

# **CRS CHINA 2011** 国际轨道交通展

## **Post Show Report 2011**



## **No. 1 Rail Transit Exhibition in Asia**

### **Global Rail Transit Giants Gather to Jointly Embrace Green Technology and Revolution**

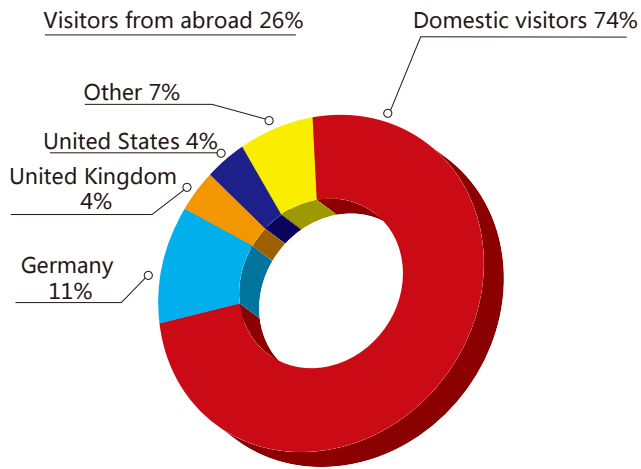
**CRS CHINA 2011**(China International Rail Transit Technology Exhibition) was successfully concluded at **Shanghai New International Expo Centre** on **August 25, 2011**. With a total area of 25,000 square meters, the exhibition gathered **365 exhibitors** from **18 countries and regions**. It also attracted **16,502 visitors** from 29 countries and regions, including representatives from over 20 subway companies, such as Shanghai Metro, Beijing Subway, Shenzhen Subway, Guangzhou Metro, Chengdu Metro, Qingdao Metro, Hong Kong Metro, and representatives from more than 10 subway bureaus, representatives from Rolling stock vehicle companies and representatives from construction companies.

The exhibitors this year all showed their latest products and top technologies at the exhibition, including China's leading companies such as CSR Corporation, CNR Changchun Railway Vehicles Co., Ltd., China Railway Construction Electrification Bureau Group, Beijing Hollysys Group, China Railway Large Maintenance Machinery Co., Ltd. Kunming, Shanghai Urban Construction (Group) Corporation, Hangzhou H3C Technologies Co., Ltd., Hunan SNTO Group, Beijing Huasuitong Boring Equipment Co., Ltd. and international companies such as TVEMA Group(Russia), Henkel Loctite (China) Co., Ltd., Herrenknecht AG, Robbins (Shanghai) Underground Engineering Equipment, Komatsu (China) Ltd., NSH-CTI Machine Tool (Jiangxi) Co., Ltd., RuggedCOM, Moser Baer AG (Switzerland) and duagon AG.,etc.

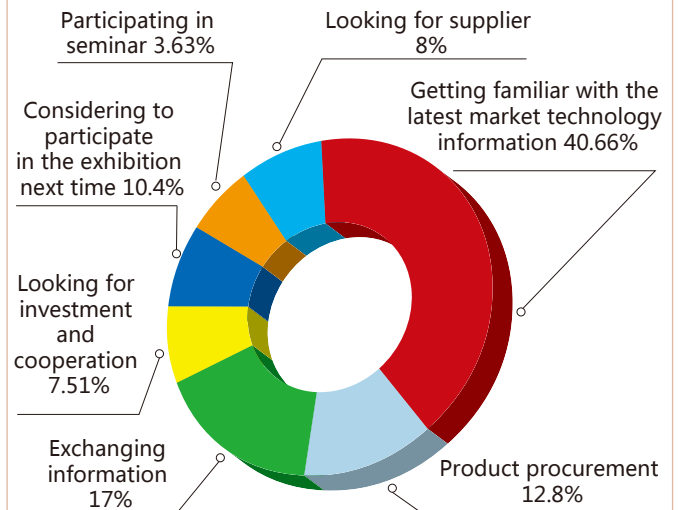
**Tan Qinglian**, Chairman of China Civil Engineering Society, delivered a speech at the opening ceremony. "China's urban rail transit is now at the stage of rapid development. 13 cities, including Beijing, Shanghai, Guangzhou, Shenzhen, Nanjing, Tianjin, Chongqing, Wuhan, Changchun, Dalian, Chengdu and Shenyang, have opened and operated 50 lines with total mileage of up to 1,576 kilometers. 29 cities have been approved to build lines and mileage of the lines under construction are about 1,600 kilometers. The planned total mileage will hit 6,100 kilometers by 2020, which will need more than 30,000 locomotives. We extend our sincerest gratitude to all companies and organizations that supported the CRS CHINA 2011(China International Rail Transit Technology Exhibition) and the CRS CHINA is required to be more accepted worldwide to make its own contribution to facilitate development of China's rail transit industry and play a positive role to expand international rail transit market for Chinese companies.

# Visitor analysis

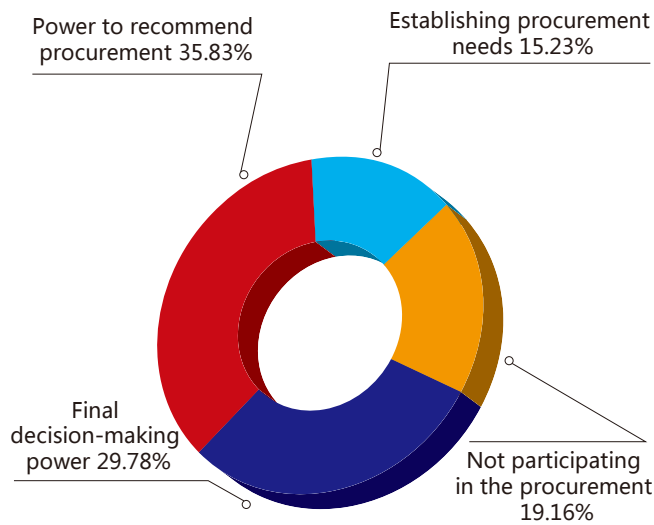
## Analysis of the composition of visitors



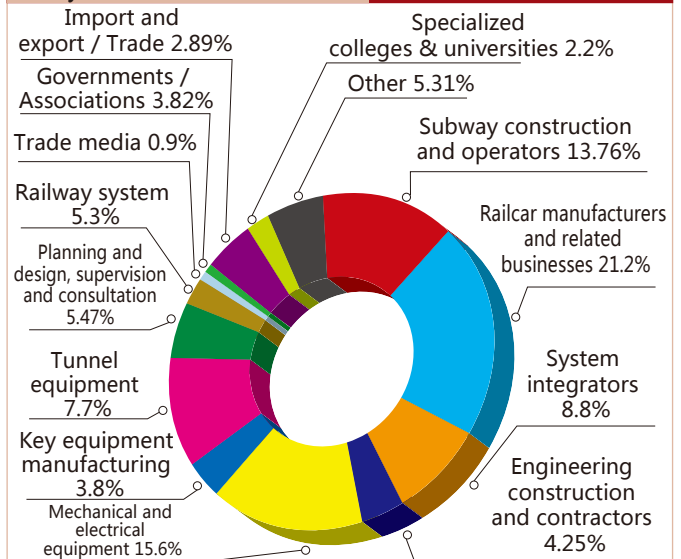
## Analysis of visitor intentions



## Analysis of visitors' decision-making power over procurement



## Analysis of sources of visitors



## "Numbers" to demonstrate exhibition effects

- 98% visitors would consider participating in the exhibition next year
- 95.36% visitors achieved their goals to visit the exhibition
- 100% visitors would recommend the [CRTS CHINA International Rail Transit Exhibition] to their colleagues and friends in the industry
- 89.21% visitors showed satisfaction to looking for new products and learning market information



# Feedbacks from Exhibitors



"Our company participated in the exhibition every year. The company also attached great importance to this exhibition. Booths were very well arranged and thronged with people. Both exhibitors and visitors were very professional, playing a positive role in establishing and promoting our brand. Onsite maintenance for the exhibition was handled quite well and we did not need to worry about issues such as environment. We believe the exhibition will become more and more successful year over year. "

————PR Department, CSR Corporation Limited



"Huntsman participated in the CRTS Rail Transit Exhibition for several times. The exhibition this year was undoubtedly better than the previous years, no matter on the exhibition size and the quality of exhibitors and visitors. The exhibition this year was rather fruitful as we contacted many old, negotiating and new customers."

————Deng Yiran, Marketing Manager, Huntsman Advanced Materials Ltd.



"It was a big exhibition with comparatively good management. Although there was time of only one morning, dozens of visitors came to consult us about our products, which gave a promotion to the reputation of our company. We were very happy as we participated in the exhibition just for the first time. We would definitely join as an exhibitor again next year."

————Jiang Zhi, Zhongjiao Tianhe Mechanical Equipment Manufacturing Co., Ltd.



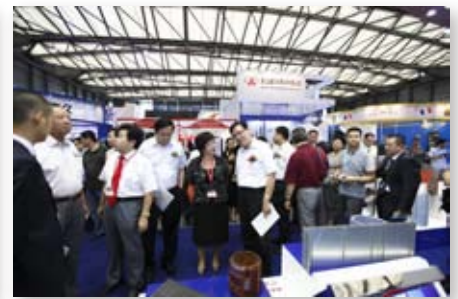
"It was the second time that we participated in the exhibition. Comparing to last year, we were more impressed by visitors' passion. Many industry-related companies came for negotiations of cooperation projects, which greatly benefited us."

————Xu Jiheng, Hangzhou H3C Technologies Co., Ltd.



"It was the first time that we participated in the exhibition. It was a bigger exhibition this time and the organizer offered good service as well, and some professional buyers also came to consult us. Generally speaking, we were quite satisfied this time."

————Meng Hongbo, Assistant to General Manager Hunan SNTO Group



## "Numbers" to demonstrate exhibition effects

- 73% exhibitors said they became acquainted with new domestic and foreign customers at the exhibition
- 91% exhibitors said the exhibition gave a promotion to the branding of their companies and products and kept their market vitality
- 25% exhibitors had booked booths at the exhibition this year for 2012
- 92.3% exhibitors said they would recommend the [CRTS CHINA International Rail Transit Exhibition] to people in the same profession
- 365 exhibitors came from 18 countries, in which 26% came from overseas countries



## Feedbacks from Visitors



"We came here mainly to learn about the latest product information of participating companies, because our company is also engaged in related business. We gained a lot and it was worth visiting."

———**Shanghai Metro Operation Co., Ltd.**



"I had always wanted to visit the exhibition and finally got my wish this time. I felt very good after visiting it in the morning. It was much larger than expected, the entire site was in good order, each booth was crowded with people and the atmosphere was very lively. I will visit it the next year if I have the opportunity."

———**Chongqing Metro Division of China Railway First Survey and Design Institute Group Co., Ltd.**



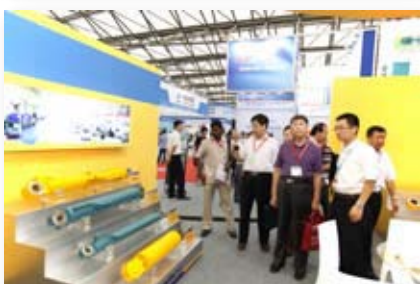
"CRTS CHINA is very large and highly internationalized. I met exhibitors from Spain at the exhibition. I believe the exhibition plays a very active role in promoting technical communication and information exchange among various countries."

———**Shanghai Representative Office of Construccionesy Auxiliar de Ferrocarriles (CAF)**



"We visited the exhibition for the first time, mainly to learn about the latest product information of participating companies, because our company is also engaged in related business. We gained a lot and it was worth visiting. We possibly participate in the exhibition next year."

———**Ruan Jinlong, Bayer MaterialScience AG**



"Our company is engaged in industry chain and raw materials and it was not the first time that we visited. More domestic exhibitors came this time and many foreign famous exhibitors also joined. There were all kinds of products that brought convenience for us."

———**Hu Xiaodong, Shanghai China Card**



"I had always wanted to visit the exhibition and finally got my wish this time. I felt very good after visiting it in the morning. It was much larger than expected, the entire site was in good order, each booth was crowded with people and the atmosphere was very lively. I will visit it the next year if I have the opportunity."

———**Mr. Li, Bombardier CPC Propulsion System Co. Ltd. (BCP)**

"I don't know much about industry information as it is not a long time for me to be engaged in this business, so I'm very glad to have a chance to visit the exhibition, which benefited me a lot. Rail transit industry develops rapidly and yields business opportunity for many companies."

———**Miss Huang, Shanghai TZTEK Precision Co., Ltd.**

"We came to the exhibition this time to learn current condition of the industry. Some of our company's long-term customers also participated in the exhibition. We visited by the way and felt that the exhibition made a success."

———**Miss Zheng, Assistant Sales Manager, Beijing Raysun Technology Co., Ltd.**

# Concurrent Activities

- ◆ The 7<sup>th</sup> China International Rail Transit Development High-level Forum
- ◆ China Rail Transit Station Forum & Mechanical and Electrical Equipment Procurement Exchange Meeting
- ◆ The 3<sup>rd</sup> China Rail Transit Safety and Development Forum
- ◆ The 2<sup>nd</sup> China Rail Transit Power and Electrification Development Forum
- ◆ Heavy Haul Rail Transport Technology and Equipment Development Seminar
- ◆ The 3<sup>rd</sup> Locomotive Development High-level Forum & Rail Welding Fixtures Technology Forum
- ◆ China International Train Interiors Conference
- ◆ The 2<sup>nd</sup> China Rail Transit Informationization and Digitization Forum



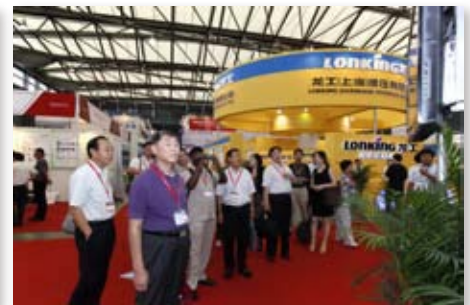
# Highlights



Benoit Chatillon, President of Global Railway Business, Saint-Gobain, is delivering a speech



Leaders make addresses at the opening ceremony



Leaders visit the exhibition



International buyers negotiate at the exhibition



On-site interviews with rail industry insiders



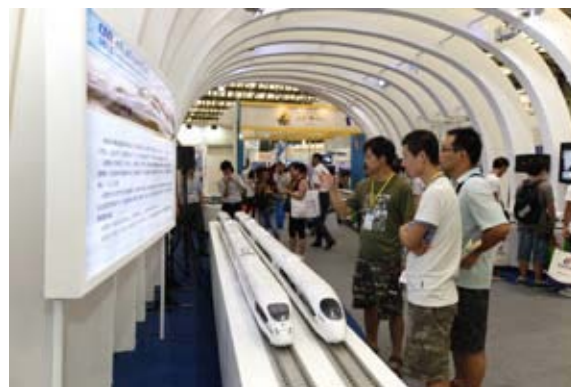
Ribbon-cutting by guests

# Exhibition Preview

## CRTS CHINA 2012 (China International Rail Transit Technology Exhibition)

CRTS CHINA (China International Rail Transit Technology Exhibition) was first held in 2005 and has been successfully held seven times. It is the only comprehensive industry exhibition integrating railway and urban rail transit in China and also the only international rail transit exhibition based in China and focused on Asian procurement markets. With the full support of many industry associations both at home and abroad, CRTS CHINA has become an important platform whereby companies from various countries enter emerging markets in China and Asia and establish international networks.

From April 26 to 28, 2012, CRTS CHINA 2012 will make a strong return to Beijing National Convention Center. Its scale will reach a new high. It is estimated that the exhibition area will be **30,000 square meters**, including **9 product display** areas and **6 national / regional pavilions**. More than **20** activities and summit forums to be held during the same period will explore and analyze market highlights to open up more channels of communication for upstream and downstream customers.



# CRTS CHINA 2012 国际轨道交通展

*CRTS CHINA 2012 expects to meet you on*  
**April 26-28, 2012 at China National Convention Center, Beijing**

**For more exhibition information, please contact**

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