The leading event for Asia Pacific’s rail industry

**DATES**

22 – 23 March 2016

**VENUE**

Hong Kong Convention & Exhibition Centre

www.terrapinn.com/aprail
Despite being the backbone of every transportation system, the rail industry has often been thought of as conservative and change-resistant. But not anymore. As we move into the age of the digital railway, passengers are not just commuters, but true consumers who expect a comfortable and “connected” experience.

At the same time, railway operators are facing increasingly complex asset management issues, difficult high-speed construction challenges and tough operational efficiency targets. We bring together the entire rail industry in Asia to tackle these challenges and pave the way for the future of transport in the region.

Welcome to Asia Pacific Rail.

The most exclusive and influential railway gathering in the region, Asia Pacific Rail attracts over 1,000 attendees from Asia and across the globe each year.

In 2016, Asia Pacific Rail will have more content than ever before, with 4 premium conference tracks and a new co-located event, Smart Cities World Asia. Our premium conference tracks will feature exciting innovations in metro, high-speed rail, mainline passenger and freight, all focused on the theme enhancing operational excellence and passenger experience to 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. 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.
World-leading rail speakers

At Asia Pacific Rail, we bring together best-in-class rail operators, to make sure you learn from real-life examples.

We’ve already confirmed four influential leaders, and we’re just getting started.

From leading Asia’s best metro to operating the world’s largest rail network, our speakers will give essential insights into how you can prepare your rail business for success.

Are you a railway operator with a great case study to share?

Then contact Jessica Foong on jessica.foong@terrapinn.com to talk about how you can get involved in Asia Pacific Rail 2016.
Join our faculty of confirmed speakers

Join our faculty of confirmed speakers

Ashwani Saxena
Director (Project) Jaipur Metro Rail Corporation Ltd.

H S Anand
Director, Rolling Stock, Delhi Metro Rail Corporation

Emmanuel Vivant
Managing Director, Hong Kong Tramways

Yuslizar Daud
General Manager Rail, Land Public Transport Commission (SPAD)

Silvester Prakasam
Deputy Director Fare Systems, Land Transport Authority

Hoang Ngoc Tuan
Vice Director of Project Management Unit No.2 (PMU2), Management Authority For Urban Railways

Leo Mak
Director of Systems for KVMRT Project, MMC Gamuda

Richard Keefe
Head of Rolling Stock, MTR Corporation Limited

Dr Tony Lee
Chief of Operations Engineering, MTR Corporation Limited

Ajit Kumar Mishra
Additional General Manager, Dedicated Freight Corridor Corporation of India Ltd.

Julie Bullas
Executive Director, Policy, Communications and Planning, Office of the National Rail Safety Regulator

Andrew Adam
General Manager, National Intermodal, Pacific National

YBHG Tan Sri Ismail Bin Adam
Group Chairman, Prasarana Malaysia Berhad

Peter Lunden-Welden
President & CEO, Seoul Line 9 Operations Co. Ltd

Valery Tubbax
Head of Power & Infrastructure Advisory, Investment Banking Department Asia, Sumitomo Mitsui Banking Corporation

Wang Yi Chuan
Secretary, Taichung City Government Department of Transportation

Hanwei Yang
PhD, Engineering Director, Facility Engineering Dept, Taiwan High Speed Rail Corporation

John Chen
Chief Operating Officer, Taiwan High Speed Rail Corporation

Chou Yung-Hui
Director General, Taiwan Railway Authority

C.P. Sharma
IRTS, Chief Commercial Manager, Western Railways

Visit to MTR Super Operations Control Centre

Carrying an average of over 5.4 million passengers every weekday, MTR is regarded as one of the world’s leading railways for safety, reliability, customer service and cost efficiency.

The Operations Control Centre (OCC) is the “heart” of MTR train operations. For 24-hours-a-day, 7-days-a-week, staff of the OCC keep close watch on every train and every activity in the network to ensure the delivery of safe and reliable train services to keep the city on the move.

With network expansion in mind and to further enhance communication amongst the controllers of different railway lines, the Corporation successfully migrated the OCCs of different rail lines in 2013 to the “Super OCC” at Tsing Yi to supervise the entire heavy rail network under one roof. It houses the controls for three of the four new rail lines currently being constructed in Hong Kong.

To prepare for its new role, the Tsing Yi OCC underwent a $117 million facelift to upgrade facilities and equipment, including the installation of larger rear projection mimic displays and the creation of more space to accommodate the larger team.

Under its “Rail plus Community” development business model, the Corporation has created fully integrated commercial and residential communities along the railway alignment. Residents enjoy convenient access to public transport, which in turn, stimulates patronage and enhances land values. This visit will showcase the “Rail plus Community” development business model in Tsing Yi.

Programme

| 13:20 | Shuttle Bus to “Super OCC” from Hotel in Wanchai |
| 14:00 | Welcome Remarks |
| 14:05 | Introduction of “Super OCC” |
| 14:25 | Panoramic View of “Super OCC” |
| 14:40 | Refreshment |
| 14:55 | Presentation on “Community Development – Rail plus Community Development Model” |
| 15:15 | Closing Remarks |
| 15:20 | Tour of Tsing Yi Station & MTR Mall - Maritime Square |
| 15:50 | Shuttle Bus back to Hotel |
| 16:20 | End of Tour |
**AGENDA AT A GLANCE**

**DAY ONE** (Tuesday 22nd March, 2016)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>09:00</td>
<td>Opening Plenary Keynote</td>
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<tr>
<td>10:30</td>
<td>Exhibition visit, networking &amp; refreshments</td>
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<tr>
<td>11:30</td>
<td>Experience &amp; Safety</td>
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<td>Passenger Experience</td>
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<tr>
<td>12:50</td>
<td>Networking lunch &amp; exhibition visit</td>
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<tr>
<td>14:20</td>
<td>Project Update Roundtables</td>
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<tr>
<td>16:00</td>
<td>Exhibition visit, networking &amp; refreshments</td>
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<tr>
<td>17:20</td>
<td>Keynote Plenary Session</td>
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<td>18:20</td>
<td>Networking Cocktail Party</td>
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**DAY TWO** (Wednesday 23rd March, 2016)

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>09:00</td>
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<tr>
<td>10:30</td>
<td>Exhibition visit, networking &amp; refreshments</td>
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<tr>
<td>11:30</td>
<td>Rail Revenue &amp; Ticketing</td>
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<td>Brownfield Signalling</td>
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<td>Rail Ticketing</td>
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<td>15:40</td>
<td>Roundtable Discussion Session</td>
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<td>16:30</td>
<td>Rounding Cocktail Party</td>
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<td>16:40</td>
<td>Close of Asia Pacific Rail 2016</td>
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"Fantastic, well run event with very useful insights for me."
**Warwick Horsley**, Head of Operations & Performance, **Public Transport Victoria**

"Thank you for a conference that is well organised. I enjoyed the fruitful 2 day session. I also like the way the various subject matter contents are organised in a few key tracks."
**Ling Wee Lee**, Managing Director, **SMRT Trains**, SMRT Corporation Ltd.
Highlights

Rail Leaders Panel: Hear from top rail leaders about the industry game changers impacting the future of rail in Asia Pacific

Project Update Roundtables: Get updated on the latest project developments and opportunities from countries including Singapore, Thailand, Australia, China, India and more

Hyperloop Keynote: Find out the latest updates on the Hyperloop, which is expected to transform the passenger travel industry, and what the implications could be for Asia’s rail industry

Tuesday 22nd March, 2016

Building the smart digital railway of the future with data & analytics

- The power of technology and data in the delivery of smart transportation in smart cities
- Data as an asset: How can rail authorities and operators transform data into actionable strategies for improvement?
- Preventing breakdowns and empowering consumers with real time information on traffic conditions

RAIL LEADERS’ PANEL
Industry game changers and strategic differentiators: The future of rail

- Keeping up with the competition: How should rail operators be playing to competitive advantages against other rail and transport operators?
- What is a sustainable and profitable model to manage rail developments and daily operations amidst challenging times?
- Managing customers: Are we meeting expectations, delivering experience and enhancing engagement?
- Delivering value: What are the areas of improvements today and how are we taking into account future needs?
- Balancing priorities: What will be the most important considerations for the next decade?

MODERATOR: T. C Chew, Managing Director, Chew Transit Consultancy Ltd

PANELLISTS: Peter Lunden-Welden, President & CEO, Seoul Line 9 Operation co. Ltd
YBHG Tan Sri Ismail Bin Adam, Group Chairman, Prasarana Malaysia Berhad
Jacob Kam, Operations Director, MTR Corporation Limited
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<tr>
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<tr>
<td>11:30</td>
<td><strong>Passenger Experience</strong>&lt;br&gt; - Rail Masterpiece: Dublin Metro's artistic transformation&lt;br&gt;  - Incorporating the artistic influence into station design&lt;br&gt;  - The station as a destination: Transformations into a hub for art, music and culture&lt;br&gt;  - Creating a holistic visual and auditory experience for passengers</td>
<td><strong>Rail Freight</strong>&lt;br&gt;  - Rail Expansions: Modernising railways and raising freight volumes&lt;br&gt;  - Achieving high and sustainable growth in freight volumes&lt;br&gt;  - What are the initiatives and plans put in place to modernise locomotives and infrastructure to ensure maximum reliability?&lt;br&gt;  - Moving ahead, what are new developments for the future?</td>
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<td>11:50</td>
<td><strong>Signalling &amp; Communications</strong>&lt;br&gt;  - Innovations in CBTC design for optimal train control&lt;br&gt;  - Meeting requirements to cater for growing passenger traffic and safety standards&lt;br&gt;  - Integrating three-level controls within a single platform for optimal train control and management&lt;br&gt;  - Using Automatic depot and Fully Automated Operations Reserved for Beijing TCT</td>
<td><strong>Maintaining and operating below rail operations for optimal network performance</strong>&lt;br&gt;  - What are the challenges and difficulties of below rail operations?&lt;br&gt;  - Initiatives and measures to maintain and operate networks for optimal performance&lt;br&gt;  - Key takeaways for efficient freight network management</td>
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<td>12:10</td>
<td><strong>Rolling Stock &amp; Track</strong>&lt;br&gt;  - Maximising CBTC systems for optimal service performance&lt;br&gt;  - Catering to a growing demand of passengers&lt;br&gt;  - How can we better optimise signalling systems to further improve service frequency?&lt;br&gt;  - Case studies and insights from South Island Extension and Shatin Central Link&lt;br&gt;  - Technological innovations and takeaways for future developments&lt;br&gt;  - Terence Lou, Project Manager – Signalling, MTR Corporation</td>
<td><strong>Improving rail freight performance with smart containers</strong>&lt;br&gt;  - Maximising container compatibilities for rail and road freight&lt;br&gt;  - How are containers being loaded and unloaded for maximum weight-tein ratios?&lt;br&gt;  - Supply chain visibility: Empowering clients with real-time information to ensure safety, security and condition of delivery</td>
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<tr>
<td>12:30</td>
<td><strong>Projects &amp; Safety</strong>&lt;br&gt;  - Creating a personalised digital rail experience&lt;br&gt;  - Understanding the needs of next generation of self-driving, tech-savvy passengers&lt;br&gt;  - Creating customer-oriented mobility and facilities&lt;br&gt;  - Evolving role of rail staff from passive counter roles to active frontline engagement&lt;br&gt;  - Overcoming signalling system and interface integration challenges&lt;br&gt;  - Ensuring consistent and continuous monitoring of mission-critical systems&lt;br&gt;  - Integrating multiple interfaces and systems from multiple suppliers&lt;br&gt;  - Optimising Man-Machine interfaces for greater efficiencies&lt;br&gt;  - Lea Mak, Director of Systems for MRTM Project, MMC Gamuda</td>
<td><strong>Rail Freight</strong>&lt;br&gt;  - Best practices to ensure high rail freight service levels and reliability&lt;br&gt;  - How is freight being optimised globally?&lt;br&gt;  - How are containers being loaded and unloaded for maximum efficiencies?&lt;br&gt;  - Increasing transit time and delivering consistent reliability&lt;br&gt;  - Initiating Big Data projects to measure and analyse performance indicators to identify areas for improvements</td>
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<td><strong>Communications</strong>&lt;br&gt;  - Ensuring passenger safety during emergency situations&lt;br&gt;  - Keeping communication systems online during breakdowns&lt;br&gt;  - Delivering timely, responsive information to passengers&lt;br&gt;  - Restoring stalled operations in the most timely manner&lt;br&gt;  - What are the contingency plans in place during breakdown&lt;br&gt;  - Is LTE the future of GSM-R?&lt;br&gt;  - What are the challenges faced in the migration to LTE?&lt;br&gt;  - How has the deployment of LTE technologies delivered greater value while minimising operational and maintenance costs?&lt;br&gt;  - What are the advantages of LTE over GSM-R?</td>
<td><strong>Preventive and predictive approaches to maintain track regularity for passenger comfort and safety</strong>&lt;br&gt;  - What are the challenges faced by Taiwan High Speed Rail in its track management?&lt;br&gt;  - Pattern and root causes of alignment irregularities&lt;br&gt;  - Precautions taken against natural hazards under extreme weather conditions&lt;br&gt;  - Monitoring, engineering assessments and counter measures&lt;br&gt;  - Hanwei Yang, PhD, Engineering Director, Facility Engineering Dept, Taiwan High Speed Rail</td>
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Mitigating rail risk and driving the safety journey
- What are the risk-based safety improvements and initiatives put in place to ensure rail safety and create a safety culture across Australia’s rail landscape?
- How are authorities and operators cooperating and co-regulating rail safety standards to mitigate overall rail risk?
- What are some key lessons for the rest of the industry?
Julie Bulska, Executive Director, Policy, Communications and Planning, Office of the National Rail Safety Regulator

Deploying TETRA for optimal mission-critical communications
- Ensuring reliability and clarity of the communications of safety and business critical operations in the metro
- End-to-end data communication to ensure system availability and overcome underground rail coverage challenges
- Deriving the most value from the TETRA Solution
- Planning for future extension and evolution
Reserved for Teltronic

Reducing risks of derailment and breakdowns through efficient and effective sleeper maintenance
- Tackling the key causes of sleeper failures
- How should sleeper maintenance and replacements be optimised for maximum efficiency?
- Best practices for restoring operations during sleeper failure

Ensuring track integrity through intelligent condition monitoring
- Continuous monitoring of temperature and stress levels of track infrastructure
- Prevention of rail accidents and breakdowns through proactive identification of high rail risk conditions and areas
- How does it translate into increased maintenance efficiencies?

Overcoming challenges faced during track maintenance and rehabilitation
- How should operators move towards conducting more maintenance works while adjacent track remains open to overcome time and access restrictions?
- Best practices for coordination and scheduling track maintenance works after operating hours
- What are the measures put in place to reduce risks to personnel safety while striving for time, cost and operations efficiencies?

Enhancing rail networks for increased mobility and interconnectivity
- Maximising the effectiveness of existing and new infrastructure for optimal rail operations
- Tackling challenges encountered in track alignment and construction
- Designing flexibility into track infrastructure for shared networks

How can operators get more out of their communications infrastructure?
- Shifting from multiple application-specific networks to a single integrated communications infrastructure
- Seamless communications between systems to ensure interoperability of data
- Measures to prevent interference of passengers’ Wi-Fi and train control communications
- Ensuring enough bandwidth and capacity to support new applications, improve train efficiencies and increase passenger satisfaction
- How can operators move more out of their communications infrastructure?

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Competing vs Competition: Changing attitudes towards intermodal freight
- What is the role of rail in the future of intermodal freight logistics?
- Creating container compatibilities for rail and road freight
- How should authorities and operators be working together in order to deliver end-to-end (freight services)?

A peek into the future Kunming-Singapore Railway
- Updates on the Thai-Laos-China Freight link
- Challenges faced in development
- Strategies and measures to overcome obstacles

How has digital revolution transformed the playing field for rail freight operations?
- Applying telematics to realise the optimal potential of freight operations
- Real-time trace and track of wagon-load and the mileage for efficient fleet management
- Predictive modelling to transform big data into actionable intelligence and strategies

Designing flexibility into track infrastructure for shared networks
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What are the challenges encountered in track alignment and construction?
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What are some key lessons for Asia?
Dirk Ahlborn, Chief Executive Officer, Hyperloop Transport Technologies Inc

Melbourne, Australia
7:20
18:20
Chair’s closing remarks & Networking Cocktail Party

PROJECT UPDATE ROUNDTABLES
Join our speakers for an engaging discussion on the latest updates on the status and opportunities available in these projects

COMMUNICATIONS WORKSHOP
Delivering connected journeys with dynamic rail communications
- Shifting from multiple application-specific networks to a single integrated communications infrastructure
- Seamless communications between systems to ensure interoperability of data
- Measures to prevent interference of passengers’ Wi-Fi and train control communications
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PROJECT UPDATE ROUNDTABLES
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Indonesia
Singapore
Malaysia
Vietnam
China
Taiwan
Australia
Cambodia
Thailand

Exhibition visit, networking & refreshments

KEYNOTE PLENARY SESSION

KEYNOTE
Hyperloop: Bringing disruption and innovation to the passenger travel industry
- How will the Hyperloop transform passenger travel and experience?
- Timelines & updates: How far are we away from a Hyperloop future?
- Bringing the hype back: How to recruit and motivate employees/volunteers to grow with the company?
- What are some key lessons for Asia?
Dirk Ahlborn, Chief Executive Officer, Hyperloop Transport Technologies Inc

PANEL
Meeting tomorrow’s demands: How should rail operators/authorities be investing in talent development and management today?
- Aging baby boomer workforce: Investing in the next generation of junior and middle management rail professions to build railways of tomorrow
- What are some of the industry best practices in talent acquisition, management and development?
- Enabler vs Replacement: What is the role of technology in the labour-intensive rail industry?

PANELLIST:
Andrew Adams, General Manager National Intermodal, Pacific National

Panel: Cooperation vs Competition: Changing attitudes towards intermodal freight
- What is the role of rail in the future of intermodal freight logistics?
- Creating container compatibilities for rail and road freight
- How should authorities and operators be working together in order to deliver end-to-end (freight services)?

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- Predictive modelling to transform big data into actionable intelligence and strategies
Highlights

Operations Excellence Panel: Gain insights into how leading metros in the region are raising rail standards and increasing capacity for the future

Asset Management: From rolling stock to infrastructure, maximise and manage rail assets to achieve the highest value and performance

Brownfield Signalling Panel: Learn strategies to overcome challenges, safety concerns and implementation compatibility issues encountered during brownfield signalling projects

Wednesday 23rd March, 2016

08:55 Organiser’s opening remarks
09:00 Chair’s opening remarks
09:10-09:20 Keynote
09:20-09:50 Keynote Plenary Session (Operations Excellence)
10:30 Exhibition visit, networking & refreshments

**KEYNOTE**

Incorporating the future into today’s operational strategy
- Will MTR’s 99.9% on-time performance be the new standard for metros?
- Perfect service reliability: Is it a realistic promise?
- Strategies to maximize and safeguard the assets for the future
- What will be the next disruptor to rail operations and how should operators be ready to harness its potential?
- Managing partnerships and relationships with suppliers to further drive innovation in service operations

Jacob Kam, Operations Director, MTR Corporation Limited

**OPERATIONS EXCELLENCE PANEL**

Delivering operations excellence and redefining rail standards for the future
- Capacity: Accommodating a growing demand for rail services
- Reliability: Ensuring service reliability amidst ongoing maintenance and new projects
- Contingency planning: Strategies for optimal response during disruptions
- What role does technology play in improving service delivery and system availability?
### TICKETING PANEL

**Rethinking fare payments: Will the future of ticketing be card-based or cloud-based?**

- What are the pros and cons of both systems?
- Will an open AFC system be a viable operating model?
- With wearables and beacon technology, are we moving to a ticketless future?

Silvester Prakash, Deputy Director Fare Systems, Land Transport Authority

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### OUTSTANDING TECHNOLOGICAL CHALLENGES

<table>
<thead>
<tr>
<th>Session</th>
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<tr>
<td>14:40</td>
<td>The digital revolution: How is it disrupting rail ticketing?</td>
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<td>• How will rail ticketing be issued through smartphones?</td>
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<td>• Deploying biometric ticketing to distinguishing touts and genuine passengers</td>
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<td>• How effective has mobile and biometric ticketing been in providing greater convenience to commuters?</td>
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| 15:00   | Improving control visibility with smart control systems |
|         | • Equipping control centre greater capabilities and systems |
|         | • Automation and alerts of monitoring tasks |
|         | • Efficiency and reliability of the system |

| 15:20   | Ensuring cross railway communication reliability |
|         | • Effective transmissions of information to central command |
|         | • Deploying optical fibre cables to enhance communications link |
|         | • Supporting mission critical operations to deliver safe and on-time services |

| 15:40   | Roundtable Discussion Session |
|         | Join our speakers for an engaging discussion on the latest updates on the status and opportunities available in these projects |

| 16:00   | Creating an integrated asset management strategy for optimal performance |
|         | • Post-construction as the optimal time to implement asset management strategies |
|         | • Condition monitoring as a means for proactive predictions of faults and failures |
|         | • What are the benefits of implementing asset management early? |

| 16:30   | Close of Asia Pacific Rail 2016 |

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### INSIGHTS AND DEVELOPMENTS ON CHINA’S HIGH SPEED RAIL CONQUEST

- Evolution of China’s HSR technology
- Lessons to learn from China’s excellence in building HSR rail safety, reliably and quickly
- Future Expansion of HSR traffic across the region

John Chen, Chief Operating Officer, Taiwan High Speed Rail Corporation

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### IMPROVING CONTROL VISIBILITY WITH SMART CONTROL SYSTEMS

- Equipping control centre greater capabilities and systems
- Automation and alerts of monitoring tasks
- Efficiency and reliability of the system

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### MOVING INTO THE DIGITAL AGE, HOW HAS THE DELIVERY OF INFORMATION TO PASSENGERS EVOLVED?

- Innovative systems designs to improve passenger communications
- How can operators be more interactive in terms of operator-passenger communications?
- Beyond the platform, how can operators continue to empower commuters with real-time information on services?

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### HARNESSING CONDITION MONITORING TO ENABLE PREDICTIVE MAINTENANCE

- Proactive defect elimination and asset health monitoring
- Precise maintenance works to prevent breakdowns
- Cost and operational benefits of deployment

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### TRANSFORMING INTO THE SMARTER METRO – A SYDNEY TRAINS CASE STUDY

- Deploying enterprise asset management to improve service operations of the entire metro
- Effective monitoring of lifecycle and performance of assets to optimising maintenance works and to account for replacement lead times
- How will smart enterprise asset management ensure increased reliability and availability of services while maximising returns and values of assets?

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### DYNAMIC RAILWAY COMMUNICATION RELIABILITY

- Effective transmissions of information to central command
- Deploying optical fibre cables to enhance communications link
- Supporting mission critical operations to deliver safe and on-time services

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### THE DIGITAL REVOLUTION: HOW IS IT DISRUPTING RAIL TICKETING?

- How will rail ticketing be issued through smartphones?
- Deploying biometric ticketing to distinguishing touts and genuine passengers
- How effective has mobile and biometric ticketing been in providing greater convenience to commuters?
- What are the benefits and challenges of this deployment?

C.P. Sharma, IITS, Chief Commercial Manager, Western Railways

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### CHALLENGES ENCOUNTERED IN EXTENDING ROUTES AND NEW STATIONS?

- Moving ahead, what are strategies in places to cater to growing demand for high speed rail services?

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### INSIGHTS AND DEVELOPMENTS ON CHINA’S HIGH SPEED RAIL CONQUEST

- Evolution of China’s HSR technology
- Lessons to learn from China’s excellence in building HSR rail safety, reliably and quickly
- Future Expansion of HSR traffic across the region

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### ROUNDTABLE DISCUSSION SESSION

- Is real time dynamic revenue management feasible?
- Project management: Best practices for on time, on target and within budget
- The economics of rail asset management
- Creating a common standard for rail operations across Asia Pacific

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### END OF DAY 1

15:10 | Close of Day 1

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### END OF DAY 2

16:00 | Close of Day 2
Who attends

BY REGION
- North Asia: 65%
- Southeast Asia: 15%
- Middle East & Africa: 10%
- Europe & Americas: 5%
- Australia: 5%

BY INDUSTRY
- Rail Authorities & Operators: 40%
- Rolling Stock/Signalling/Communications: 20%
- Rail Component Manufacturers: 15%
- Consultants: 15%
- IT/Ticket/Power: 15%
- Independent Assurance/Testing & Certification: 5%
- Academic/Press/Financial Institutions/Law Firms/Trade Associations: 5%

BY JOB TITLE
- C Level and Senior Management: 45%
- Managerial Level: 30%
- Engineer/Senior Engineer: 20%
- Other (Consultant, Advisor, Academic): 5%

"EVERYTHING IS PROFESSIONALLY ORGANISED FROM THE BEGINNING TILL THE END. THE CONFERENCE SESSIONS (AND SPEAKERS) WERE OF HIGH QUALITY. I WAS PART OF THE ROUNDTABLE SESSIONS AND IT WAS VERY BENEFICIAL FOR ME. AFTER THE ROUNDTABLES, WE GET TO KNOW MORE PEOPLE FROM THE SAME INDUSTRY."

XEROX SERVICES

www.terapinn.com/aprail
Just some of our 2015 attendees:
"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 Exhibition

With over 100 exhibitors, 25 technical seminar presentations and up to 2,000 attendees walking the floor, this is your one-stop shop for product demonstrations and networking.

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
- Rail interiors
- Rolling stocks
- Software developers
- Track infrastructure
- Tunnel & infrastructure technology
- Vibration & isolation

Asia Pacific Rail 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
- Debut new products, generate leads and make sales

Exhibition stand rates start from:

- $720 per sqm for shell-scheme stand
- $600 per sqm for raw space (for space 18sqm and above)

To book your stand call Kym Chua on +65 6322 2702 or email kym.chua@terrapinn.com
Spaces are limited. Call Kym Chua on +65 6322 2702 or email kym.chua@terrapinn.com to reserve your booth now.
Partner with us

Looking to expand your market share in Asia? Let us work with you to achieve your business priorities in 2016 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 2000+ qualified rail decision makers across Asia.

- **CREATE EXTENSIVE 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

---

2016 Sponsors & Exhibitors

- **Platinum sponsors**
  - TCT
  - BOMBARDIER

- **Gold sponsors**
  - Honeywell
  - Teltronic
  - Thales

- **Workshop sponsor**
  - Allied Telesis

- **Technology Theatre Sponsor**
  - Lab-rex

- **Registration counter sponsor**
  - Schneider Electric

- **Associate sponsor**
  - CMC engineering

---

Exhibitors

www.terrapinn.com/aprail
### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>TITLE SPONSOR</th>
<th>DIAMOND SPONSOR</th>
<th>PLATINUM SPONSOR</th>
<th>GOLD SPONSOR</th>
<th>SILVER SPONSOR</th>
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<tbody>
<tr>
<td>Chairman</td>
<td>Day 1</td>
<td>Day 2</td>
<td>Day 1 afternoon</td>
<td>Day 1 afternoon / Day 2 afternoon</td>
<td>Day 2 morning/ afternoon</td>
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<tr>
<td>Speaking slot in the premium conference</td>
<td>Day 1 Plenary</td>
<td>Day 1 afternoon</td>
<td>Day 1 afternoon / Day 2 afternoon</td>
<td>Day 2 morning/ afternoon</td>
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<td>Lead a roundtable or participate in a panel</td>
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<td>1</td>
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<td>1</td>
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<td>15</td>
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<tr>
<td>Exclusive lanyard sponsor</td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Exclusive networking party sponsor</td>
<td>Yes plus 5 minutes welcome speech</td>
<td>Yes plus 5 minutes welcome speech</td>
<td>Yes plus 5 minutes welcome speech</td>
<td>Yes plus 5 minutes welcome speech</td>
<td>Yes plus 5 minutes welcome speech</td>
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<td>Seat drop at the premium conference</td>
<td>Day 1</td>
<td>Day 1</td>
<td>Day 1</td>
<td>Day 1</td>
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<td>Pull-up banner placed beside the stage at the premium conference</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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### Held in conjunction with Smart Cities World Asia

Asia Pacific Rail 2016 will be held at the same time as the brand new Smart Cities World Asia event.

This strategic two day conference will offer attendees insights into the key elements that make up a smart city and opportunities for getting involved.

Mayors and senior government officials leading smart city projects, from across Asia will be presenting the vision and plan for their city. Alongside visionaries, technologists and practitioners from the entire ecosystem: utilities, telecommunications, property developers, architects, environmental agencies, hospitals, education and transport providers.

Smart Transport is a large part of the Smart City ecosystem and by co-hosting the two events, rail operators can access an array of content, solutions and meet a broad spectrum of experts.

A ticket to Asia Pacific Rail allows you entry to both events.

Find out more at [www.terrapinn.com/smartcity](http://www.terrapinn.com/smartcity)
Reserve your place today

Don’t miss out! 50% discount expires 25th September.

It is really easy to book your place online.

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<table>
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<tr>
<th>PACKAGE</th>
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<th>FINAL PRICE</th>
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<tr>
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<tr>
<td>2 Day Pass – Rail Authorities</td>
<td>$1000</td>
<td>$1200</td>
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<tr>
<td>PACKAGE</td>
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