic Industries (NDRC).
✧ Mr. Zhang Guohua, Dean, Institute of Comprehensive Transportation Research of
City and Town Reform & Development Centre (NDRC).

- Mr. Jia Wenzheng, Vice Secretary General, Operation Committee, China Association of Metros.
- Mr. Zhang Tianpei, Director, Anhui Province DRC.
- Mr. Tian Hua, Vice Director, Xinjiang Uygur Autonomous Region Urumqi DRC.
- Mr. Zhou Huai, Counsel, Shanghai Municipal Transportation Commission
- Mr. Ying Minghong, Chairman, Shanghai Shentong Metro Group Co., Ltd.
- Mr. Sun Chujun, Director, Transportation and Shipment Management Bureau of Songjiang Division
- Mr. Lu Jianxin, Director, Jiading District Traffic Management Bureau
- Mr. Huang Ou, Vice President, Shanghai Electric Group Co., Ltd.
- Mr. Xi Yongji, General Manager, Shanghai Rail Traffic Equipment Development Co. Ltd.
- Mr. Zhou Xiaojin, Director, Transportation Department, China International Engineering Consulting Corporation
- Mr. Xu Fei, President, Southwest Jiaotong University (SWJTU)
- Mr. Yang Qing, Director, Shenzhen Metro Construction Headquarters Office
- Mr. Liang Bingjian, General Manager, Real Estate of the Pearl River Delta, MTR Corporation
- Mr. Liu Kading, Chief Planer, Shenzhen Metro Group Co., Ltd.
- Mr. Lv Jie, General Manager, Ji’nan Metro Group Co., Ltd.
- Mr. Han Dong, Chairman, Hohhot City Traffic Investment Co., Ltd.
- Ms. Liang Yuehua, Vice General Manager, Taiyuan Metro Co., Ltd.
- Mr. Yang Zhituan, Chief Engineer, Lanzhou Metro Co., Ltd.
- Mr. Zhou Xiaoming, Vice Director, Baotou Metro Planning and Construction Management Office
- Mr. Yao Hongwei, Chairman, Changchun Metro (Group) Co., Ltd.
- Mr. He Weimin, Vice Chief Engineer, Chengdu Metro Co., Ltd.
- Mr. Wang Yongzhi, Chief Engineer, CNR Corp., Ltd.
- Mr. Li Jingyi, Vice General Manager, CNR Changchun Railway Vehicles Co., Ltd.
Mr. Li Jun, Vice Chief Engineer, CNR Changchun Railway Vehicles Co., Ltd.

Mr. Yu Qingsong, Vice Chief Engineer, CNR Changchun Railway Vehicles Co., Ltd.

Mr. Huang Wenjie, Vice General Manager, CSR Puzhen Railway Vehicle Co., Ltd.

Mr. Yang Ying, Vice Chief Engineer/Chief Expert, CSR Zhuzhou Electric Locomotive Ltd.

Other honorable guests are from over 30 cities and regions that engaged in tram and metro planning and construction, including Beijing, Ji’nan, Guiyang, Foshan, Xiamen, Hefei, Ma’anshan, Wuhu, Huangshan, Huainan and Xixian New Area etc.

Representatives from Consulate General of Slovak Republic, Royal Thai, Turkey, the Republic of Bulgaria, Romania, Brazil and Bolivia etc. in Shanghai, delegations from AHK and Transnet Ltd of South Africa also attended the exhibition.

**Features of Rail+Metro China 2014/Tunnel China 2014**

1. On-site Tram Display

*Rail+Metro China 2014/Tunnel China 2014* showed 4 locomotives, which is by far the largest scale of the exhibition. CSR Puzhen displayed a 100% low-Floor tram, CNR Changchun displayed their unmanned metro and a urban rapid rail vehicles, while Alstom showed a 1:1 tram model. These 4 locomotives become the focus of attention of the media and audiences.

The exhibits of *Rail+Metro China 2014/Tunnel China 2014* cover from rolling stocks and depot, components and interior, platform and relative devices, electricity supply and electromechanical device, signal and communication system, engineering construction, machinery device, materials, rail tracks, planning, design and
consultancy, college and institute, operators and media etc.

(1) China’s first urban rapid rail, unmanned rail —— CNR
CNR displayed an unmanned metro, which is made for Hong Kong subway. The manufacturing process is in accordance with strict implementation of international standards of which make it the world's top vehicle. Meanwhile, the first urban rapid transit vehicle was also displayed on CNR booth. It will be applied to bind downtown and suburb, railway station and hub area, central city and satellite city. The maximum speed reaches 160 kilometers/hour of which between metro and intercity EMUs. According to the nature of route and operation requirement of Shanghai Metro line 22, this type of vehicle is completely adaptive. It only takes residents about half an hour from Shanghai South Railway Station to Jinshan district by taking this line.

(2) Nanjing ‘Kylin’ Tram —— CSR
The most beautiful scenery on CSR booth is the Nanjing Puzhen ‘Kylin’ tram. This tram will be operated to service 2014 World Youth Olympic Games in Nanjing. It is the first catenary-less, lithium energy-storage, 100% low floor modern tram in the world that is researched and developed by Puzhen CSR. The length of the vehicle is 32.2 meters, and it is divided into 5 carriages with its rated capacity of 300 passengers. Each tramcar adopts low-floor, ground-orbit design. The distance from door step to the ground is only 33 centimeters which is convenience for disabilities, the aged, baby carriages and even wheelchairs getting on or off the vehicle. It is innovated base on Bombardier’s latest generation of 100% low floor tram platform and Suzhou tram’s technology and combined with the environment of Nanjing City.
(3) CITADIS Tram Model —— Alstom

Alstom's CITADIS solution is modernized transportation product which offers innovative solution to alleviate traffics and reduction of both pollution and noise to the city. With Alstom's multi-functionality system, CITADIS provides the perfect solution to integrate the tradition and modernization of the city. Nowadays, Alstom has already sold nearly 1700 CITADIS tramcars to over 40 cities and regions worldwide, and they have proceeded to introduce this clean, green, energy-efficiency modern vehicle to Chinese market. On Alstom’s booth this year, the colorful appearance of this tram model has attracted on-site audiences.

Other exhibitors include:

**Urban Rail Vehicle:** Bombardier, Alstom, CSR, CNR, Shanghai CRC Rail Transportation Equipment.

**Ancillary:** Knorr-Bremse Group, Hoppecke Battery Systems, Contitech China, Sapa Chalco Aluminum (Chongqing), Nanjing Kangni, Schunk Carbon (Suzhou)

**Signal systems and passengers information system:** ZTE, CASCO, Thales Saic.

**Shanghai Scari Intelligent System.**

**Vibration Control and Maintenance:** Vossloh, GERB (Qingdao), Zhejiang Tiantie, Beijing Ikelu, Taicang Zhongbo, Shanghai Railway Administration Science & Technology Institute

**Planning and Design:** Shanghai Tunnel Engineering & Rail Transport Design and Research Institute, Shanghai Urban Construction Design & Research Institute, China Railway Shanghai Design Institute Group.

**Tunnel Engineering:** China Railway Engineering Equipment, KOMATSU China, China Railway Baoji Bridge Group, Conductix-Wampfler.
2. Over 10 authoritative programs, bring together top elites, sharing the latest industrial information

The concurrent fringe programs of the exhibition encompass rail transit planning and design, construction investment, rolling stock, signal and communication system, data security, track maintenance, tunnel construction, high-speed rail O&M, and the current hot topic on globalization strategy of China’s high-speed railway. Nearly 200 guests delivered keynote speeches on various forums and seminars, over 2000 specialized audiences were presented at the forums and seminars and visited the exhibition. The event achieved mutual promotion and built a platform for industrial top elites sharing experiences.

(1) Strategic transportation network planning & design; Coordinated development of new-type urbanization and traffic integration—— 2014 Rail Transit Network Planning & Design Seminar

16 June 2014, under the support of Department of Basic Industries of NDRC, Department of Urban Construction of MHURD, MOT and Shanghai City Traffic Committee, 2014 Rail Transit Network Planning & Design Seminar that is organized by CIECC and undertook by Intex Shanghai was held at Minya Hotel.

The seminar was moderated by Mr. Zhou Xiaojin, the director of Transportation Department of CIECC. Mr. Li Guoyong, the Counsel from Department of Basic Industries of NDRC gave a speech, he addressed: over a year time, the city rail transit projects that were examined, approved and down-passed to the provincial governments are mostly in the implementation. Mr. Li proposed that the future construction needs to adhere to act within capabilities, orderly development; affordable planning; integrate power and ensure reliability and safety. Specifically, insist to implement advanced transportation network planning, rational construction planning, strict examination and approval system, standardized adjustment process and enhanced supervision system. In addition, Mr. Li emphasized that the planning program must be suitable for certain local circumstances.
Mr. Zhang Guohua, Dean of Institute of Comprehensive Transportation Research of City and Town R&D Center of NDRC; Mr. Qin Guodong, Deputy Director of Ministry of Construction of Metro and Light Rail Research Center; Mr. Quan Yongshen, former Director of Beijing Transportation Research Center; Mr. Liu Qian, General Manager of China Metro Engineering Consulting Corporation and Secretary-General of Engineering Consulting Committee of China Association of Metros, and Mr. Xu Zhengliang, Chief Engineer of SUCDRI also attended to and addressed at the seminar.

Over 220 professional guests of regional DRC, property owners and design institutes from over 30 regions and cities national wide attended to the seminar, including Shanghai, Beijing, Guangzhou, Jiangsu, Anhui, Xi’an, Ji’nan, Xiamen, Taiyuan, Baotou, Guiyang, Foshan, Lanzhou, Changzhou and Dalian etc. Delegates agreed that the seminar was fruitful and the speakers were guiding new ideas.

(2) Innovative investment mode, diversified and sustainable fund safeguard mechanism——China Urban Mass Transit Forum 2014 TOD Investment Mode of Rail Construction Seminar

18 June 2014, TOD Investment Mode of Rail Construction Seminar that is organized by Intex Shanghai was held at Shanghai Pudong Kerry Hotel. The seminar was also supported by SWJTU, AECOM, MTR Corporation, Shenzhen Metro and Shanghai Shentong Metro.

The seminar brought together the cutting-edged TOD Investment Mode experts to deliver speeches. The seminar was moderated by Mr. Zhu Xiaobing, Executive Director of TOD Buildings+Places of Great China of AECOM. Mr. Yang Qing, Director of Shenzhen Metro Construction Headquarters Office; Mr. Liang Bingjian, General Manager of Real Estate of the PRD of MTR Corporation; Mr. Liu Kading, Chief Planer of Shenzhen Metro; Mr. Liu Hongzhi, Senior Vice President of Design+Planning of Economics of Asia Pacific of AECOM and Mr. Wang Jianqiong, Associate Dean, Professor & Doctoral Supervisor of School of Economics and Management of SWJTU delivered speeches during the seminar. Panel discussions
encompassed with: the traditional land finance and TOD Investment Mode, the cooperation between public welfare-oriented rail transit and the profit-oriented private capital.

Over 150 delegates come from over 10 regional DRCs and metro companies, including Nanjing, Shanghai, Xiamen, Hohhot, Taiyuan, Guiyang, Foshan, Xi’an, Lanzhou, Baotou, Chengdu, Urumqi and Qingdao. The seminar also attracted numerous financial investment enterprises and design consulting institutes.


18 June 2014, under the support of China Academy of Transportation Science, MOT and Shanghai Municipal Transportation Commission, the seminar that is organized by Intex Shanghai was held at Shanghai Pudong Kerry Hotel. This seminar was also supported by SUCDRI, Funkwerk Information Technology Karlsfield GmbH and Veolia Transport China.

The seminar analyzed and expounded the most advanced international modern tram technology and other trends of diversified tram mode, including development tendency, design & planning, rolling stock, signal system, passengers information system, traction brake etc.

The seminar was moderated by Mr. Xu Zhengliong, Chief Engineer of SUCDRI. Mr. Zhou Huai, Counsel of Shanghai Municipal Transportation Commission addressed an opening speech. Relevant experts gave keynote speeches on the seminar, including Mr. Wang Yalong, Engineer of China Academy of Transportation Sciences; Mr. Zhang Weihua, Director for State Key Laboratory of Traction Power (TPL) of SWJTU; Mr. Tan Weinian, Head of Advance Engineering of China of Systems Division of Bombardier Transportation; Mr. Pierre Plantain, Project and Tendering Manager of Alstom; Mr. Huang Wenjie, Vice General Manager of CSR Puzhen; Mr. Yu Qingsong, Vice Chief Engineer of CNR Changchun; Mr. Yang Ying, Chief Expert of CSR/Deputy Chief Engineer of CSR Zhuzhou; Mr. Zhao Jianfei, Manager of Systems
Engineering MT of Knorr-Bremse; Mr. Wu Jian. Tram Solution Director of Thales Saic and Mr. Cui Ke, Technology Director of CASCO etc.

Approximately 220 delegates attended to the seminar, including Hohhot City Traffic Investment, Ji’nan Rail Transit Office, Guiyang DRC, Foshan Metro, Taiyuan DRC, Beijing DRC, Jiangsu DRC, Xixian New Area and Shenzhen Rail Transit Offices, Lanzhou Metro, Baotou Rail Transit Office and Changchun Metro etc. The delegates agreed that the seminar was helpful and are willing to participate in further communications afterwards.

(4) System Aspect on High-Speed Rail and City Rail Safety & Reliability Issues

18 June 2014, with the support of China Academy of Transportation Sciences of MOT, SWJTU and Institute of Rail Transit (IRT), Tongji University. The seminar that is organized by Intex Shanghai was held at Shanghai Pudong Kerry Hotel. This seminar was also supported by Shanghai Shentong Metro, ZTE, Thales Saic and TUV Rheinland (Shanghai).

The seminar has analyzed and communicated about the system safety issues of high-speed rail and city rail, including geological environment, engineering safety control, signal communications and operation and safety certificate etc.

The seminar was moderated by Mr. Sun Ning, Vice General Manager of China Academy of Railway Sciences Engineering Corporation. Numerous renowned specialists and professionals have addressed speeches at the seminar, they are Mr. Jia Wenzheng, Vice Director of City Center Department of China Academy of Transportation Sciences of MOT/Vice Secretary General of Operation Committee of China Association of Metros; Mr. Li Zhilin, Dean of Faculty of Geosciences and Environmental Engineering of SWJTU; Mr. Du Xinyan, Expert Committee Member of China Association of Metros; Mr. Xu Wenhua, Vice President of ZTE; Mr. Liu
Huiming, System Chief Engineer of Thales Saic; Mr. Yanfei, Safety Director of Beijing Traffic Control; Mr. Zhang Chaoying from Shanghai Jiacheng Railway Transportation Safety System; Mr. Sun Peng, Senior Advisor of TUV Rheinland (Shanghai); Mr. Guan Zaibao, Operation Manager of TUV NORD and Mr. Luca Macchi, Manager of Railway Authentication Lab of RINA Group etc.

Over 170 delegates who are from over 40 organizations attended to the seminar, including Hohhot City Traffic Investment, Beijing DRC, Xixian New Area and Shenzhen Rail Transit Offices, Lanzhou Metro, Baotou Rail Transit Office and Shanghai Shentong Metro etc.

(5) China’s prospective industrial standards: industrial & systematic railway vibration & noise control study——The 2nd Railway Vibration & Noise Control Seminar

17 June 2014, with the support of SWJTU and Beijing Jiaotong University, the seminar that is organized by IRT, Tongji University, State Key TPL, SWJTU, Intex Shanghai and undertook by Intex Shanghai was held at N4-M46 SNIEC. The seminar was co-organized by Shanghai Shentong Metro, Beijing Ikelu Rail Transit Product and Imerys Graphite & Carbon (former TIMCAL).

The seminar analyzed and discussed the vibration and noise control issues of high-speed rail and city rail transit. The discussion included numerous aspects: mechanism of railway noise, the current situation of research, technical specifications and solution applications etc.

The seminar was moderated by Mr. Geng Chuanzhi, Professor of IRT of Tongji University. Numerous renowned professionals and experts were also invited to the seminar and presented speeches, they are Mr. Ma Meng, Deputy Professor of Vibration & Noise Control Lab of Beijing Jiaotong University; Mr. Jin Xuesong and Mr. Xiao Jinhao, Professor and Deputy Researcher of State key TPL of SWJTU; Dr. –Ing. Feng Qijing, President of Sielens Rail; Mr. Zeng Xiangrong, Professor Level
Senior Engineer of Beijing Ikelu; Mr. Wang Anbin, Chief Engineer of Luoyang Shuangrui Rubber & Plastics and Ms. Li Xiaoxia (Janet), China Sales Manager of Imerys etc.

The seminar has attracted 230 delegates from more than 10 property owners including Shanghai Rail Transit Maintenance Support, Wenzhou Railway and Mass Transit Investment Group, Guangzhou Metro, Kunshan Metro, Foshan Railway Investment Construction Group, Taiyuan Rail Transit Office, Wuxi Metro, Foshan Metro, Ningbo Rail Transit, Hangzhou Metro, Xi’xian New Area Rail Transit Office, Shenzhen Rail Transit Office, as well as numerous design and consulting groups including CRECG, China Railway Shanghai Design Institute Group, Shanghai Tunnel Engineering & Rail Transit Design and Research Institute and Shanghai Ship and Shipping Research Institute etc.

(6) Tunnel engineering development direction: Tunnel construction technology innovation and mechanization——2014 Tunnel and Underground Engineering Technology Seminar

18 June 2014, under the support of CCES, 2014 Tunnel and Underground Engineering Technology Seminar that is organized by Tunnel & Underground Works Branch of CCES, SWJTU and Intex Shanghai and undertook by Intex Shanghai was held at N4-M46 SNIEC. The seminar was also supported by Shanghai Civil Engineering Society and China Railway Tunnel Group etc.

The seminar was encompassed around Chinese tunnel development trends and challenges, review and prospect of structural technology of underwater shield tunnel with large cross-section, international tunnel construction innovation and trends, a study of latest technology of underground space developing in soft soil area etc. In-depth analyzed the current situation and tendency of domestic and international tunnel construction.
The seminar was moderated by Mr. Zhang Dingli, Director of Tunnel Engineering Lab of SWJTU and Mr. Guo Shanyun, Chairman of Tunnel & Underground Works Branch of CCES. Numerous renowned professionals and experts reported at the seminar, including Mr. Feng Kun, Deputy Professor of Underground Engineering College of SWJTU; Ms. Yan Jinxiu, Member of the Executive Committee of ITA/Deputy GM of China Southwest Research Institute of China Railway Engineering; Mr. Yang Xiuren, Chief Engineer of Beijing Urban Construction Design & Development Group; Mr. Zheng Xiaofu, Chief Engineer of West Qinling Project of China Railway Tunnel Group and Mr. Jia Lianhui, Dean/Chief Engineer of Design Institute of China Railway Engineering Equipment.

The seminar has attracted 150 delegates from dozens of organizations and enterprises, including Wenzhou Railway and Mass Transit Investment Group, Foshan Metro, Taiyuan Rail Transit Office, Shanxi Transportation Research Institute and China Southwest Research Institute of CREC etc.

(7) The present and future of traffic data and network security——2014 Intelligent Traffic Data and Network Security Seminar

18 June 2014, the 2014 Intelligent Traffic Data and Network Security Seminar that is organized by SWJTU and Intex Shanghai was held at N5-M47 SNIEC. The seminar was also supported by Shenzhen Y&D Electrics. The attendees and experts thoroughly discussed the current situation and the prospective tendency of traffic data and network security issues.

The seminar was moderated by Mr. Qi Jianhuai, Deputy Dean of Information College of SWJTU. Professionals and experts that attended to the seminar are Mr. Yin Xijin, Senior Advisor of Shanghai Shentong Metro; Mr. Lai Xuejia, Cryptology expert; Ms. Liao Dongling, Senior Engineer of Equipment Department of Shenzhen Metro and Mr. Quan Liangchen, Senior Engineer of China Railway Siyuan Survey & Design Group. The seminar has attracted over 120 delegates from dozens of organizations and
enterprises.

(8) Opportunity, Challenge, Paradigm——China Urban Mass Transit Forum
2014 Summit on Globalization Strategy of China’s High Speed Railway

17 June 2014, China Urban Mass Transit Forum 2014 Summit on Globalization Strategy of China’s High Speed Railway that is organized by SWJTU, Guangming Daily and Intex Shanghai was held at Shanghai Pudong Kerry Hotel. The forum was also supported by Mechanical and Vehicle Engineering Department, China Academy of Engineering, CSR, CNR, ZTE, China Railway Engineering and China Academy of Transportation Sciences, MOT etc.

The forum was moderated by Mr. Fan Zhiping, Vice President of SWJTU; Professor Gu Liya from SWJTU. Mr. Liu Wei, Deputy Editor-in-Chief of Guangming Daily; Mr. Gao Zhenting, Counselor of Department of International Economy, Ministry of Foreign Affairs; Mr. Rong Shusen, President of CRESCH; Mr. Zhu Xiaoming, Dean of China Europe International Business School and Ms. Deniz Eke, Consul General of Consulate General of Turkey in Shanghai delivered opening speech and addressed in the seminar.

Mr. Xu Fei, President of SWJTU; Mr. Wang Yongzhi, Chief Engineer of CNR; Mr. Wu Donghua, Deputy Chief Engineer of CSR Qingdao Sifang; Mr. Saat, Researcher of RailTEC; Mr. Hu Jian, Vice President of ZTE and Professor Gao Bai from University of Duke delivered speeches during the forum. Approximately 280 delegates attended to the forum, and including numerous delegations from Consulate General in Shanghai, they are Slovak Republic, Royal Thai, the Republic of Bulgaria, Romania, Turkey, Brazil and South Africa etc., plus the delegation of Bolivia National Chamber of Commerce.

The official launch of the new organizations of SWJTU (Shanghai) Research Institute, SWJTU (Shanghai) TOD Research Center, SWJTU (Shanghai) System Security
Research Center and SWJTU Research Center for China’s High Speed Railway Development Strategies and other institutes were also held on the forum.

(9) Annual Meeting of Railway Society of Guangzhou, Hong Kong, Beijing, Shanghai
17 June 2014, under the support of China Railway Corporation, China Railway Society, Shanghai Railway Bureau, Beijing Railway Bureau, Guangzhou Railway and Hong Kong Railway, the Annual Meeting of Railway Society that is organized by Intex Shanghai and co-organized by Beijing, Guangzhou and Hong Kong Railway Society was held at Minya Hotel.

The annual meeting was moderated by Mr. Lan Tao, Secretary General of Shanghai Railway Society. Over 100 professionals and experts from bureaus, societies and other organizations were invited to the meeting, including Mr. Zhou Hongyun, Vice President of Shanghai Railway Administration; Ms. Li Wanling, Deputy General Manager of MTR (Shenzhen) and Mr. Liang Shikun, President of Hong Kong Railway Society.

(10) Match-making Meeting
17 June 2014 afternoon, the match-making meeting that is organized by China Council for the Promotion of International Trade, Chamber of International Commerce Shanghai and Intex Shanghai was held at Shanghai Pudong Kerry Hotel.

The meeting invited around 80 guests including Consulate General of Slovak Republic, Royal Thai, the Republic of Bulgaria, Romania, Turkey, Brazil and South Africa etc., plus the delegation of Bolivia National Chamber of Commerce. The meeting provided a platform for Chinese leading enterprises including CSR, CNR and CRCC to communicate with international customers.

(11) Exhibitor Technical Seminars
Three exhibitor technical seminars were held during the exhibition at the meeting rooms of SNIEC, they are: Relia Lab, SULZER and Australia Rail Technology International. The seminars have attracted industrial engineering technicians and potential customers.

Visitors Organization

The number of visitors of Rail+Metro China 2014/Tunnel China 2014 has reached 12,687 and 15,934 person-times. Thereinto, domestic visitors are from 27 provinces, 210 cities and regions, while overseas visitors are from 41 countries and regions, which is 13 countries increased compared with 2013.

Overseas visitors are from the U.S., Canada, Australia, Ethiopia, Tunisia, South Africa, Zimbabwe, Morocco, Peru, Brazil, Ecuador, Russia, Turkey, Switzerland, Germany, France, Italy, the U.K., Norway, Czech Republic, Portugal, Netherlands, Belgium, Ukraine, Luxembourg, South Korea, India, Japan, Thailand, Pakistan, Singapore, Indonesia, Iran, Bangladesh, Sri Lanka, Philippines, Vietnam, Mongolia, Taiwan Province, HKSAR and Macau SAR, which represent 3.59% of the total amount of visitors, and it is 1% increased compared with last year. Domestic visitors are mainly from Eastern China, and the on-site registered visitors’ data are analyzed as followings:
Source of Visitors’ Region

- Local Visitors: 56.18%
- Visitors from Hong Kong, Macau and Taiwan: 0.29%
- Visitors from Mainland China: 39.93%
- Visitors from abroad: 3.59%

Source of China Mainland Visitors’ Region (Administrative Region)

- East China: 64.93%
- North China: 11.95%
- Northwest China: 2.25%
- Southwest China: 1.88%
- South China: 8.92%
- Central China: 7.16%
- Northeast China: 2.91%

Classified Statistics of the Visitors’ Department

- Management: 30.88%
- Technology: 24.71%
- Purchasing: 3.10%
- Sales: 35.47%
- Service: 2.77%
- Not Specify: 3.07%
Nature of Visitors’ Business

- Urban Rail Company: 24.19%
- Rolling stock and locomotive manufacturer: 14.19%
- Systems Integrator: 13.55%
- Construction: 6.10%
- Engineering machinery and ancillary: 11.94%
- Planning, Design, Construction: 4.54%
- Rail system: 5.48%
- Government: 1.68%
- Consulate: 0.42%
- Finance: 1.51%
- College & Institute: 3.73%
- Association: 1.78%
- Media: 1.85%
- Public: 12.17%
- Others: 5.28%

**Continuous Innovative Promotion---Pre-Event, On-Site, Post Event;**

**Online, Offline**

**Fully integrated distribution channels --- Pioneering and Innovative**

Based on traditional promotion methods including mails, telephone invitations, faxes, emails, text messages, e-news, websites etc., the organizing committee constantly delivering the trends of the event through various channels.

On the base of the internet media promotion platforms that built in 2013, the event is continuous using the advantages of Weibo, WeChat and e-news, strengthens the
amount and period of the e-news, delivered over 20 exhibitors’ event previews and products recommendations before the exhibition. The WeChat platform use real-time reporting and exploit new relevant contents to enhance interaction with the visitors.

In-depth cooperation with specialized media

Based on the 23 specialized medias including magazines and websites in 2013, the exhibition in 2014 was not only focusing on the specialized medias of rail and metro industries, but also the derivative industries in order to widen the scale and influence.


Establish <RMT—Rail+Metro+Tunnel> Magazine


Public and International Press Promotion

Print Media: June 10 and 12 2014, put over 200 thousand exhibition tickets on
Jiefang Daily and Dongfang Post. June 17 2014, posted a long report of introducing CSR, CNR and Alstom’s locomotives.

TV Interviews: June 17 to 19 2014, the CBN TV interviewed CSR and CNR’s booths, and reported the main forum. Phoenix TV and Shanghai TV also interviewed and reported the exhibition on-site.

CBN TV Interview: June17 to 18 2014, the CBN TV respectively played CSR and CNR’s interview.


International promotion: May and June 2014, promote the exhibition in the U.S., Western Europe, Southeast Asia, Latin America, the UAE and Turkey.

Exhibitors Satisfaction Statistics

Exhibitors are satisfied about professional and quality of the services. The detailed analysis is as followings:
Visitors’ Satisfaction Statistics

There are 450 visitors participated the survey, 422 surveys are valid. The surveys showed an improvement of visitors’ evaluation:

Problems and Shortcomings

Improve the service quality of ancillary facilities

The problems that generated from the exhibition were decreased from 2013. Major problems focus on catering facilities, securities quality, inconvenient on-site certification applying process, and construction and transportations.

The organizing committee will communicate with the venue, contractor and forwarder to prevent similar issues from happening for the next exhibition.

Enhance promotion, increase quantity of visitors and buyers

Exhibitors proposed that they are willing to see more governments, design institutes and property owners at the next exhibition, and an increasing demand on the segments from the industrial chain, which specified the direction of the next organization work.

Rail+Metro China 2014/Tunnel China 2014 has been completed successfully, we are grateful to all the co-organizers and the regional governments, we will maintain the quality of our services and persevere in consolidating the exhibition brand and
provide a valuable event to all the exhibitors and visitors.

We sincerely look forward to see you again in 2015!

The Organizing Committee of Rail+Metro China/Tunnel China

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