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

21–22 March 2017

Hong Kong Convention & Exhibition Centre

www.terrapinn.com/aprail
As we enter the age of the digital railway, our industry is changing. Technology is playing a more important role than ever before in ensuring efficient operation management. Passenger expectations are changing – they no longer simply want to get from A to B, but want a connected and comfortable experience. Even traditional asset management strategies are becoming increasingly digital, with the deployment of sophisticated predictive maintenance techniques.

Besides that, our industry still faces tough high-speed construction challenges, tough operational efficiency targets and demanding timelines for new construction projects. What better way to overcome these challenges and to ensure you’re at the top of your game than two days of knowledge sharing and networking with your peers?

Welcome to Asia Pacific Rail.

The most exclusive and influential railway gathering in the region, the Asia Pacific Rail premium conference attracts over 800 senior rail executives from Asia and across the globe each year. In 2017, we bring you more content than ever before, with 3 tracks and 3 technology theatres. The 3 tracks will feature exciting innovations in signalling, communications, asset management, passenger experience, rail financing models and more, all focused on how you can improve your bottom line.

Visionary keynotes will lay the foundations for two days of intensive learning, discussion and networking. Leading C-Level executives will share case studies from across the world, ensuring you can learn from the best of the best. Once you’ve heard from them, you can spend time debating with them during the small-group roundtable sessions, allowing you to foster relationships and make new business contacts.

Whether you’re a railway operator, railway authority or a solution provider to the global railway industry, you need to join us as we lay the foundations for Asia’s rail future.
"SOUTHEAST ASIA IS A VERY IMPORTANT MARKET FOR US. THIS CONFERENCE ATTRACTS MAINLY THE OPERATORS FROM THIS REGION, WHICH ARE THE PEOPLE WE WOULD LIKE TO MEET. ASIA PACIFIC RAIL IS A VERY SUITABLE PLATFORM FOR US TO INTRODUCE OURSELVES TO THESE OPERATORS AND TO DISCUSS BUSINESS OPPORTUNITIES."

TOSHIBA

The Conference

This is a strategic, two day conference. Designed to address the key challenges and opportunities in both mainline and metro that are key to building a smart, efficient and sustainable railway system in Asia Pacific.

Key Themes:

- Asset Management
- Safety
- Signalling & Communications Strategy
- Financing Rail Projects
- Rolling Stock
- Energy & Sustainability
- Passenger Experience
- Revenue Management
- Operational Excellence
- New Project Showcase
- Improving Profitability
- System Improvement & Modernisation

Plus we bring you a whole day of the latest project updates from across Asia and beyond.

Asia Pacific Rail 2017 will be a key gathering of rail authorities and operators in Asia Pacific and the region.

ENGAGE WITH OVER 800 DECISION MAKERS ACROSS JUST TWO DAYS.

We bring together key stakeholders across mainline, metro, freight and more, providing you with the 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.
Past Leading Speakers

[Images of various individuals with their names and titles]

- WITOOD HATIBUTANA, Executive Vice President, Operations Group, Bangkok Metro Public Co., Ltd.
- DR. CHAISEK SIRISETHWAN, Project and Engineering Director, Bangkok Mass Transit System Public Company Limited (BTSC).
- T.C. CHEW, Managing Director, Chew Transit Consulting Limited.
- VORAVUTH MALA, Deputy Governor of Administration, State Railway of Thailand.
- SHERLYLYSE BONIFACIO, Assistant Secretary for Planning, Department of Transportation and Communications.
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- DR. HITOSHI HAYASHIYA, Manager, Electrical & Signal Network System Department, Railway Operations Headquarters, East Japan Railway Company.
- U.P.S. MADAN, Metropolitan Commissioner, IAS, Mumbai Metropolitan Region Development Authority.
- WARWICK HORSLEY, Acting Executive Director, Future Transport Delivery, Sydney Trains.
- KAO CHUNG-CHENG, Deputy Mayor, New Taipei City.
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Agenda at a Glance

Day 1 - Tuesday 21st March, 2017

- **Opening Keynote Plenary:** Rail Leader Insights
- Exhibition Visit & Networking Refreshments
- **Plenary Room**
  - Signalling & Communications Theatre
  - Mainline & Rail Freight
- Operational Efficiency
  - Brownfield Signalling
  - High-Speed Rail Projects
- Networking Lunch & Exhibition Visit
- New Metro Project Showcase
  - Rail Systems & Communications
  - Rail Freight
- Exhibition Visit & Networking Refreshments
- **ROUNDTABLE DISCUSSION SESSION**
- Plenary Keynote Session: Digital Disruption
- Networking Drinks Reception

Day 2 - Wednesday 22nd March, 2017

- **Keynote Plenary:** The Integrated, Multi-Modal Journey of the Future
- Exhibition Visit & Networking Refreshments
- Plenary Room
  - Signalling & Communications Theatre
  - Finance & Funding
- Rolling Stock
  - Greenfield Signalling & Best Practices
  - Rail Financing Models
- Networking Lunch & Exhibition Visit
- Defining your Asset Management Strategy
- Communications Workshop
  - PPPs
  - Managing Risk & Attracting Investment
- Close

If you have an interesting case study to share, contact YunXuan Koh on Yunxuan.koh@terrapinn.com or +65 6322 2703
## Highlights

**Rail Leaders Panel**
Hear from top rail leaders on their plans to keep up with the competition in a climate of increasing passenger capacity and operational demands.

**One Belt One Road**
Find out the latest updates on this ambitious project, hear from key stakeholders in our special stakeholder panel and identify the upcoming opportunities for the rail industry.

**Operational efficiency**
Learn how rail operators are utilising artificial intelligence, data integration and automation to achieve efficiency.

**High Speed & Metro Project Showcase**
Explore opportunities in the most exciting metro and high-speed rail projects from across Asia Pacific.

**Digital Disruption Panel**
Gain insights into how digital disruption is changing the rail industry and how IT innovations can be harnessed to improve rail operations.

### Tuesday, 21st March, 2017

#### OPENING KEYNOTE PLENARY: Rail Leader Insights

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>08:45</td>
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#### KEYNOTE INTERVIEWS
Join us for a series of exclusive interviews, where leaders of major rail operators share their plans to cope with increasing passenger capacity and operational demands. Hear their thoughts on what the major game changers in the next few years will be and what they are doing to keep up with the competition.

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<tr>
<td>09:00</td>
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<tr>
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#### RAIL LEADERS’ PANEL
Following their interviews, our rail leaders will be joined by other special guests to explore the big issues affecting rail operators throughout Asia and beyond. Issues for discussion include:
- How can we balance the pressure to increase passenger capacity with cost constraints?
- How can we overcome funding challenges for new projects and project upgrades? What potential is there in increased use of PPPs and the capital markets?
- With assets working harder and longer, what are the big picture asset management issues that we need to be aware of?
- What are the real disruptive forces in the rail industry?
- What’s the number one priority issue in your operator boardroom right now?

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#### KEYNOTE: One Belt, One Road - Building an integrated rail network across Europe and Asia
China’s OBOR strategy offers extraordinary opportunities for all 60 countries that it will pass through, and of course for rail and freight businesses. The creation of the six planned economic corridors will open up more economic and efficient trade routes and the creation of new free trade zones, such as the Fujian FTZ, offering their own incentives to drive business. Join us as we explore the status of this ambitious project and identify the upcoming opportunities for the rail industry.

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#### DAY 1 - Tuesday 21st March, 2017

**Opening keynote plenary:** Rail Leader Insights

- 08:45: Organiser’s Welcome Remarks
- 08:50: Chair’s Opening Remarks

**Keynote interviews:**
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- 09:00: Keynote Address

**Exhibition visit & networking refreshments**

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<td>Networking Lunch &amp; Exhibition Visit</td>
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<td><strong>Operational Efficiency</strong></td>
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<td>13:10</td>
<td>Deploying artificial intelligence to manage complex maintenance schedules: A case study on HK$ MTR systems</td>
<td>How can AI be effectively deployed in managing complex maintenance schedules? Challenges in design &amp; implementation of AI on rail systems Key takeaways for other metros in implementing AI on their own systems</td>
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<td>13:30</td>
<td>High-Speed Rail Projects</td>
<td>Accelerating China’s High-Speed Rail development How is China’s high-speed rail connectivity vision? What are the key projects and timelines? Successes achieved so far: Best practices for ensuring on-time project delivery</td>
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<td>13:40</td>
<td>Increasing efficiency with effective data integration</td>
<td>Taking advantage of new developments in CBTC systems Meeting increased operational and capacity demands: How for CBTC technology take you? How will the latest CBTC technology improve reliability and maintainability of rail systems? Reserved for Beijing TCT</td>
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<tr>
<td>13:50</td>
<td>Re-engineering internal business processes to achieve operational efficiency</td>
<td>Large scale CBTC migration: A KL Metro case study Upgrading KL’s Metro Ampang Line &amp; Kelana Jaya Line Identifying the clear rationale behind upgrading the current signalling system: Strategies for minimising the impact on commuters during periods of temporary suspension Ensuring seamless integration with existing networks Lessons learned</td>
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<tr>
<td>14:00</td>
<td>Efficiency gains from rail operations and automation</td>
<td>Key considerations in upgrading old signaling systems Managing project risk and complexity: What are the common pitfalls, and how can you avoid them? Delivering a seamless interface with existing field elements Case study examples Reserved for Thales</td>
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<tr>
<td>14:10</td>
<td>New Metro Project Showcase</td>
<td>Sydney Metro – Australia’s largest public transport project A 128km project connecting Sydney’s CBD to more people than ever before Raising passenger capacity and service quality: Project status and upcoming opportunities: What are the challenges in executing a large-scale project?</td>
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<td>14:20</td>
<td>Rail Systems &amp; Communications</td>
<td>More than simple LTE: Next generation communications for your rail projects How does LTE benefit rail communications and operations? Overcoming the limitations of previous LTE technologies: Supporting mission-critical applications permanently, under all circumstances: Extreme radio coverage conditions or when train is running at full speed: Tackling migration challenges during LTE platform integration Reserved for Huawei</td>
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<td>14:30</td>
<td>Rail Freight</td>
<td>One Belt, One Road Stakeholder Panel: Construction Progress, Future Plans &amp; Challenges Managing risk: Meeting the challenge of unifying 60 countries behind a common goal Financing OBOR: Meeting the challenge of combining money from Asian Infrastructure Investment Bank, the Silk Road Fund, other multilaterals, private sector financing and other methods for this multi-trillion dollar project Practical challenges: Overcoming differences in rail gauge across Europe &amp; different rail infrastructure standards Creating incentives: Will we see other constituent countries of OBOR creating incentives like China is doing within its cities? What next?</td>
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<tr>
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<td>Expansion of Singapore’s MRT network</td>
<td>Connecting Singapore, Canberra &amp; Sydney: Australia’s High-Speed Rail future Integration of HSR network as part of a wider plan for developing inland Australia Using private funding through the use of land capture – a commercially viable model: Challenges of seeking approval from state governments Opportunities for collaboration</td>
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<td>Empowering operations control centres with smart control systems</td>
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<td>Inland Rail: Building a freight network linking Melbourne and Brisbane</td>
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ROUNDTABLE DISCUSSION SESSION

Now's your chance to get really interactive! Simply pick a table and join the debate. Each roundtable discussion group will focus on an issue affecting rail operations in Asia Pacific. Spend time with your peers debating the challenge and perhaps you’ll find a solution together.

IS THE RAIL INDUSTRY RIPE FOR DIGITAL DISRUPTION?

Almost every industry across the world is being disrupted. So what of the rail industry? Join us for this panel discussion to round out the first day of Asia Pacific Rail 2017, as we explore the disruptive forces affecting our industry. Some key issues for debate include:

- How has technological innovation remodeled established rail industry practices?
- How can IT innovations be harnessed to improve rail reliability and operational performance?
- How can technology be used to move the industry forward while not undermining the fundamentals of sound railway practice?
- What areas of our business are ripe for true disruption and how can we embrace it?

Network Drinks Reception

Join us for a drink at the end of day one and catch-up with old friends whilst also making lucrative new contacts.
DAY 2

Wednesday 22nd March, 2017

Highlights

Future of Rail Panel
Hear from top rail leaders on how they are preparing for the evolving needs and demands of future passengers

Huawei Communications Workshop
Learn and share communication strategies, advancements and ideas from attendees all over Asia

Rail Financing
Gain insights into innovative rail project funding strategies, the future of PPPs in Asian rail projects and strategies for attracting capital

Asset Management
Develop strategies to optimize and maximize the lifecycle of your rail assets, from rolling stock to track infrastructure

OPENING KEYNOTE PLENARY
The Integrated Multi-Modal Journey of the Future

08:55 Organiser’s Welcome Remarks
09:00 Chair’s Opening Remarks
09:10 THE FUTURE OF RAIL: What does it look like?
- How can we increase reliability and manage costs?
- How will technology change our industry? Just how much can be automated and should we expect machine colleagues in the future?
- How can we attract and retain the talent we need?
- How will the needs and expectations of passengers continue to evolve?
- How are rail operators preparing for the changing demands of future passengers?
09:30 PANEL: Towards a seamless, multi-modal journey of the future
- What is the vision for transport hubs of tomorrow?
- How can seamless integration between various modes of transport be facilitated?
- What are the business and lifestyle opportunities offered by the integration of stations into the urban environment?
- How can technology innovation supplement urban integration and connectivity?
10:20 BEIJING TCT KEYNOTE ADDRESS
A keynote address from our 2017 Diamond Sponsor
10:40 Exhibition Visit & Networking Refreshments
### Rail Financing Models

**Panel: How can multilateral agencies unlock the potential of rail development in Asia**

- **What projects are the most obvious candidates for funding and where are they located?**
- **What can be done in practice to build a credible project pipeline in emerging economies and bring major assets to market?**
- **Creating an attractive investment environment**
- What type of conditions are imposed on loans?
- **Opportunities for a collaborative approach between multilateral, governments and the private sector**
- How is risk priced into multilateral agency loans? What role do multilateral agencies currently play in public-private partnerships, and what role should they play?

### Signalling & Communications

**Implementing an advanced CBTC system on Hyderabad metro**

- The Hyderabad metro project is the first in India to run on a CBTC system.
- Ensuring high capacity for service frequency and efficiency
- What are the challenges of implementing CBTC on large-scale, dense rail corridors?
- Training staff to operate new control systems
- Potential roll-out of CBTC technology to other rail systems in India

**Revitalising existing rail assets with a model-based asset management strategy**

- Understanding recent developments in Architecture Framework: Modelling tools to improve asset management
- Maximising asset value with AF modelling
- How can rail operators improve long-term asset management?

### Greenfield Signalling & Best Practices

**Multilateral funding of India’s major rail projects**

- What are the major rail projects in India funded by international agencies?
- How are these projects driving real economic benefits?
- Determining the structure of bonds
- How can these new rail projects benefit from the knowledge and technology transfer?

**Rail & Real Estate: Hong Kong MTR’s successful value capture financing formula**

- Thinking about financing in a new way
- Underwriting construction projects with other revenue streams
- Becoming a part of the community through multiple avenues
- What lessons can other cities draw from this model?

### Finance & Funding

**Greenfield Signalling & Best Practices**

- Modernising old rolling stock systems
- What are the weak points of onboard networking and communication systems in old rolling stock?
- What are the main challenges of upgrading these systems?
- Current technologies available to upgrade old rolling stock systems and how to deploy them

### Maintenance & engineering strategies to extend lifespan of aging fleet

- Re-engineering strategies for extending the life of rolling stock assets
- Building in safety and ensuring reliability of aging fleet to prevent failures when in service
- Planning and budgeting for increased maintenance costs
- Using technology to extend lifespan of aging fleet

**Rolling stock for high-speed rail projects: What’s changing?**

- How are technology advancements improving high-speed rolling stock offerings?
- How much customisation is necessary in high-speed rolling stock?
- Will high-speed rolling stock only operate on specialist track? How much integration is necessary?

### Modernising old rolling stock systems

- What are the weak points of onboard networking and communication systems in old rolling stock?
- What are the main challenges of upgrading these systems?
- Current technologies available to upgrade old rolling stock systems and how to deploy them
  Reserved for MOXA
The future of the passenger journey: Hyperloop
- How will Hyperloop revolutionise passenger experience?
- Timelines & updates: When will it become a reality

Reserve for Hyperloop Technologies, Inc.

15:10

Using open data to improve information for passengers: A TfL case study
- Providing developers free access to TfL data to create useful apps for passengers
- Why do it? How will it benefit passengers and how will it enhance the passenger experience?
- Future outlook: Why open data will become the new normal in the rail industry

15:30

Improving end-to-end passenger experience
- Understand what the end-to-end journey really means
- Gathering feedback on passenger behaviour using omnichannel data
- Identify pain points in the customer journey and removing them
- How much more thought should we be giving this as an industry?

15:50

Rethinking station design: A case study on Tachung Metropolitan Area Elevated Red Red Project
The project aims to infuse art and aesthetics into the public space of every station, creating a “Railway Art Museum that spans a chain of stations”.
- Turning the station into a destination with artwork
- Infusing local sights and characteristics into station design
- Integrating rail stations with a wider plan to improve tourism

16:10

Close of Asia Pacific Rail 2017

16:30

Risk mitigation in rail infrastructure projects
Rail infrastructure projects often end up taking longer and costing more than expected. With the growing number of rail infrastructure projects in Asia and the cost of capital, managing risk is essential to the success of the project.
- What are the factors causing capital project risk?
- How can corporate and project goals be better aligned to reduce risk?
- The importance of laying in accountability at the strategy phase
- How to efficiently structure a rail infrastructure project to minimise risk

Attracting private investment in rail infrastructure development
Asia must invest USD $730bn per year in new infrastructure projects by 2020 to keep-up with demand, according to ADB, representing a huge opportunity for private investors.
- What can rail authorities do to establish more partnerships with the private sector? What are the barriers?
- How can rail authorities make their projects more attractive to private investors?
- How can projects be better structured to attract investors?
- How can rail authorities ensure a level playing field for the private sector?
- Which markets are the capital markets willing to play in, and how do they price in risk?

Going private: How privatisation worked for Japan’s railways
- How did Japan’s national railways successfully transition to a privatised and profitable business model?
- What benefits do private railways bring to passengers?
- What is the business model of private railways in Japan and how can other cities emulate it?
- How attractive is the private model in Asia, given the tendency of governments to own rail infrastructure?

Financing rail infrastructure across Asia
- Can we expect to see increased private sector participation in Asian rail infrastructure projects?
- How can Asian countries mitigate risk to open up rail projects to the capital markets?
- Overcoming political risk for investors: The future of PPPs? The new norm or a stop-gap?
- As governments try to bring their finances under control, what alternative financing strategies will they pursue?

With so many new rail projects lined up across Asia-Pacific, it has never been more important to address the engineering and construction challenges facing rail operators and authorities in getting these new projects off the ground.

Brand new for 2017, join us at our Underground University and Overground University as we help you tackle these challenges head on.

KEY TOPICS FOR DISCUSSION IN THIS LIVELY THEATRE INCLUDE:

- Overcoming construction management challenges
  Tips and tricks for avoiding the common pitfalls in managing large construction projects

- Innovation in boring & tunneling technologies
  Explore the latest technologies in tunneling, including circular boring vs. rectangular boring, twin bore tunneling and tunnel lining selection

- Urban tunneling excellence
  Ensure success in your urban tunneling projects where there are existing operating assets and with minimal disruption to passengers

- Overground project construction challenges
  Tackling issues around viaduct construction, raised tracks, foundation pile and girder selection and station construction

- Overhead construction & maintenance
  Specifically focused on raised rail projects, how can you overcome the construction challenges, and lay the foundations for effective asset management?

- Safety & Labour considerations
  Protecting your engineering workforce with a well-developed HSE strategy: What are the practical steps you need to take?

- Doing your homework: Geotechnical investigation & monitoring
  Best practice planning strategies and technical considerations to make sure you have the most up-to-date information for project construction scheduling & planning

- Feasibility studies & risk management
  Advice on completing a best-in-class feasibility study to get your engineering projects off to the best possible start

Want to get involved? Contact Kym Chua on Kym.chua@terrapinn.com or +65 6322 2702
**TRACK & INFRASTRUCTURE THEATRE AGENDA**

**DAY 1 - Tuesday 21st March, 2017**

**TRACK DESIGN**

10:40 TRACK & INFRASTRUCTURE TECHNOLOGY SPOTLIGHT
Leading solution providers demonstrate their track and infrastructure offerings during the networking refreshment breaks.

11:30 PANEL: Designing railway tracks for extended and efficient life cycles
- How to design tracks for long-life: what can you do at the outset?
- New construction vs. upgrades: how do you need to modify your approach?
- Identifying new innovations and measures to slow down track degradation
- Minimising degradation at increased axle loads using optimal heavy haul track approaches
- New ground improvement methods for enhancing track reliability
- Increasing life cycle assemblies with better performing under ballast mats and rail pads
- Mitigating track degradation using geosynthetics
- Key cost considerations

12:10 DESIGNING FOR SPEED: Key considerations for high-speed track design
- Using advanced tracks for high-speed rail
- Improving efficiency at elevated train speeds using energy absorbing materials
- How much of a role does track distance play?
- Getting to grips with new assets
- Key maintenance considerations

12:50 DRIVING EFFICIENCY IN TRACK LAYING WITH AUTOMATION
- Automating the laying of sleepers and tracks
- How does this new machinery work and what are the technical challenges in operating it?
- How can the new machinery drive efficiency, safety, and quality?

**TRACK & INFRASTRUCTURE TECHNOLOGY SPOTLIGHT**
Leading solution providers demonstrate their track and infrastructure offerings during the networking refreshment breaks.

17:30 Close of Day 1

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**RAIL REVENUE & TICKETING THEATRE AGENDA**

**DAY 2 - Wednesday 22nd March, 2017**

**NEW REVENUE STREAMS**

10:30 RAIL REVENUE & TICKETING SOLUTIONS SPOTLIGHT
Get insights on the latest revenue and ticketing solutions available during the networking refreshment breaks.

11:20 PANEL: Overview of pricing strategies
- What are the factors determining initial price points?
- What are pricing adjustments based on?
- Using demand elasticity models to provide insights on "what-if" scenarios for ridership and revenue impacts of fare changes
- How can competitive threats be addressed with the adjustment of pricing strategies?
- Sharing of case studies

12:20 A DIVERSIFIED INVESTMENT APPROACH FOR SUSTAINABLE REVENUE? A Tokyu Corporation Case Study
- Maximising ROI in the rail network through investments in the retail, hotel and airline industry
- What are the innovative strategies adopted to increase revenues outside of train fares?
- How can the integration be replicated in other countries? What needs to be done?

12:40 VENTURING INTO TELECOMMUNICATIONS TO BUILD UP REVENUE? A case study on MTR
- Capitalising on existing infrastructure assets ( fibre, tunnels, existing telecoms equipment) to enter the market at a lower cost
- Using bandwidth spectrum along rail lines to mobile operators how any impact on the reliability of rail communications?
- What needs to be considered before rail operators embark on such an approach?

13:00 USING BRANDED MERCHANDISE AS A REVENUE STREAM
- Capturing the strong identity and brand equity
- Collaborating with other brands to create limited edition merchandise

13:30 RAIL REVENUE & TICKETING SOLUTION SPOTLIGHT
Get insights on the latest revenue and ticketing solutions available during the networking refreshment breaks.

14:30 PANEL: Overview of revenue management strategies
- How can new machinery be used to better predict demand and manage pricing, to lessen the effect of short-term demand variations?
- Using refined forecasting & booking systems to create top-line opportunities by integrating into customers’ logistics procurement processes
- How can rail freight booking be made more ‘flexible and easier’ for customers to use through simplified booking processes?

15:10 TAIWAN’S JOURNEY TO A NATIONWIDE INTEGRATED TICKETING SYSTEM
- Method of installing an interoperable fare payment system across Taiwan
- Impact on operational costs and passenger service
- What are the challenges involved in the implementation of the interoperable system?

15:30 USING BIOMETRICS TO CREATE A MORE SEAMLESS TICKETING EXPERIENCE
- How have biometrics helped simplify the ticketing process?
- Has the system been effective in curbing impersonation? Is it protecting revenue?
- How will this benefit operators and passengers?

16:00 PANEL: Making the big transition to account-based ticketing
- How does account-based ticketing benefit customers and rail operators?
- Practically speaking, how do you make the transition?
- Getting passenger buy-in
- How to reassure passengers’ security concerns

16:30 Close
Who Attends

IN THE CONFERENCE
- CEO / CXO
- Project Director
- Head of Operations & Maintenance
- Head of Rolling Stock
- Head of Signalling / Communications
- Head of Systems / IT
- Head of Infrastructure
- Head of Ticketing / Revenue
- Government Heads

AT THE EXHIBITION
- Project Managers
- Operations Managers
- Station Managers
- Head of Security
- Consultants
- System integrators
- Chief Engineers

BY REGION
- NORTH ASIA 55%
- MIDDLE EAST & AFRICA 10%
- SE ASIA 25%
- EUROPE & AMERICAS 10%
- AUSTRALIA 5%

BY INDUSTRY
- Rail Authorities & Operators 35%
- Rolling Stock / Signalling / Communications 20%
- Rail Component Manufacturers 15%
- Consultants 10%
- IT / Ticket / Power 10%
- Academic / Press / Financial Institutions / Law Firms / Trade Associations 5%
- Independent Assurance / Testing & Certification 5%

To book your stand call Kym Chua on +65 6322 2702 or email kym.chua@terrapinn.com

www.terrapinn.com/aprail
Just some of our 2016 attendees:

Asia Pacific Rail 2017 is the perfect place for companies wishing to:

• Gain exclusive access to decision makers in the industry
• Meet industry leaders, understand their needs and develop business relationships
• Expand to a new market that is difficult to break into
• Showcase leading solutions to prospective customers
• Raise awareness of your solutions and track record amongst your prospective clients
• Launch new products, generate leads and make sales

The exhibition will feature leading solution providers from:

- Air conditioning systems
- Bogies
- Cables & lines
- Communications & network solutions
- Consultancy
- Fire protection
- Flooring coverings
- Infotainment systems
- Interior design systems
- LCD systems
- Lighting systems
- Location & navigation systems
- Locomotives
- Maintenance
- Monitoring systems
- Passenger services – information, fare collection, ticketing, data
- Platform screen doors
- Power & electrification
- Sensors
- Signalling & train control
- Steel manufacturers
- Sound insulation materials
- Wheelset diagnostics systems
- Testing & certification
- Traction motors
- Safety & control
- Rail fastening equipment
- Rolling stocks
- System Integrators
- Track infrastructure
- Track Infrastructure
- Vibration & isolation

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To book your stand call Kym Chua on +65 6322 2702 or email kym.chua@terrapinn.com for more information.

Sponsorship Opportunities

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>TITLE SPONSOR (1 slot)</th>
<th>DIAMOND SPONSOR (2 slots)</th>
<th>PLATINUM SPONSOR (4 slots)</th>
<th>GOLD SPONSOR (5 slots)</th>
<th>Roundtable/Panel Workshop (10 slots)</th>
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<td>Day 1 morning</td>
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- Presentation at joint keynote plenary session
- Presentation at Technical Conference Tracks
- Lead a roundtable/panel/workshop
- Conference Passes
- Facilitated Introductions
- Exhibition Stand
- Speaking slot in the technology theatre
- Exclusive lanyard sponsor
- Seat drop of company brochure

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Partner with us

Looking to expand your market share in Asia? Let us work with you to achieve your business priorities in 2017 by positioning your brand in front of the decision makers of the Asia Pacific railway industry. Beyond a simple exhibition stand, our partnership opportunities allow you to:

**GENERATE LEADS, LEADS AND MORE LEADS!**

Give us your wish list of the regional clients and prospects that you would like us to invite so that you can meet them at the event. We ask for this list at least 6 weeks out to give our team the lead time to do what they do best - deliver you your wish list.

**MEET THE BUYERS (GUARANTEED!)**

Our 1-2-1 partnering program (available to sponsors only) means that you get to arrive at the event knowing exactly who your top sales guys will be sitting down with over the next two days. We match our buyers with the sponsors who have the solutions they are looking to invest in, it really is that simple.

**BE SEEN AS A THOUGHT LEADER**

Cement your position as an industry thought leader by delivering your strategic offerings to an audience of up to 1000+ qualified rail decision makers across Asia.

**CREATE BRAND AWARENESS**

Need to do more to reinforce your brand presence in the region? Enjoy extensive branding exposure not just over the 2-day event but from the day you sign up. The earlier you join the more exposure you will get, via our website and other digital channels, print media and online community.

Secure your slot now. Call Kym Chua on +65 6322 2702 or email kym.chua@terrapinn.com

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Get involved

If you’d like to become an exhibitor, sponsor or speaker at the event contact Kym at kym.chua@terrapinn.com or +65 6322 2702