IMPROVING OPERATIONS, REDUCING COSTS AND ENHANCING EXPERIENCE THROUGH TECHNOLOGY

“A GREAT OPPORTUNITY TO SHARE LEARNINGS AND DISCUSS HOW THE INDUSTRY CAN ADDRESS ITS CURRENT CHALLENGES, ESPECIALLY IMPROVED OPERATIONAL EFFICIENCY AND ENHANCED PASSENGER SATISFACTION”

JAY SAW
COMMERCIAL DIRECTOR
NOMAD DIGITAL

SPEAKER HIGHLIGHTS INCLUDE:

<table>
<thead>
<tr>
<th>Geir Isaksen</th>
<th>Pavel Krtek</th>
<th>Marjon Kaper</th>
<th>Federica Santini</th>
<th>Ewan Hazli Abdul Malek</th>
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<tbody>
<tr>
<td>Chief Executive Officer</td>
<td>Chief Executive Officer</td>
<td>Managing Director</td>
<td>Chief Strategy Officer</td>
<td>Chief Strategy and Transformation Officer, Prasarana Malaysia</td>
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<tr>
<td>Norwegian State Railways</td>
<td>CD Czech Railways</td>
<td>NS International</td>
<td>Trenitalia</td>
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<tr>
<th>Andreas Kronawitter</th>
<th>Libor Lochman</th>
<th>Frank Jost</th>
<th>Thomas Kritzer</th>
<th>Gerry Culligan</th>
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<tr>
<td>Head of IT-Strategy, Enterprise Architecture and Portfolio Management; Deputy CIO, BLS Netz AG</td>
<td>Executive Director CER</td>
<td>Senior Administrator</td>
<td>Head of Department Security and Service Wiener Linien</td>
<td>Commercial Director Irish Rail</td>
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3 TRACKS, 1 DEFINITIVE CONGRESS

SMART ANALYTICS
DATA & ASSET MANAGEMENT
Innovations in data collection, sharing, analysis and modelling to maximise assets, maintenance and reliability

SMART COMMUNICATIONS & CONTROL NETWORKS
International ERTMS, GSM-R, TETRA and LTE best practices for increasing capacity and safety

SMART PASSENGER EXPERIENCE
Understand rail passengers and meet and surpass expectations of on-board services, train comfort, service performance and connectivity.

FREE to attend for Railway Operators, Infrastructure Managers & Government

BOOK YOUR PASS: www.SmartRailEurope.com

ORGANISED BY:
**What is SmartRail Europe?**

It is not business as usual. Change is happening now and it is happening quickly. SmartRail Europe is the place to embrace the technological evolution of rail. It is the dedicated and only show for railway infrastructure managers, train operating companies, system and data integrators and technology suppliers to create the digital railway of the future.

**CUSTOMISE YOUR EXPERIENCE WITH OUR 3 DIFFERENT TRACKS**

With capacity squeezed, railways face huge challenges to efficiently manage their assets to get the most out of their networks. Infrastructure managers and operators are collecting vast amounts of data and see an opportunity to use this data to meet their challenges, for example, by optimising fleet management and also shifting to predictive and preventative maintenance. However, they lack the expertise to harness the efficiencies and cost savings offered by innovations in data collection, sharing, analysis and modelling.

The European rail signalling and telecoms industry has made rapid strides over the last 20 years with ETCS widely deployed. However, railways must continue to evolve to meet increasing demands on capacity. They are now looking to move through the gears to get the most out of their deployed networks. This involves full digitalization of mission critical systems - a move to ETCS level 3 facilitated by the latest advances in GSM-R, TETRA and LTE. Infrastructure managers and operating companies must react to evolving passenger expectations. They must share data and information and utilise the latest technologies and services in order to do so. Smart railways see these challenges as an opportunity, to utilise modern IT networks to offer more information to passengers, and furthermore to bolt on additional revenue generating services such as onboard infotainment and passenger Wi-Fi.

- Harnessing the power of IT assets and Big Data to maximize assets
- Facilitating the shift to preventative and predictive maintenance
- Utilising tech and data to reduce total cost of ownership
- Cyber security and protecting digital assets
- Improving performance and increasing ROI

- Realizing the ETCS vision and the move to ETCS level 3
- GSM-R, TETRA and evolving to LTE and beyond
- Harnessing the power of mission critical IT networks for additional functionality
- The role of Big Data solutions to maximize network capacity and increasing safety
- The mission critical backbone for the future digital railway

- Understanding the modern passenger
- Enhancing digital engagement, loyalty and passenger experience.
- Collecting and managing passenger and ridership data to optimise passenger services
- Fare collection and revenue management solutions to boost ridership
- Creating an integrated commercial platform to increase revenues and ROI

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**2016 Attendee Profile**

Who attends SmartRail Europe?

**Company Type**

- Transport Operators ............................................ 37%
- Signalling & Telecoms Providers ......................... 18%
- Passenger Services & Ticketing .......................... 13%
- Government Agency/Professional Institutions ........ 9%
- IT Providers ..................................................... 8%
- Consultants .................................................... 7%
- Turkey .......................................................... 6%
- Media .......................................................... 2%

**Country Breakdown**

- United States
- United Kingdom
- Turkey
- Switzerland
- Spain
- Norway
- Netherlands
- Russia
- Sweden
- Germany
- Italy

**You rate the overall experience**

90%

RATED THE OVERALL EXPERIENCE EXCELLENT

**Book your pass: [www.SmartRailEurope.com](http://www.SmartRailEurope.com)**

"A VERY WELL ORGANISED EVENT. A REAL OPPORTUNITY TO EXCHANGE ON THE FUTURE OF RAIL TRANSPORTATION."

PIERRE-JEAN GINOUX, ERTMS DIRECTOR, SNCF
A VARIETY OF NETWORKING AND LEARNING FORMATS TO OPTIMIZE YOUR TIME AT THE SHOW

C-LEVEL FIRESIDE CHATS:  SmartRail World News Editor Luke Upton talks exclusively with C-Level leaders on the current state of play for SmartRail developments. The intimate environment provides the perfect platform for open discussion looking at macro issues and looking at how the industry must collaborate to meet the disruptive innovation opportunity. They bring key challenges together in the form of a technology investment and deployment strategy.

INTERACTIVE LIVE POLLS: Throughout the congress, we invite delegates to anonymously vote on key industry questions to establish a consensus on the current market scenario. Delegates will be asked to respond to questions using smartphones/laptops so we can see the results in real time, draw conclusions and establish trends.

CHAIRMAN REPORTS AND KEY TAKEAWAYS: For the deeper dive sessions across the interest groups cross function feedback is still important. Chairman key takeaway reports throughout the show will be important in sharing outcomes and closing this feedback loop.

SMARTRAIL WORLD AWARDS: Bringing the whole industry together, the annual SmartRail World News Awards honour key innovations making breakthroughs and transforming the industry. Now in its second year the awards returns with its two categories: SmartRail Product of the Year and SmartRail Project of the Year. We’ll also be releasing details of an exciting new category. Details to be released soon!

OTHER SPEAKERS INCLUDE:

Trevor Garrod  
President  
European Passengers Federation

Christian Schang  
Director of Operations  
SNCF

Matyas Jangl  
Chief Engineer  
BKK

Stefano Marconcio  
ERTMS Team Leader  
RFI

Bas Van Wieele  
Director External Affairs  
Arivne NL

Stefan Engelsdörfer  
Executive Director, Market and Planning  
TraffiC совет

Rutger Fernoes  
Head of European Projects and Committee Work  
Deutsche Bahn

Andreas Wilch  
Head of Passenger Traffic BLS AG

Rafael Cuesta  
Head of Innovation  
Transport for Greater Manchester

Thomas Bayhof  
Head of Rolling Stock Technology  
Deutsche Bahn

Simon Adams  
Head of Commercial

Crossrail 2

Paul Boyle  
Head of ERTMS  
Virgin Trains

Gavin James  
Head of Telecoms, Tech & Data Department for Transport

Anthony Smith  
Lead Digital Transformation  
BLS Neta AG

Asghar Behramali  
Project Director  
IBIR

Guy Lenn  
Publications Manager  
Uber

Ugo Mecole  
Project Manager of ERTMS-Projects  
SB

Vish Halapura  
Principal Engineer, Digital Railway Network Rail

Ian Wright  
Head of Insight

Transport Focus

Ugo Dell’Arciprete  
Senior Researcher  
C4I

Guy Levin  
Public Policy  
Uber

IIRR

BLS Neta AG

Virgin Trains

HBK

SmartRail World 17,000+ unique visitors a month

SmartRail World News 32,000+ contacts twice a month

19,000+ members of our LinkedIn groups

48% annual increase in page views (2019 vs 2016)

SMARTRAIL WORLD: IN NUMBERS

SMARTRAIL IS THE PLACE TO BE TO UNDERSTAND HOW RAIL TECHNOLOGIES WILL EVOLVE AND CATCH THE INNOVATION TRAIN!

Davide Vado, Sales & Business Development, Bombardier Transportation

Showcase your thought leadership and generate leads from our Global News Platform

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“A SMARTRAIL WORLD IS THE PLACE TO BE TO UNDERSTAND HOW RAIL TECHNOLOGIES WILL EVOLVE AND CATCH THE INNOVATION TRAIN!”

Davide Vado, Sales & Business Development, Bombardier Transportation

Speaker highlights

Smarter Rail Europe is the place to be to understand how rail Technologies will evolve and catch the innovation train!

Davide Vado, Sales & Business Development, Bombardier Transportation

A truly global perspective with key markets served: Asia, Europe and North America

Keep up with the latest rail and metro technology innovations and subscribe for free today at www.smartrailworld.com

Networking roundtable sessions

The roundtables sessions promote niche and open discussion amongst delegates. Each table in the conference room will have a separate cross function challenge.

Panel sessions

The panel sessions give you the unique opportunity to get your key questions answered. Put your thoughts to our cross function debate. With our interactive event technology and looking at how the industry must collaborate to meet the disruptive innovation opportunity. They bring key challenges together in the form of a technology investment and deployment strategy.

SHOWCASE YOUR THOUGHT LEADERSHIP AND GENERATE LEADS FROM OUR GLOBAL NEWS PLATFORM

SmartRail World (www.smartrailworld.com) is a community of global rail and metro experts from around the world. It provides daily news articles, features, expert interviews, whitepapers and more, for rail and metro technology professionals across the world. With a global database of 50,000+ industry professionals, not only do we provide daily news articles, features, expert interviews, whitepapers and more, for rail and metro technology professionals across the world. With a global database of 50,000+ industry professionals, not only do we provide a truly global perspective with key markets served: Asia, Europe and North America.

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**CROSS FUNCTION PLENARY: DISRUPTION TO THE RAIL INDUSTRY**

- **Introduction**
  - Discussing how digitalization is changing the rail industry.
  - Identifying new opportunities and challenges.

- **Topics Covered**
  - Connectivity-as-a-service for asset management.
  - Connectivity & communications.
  - Cross functional Chairman group feedback.

- **Agenda**
  - betrailnet – President, Transport Focus
  - Andreas Willich, Head of Passenger Traffic, OEBB
  - Prof. Dr. Raphael Pfaff, Chair of Rail Engineering, University Milan Bicocca
  - Thomas Bayrhof, Head of Operations, SBB
  - Stefano Marcoccio, Head of Planning, RFI
  - Angela Busch, Head of Technical Organisation, DB
  - Stefano Buscarino, Head of Operational Services, Trenitalia

- **Objectives**
  - To understand the challenges of ERTMS implementation.
  - To explore ways of delivering seamless journeys.
  - To discuss the role of technology in future passenger journeys.

**INTIMATE WORKSHOPS**

The intimate workshops offer a perfect platform for interaction, debate and practical experience. Led by specialist facilitators, delegates will sit at tables of no more than 10 delegates and following the introductory presentation, will discuss their tables, the challenges presented. Each table will then feedback to the whole group on the tables, so you can take practical information back to the office to improve your business!
“SMARTRAIL IS A VERY GOOD PLACE FOR NETWORKING AND STARTING TO ENGAGE WITH NEW CHALLENGES FOR RAILWAY APPLICATION.”
FRANCO DE FAZIO, KEY ACCOUNT MANAGER, COMTEST WIRELESS

WHY SPONSOR OR EXHIBIT?

SmartRail Europe is the definitive showcase for transit technology and operational experts. Attracting hundreds of delegates from agencies across Europe and beyond with a high level congress, combined with an exclusive exhibition the show represents an excellent networking and business development opportunity for select and innovative suppliers.

If you are looking to increase your market presence, build your brand and meet buyers from across the whole value chain, you need to exhibit at SmartRail 2017.

1. Maximize growth & meet 200+ senior budget holders from train operating companies and infrastructure managers from across Europe.
2. Pave your profile in the European rail industry.
3. Ensure you are at the cutting edge of rail innovation.
4. Highlight to your potential customers how you can help them improve their networks.
5. Build your brand among leading European rail organisations.
6. Cut costs and meet all of your current and potential partners in one place.

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LEAD SPONSOR:
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ROUNDTABLE SPONSORS:
WORKSHOP SPONSORS:
EXHIBITORS:

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CONGRESS ROOM
PLENARY ROOM
ENTRANCE
CATERING
PASSENGER ZONE

REGISTRATION DETAILS

3 EASY WAYS TO REGISTER

DELEGATE TYPE:
Super Early Bird
Early Bird
Standard Pricing
RAILWAY OPERATOR, INFRASTRUCTURE MANAGER & GOVERNMENT
FREE
FREE
FREE
INDUSTRY SUPPLIER
€1,195
€1,395
€1,595

CHECK OUT OUR OTHER EVENTS

April 11-12, 2017
Washington DC
USA

October, 2017
New Jersey
USA

November, 2017
Paris
France

“AN EXCELLENT OPPORTUNITY TO GAIN A COMPREHENSIVE OVERVIEW OF WHAT IS STATE OF THE ART IN RAILWAY BUSINESS. DEFINITELY WORTH TO DEDICATE TWO WORKING DAYS FOR IT.”
DIRK OELSCHLÄGER, ADVISOR EUROPEAN RAIL FREIGHT CORRIDORS, DB CARGO AG

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