



The 14th China International Rail Transit Exhibition 2019
Rail+Metro China 2019



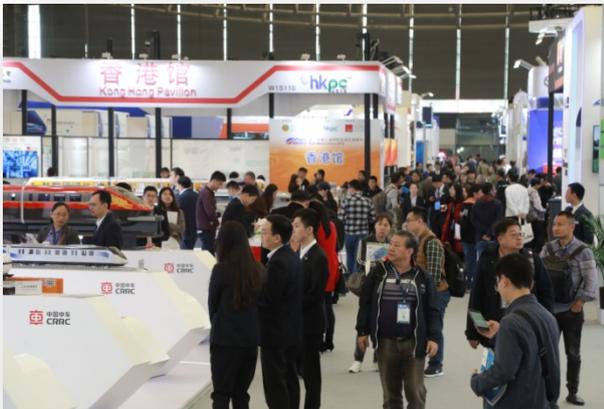
The China International Railway Conference for
Urban & Intercity Transit 2019
CIRC 2019

Post Show Report

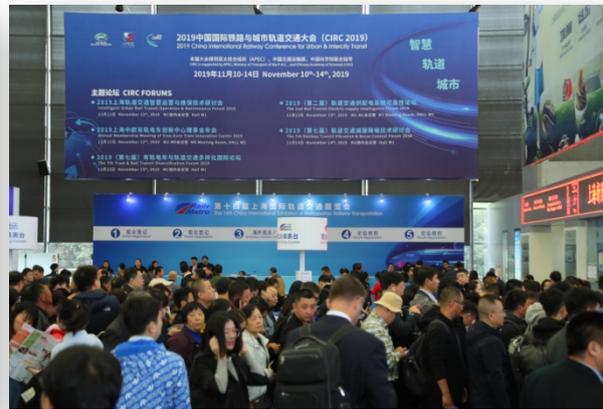
1. Exhibition Overview

The 14th China International Rail Transit Exhibition, also known as Rail+Metro China 2019, hosted by Shanghai Shentong Metro Group and Shanghai INTEX Exhibition was held in Hall W1 of the Shanghai New International Expo Center in Pudong from November 12th to 14th 2019.

Over 180 rail industry exhibitors from 15 countries and regions participated in the show, including well-known companies from Germany, France, Singapore, Israel, Russia, the United States, Canada, Japan, South Korea, Hong Kong and Taiwan, as well as China. The exhibition area covered 15,000



On the Show Floor



In the Visitor Registration Hall

square meters, with exhibits including rolling stock and supporting equipment, communication signal systems and IT technology, vehicle interior systems, overhaul and maintenance equipment, traction power supply and drive devices, planning and design consulting services, and infrastructure supporting facilities.

The CRRC booth was led by Yongji and participated in cooperation with 15 subsidiaries. Bombardier, Shanghai Electric, BYD, Hong Kong SME Economic & Trade Promotion Association and many other organizations, institutions and universities attended the exhibition.

2. Exhibitor Highlights

2.1 Shanghai Shentong Metro Group – Pioneering Mass Transit Development through Digital Innovation

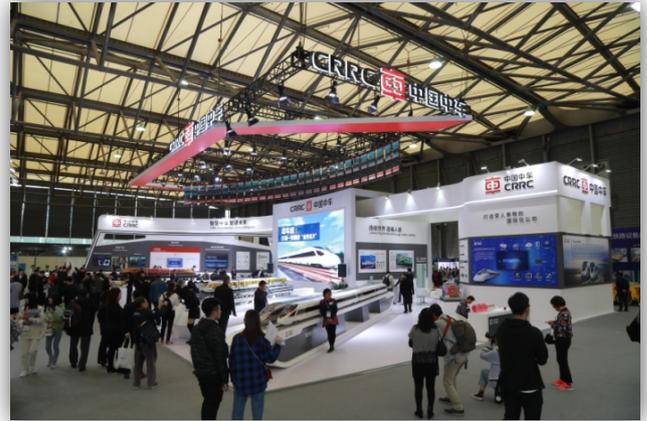
Shentong's booth focused on the Group's innovative applications in the digital field, including its work on improving the safety and quality of construction operations through digital innovation, advancing new intelligent subway maintenance methods, and improving commuters' travel service experience. The central display of its vehicles, communication products, power supply technology and intelligent construction, operation and maintenance platforms represent the pinnacle of the industry and demonstrate Shanghai Metro's enhanced capability in harnessing its data-driven operations. At the same time, impressive demonstrations such as its Shanghai Metro mobile application, mobile fare purchasing, station intelligent voice guidance systems, schedule information notice systems, augmented Big Data solutions and more highlight Shentong's leading digital technology innovation and practice, promoting the strength of China's rail transit industry towards realizing ever higher quality.

2.2 China Railway Rolling Stock Corporation (CRRC) – Creating World Class Integrated Solutions for Rail Transit

At this year's Rail+Metro China, many top-tier core subsidiaries of CRRC presented a variety of the latest rail transit products. These included CRRC Sifang's Fuxing high-speed EMUs and monorail trains; CRRC Changchun's Qingyuan Maglev train; CRRC's 200 km/hr medium speed maglev trains and 160 km/hr urban D-type trains; Tangshan's next-generation intelligent subway; Puzhen's new Shanghai Metro Line 14 vehicles; Qishuyan's subway flaw



Shanghai Shentong Metro' Stand



CRRC's Stand

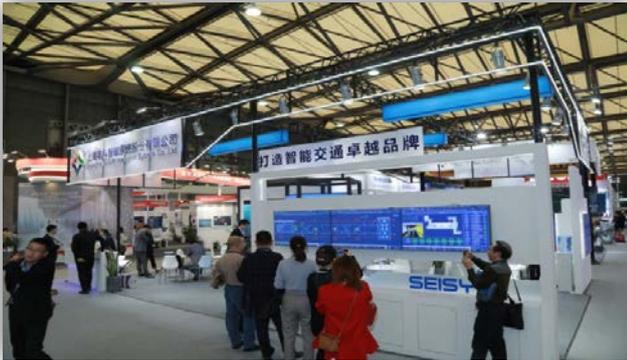
detection vehicles; Shenyang Company's hopper cars; Changjiang Company's public transit vehicles, and much more.

2.3 SHANGHAI SEARI INTELLIGENT SYSTEM CO.,LTD—Facilitating the Creation of Smart Stations

As a leading industry solution provider and systems integrator in the domestic intelligent transportation industry, **SHANGHAI SEARI** has actively contributed to the development of the Shanghai Metro in the past two years, delivering a comprehensive intelligent systems project for multiple rail transit lines and the implementation of the smart station project. The systems it builds are centered on intelligent Informatization through Big Data, the Internet, three-dimensional visualization and virtual simulation, intelligent identification and analysis technologies. In this way it completes multi-directional and inter-professional management and control of stations, effectively improving the level of station informatization, enriching the quality of station management, and realizing automated, digitalized and intelligent stations.

2.4 China-Europe Tram Innovation Zone – Sino-European Cooperation for a Brighter Future in Rail Transit

The “China-Europe Tram Innovation Zone” jointly hosted by the China-Europe Tram Innovation Center, the Shanghai Tram Engineering Technology Research Center, and Shanghai Guozhan Exhibition Center Co., Ltd. debuted at Rail+Metro China for the first time this year. Companies from Europe and China jointly exhibited within the special zone on the show floor,



The Shanghai Dianke Stand



The French EGIS Stand

show-casing the latest development results and technical levels of modern trams achieved in China in recent years.

3. Professional Visitor Analysis

The three-day exhibition attracted nearly 12,000 professional visitors, who attended the exhibition and participated in forum activities. Domestic visitors came from across China, with senior industry professionals visiting from Beijing, Guangzhou, Chongqing, Shenzhen, Wuhan, Chengdu, Tianjin, Xi'an, Harbin, Qingdao, Jinan, Hangzhou, Wuxi, Suzhou, Changzhou, Foshan, Nanning, Wuhu, Dongguan, Xiamen, Sanya, Fuzhou, and Hong Kong, as well as Shanghai. Representatives from subway companies in 26 cities including Nanchang and Dalian, as well as delegates from Singaporean, Malaysian, Japanese, Korean, Russian, American and other overseas subway companies came to visit the show or actively participate in the forum.

In recent years, through the organization of high-quality industry forums on intercity and municipal railways, the Rail+Metro China show has gradually expanded from its original focus on urban rail to the broader field of intercity and metropolitan mass transit. Local railway operator and investment companies from 27 provinces, including Jilin, Sichuan, Shandong, Guangdong, Heilongjiang, Guangxi, Hubei, Shaanxi, Guizhou, and Chongqing, attended the show and generally gave high praise to the conference.

Overseas audiences are also on the rise. According to the exhibition audience data report, overseas visitors from Russia, France, Germany, Czech Republic, Japan, South Korea, Thailand, India, Indonesia, Singapore, Turkey, Egypt and many other countries came to the exhibition to participate and engage in business exchanges.

According to the professional audience survey, visitors engaged in urban rail transit management, sales, technology, and procurement accounted for the broad majority of those in attendance. Visitors mainly represented rail transit owners, vehicle production support companies, system integrators, design units, government departments, scientific research institutions and railway systems.



4. Overview of the CIRC 2019 Conference Platform

Rail+Metro China's concurrent forum platforms have been widely praised by the industry for many years. In order to expand its international appeal and spread its message further throughout the Asia-Pacific, the organizing committee has rebranded its series of forums into the "China International Railway Conference for Urban & Intercity Transit" (CIRC) from 2018 onwards. Under the guidance of the Ministry of Transport of the People's Republic of China and the Chinese Academy of Sciences, CIRC 2019 has become a key activity of the Asia-Pacific Economic Cooperation's Transport Working Group (APEC TPT-WG) Mass Transit Urban Rail Transport Initiative, which aims to promote exchange and cooperation between APEC's 21 economies in the field of transportation.

This year's conference continued to be endorsed by APEC, with the theme "Intelligent Urban Rail". In all six professional industry forums and two closed-door meetings were organized, as well as 5 site visits and inspections over five days. The event form was more innovative and pragmatic than last year, and was unanimously recognized as a resounding success by all strategic partners and stakeholders.

4.1 Participation of National Ministries & Commissions

This year's conference as in previous years received strong participation from key government bodies and relevant institutions, including China's Ministry of Transport, the National Development and Reform Commission (NDRC), the Chinese Academy of Sciences, the Shanghai Municipal Transportation Commission, the Shanghai Housing and Urban-Rural Construction Management Committee, and the Yangtze River Delta Regional

Cooperation Office. The conference also partnered with the China Local Railway Association, the Shanghai Transportation Industry Association, Shanghai Shentong Metro Group Co., Ltd., Southwest Jiaotong University, Tongji University, the Shanghai Construction Association, the Shanghai Civil Engineering Society, Shanghai Urban Construction Design & Research Institute (Group) Co., Ltd., and others. CIRC also enjoyed the support of more than 20 domestic and foreign industry associations and related organizations. More than 100 Chinese and international speakers shared knowledge and insight with more than 1,500 professional delegates attending.

4.2 The Opening Forum

The Opening Forum of this year's conference focused on the "Integrated Development of Rail Transit in the Yangtze River Delta Area", closely following China's national development strategy and exploring effective solutions in integrating rail transit to boost regional development.

It was held on the occasion of the first anniversary of the "Yangtze River Delta Integrated Development Strategy" becoming a national strategy. It focused on railway transportation as a foundation of economy and encouraged important industry exchange and discussion surrounding this topic. The forum received special support from the Yangtze River Delta Regional Cooperation Office and was co-sponsored by the China Local Railway Association, the China Committee for the Promotion of International Trade Shanghai, and the Shanghai Transportation Industry Association.

The forum invited **Zheng Jian**, Deputy Director of the Infrastructure Development Department of the National Development and Reform Commission (NDRC), **Wang Xiuchun**, Deputy Director of the Transportation

Services Department of the Ministry of Transport, **Yang Xiaoxi**, Deputy Director of the Shanghai Transportation Commission, and the Yangtze River Delta Regional Cooperation Office among others. Representatives from local development and reform commissions in Beijing, Tianjin, Hebei, Guangdong, Chongqing and other local railway operation and investment companies also participated in the event.

Forum speakers expounded on and analyzed the relationship between the construction of rail transit infrastructure and the integrated development of the Yangtze River Delta area, sharing their different perspectives, development paths and experience. Speakers from the State Railway Administration and China National Railway Group Co., Ltd. detailed the role of railways in integrated development concentrating on the importance of railways in the integrated development and the establishment of effective standards. International speakers from the Japanese Bureau of Land, Infrastructure, Transport & Tourism Policy and the US Federal Government of Southern California introduced the experience of the Tokyo Metropolitan Area Rail Transit Network Development and the US Southern California Regional Transportation Plan to Promote Regional Synergy & Sustainable Development respectively. As a private stakeholder involved in the railway development process in recent years, in their presentation the Fosun Infrastructure Industry Development Group emphasized the importance of mission and responsibility for the future involvement of private capital in the promotion of the integrated development in the Yangtze River Delta. The success of the forum played a positive role in promoting the importance of rail transit to integrated development in the Yangtze River Delta region and further construction of China's metropolitan areas and urban agglomerations, as well as in the

promotion of coordinated regional development in general.



Keynote Speech — Wang Xiuchun, Deputy Director, Transportation Services Department, Ministry of Transport



Yang Xiaoxi, Deputy Director of Shanghai Municipal Transportation Commission



Zheng Mingli, Sectary General of China Local Railway Association



Cao Jinxi, Vice Chairman of Shanghai International Trade Promotion Committee



Zhang Jianping, Director, Expert Committee of China Local Railway Association



Zhou Huai, Executive Vice President, Shanghai Transportation Industry Association

4.3 Focus on "Intelligent Urban Rail" – New Technologies & Trends

The Opening Forum explored the industry's macro development issues, with the various themed forums concentrating on technical issues and relevant topics in the field of rail transit, especially on urban rail transit and municipal railways. The topics of the forums included: "Smart Metro"

construction and the application of new technologies; intelligent operation and maintenance; modern trams; fully automated unmanned driving; smart stations; vibration reduction and noise reduction on municipal railways; and intelligent power supply and distribution.



Relevant leaders of the Shanghai Municipal Transportation Commission, the Shanghai Housing and Urban-Rural Construction Management Committee, and the China Urban Rail Transit Association attended the themed forums of the conference and delivered speeches. **Gu Weihua**,

President of Shanghai Shentong Metro Group Co., Ltd., delivered a keynote speech presenting on "Shanghai's Rail Transit New Technology Development Thinking".





The organizing committee also arranged 5 field project site inspections and tours. These included Shanghai's first exemplary modern tram project – Songjiang tram, the Hanzhong Road smart station, the Longyang Road Tonghao intelligent operations and maintenance systems, as well as its urban rail transit system integration experimentation room and power supply intelligent operations and maintenance platform. These tours received the active participation of industry tour participants, amplifying engagement in the forums.

5 Comprehensive promotion in multiple channels and methods

The exhibition utilized both online and offline marketing strategies to enhance outreach and connections, combining engagement through professional industry media with broader mainstream public media and social media, comprehensively communicating with and reporting to all relevant

industry professionals before, during, and after the exhibition. The Organizing Committee used direct mail, text message, electronic newsletters, phone invitations, WeChat push messaging, community engagement and other methods of promotion, which included exhibitor brand introductions, forum activity previews, industry express news updates and other special features, as well as communication opportunities for exhibitors and forum sponsors and the provision of personalized promotional programs to meet the needs of companies in the industry.

In terms of professional industry media, the Organizing Committee partnered with the "Urban Rail Transit Research" magazine, the "World Rail Transit" magazine, the China Rail Transit Network, "Railway Procurement & Logistics", "Rail Transport Equipment & Technology", High Speed Rail Transport Co., Ltd. and other professional media in more than 20 industry areas, with regular reporting and promotion in magazines and on WeChat through Rail Transit Today, Locomotive Electric Drive, Electric Locomotive & Urban Rail Vehicles, Transportation Construction & Management, the China E-Car Network, Rail World and more. The Organizing Committee has also carried out intensive promotion in overseas markets by cooperated closely with overseas media, with the "Railway Gazette" being a key strategic partner, posting show information on Facebook, Twitter and LinkedIn, as well as featuring the exhibition and conference in its e-newsletter and on its website.

In terms of the public broadcast media, the top three major TV features included the news channel "News Report", the ICS channel "Live Shanghai", and the Oriental Finance Pudong Channel "News Heights", all reporting on and interviewing at the exhibition. The Shanghai News Radio FM93.4 Direct 990 also featured the show on its radio show broadcasting. Regards mainstream in

print and online media promotion, comprehensive reporting and publicity covering the exhibition and conference featured on Wenhui Daily, Labor Daily, the Pudong Times, First Financial, Morning News, Surging News, Economic Daily, and the Jiefang Daily WeChat public account "Micro Shanghai", as well as numerous other social media platforms and six mainstream news websites including Xinhua, Chinanews.com, People.com, Dongfang.com, Xinmin.com, and the Financial Investment Network. PR Newswire released show press releases promoting the show throughout the world, targeting the European and Southeast Asian regions in reporting five times during the year, focusing on the promotion of machinery manufacturing, transportation and logistics opportunities within the industry. A total of more than 1,000 portals have reprinted and reported on show content.

We would like to express our sincere gratitude to all exhibitors, strategic partners, official supporters and friends in the media who have given invaluable assistance towards the continued success of the show, as well as professional visitors from the full spectrum of the mass transit industries and experts from associated government departments, associations and related institutions concerned with the sustained growth of the Rail+Metro China and CIRC. We will continue to strive in the service of all participating in the show and to make positive contributions towards advancing the development of China's rail transportation industry.

In May 2020, we will move to the Shanghai Lujiazui International Conference Center in putting together a new business space for the industry. Through the deeper integration of our exhibition and conference platforms, we will act to further enhance the professional activity standards of China's rail

transit industry.

We look forward to your participation and support!

Rail+Metro China

China International Railway Conference for Urban & Intercity Transit

Organizing Committee

November 2019

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