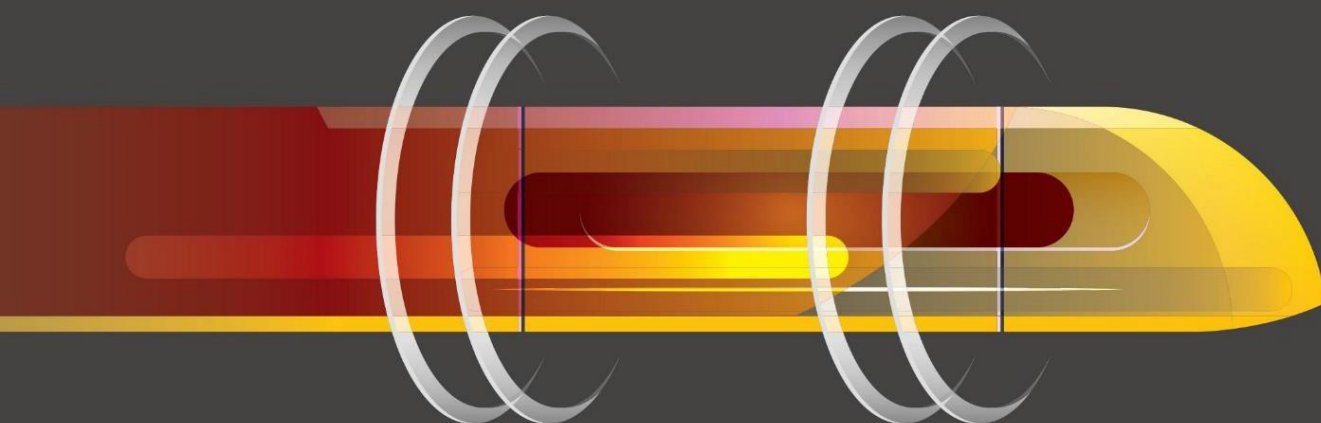


19 - 20 March 2019  
Hong Kong Convention &  
Exhibition Centre  
Hong Kong



The future of rail in Asia

# POST EVENT REPORT



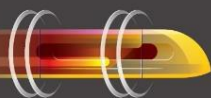
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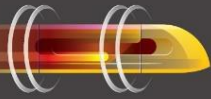


### MEDIA PARTNERS



### ASSOCIATION PARTNERS





## EVENT OVERVIEW

Dear Colleague,

The 21<sup>st</sup> edition of **Asia Pacific Rail** took place in Hong Kong on **19-20 March 2019**, once again in partnership with MTR Corporation.

In our biggest and best event yet, the 2019 edition attracted **more than 2,000 attendees** from **42 countries**, cementing Asia Pacific Rail's position as the must-attend annual gathering of the APAC rail industry's decision-makers and key stakeholders. The event attracted executives from the region's largest and most influential rail operators, authorities, service providers, consultants as well as government delegations.

**Over 150 expert speakers** provided their insights across two days in 7 premium conference tracks and 3 on-floor seminar theatres. Key themes in our premium conference sessions included ***digital rail, metro & mainline projects, signalling & communication strategies & technologies, O&M, asset management, passenger experience, revenue management, ticketing, rail power*** and more. In our on-floor seminar theatres, we offered insights into ***track infrastructure, project management, latest technologies, safety, reliability and disruption management***. Brand new for 2019, we also curated a special theatre on ***North Asian Rail Innovations*** that was conducted in Mandarin.

Attendees of the special Asia Pacific Rail pre-conference site visit, hosted by MTR Corporation, enjoyed a tour and preview of the Operations Control Centre (OCC) and High Speed Rail Hong Kong West Kowloon Station (WEK Station).

We'd like to say a huge thank you to our speakers, sponsors, exhibitors, attendees & partners for your support of Asia Pacific Rail 2019. Thank you also to MTR Corporation, our continued close partner, for their guidance and support.

We couldn't be more excited for 2020, and we're already hard at work on it! We'll be bringing you even more - more content, more networking opportunities and more solution partners to explore.

It's never too early to get involved. For 2020 sponsorship & exhibition enquiries, contact **Bastiaan van der Heijden** on [bastiaan.heijden@terrapinn.com](mailto:bastiaan.heijden@terrapinn.com) and to explore speaking at the event, contact **Parveen Sekhon** at [parveen.sekhon@terrapinn.com](mailto:parveen.sekhon@terrapinn.com).

Best regards,

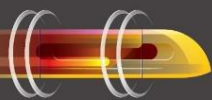
**The Asia Pacific Rail Team**



“Asia Pacific Rail Conference is a highlight for me every year. The Conference continues to have better content, panel discussions, and exhibitors year by year. The 2019 event was the best one so far.”

- Dr Jacob Kam, Chief Executive Officer, MTR Corporation





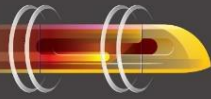
## HEADLINE STATISTICS

# 2000+

## TOTAL ATTENDEES

800+	PREMIUM CONFERENCE ATTENDEES
150+	RAIL SPEAKERS & EXPERTS
724	ATTENDING ORGANISATIONS
42	COUNTRIES
10	THEATRES OF CONTENT





# STATISTICS BREAKDOWN

## BY PROFILE

23%	RAIL AUTHORITIES & OPERATORS
3%	MINISTRIES & GOVERNMENT AGENCIES
12%	SIGNALLING & COMMUNICATIONS
12%	CONSULTANTS / ARCHITECTS / CONSTRUCTION
6%	IT (CYBER SECURITY / PREDICTIVE ANALYTICS / SMART TRANSPORTATION)
2%	POWER & ELECTRIFICATION
5%	ROLLING STOCK
6%	ROLLING STOCK COMPONENTS
4%	STATIONS - TECHNICAL EQUIPMENT / BUILDING MATERIALS
2%	TESTING & CERTIFICATION
3%	TICKETING & REVENUE
5%	TRACK INFRASTRUCTURE & MAINTENANCE
9%	ASSOCIATION, MEDIA, PRESS & ACADEMIA
7%	OTHERS

## BY JOB TITLE



SENIOR  
MANAGEMENT\*



SENIOR MANAGER/  
MANAGER



SENIOR ENGINEER/  
ENGINEER



EXECUTIVE /  
ASSOCIATE



PRESS, MEDIA,  
ASSOCIATION



OTHERS  
(Consultant, Advisor,  
Professor, Expert)

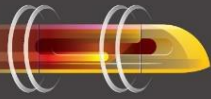
\* Includes CXO, MD, President, VP, Directors, GMs,  
Commissioner, Country Heads



“Asia Pacific Rail is a great forum to learn lessons about common challenges within the industry and to develop strategies for dealing with these issues.”

- Gary Lampard, Director, Network Integrity Assurance, Public Transport Victoria.

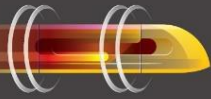




# ATTENDING COMPANIES

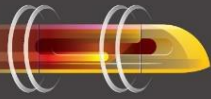
2iSYS	Bangkok Payment Solutions Company Limited
3M	baring asset mgmt
A Mag	bc eng. co.
A-ONETECH LIMITED	Beacon
ABC	Bechtel
Ableslink Company Limited	Beijing Jiaotong University
Abloy	Beijing Jiaxun Feihong Electrical Ltd
Access IS	Beijing MTR Corporation
ACCIÓ Hong Kong	Beijing Teye Industrial & Trade Corp.
Acktec Technologies	Beijing Traffic Control Technology Co., Ltd. (TCT)
ACM	Beijing Traffic Control Technology Ltd Co
ACT - Asia Corporate Training	Belden Asia
Advanced Card Systems Ltd	Belden Singapore
Advantage Austria	Benaim
AECOM	Bentley Systems
Airport Authority Hong Kong	Best Western Grand
Airsight Australia	Beta Electric Corporation
Alberta Government Office in Hong Kong	beta Electromechanical Corporation
Alcatel-Lucent Enterprise	BIGTIDE
Alf Technologies India Pvt. Ltd.	Bisa Technologies (HK) Ltd.
Alius Consulting	BK ASIA PACIFIC
Allianz Global Corporate & Specialty SE Singapore Branch	BKAsiaPacific
Allison + Partners	BKAsiaPacific (Hong Kong) Limited
Alstom Group	BMT
Altai Technologies	Bombardier Transportation
Am730 Media Limited	Boston Home Inc.
Amadeus IT Group SA	Brady Corporation
Amadeus Singapore Pte Ltd	Bricsa Consulting Pvt Ltd
Amantronic SDN BHD	Bright Sunlight Co. Ltd.
AMETHYSTE	BRON
AMR Asia Company Limited	BT Industries Inc.
Amsted Rail	BTI Wireless Ltd
Anaheim University	BTS
anhui huirui orbital smart equipment	BTSC
Anhui HuiRui Track Intelligent Equipment	BUiM Group
Anson Tools and Trading Associated	Bulls Auto Services Ltd
Applanix Corporation	Bureau Of High Speed Rail M.O.T.C.
Apple Daily Limited	Business France - French Trade Commission
appledaily	BYD Company Limited
ArcelorMittal	BYD Company Ltd. 23 Divison
Arup	c f s investements
Asia Consulting Group	C.MON
Asia Engineering (HK) Ltd	Cable TV
Asia Traffic Technology & Service	CBRE
Asia Vision Technology Ltd	CCT InfoTech (Hong Kong) Ltd.
Asian Infrastructure Investment Bank	Celduc Relais
Asianet Consultants	Celex LED Technology Ltd.
Assa Abloy	CEMAR
Association Of Hong Kong Railway Transport Professional	Central Physiotherapy and Sports
ATE Energy	CG of France
Atkins	Chaine des Rotisseurs
Atkins Global	Chennai Metro Rail Limited
Attic Engineering Ltd	Cherrypicks
Aurecon	CHINA ASSOCIATION OF METROS
Aurecon Hong Kong	China Daily Hong Kong
Axis Communications	China News Service Hong Kong Branch Limited
Axis Communications Limited	China Railway Construction
Axon Vibe	China Railway Guangzhou Group Co., Ltd
Bagla Elecricals & Electronics Pvt. Ltd.	China Railway International Trading (HK) Limited
BAI	China Railway Material Group Company Limited
BAI Communications Ltd	China shenhua Transportation industry operation and management center
Bangkok Expressway and Metro Public Company Limited	China Southwest Jiaotong University Railway Development Co
Bangkok Mass Transit System Public Company Limited	





# ATTENDING COMPANIES

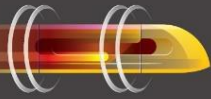
China UnionPay	Digi Wireless Singapore Pte Ltd
Chubb Hong Kong Limited	Direct Business Co
Chun Wo Constrction and Engineering Co	Directorate General of Railways, Ministry of Transportation
CIC	Republic of Indonesia
CIEC EXHIBITION CO HK LTD	Doosan Babcock
CILTHK	Dowslake Microsystems Ltd
Cisco Systems	Dr Pendl & Dr Piswanger Romania Srl
cITDC	E-Leather
City University of Hong Kong	Eao Ag
Citybus Limited / New World First Bus Services Limited	Earth Products China Ltd
CLP Engineering Ltd	East Japan Railway Company
CLP Power Hong Kong	East Japan Railway Trading Co., Ltd.
CLR consultation	ECIS
CMO Asia	ECRRC
Cogniac	Ee - Systems Ltd
Coin-Tech Automatic Payment Systems (Shenzhen) Co., Ltd.	Egis Rail
Coin-Tech Services Hong Kong Ltd	Electrical & Mechanical Services Department
Comba Telecom Limited	Elis Engineering And System Hong Kong Ltd
Commsec Inc.	Elis Infotech Systems Co., Ltd.
concept communication (hk) limited	Emcomp International AB
Consulate General Of India	emka
Consulate General of Italy in Hong Kong	EMSD, Government of the HKSAR
Consulate General Of Malaysia Trade Section	Energy Use Strategy Advisors
Consulate General of Myanmar	ENGIE
CONSULATE GENERAL OF SPAIN TRADE COMMISSION	EPIC MOMENTS
Consulate General Of The Republic Of Indonesia	Era Contact (Suzhou) Co Ltd
convergence square	Era electric Centre limited
Copperleaf	Ergonomie Australia Pty Ltd
Cornell University	Esme One Asia Ltd
costa monte resort	Europcar Hong Kong
CRCHK	eyemore
CRM (HONG KONG) HOLDINGS LIMITED	Faiveley Transport (a Wabtec Company)
CRM (Hong Kong) Trading Limited	Falcon motor
CRRC	FC Group
CRRC Corporation Limited	Feisheng Culture Education Foundation
CRRC HK CAPITAL MANAGEMENT CO., LTD.	FIME SAS
CRRC Hong Kong Co. Ltd	Financial Times
CRRC Kuala Lumpur Maintenance Sdn Bhd	Fleet Solutions International
CRRC Zhuzhou Locomotive Co., Ltd.	Flex
Cubic Technologies Singapore Pte Ltd	FLIR Systems
Cundall	FocusAsia Media Ltd.
Currie & Brown	Fogtec Brandschutz Gmbh
CV SRI ADIWANGSA	FOGTEC Fire Protection
D.M. Consunji, Inc.	Fordex Electric
D.N.A. Financial Systems	Foster + Partners
Dai-ichi Shoji co. Ltd	French Trade Commission in China
Dalat TK Entertainment LTD	Fugro Geotechnical Services
DAMM Cellular Systems A/S	G-matrix Hong Kong Ltd
DataSource International	G.C.A. Professional Services Group Ltd
DaTong Xincheng New Materials Co., Ltd	G4S
DB Engineering & Consulting GmbH	GATE NETWORK PTE LTD
Db Systemtechnik	GE Transportation (a Wabtec Company)
De Hua Material Testing Co., Ltd.	Genuine Engineering Solutions Limited
Deloitte Tomatsu Fas	German Industry and Commerce Ltd
Dennispnut Creations	Gernes Group Co., Ltd.
Department of Rapid Transit Systems	Giro Inc.
Department of Rapid Transit Systems New Taipei City	Gmv
Government	GoEuro
Department of Transportation - Railways Sector	golong
Deutsche Bahn AG	Good Excel Property Consultnats
Dexterity Electronic Company Limited	Gough Recruitment
DHL Global Forwarding H.K. Ltd	GRANBO CONSTRUCTION COMPANY LIMITED
Dicentral Limited	GRC TAIWAN



# ATTENDING COMPANIES

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GUANGDONG NORTHWEST AVIATION TECHNOLOGY CO., LTD.  
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H.A.R.T.I.N.G. Singapore Pte Ltd  
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H.K.S.A.R. Government  
HALFEN (Beijing) Construction Accessories Sales Co., Ltd.  
HALFEN GmbH  
hangtian huatuo  
Harbinger Infrastructure  
HARTING Shenzhen  
HASSELL Limited  
HDTechno Oy  
Hebei Jiwu International (HK) co. Ltd.  
HellermannTyton (Wuxi) Electrical Accessories Co., Ltd.  
Hik Vision  
Hikvision  
Hk Government  
HK Tramways  
hk01  
HKEX  
HKTDV  
HKTILC  
HKTTC  
Hohhot Rail Transit  
HollySys  
Holmatro industrial equipment B.V.  
Hong Kong Airport Authority  
Hong Kong Commercial Broadcasting Company Limited  
Hong Kong Council of Social Service  
Hong Kong Disneyland  
Hong Kong International Theme Parks Limited  
Hong Kong Productivity Council  
Hong Kong Trade Development Council  
hong kong tramways  
Hong Kong Tramways Limited  
Hongkong International Theme Parks Limited  
Hop Yuen Construction Company  
Hop Fung  
HSBC Banking Corporation  
Huangshi Bangke Technology Co.,Ltd  
Huawei Technologies  
Huber And Suhner  
Hubner Interface Systems (Shanghai) Co., Ltd.  
Hytera Communications Corporation LTD.  
Hyundai Rotem Company  
I-Cable News Limited  
Idea Logistics  
IDEMIA Singapore Pte. Ltd.  
Imperial College  
Impressive Applications  
In Pulse Development Ltd.  
Indian Railways  
Indonesian Railway  
Industrial Bank Co.  
Industrial Centre, The Hong Kong Polytechnic University  
Ingerop Conseil ET Ingenierie  
INGEROP Engineering  
INIT Asia-Pacific Pte. Ltd.  
initplan GmbH  
Inmarsat

Inner Mongolia Traffic Control Anjie Technology  
Innovation And Technology Commission  
Innovative security  
Institute of Railway Technology  
Institution of Civil Engineers  
Institution of Railway Signal Engineers (Hong Kong)  
International Association of Public Transport  
International Railway Journal  
Intria Limited  
Invest Hong Kong  
Iris GmbH  
IRJ Pro  
IRSE (HK)  
IRZ Lokomotiv  
iTakapps Ltd  
Itochu Hong Kong Ltd.  
IY Railroad Consulting  
Jacksons and Brothers  
Jacobs  
Jakarta Alarm (Bosch)  
japan  
Jardine Schindler Group  
JCDecaux Transport  
Jenka Industries Ltd  
Jiaxun  
JMC  
John Holland Pty Ltd  
Johnson Controls  
JunCtion Tech Co. Ltd.  
JW Consult  
K.M.B.  
K.M.L. Technology Co. Limited  
Kangwei Tongchuang Group  
Kaohsiung Rapid Transit Corp  
Karin Electronic Supplies Co., Ltd.  
Karin Technology Holdings  
KELMER  
Kenwo Corporation Limited  
Keolis Commuter Services  
Kepro Solutions Limited  
Key Direction Limited  
Key Systems and Components  
KML Engineering Ltd  
Knick Shanghai Electronic Measurement Trading  
Knight Frank Petty Ltd  
Knorr Bremse Asia Pacific  
Kochi Metro Rail Limited  
Kolkata Metro Rail Corporation Limited  
KONE  
Kone Asia Pacific  
Konten Network Inc.  
KONUX GmbH  
Kotra HK  
Kraus Elektrotechnik  
Kreative GSA Ltd.  
KRTC  
KTT Consultant  
KUM Shing Engineering  
Kum Shing Group  
Kumsan M and E Co Ltd  
Kusieog Ltd  
L.A. Enterprises  
LA-CO Industries

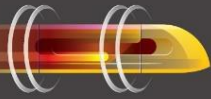


# ATTENDING COMPANIES

Land Transport Authority of Singapore  
Lantech Communications Global Inc  
Lao Railways  
Lea+Elliott, Inc.  
Lee & Co  
LG U+  
Liebherr (HKG) Limited  
Liebherr-Hydraulikbagger GmbH  
Light Rail Manila Corporation  
Light Rail Transit Authority  
Lighthouse Technologies Limited  
Linkers Enterprises Corp  
Linsinger Maschinenbau  
Logikal Projects Ltd  
Logistics and Supply Chain MultiTech R&D Centre Limited  
London Underground  
Lorient Pacific Ltd.  
Lumentech Company Ltd  
M Securities Limited  
M.C.S.Digital  
M.V.A. Asia Ltd  
Macau Pass Co Ltd  
MACAUEC  
Macaupass S.A.  
Macquarie Capital  
Maha Metro, Nagpur, India  
Maintenance support  
Mak Hang Kei (HK) Construction Limited  
Malherbe Paris in Asia  
Mandai Park Development Pte Ltd  
Maple Consulting Group  
Marine Department - Hong Kong  
Marvel Digital Ltd  
Masabi  
Mass Rapid Transit Authority of Thailand  
Mass Rapid Transit Bureau, Kaohsiung City Government, Taiwan (R.O.C.)  
Mass Rapid Transit Corporation Sdn Bhd  
Maxim Middle East Executive Search  
McLaren Applied Technologies  
Meggitt Sensing Systems  
Messe Berlin GmbH  
Messe Frankfurt New Era Business Media Ltd.  
Messe Munich  
Metro Radio  
Metro Rail Transit Line 3  
Metro Trains Melbourne  
Metro Transit Solution  
Metroselskabet og Hovedstadens Letbane  
MFB Products Asia  
MHK Electrical & Telecom. Engineering Ltd.  
Milwaukee Composites Inc  
Milwaukee Tool  
Ming Pao Newspapers Limited  
Ministry of Public Works and Transport, Kingdom of Cambodia  
Ministry Of Transport And Communication  
Mitsubishi Corporation  
Mitsubishi Electric Corporation  
Mitsubishi Heavy Industries, Ltd Macau LRT Project Office  
MOBATIME India Pvt. Ltd.  
Mors Smitt Asia Ltd  
Motorola Solutions Singapore Pte Ltd

Moxa Inc  
Regin Controls  
MRAIL, INC.  
MRCB-GK  
Msi Global  
MTM Lab Japan Limited  
MTR Corporation  
Multi Vision Media (Hong Kong) Co. Limited  
MVMHK NEWS  
MYHSR Corporation Sdn Bhd  
N.W.S. Holdings Limited Ltd  
National Capital Region Transport Corporation  
National Development Bank of Cambodia  
National Taiwan University  
NEC  
NEC Networks & System Integration Corporation  
Nencki  
Netka System Co., Ltd.  
New Creative Global Resources  
New Effort Limited  
Nikkei Asian Review  
NobelClad  
Nokia  
Noske-Kaeser Rail & Vehicle  
NOVA2PAY  
Novox Limited  
NOW TV NEWS  
nVent  
NXP Semiconductors  
O.B.B.  
O.O.C.L. Logistics H.K. Ltd  
Octopus Holdings  
Office of Transport and Traffic Policy and Planning (OTP),  
Ministry of Transport of Thailand  
Omni Signal Consultancy  
omron social solutions  
On.Cc  
ONYX media group  
OOCL Logistics  
Optimus Asia  
Oriental Press Group  
OTN Systems N.V.  
OUHK  
Ove Arup & Partners  
OWIN  
P.P.S. International  
PANAMASIA FINANCIAL SERVICES  
PantolInspect  
Park Hotel Hong Kong  
Pccw Cascade Ltd  
PCCW Global  
PCCW Solutions Limited  
PCI Hong Kong Limited  
PEIPOINT SCIENTIFIC AERO LTD  
Penjing Asset Management  
Pentagon Technology (Asia) Ltd  
PerceptIn  
Perpetuum Ltd  
Philippines National Railways  
Phoenix Asia Corporation  
PlanGrid  
Pluxity Co., Ltd.  
Poryan China Co., Ltd.

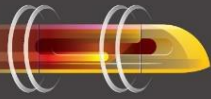




# ATTENDING COMPANIES

Positronic Asia Pte Ltd  
Poweria  
POWERSOURCE  
Prasarana Malaysia Berhad  
Pro Logistic Ltd.  
Pro- Technic Machinery  
Progress Rail Services Division -Caterpillar  
Projection Group  
PSK consultants  
PT. KAI  
PT. Kereta Cepat Indonesia China  
PTV Asia-Pacific  
Public Transport Victoria  
PwC  
Pypun-K.D & Associates Ltd  
Qingdao Railway Transportation Equipment CO.,LTD  
Qoudra HEXIoT  
Queensland Rail  
R.A.T.P. Group  
R.P.S. SUPPLY CO., LTD.  
R2P Asia Pacific  
Radio Television Hong Kong  
RADWIN  
Rail Branch, Hong Kong Government  
Rail model  
Rail Personnel Ltd  
Rail Professional  
Rail Projects Victoria  
Rail Safety Consulting, a Division of TUV Rheinland Mobility  
Railcon  
Railway and Transport Strategy Centre, Imperial College  
London  
Railway Asset Corporation, Malaysia  
Railway Digest  
Railway Gazette International  
Railway Possessions Australia  
Railworks Corporation / Teltronic  
RAM and Maintenance  
Ramboll  
RATP Dev  
Rentech Service Limited  
Ricardo Rail  
Ridgid Plumbing Limited  
Robustel Technologies  
Rocketech Technology  
S&SER Limited  
Sabic  
SAFA Consutling Services Co. Ltd  
Safety Accient and failure Experts  
SAFT  
Samjung SR  
Samson Innovation Corporation Ltd  
SBS Transit Ltd  
Scania  
Schaltbau Asia Pacific Ltd.  
Schneider Electric (HK) Ltd.  
Schrey & Veit  
SCMO  
SDDA Pte Ltd  
Secheron  
Semway Limited  
Seoul Metro  
Septentrio

Sgs Hong Kong Ltd  
SGS-CSTC Standard Technical Services Co.,Ltd  
SHANDONG EAST ENGINEERING TOOLS CO.,LTD  
Shanghai Dian Jie Technology Trade. Co., Ltd.  
Shanghai Fosun Railway Investment  
Shanghai Yiqi Electronic Technology  
Shen Milsom & Wilke Ltd  
Shenyang Yuancheng Friction and Sealing Material  
Shenzhen Bigtide Tech. Co. Ltd.  
Shenzhen Bus Group Co., Ltd  
Shenzhen Jdd Tech New Material Co.,Ltd.  
Shenzhen Logistics and Supply Chain Management  
Association  
Shinryo hong Kong  
Shun Hing Systems Integration Co., Ltd  
Shuo huang railway company  
SICAMEX ASIA  
Siemens Limited  
Siemens Mobility GmbH  
Silverlake S/B  
Simpleway Asia Pacific Ltd.  
Sino Group Industries Ltd  
Sinotrans Shipping Co Ltd  
SITES China  
SkyDrinks Hong Kong  
Smart City Consortium  
SNC Lavalin  
SNCF  
Sojitz Corporation  
Sopra Steria Asia Pte Ltd  
Sothebys Imprint  
Sound Transit  
South China Morning Post  
Southwest Jiaotong University  
SPARTANS 3 TRADING CORPORATION  
Sri Lanka Railways  
ST Electronics (Thailand) Ltd  
ST Engineering Electronics Ltd.  
ST Engineering Land Systems Ltd  
State Railway of Thailand  
Steconfer  
straddic  
sTraffic  
Strobus Far East Limited  
Sulzer  
Suning  
Sunrise Trading Co.  
Sunwave Communications  
Sunwave Solutions  
Supremetech Engineering Co Ltd  
Suzhou Doneka New Materials Corp. Ltd.  
Swiss Polymeric Corporation Ltd  
Syarikat Prasarana Negara Berhad  
Sydney Trains  
Symbol Design C&CLtd  
Synergies Limited  
SynoCode Group Limited  
Syntegrate  
Systems Integrators (Asia) Ltd  
Systra  
T and R Test Equipment Ltd  
T.O.A. Corp  
T.O.A. Electronics

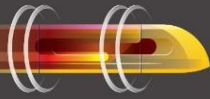


# ATTENDING COMPANIES

Tailyn Technologies Inc.  
Taipei Rapid Transit Corporation  
Taipei Smart City Project Management Office  
Talgo  
Tallano Technologie  
Tamkang University  
TapToPay Limited  
Technological and Higher Education Institute of Hong Kong  
Technologyrubik  
Television Broadcasts Ltd  
Teltronic  
Texelis  
Thales  
Thales (China) Enterprise Management Co., Ltd  
Thales Australia Limited  
Thales eSecurity Inc  
Thales Global Services SAS  
Thales Solutions Asia  
Thales Transport & Security (HK) Ltd  
Thales Transportation Systems  
The Chinese University of Hong Kong  
The Hong Kong And China Gas Company Ltd  
The Hong Kong of Social Service  
The Hong Kong Polytechnic University  
The Hongkong and Yaumati Ferry Co Ltd  
The Initium  
The Institution of Railway Signal Engineers  
The Knowledge Consultancy  
The Majestic Engineering  
The Office of the National Rail Safety Regulator  
The Storyteller  
The University of Hong Kong  
The University of Tokyo  
Tiong Seng Contractors (Pte) Ltd  
TMH International AG  
TMI  
TMW  
TOA ENGINEERING  
Tokyo Metro Company Ltd  
Tong Kee Construction and Engineering  
Toshiba Asia Pacific Pte Ltd  
TRA Consulting  
Track & Signal Magazine  
Track IQ  
Tradeport Hong Kong Limited  
Traffic Control Technology Co. Ltd.  
Transformers & Rectifiers  
Transit Link Pte Ltd  
Transport Design Consultancy Ltd  
Transport for NSW  
Transportation Technology Center, Inc.

Trapeze Group  
Trenolab  
TRIGO GROUP  
TÜV Rheinland  
TÜV SÜD  
TVB Television Broadcasts  
TVBI Company Limited  
UK Department for International Trade  
under production Ltd  
Unex  
Unicom  
Unionpay International  
Unipart Rail  
US Commercial Service  
US Consulate Hong Kong  
V.D.S. Rail  
Variox Corporation  
Verzontal Builders, Inc.  
Vibratec Asia Pacific  
Vincent Asia Pacific Ltd  
Visti  
Vivotek Inc  
voestalpine Railway Systems  
VOICECYBER  
Wai On Services Limited  
Walter Kraus GmbH  
Waste & Environmental Technologies Ltd.  
Waterfall Security Solutions Ltd  
Webasto Roof Systems China Ltd  
Welfare Electronic Component  
Welltek International ITS Inc  
WeMedia01(HK) Ltd.  
Western Tool and Mold Ltd.  
wikiroutes.info  
Willowglen (Malaysia) Sdn Bhd  
Wilson Acoustics Limited  
Wise Business Strategy Association  
WIWA  
Worldsensing  
WSP  
Wuhan Metro  
Xenix  
Xinhua News Agency  
Yeollim  
YIFANG Digital  
YSK2 Engineering and Construction Co Ltd  
YTL Rail  
Zhubo Design LTD.  
Zhuzhou CRRC Times Electric Co., Ltd.  
Zhuzhou Times New Material Co., Ltd  
Zibo Xinfukang Special Materials Co.,Ltd.

*& many more...*



# LEADING OPERATOR SPEAKERS



**Dr. Jacob Kam**,  
Managing Director –  
Operations & Mainland  
Business, **MTR  
Corporation**



**Juan F Alfonso**,  
President, **Light Rail  
Manila Corporation**



**Henry Foo**, Deputy Group  
Director, Thomson-East  
Coast Line, **Land Transport  
Authority**



**Peter Munro**,  
Director of  
Operations, **Metro  
Trains Melbourne**



**Jia-Chang Wu**, Deputy  
Director General, **Mass  
Rapid Transit Bureau**,  
**Kaohsiung City  
Government**



**Hung Kang Sung**,  
Chief of Section,  
**Bureau of High  
Speed Rail, Taiwan**



**Chua Chong Kheng**,  
Deputy Chief  
Executive Officer,  
**Land Transport  
Authority**



**Sue McCarrey**, Chief  
Executive Officer,  
**Office of the  
National Safety  
Regulator**



**Seng Tiok Poh**, Director,  
Planning and Design,  
**MRT Corp**



**Adi Lau**, Operations  
Director, **MTR  
Corporation**



**Dr Padet Praditphet**,  
Director, Common  
Ticketing Office,  
**Thailand Ministry of  
Transport**



**Jeffrey Sim Vee Ming**,  
Head of Engineering,  
**SBS Transit**



**Ryan Rojo**, Head of  
Passenger  
Requirements and  
Assurance, **Metro  
Trains Melbourne**



**Wilson Shao**, General  
Manager, **Beijing MTR  
Corporation**



**Erni Basri**, Deputy  
Director, Railway and  
Building Area  
Infrastructure Railway,  
**Indonesia Ministry of  
Transportation**



**Gary Lampard**,  
Director of Network  
Integrity Assurance,  
**Public Transport  
Victoria**



**Ever Diaz**, Director of  
Asset Management,  
**Keolis Commuter  
Services**



**BC Yen**, President,  
**Taipei Rapid Transit  
Corporation**

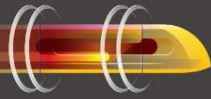


**Kuldeep Gharatya**, Head  
of Engineering, MPD,  
**Transport for London**



**Sanjay Kumar**, Chief  
Engineer (Signal and  
Telecoms), **Kolkata  
Metro Rail  
Corporation**





# LEADING OPERATOR SPEAKERS



**Dr Samuel Chan**, Group Director, Rail/Road Systems Engineering, **Land Transport Authority**



**Yoke Kee Ang**, Chief Operations Officer, Strategy and Transformation, **Prasarana Malaysia**



**Tony Lee**, Chief of Operations Engineering, **MTR Corporation**



**Rishi Dutta**, Chief Information Officer, **Public Transport Victoria**



**Jaydeep Pawar**, Chief Communication Engineer, Signalling and Telecoms, **Indian Railways**



**Somsana Ratsaphong**, Director General, **Laos Railways**



**Michael Harrison**, Vice President, Head of Rail Operations, Downtown Line MRT, **SBS Transit**



**Hendrik Düringer**, Head of Revenue Management, **DB Fernverkehr**



**Russ Arnold**, Chief Customer Experience Officer, **Sound Transit**



**Andrew Mead**, Chief Architect (ARBUK), **MTR Corporation**



**Ouk Sota**, Deputy Director, **Cambodia Ministry of Public Works and Transport**



**Samantha Abeydeera**, Deputy Executive Director, Train Crew, **Sydney Trains**



**Dr. Somprasong Suttayamully**, Director, Fare Media Office, **Mass Rapid Transit Authority of Thailand**



**Naoto Kimura**, Director, International Relations Department, **Tokyo Metro**



**Gerald Schinagl**, Director, Department Digital Innovation, **OBB**



**Tonny Yeap**, Director, Commercial Division, **MyHSR Corporation**



**Annie Leung**, General Manager, Customer Experience Development, **MTR Corporation**



**Professor Nalinaksh Vyas**, Chairman, Technology Mission, **Indian Ministry of Railways**

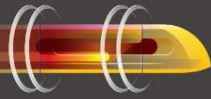


**Dr Lee Chen-Yu**, Director, **Taipei Smart City Project Management Office**



**Pierre Messulam**, Vice President and Greater Paris Project Director, **SNCF Transilien**





# THE CONFERENCE

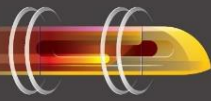


"The Learning never stops at the Asia Pacific Rail convention and listening to speakers from other rail systems is a plus. There is always something new to ponder."

- **Josefino SANTIAGO**, Senior Maintenance Adviser, RATP Dev







# THE CONFERENCE





在本届盛会在为期两天的会议中，开展了铁路方面技术、管理、体验等多个层面的主题互动，众多铁路业主、相关机构云集现场。

交控科技作为本届盛会的赞助商，借助展会的优质平台和资源成功的对企业形象、技术和产品进行了展示，并在现场举行技术演讲，以上得到现场观众一致好评。交控科技在Asia Pacific Rail的成功亮相，离不开主办的精心安排和大力支持，在此感谢主办的优质资源和服务。

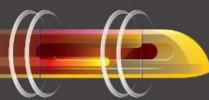
- **Bai Wei**, Business Development Engineer, **International Department, TCT**



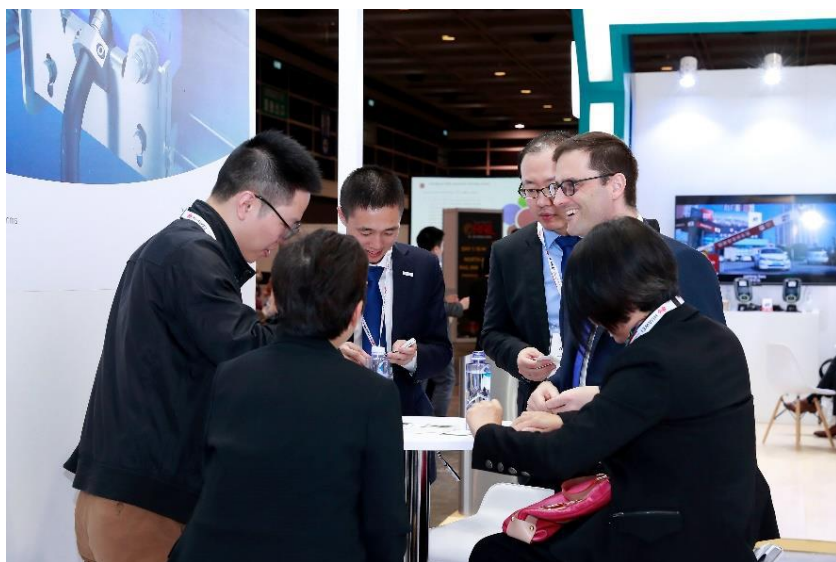
“2019 Asia Pacific Rail has been a great opportunity for UnionPay International to introduce transit solutions to the respective partners. We got the opportunity to understand more about the metro industry trends around here. Collaborations and partnerships via Asia Pacific Rail 2019 are very welcome.”

- **Jiangtao Jian**, Assistant General Manager of Product Department, **UnionPay International**





# THE EXHIBITION

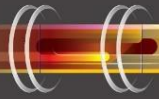


**“Asia Pacific Rail Expo provided unique forums and conferences to understand industry trends and markets, as well as facilitating dialogues with key personnel and associated stakeholders. It’s been a great experience and I am looking forward to next year’s expo”**

**- Marco GRAF, General Manager, voestalpine Railway Systems (Beijing) Co. Ltd.v**







# THE EXHIBITION



**"The experience was very good. We are excited to be here. It is the first time we are present with our own booth and we are very sure that we are going to continue that."**

**- Sebastian Oertel, Managing Director, Faiveley Transport (a Wabtec Company)**

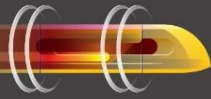




“**Asia Pacific Rail** has become one of the reference events for us, and we have been attending for several years consecutively. APR brings together the main agents of the transport sector of APAC so, in addition to offering us the opportunity to meet with our main customers and partners in the area, interesting meetings and new business opportunities always arise”

- **Felipe Sanjuán**, Transport Business Development Director, **Teltronic**





# EXHIBITION SEMINARS

## Track Infrastructure & Project Management

Hear from 20+ track infrastructure and permanent ways experts as they share their best practices on key challenges such as permanent way maintenance, noise and vibrations. Plus dedicated lectures on construction project management, tunnelling & station design lead by leading project directors from rail authorities, operators and EPCs.

## Latest Technologies

Discover the latest rail technologies and innovations deployed in metro, mainline and HSR systems across the world in our Latest Technologies seminar theatre. Leading rail solution partners will be sharing case studies of their latest product deployments and how they can help streamline operations.

### HIGHLIGHTS

**voestalpine  
Railway  
Systems**

**Optimize track performance by system approach**

**Systra**

**BIM 4 FIELD: Benefits for linear infrastructure construction activities**

**Arup**

**The role of consultant in railway delivery framework**

**Seoul Metro**

**Predicting fault of mechanical facility using ICT (SAMBA)**

**Schrey & Veit**

**Trackside measures to reduce passengers and drives noise impact**

**Abloy Oy**

**How secure is your rail infrastructure? Combining security, safety and effectivity in railway access**

### HIGHLIGHTS

**TÜV Rheinland**

**Safety Management System of trains, from daily maintenance to lifetime extension**

**Huawei  
Technologies**

**Success stories in the railway industry**

**Amsted Rail**

**Promoting new efficient & environmentally friendly ways to move freight**

**Faiveley  
Transport (a  
Wabtec  
Company)**

**Faiveley Transport Metroflexx: versatile brake control system for modern metros**

**Thales**

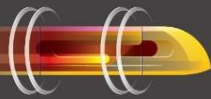
**Rail & Smart City: Enabling a smart intermodal future**

**UnionPay  
International**

**UnionPay Innovative Technology and Products**







# EXHIBITION SEMINARS

## North Asia Rail Innovations

Get updated on the latest innovations and best practices from rail experts in North Asia, who will be addressing key topics on condition monitoring, maintenance, rail technology advancement and more. For the first time ever, sessions will be conducted in Mandarin and hosted by Hong Kong Polytechnic University.

## Safety, Reliability, and Disruption Management

Put safety first as you enjoy the latest research findings by Hong Kong City University on safety, reliability, and disruption management in high speed rail and metro systems.

### HIGHLIGHTS

**National Taiwan University**

**The application of diving recorder to rail track condition monitoring**

**The Hong Kong Polytechnic University**

**Online wayside wheel defect detection for in-service trains**

**Southwest Jiaotong University**

**Vehicle electric traction system**

**Tongji University**

**Development and Application of China's Maglev Transportation**

**China SWJTU Railway Development Co**

**Real-time monitoring of track switches damage**

**Beijing Jiaotong University**

**Research and application of high performance bainitic rail**

### HIGHLIGHTS

**City University of Hong Kong**

**Opportunities and challenges of AI for system reliability and predictive maintenance**

**City University of Hong Kong**

**Counting and tracking crowds in surveillance videos**

**City University of Hong Kong**

**Smart urban rail transportation in Big Data environment**

**City University of Hong Kong**

**Railway component detection using deep learning methods**

**City University of Hong Kong**

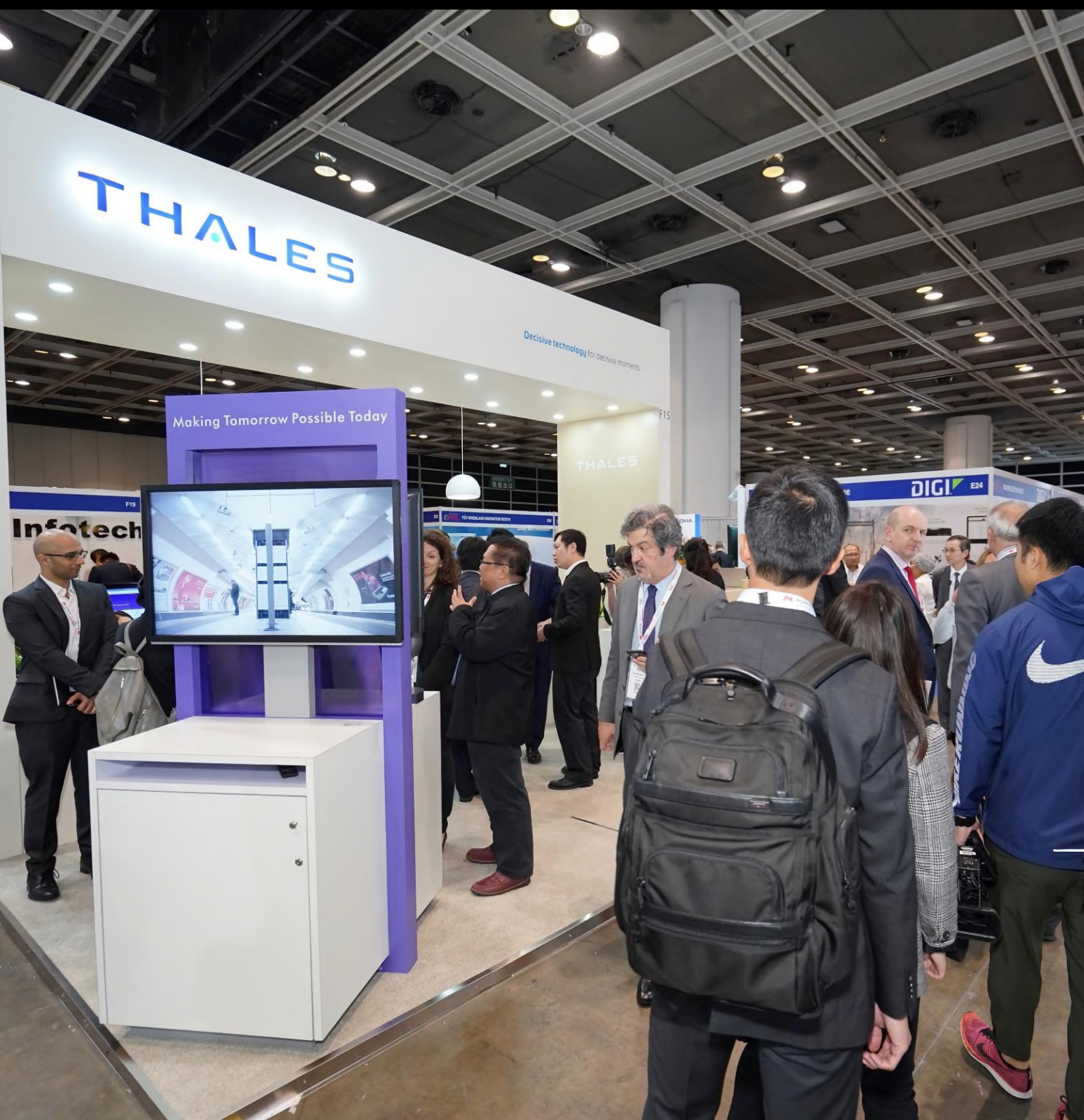
**High-speed rail suspension system health monitoring using multi-location vibration data**



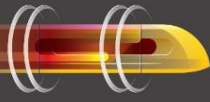


**“Plenty to see at the exhibition in terms of suppliers and service providers. Good range of stream presentations and networking opportunities. Really enjoyed the pre conference tour on the Monday. ”**

**- Mark Miller, Director Strategic Rail Operations, Rail Projects Victoria Australia**







# NETWORKING

As the key rail platform for the Asia Pacific's rail industry, numerous networking opportunities were curated for attendees to network before and during the event. Using our networking app, over 490 meetings were prearranged and conducted at the Networking Zone

**"We had a great experience at Asia Pacific Rail 2019 where we were a Platinum Sponsor. It is a great platform where we actually interact and meet with our clients, customers and its an excellent social networking platform."**

**- Jayaram Naidu, Vice President of Southeast Asia, Bombardier Transportation**

Networking luncheons, refreshments and evening cocktails also provided great opportunities for attendees to enjoy great food and great company.



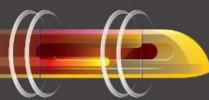
**"Able to meet with related and important people in the event."**

**- Alan Chung of T.O.A. Corp**

For top-tier sponsors, facilitated introductions by a dedicated Networking Manager enabled them to meet with their wishlist of potential customers.



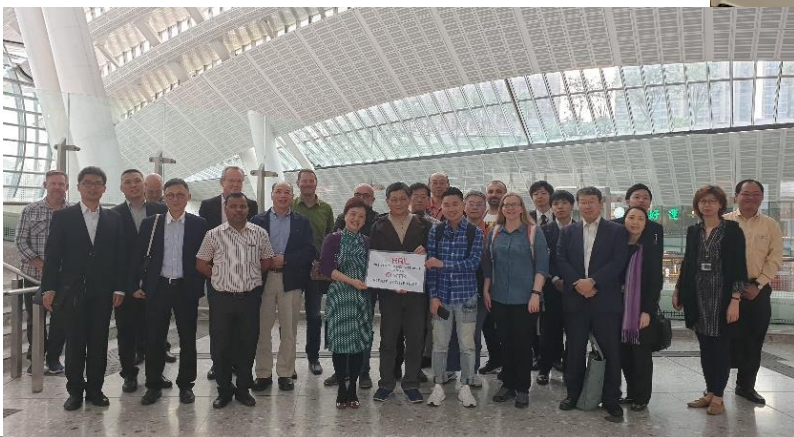




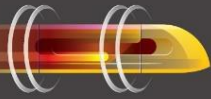
# MTR SITE VISIT

The 26-km long **Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link (XRL)** runs from West Kowloon in Kowloon, to the boundary between Hong Kong and Shenzhen in the Mainland.

Ahead of the main conference and exhibition on 18<sup>th</sup> march, Asia Pacific Rail participants were given a tour and preview of MTR Site Visit for Operations Control Centre (OCC) and the High Speed Rail Hong Kong West Kowloon Station (WEK Station) at the Shek Kong Stabling Sidings (SSS).







# MARKETING



**53,800+**  
WEB  
SESSIONS



**200,000+**  
BROCHURE  
REACH



**1,189,000+**  
EMAILS  
SENT



**94,000+**  
FACEBOOK  
IMPRESSIONS



**99,000+**  
TWITTER  
IMPRESSIONS



**1,591,000+**  
DIGITAL ADVERTS  
IMPRESSIONS



**8000+**  
LINKEDIN  
IMPRESSIONS



**69,000+**  
THIRD-PARTY  
EMAILS



# MARKETING

Asia Pacific Rail took on an extensive marketing campaign including a mix of digital marketing, partnerships with relevant associations or media partners, telemarketing, digital and social media marketing

## WEBSITE ►

Our websites containing key event information attracted over 54,600 sessions.



## 2019 SPEAKERS

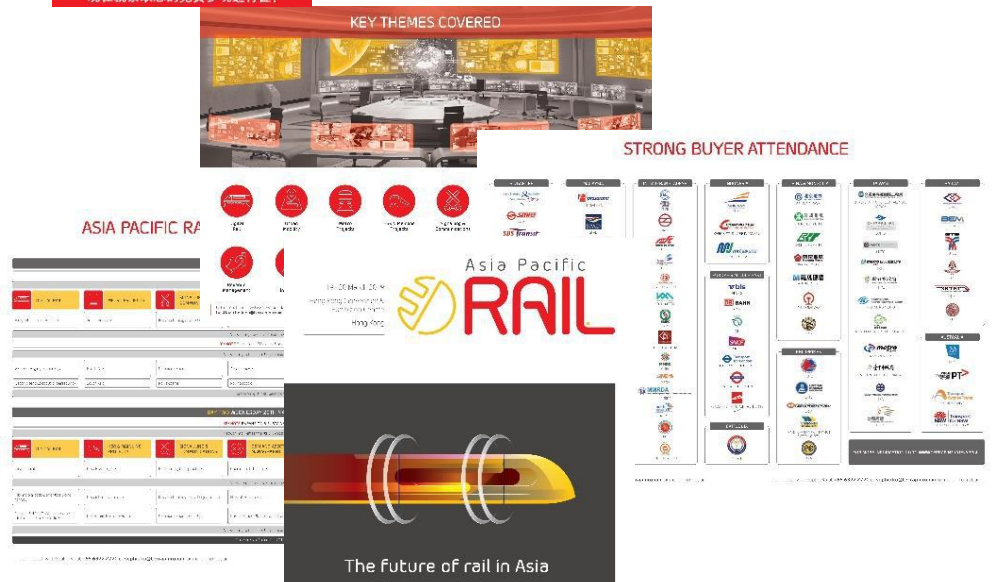


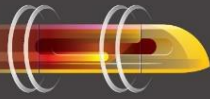
## ◀ EMAIL MARKETING

Over 3,282,167 emails were sent as part of our email marketing campaign, highlighting information updates on our conference.

## BROCHURES ►

Conference brochures featuring full event details were sent through email campaigns, digital channels and third-party marketing reaching over 180,000 people in Asia and beyond.





# MARKETING

## FACEBOOK ►

Facebook marketing was done over 5 months leading up to the event. Information featured include event details, promotions, speakers' details and industry news. The page was also promoted to relevant audience through segmented interest groups, lookalike campaigns and a database audience.

## TWITTER ▼

Key event information and industry news were tweeted frequently, and we extended outreach through promoted tweets.



Registration to #AsiaPacificRail 2019 Expo is now open! Get your #FREE Expo pass now and unlock your access to 60+ free sessions covering Track Infrastructure, Project Management, North Asian Rail Latest Rail Technologies as well as the Safety, Reliability & Management Seminar! Get your FREE EXPO Pass here: <http://bit.ly/2S5cwGU>

現在就獲取您的免費亞太鐵路大會展覽通行證！亞太鐵路大會展覽將於2019年3月19-20日在香港會議展覽中心舉行，將有機會與2000名鐵路專業人士洽談商機，參觀超過70個參展商，並有60多場免費論壇任您參加。... See more



Discover how the Klang Valley Project tap into cutting edge #technologies and #digitalisation in transforming their #projectdelivery with Seng Tiok Poh, Director, Planning and Design, MRT Corp, Malaysia at Asia Pacific Rail 2019 at the #DigitalRail Track on 19-20 March 2019 in Hong Kong. Find out more at <http://bit.ly/2zr8J5Z> #AsiaPacificRail



Registration starts in 5 days! Register for your free pass to join us on 19-20 March 2019 at HKCEC. Here's a sneak preview of what you can expect at the event. <http://bit.ly/2S5cwGU>



## REMARKETING ▼

Remarketing advertisements took place over the 5 months leading up to the event, where event details was marketed to the most relevant audience.

Asia Pacific Rail @ap\_rail - Mar 19  
Here's what you're missing out World class railway suppliers exhibiting their innovative products and solutions only at #AsiaPacificRail, drop by HKCEC on our last day today! We'll be here until 4:30PM



Asia Pacific Rail @ap\_rail - Feb 3  
You can go beyond the buzzword and make use of #BigData Information Officer, Public Transport Victoria, Australia at it the Keynote Track on 19-20 March 2019 in Hong Kong. <https://t.co/2zwEE4X>



Asia Pacific Rail @ap\_rail - Mar  
Have you registered for your free Hong Kong? Here's some job tips! Book your FREE pass: [bit.ly/2S5cwGU](http://bit.ly/2S5cwGU)



### KONE to modernize elevators at 14 stations of Hong Kong's Mass Transit Railway

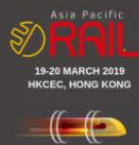
KONE, a global leader in the elevator and escalator industry, has won an order to modernize the elevators at 14 metro stations of the MTR (Mass Transit System) system in Hong Kong, China. The MTR system includes 93 stations and 68 light rail stops and has an average weekday patronage of about 5.8 million passengers. KONE will supply 26 KONE...

[Read More](#)

FEATURED EXHIBITOR

NOKIA

VISIT US AT BOOTH E25



### Cyber security for railways

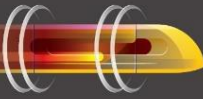
The consequences of a successful major cyber-attack on a nation's rail infrastructure could be catastrophic. A metro transport system brought to a standstill for even a short period would cause city-wide havoc, damaging the local economy, harming the metro operator's bottom line, and making passengers doubtful about the future safety and reliability of transport services. Worse, a successful attack on...



## ◀ BLOG

A blog containing industry and event news was set up and articles were posted regularly to generate industry interest.





# MARKETING

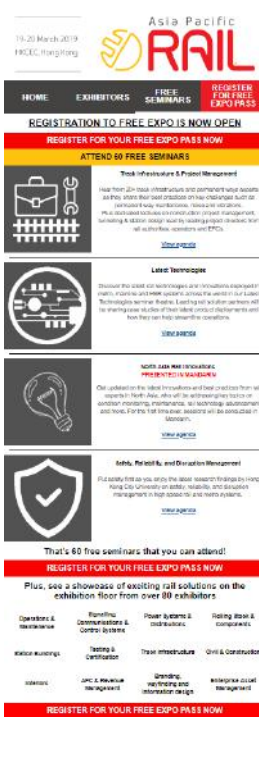
## THIRD PARTY MARKETING ▼

The event was endorsed by local and international associations and media partners.



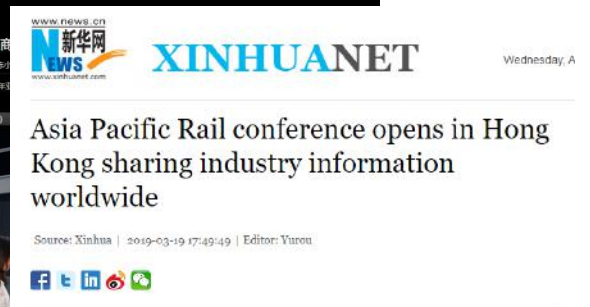
## EXTERNAL EMAILS ▼

External emails featuring event details and special promotions for partners were sent out to over 153,000 people in the rail community.



## ONSITE MARKETING ▼

Banners and billboards were placed at strategic locations within HKCEC:



## Newspaper mentions▶

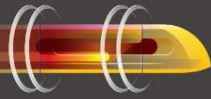
In addition to event listings and banners were placed on partners' websites, newsletter emails and other channels, the event was covered by major news portals.

HONG KONG, March 19 (Xinhua) -- Asia Pacific Rail conference 2019 opened here on Tuesday with over 2,000 attendees including rail experts and operators from all over the world to share views on railway system operations.

Organized by Terrapinn Pte Ltd, a global events company, the two-day conference aims to address key challenges and opportunities in both mainline and metro that are key to building a smart, efficient and sustainable railway system in the Asia Pacific.

Speaking at the keynote panel session, Jacob Kam, Managing Director (Operations and Mainland Business) of Hong Kong's Mass Transit Railway (MTR) Corporation, said that to further increase the passenger capacity, they tried to run more services such as releasing empty trains to clear the platform, and upgrading the signaling system.





# MARKETING

APR

- WEBSITE LAUNCH
- EMAILS TO ACQUIRE SPONSORS & EXHIBITORS
- SPONSOR ACQUISITION EMAILS SENT TO 8,117 CONTACTS
- WEB SESSIONS: 1,407
- ORGANIC TWEET: 3,010 IMPRESSION

MAY

- COMMENCEMENT OF MEDIA PARTNERS AND ASSOCIATIONS ACQUISITION
- EMAILS TO ACQUIRE SPONSORS AND EXHIBITORS
- SPONSOR ACQUISITION EMAILS SENT TO 15,936 CONTACTS
- WEB SESSIONS: 1,002
- ORGANIC TWEET: 1,529 IMPRESSION

JUN

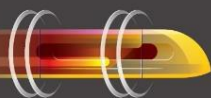
- EMAILS TO ACQUIRE SPONSORS AND EXHIBITORS
- PARTNERS ACQUISITION
- DATA BUILDING
- WEB SESSIONS: 850
- SPONSOR ACQUISITION EMAILS SENT TO 15,523 CONTACTS
- ORGANIC TWEET: 2,031 IMPRESSION

JUL

- EMAILS TO ACQUIRE SPONSORS AND EXHIBITORS
- PARTNERS ACQUISITION
- DATA BUILDING
- SPONSOR ACQUISITION EMAILS SENT TO 23,236 CONTACTS
- WEB SESSIONS: 1,114
- ORGANIC TWEET: 2,154 IMPRESSIONS

AUG

- DATA BUILDING
- EMAILS FOR DELEGATE ACQUISITION
- EMAILS TO ACQUIRE SPONSORS AND EXHIBITORS CONTINUES
- SPARK SOMETHING CAMPAIGN TO RECRUIT SPEAKERS
- GOOGLE SEARCH CAMPAIGN
- SOCIAL MEDIA POSTS ON EVENT UPDATES, SPEAKERS INVOLVEMENT
- SPONSOR ACQUISITION EMAILS SENT TO 20,033 CONTACTS
- SPEAKER ACQUISITION EMAILS SENT TO 5,573
- DELEGATE ACQUISITION EMAILS SENT TO 123,559 CONTACTS
- WEB SESSIONS: 1,674
- GOOGLE SEARCH CAMPAIGN: 924 IMPRESSIONS
- ORGANIC TWEET: 2,376 IMPRESSIONS



# MARKETING

SEP

- EMAILS FOR DELEGATE ACQUISITION CONTINUES
- EMAILS TO ACQUIRE SPONSORS AND EXHIBITORS CONTINUES
- SPARK SOMETHING CAMPAIGN TO RECRUIT SPEAKERS CONTINUES
- GOOGLE SEARCH CAMPAIGN CONTINUES
- SOCIAL MEDIA POSTS ON EVENT UPDATES, SPEAKERS INVOLVEMENT
- EMAILS BY EXTERNAL PARTNERS
- SPONSOR ACQUISITION EMAILS SENT TO 29,383 CONTACTS
- DELEGATE ACQUISITION EMAILS SENT TO 201,819 CONTACTS
- SPEAKER ACQUISITION EMAILS SENT TO 2,778
- WEB SESSIONS: 2,538
- GOOGLE SEARCH CAMPAIGN: 53,931 IMPRESSIONS
- ORGANIC TWEET: 8,427 IMPRESSIONS
- 3RD PARTY SENT TO 58,754 CONTACTS

OCT

- EMAILS FOR DELEGATE ACQUISITION CONTINUES
- EMAILS TO ACQUIRE SPONSORS AND EXHIBITORS CONTINUES
- SOCIAL MEDIA POSTS ON EVENT UPDATES, SPEAKERS INVOLVEMENT
- SPONSOR ACQUISITION EMAILS SENT TO 17,939 CONTACTS
- DELEGATE ACQUISITION EMAILS SENT TO 100,710 CONTACTS
- WEB SESSIONS: 2,165
- ORGANIC TWEET: 14,000 IMPRESSIONS

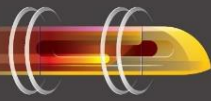
NOV

- EMAILS FOR DELEGATE ACQUISITION CONTINUES
- EMAILS TO ACQUIRE SPONSORS AND EXHIBITORS CONTINUES
- ADWORDS RE-MARKETING
- FACEBOOK RE-MARKETING
- LINKEDIN CAMPAIGN
- SOCIAL MEDIA UPDATES
- SPONSOR ACQUISITION EMAILS SENT TO 42,094 CONTACTS
- DELEGATE ACQUISITION EMAILS SENT TO 17,945 CONTACTS
- WEB SESSIONS: 4,748
- ADWORDS REMARKETING: 196,716 IMPRESSIONS
- FACEBOOK RE-MARKETING: 62,055 IMPRESSIONS
- LINKEDIN CAMPAIGN: 6,433 IMPRESSIONS
- ORGANIC TWEET: 10,000 IMPRESSIONS

DEC

- EMAILS FOR DELEGATE ACQUISITION CONTINUES
- EMAILS TO ACQUIRE SPONSORS AND EXHIBITORS CONTINUES
- ADWORDS RE-MARKETING
- EMAILS BY EXTERNAL PARTNERS
- SOCIAL MEDIA UPDATES
- SPONSOR ACQUISITION EMAILS SENT TO 52,881 CONTACTS
- DELEGATE ACQUISITION EMAILS SENT TO 124,807 CONTACTS
- WEB SESSIONS: 3,840
- ADWORDS REMARKETING: 156,277 IMPRESSIONS
- LINKEDIN CAMPAIGN: 973 IMPRESSIONS
- ORGANIC TWEET: 9,776 IMPRESSIONS





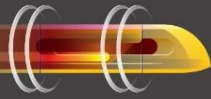
# MARKETING

## JAN

- EMAILS FOR DELEGATE ACQUISITION CONTINUES
- ADWORDS RE-MARKETING EMAILS FOR DELEGATE ACQUISITION CONTINUES
- ADWORDS RE-MARKETING
- EMAILS BY EXTERNAL PARTNERS
- SOCIAL MEDIA UPDATES
- PRINT AD IN MAGAZINE
- SPONSOR ACQUISITION EMAILS SENT TO 17,685 CONTACTS
- DELEGATE ACQUISITION EMAILS SENT TO 90,540 CONTACTS
- ADWORDS RE-MARKETING: 215,153 IMPRESSIONS
- WEB SESSIONS: 7,917
- ADVERT IN MAGAZINE (CIRCULATION 11,000)
- 3RD PARTY SENT TO 11,000 CONTACTS
- ORGANIC TWEET: 11,000 IMPRESSIONS

## FEB

- START OF CAMPAIGN TO ACQUIRE VISITORS
- EMAILS FOR DELEGATE ACQUISITION CONTINUES
- FACEBOOK RE-MARKETING
- BOOSTED FACEBOOK POST
- ADWORDS RE-MARKETING
- EMAILS BY EXTERNAL PARTNERS
- SOCIAL MEDIA UPDATES
- PRINT AD IN MAGAZINE
- LINKEDIN CAMPAIGN
- SPONSOR ACQUISITION EMAILS SENT TO 14,182 CONTACTS
- DELEGATE ACQUISITION EMAILS SENT TO 88,219 CONTACTS
- VISITOR ACQUISITION EMAILS SENT TO 84,189 CONTACTS
- ADWORDS RE-MARKETING: 320,416 IMPRESSIONS
- FACEBOOK RE-MARKETING: 16,733 IMPRESSIONS
- FACEBOOK BOOSTED POST: 1754 IMPRESSIONS
- 3RD PARTY SENT TO 50,612 CONTACTS
- LINKEDIN CAMPAIGN: 353 IMPRESSIONS
- WEB SESSIONS: 11,561
- ADVERT IN MAGAZINE (CIRCULATION 11,000)
- ORGANIC TWEET: 5,522 IMPRESSIONS



# MARKETING

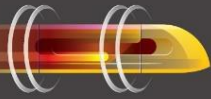
## JAN

- EMAILS FOR DELEGATE ACQUISITION CONTINUES
- ADWORDS RE-MARKETING EMAILS FOR DELEGATE ACQUISITION CONTINUES
- ADWORDS RE-MARKETING
- EMAILS BY EXTERNAL PARTNERS
- SOCIAL MEDIA UPDATES
- PRINT AD IN MAGAZINE
- SPONSOR ACQUISITION EMAILS SENT TO 17,685 CONTACTS
- DELEGATE ACQUISITION EMAILS SENT TO 90,540 CONTACTS
- ADWORDS RE-MARKETING: 215,153 IMPRESSIONS
- WEB SESSIONS: 7,917
- ADVERT IN MAGAZINE (CIRCULATION 11,000)
- 3RD PARTY SENT TO 11,000 CONTACTS
- ORGANIC TWEET: 11,000 IMPRESSIONS

## FEB

- START OF CAMPAIGN TO ACQUIRE VISITORS
- EMAILS FOR DELEGATE ACQUISITION CONTINUES
- FACEBOOK RE-MARKETING
- BOOSTED FACEBOOK POST
- ADWORDS RE-MARKETING
- EMAILS BY EXTERNAL PARTNERS
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- PRINT AD IN MAGAZINE
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- SPONSOR ACQUISITION EMAILS SENT TO 14,182 CONTACTS
- DELEGATE ACQUISITION EMAILS SENT TO 88,219 CONTACTS
- VISITOR ACQUISITION EMAILS SENT TO 84,189 CONTACTS
- ADWORDS RE-MARKETING: 320,416 IMPRESSIONS
- FACEBOOK RE-MARKETING: 16,733 IMPRESSIONS
- FACEBOOK BOOSTED POST: 1754 IMPRESSIONS
- 3RD PARTY SENT TO 50,612 CONTACTS
- LINKEDIN CAMPAIGN: 353 IMPRESSIONS
- WEB SESSIONS: 11,561
- ADVERT IN MAGAZINE (CIRCULATION 11,000)
- ORGANIC TWEET: 5,522 IMPRESSIONS





# MARKETING

MAR

- MAIN CAMPAIGN TO ACQUIRE VISITORS CONTINUES
- EMAILS FOR DELEGATE ACQUISITION CONTINUES
- FACEBOOK RE-MARKETING
- ADWORDS RE-MARKETING
- EMAILS BY EXTERNAL PARTNERS
- PRINT AD IN MAGAZINE
- LINKEDIN CAMPAIGN
- SOCIAL MEDIA UPDATES
- WEB SESSIONS: 15,784
- ADWORDS RE-MARKETING: 648,429 IMPRESSIONS
- SPEX ACQUISITION EMAILS SENT TO 33,830 CONTACTS
- DELEGATE ACQUISITION EMAILS SENT TO 241,788 CONTACTS
- VISITOR ACQUISITION EMAILS SENT TO 727,137 CONTACTS
- ADVERT IN MAGAZINE (CIRCULATION 11,000)
- FACEBOOK RE-MARKETING: 15,433 IMPRESSIONS
- 3RD PARTY SENT TO 7,930 CONTACTS
- LINKEDIN CAMPAIGN: 269 IMPRESSIONS
- TWITTER PROMOTED TWEETS: 29,600 IMPRESSIONS
- ORGANIC TWEET: 29,200 IMPRESSIONS

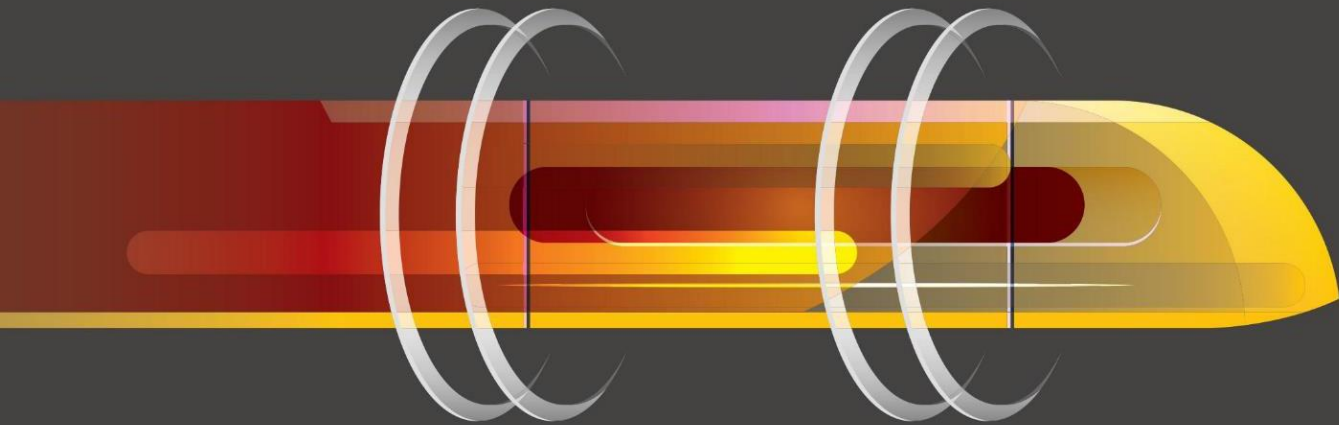
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