

Progressing Vietnam's Land Transport towards the next millennium!

VietTransport

2010 Exhibition & Conference

Incorporating

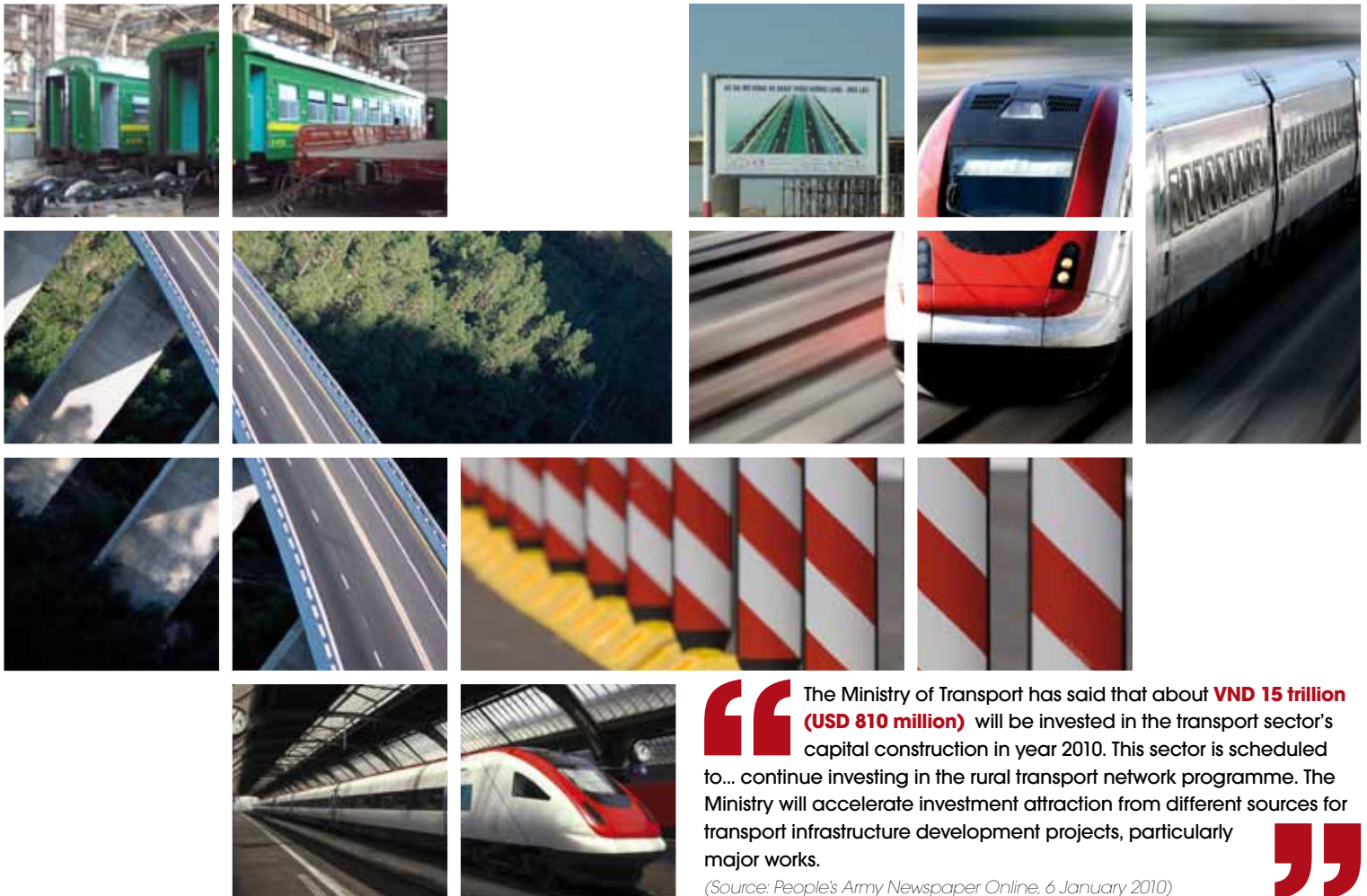
VietRoad VietRail

Conference : 3 – 4 November 2010

Exhibition : 4 – 5 November 2010

Venue : Melia Hotel, Hanoi, Vietnam

3rd International Land Transport Infrastructure Exhibition and Conference in Vietnam



“ The Ministry of Transport has said that about **VND 15 trillion (USD 810 million)** will be invested in the transport sector's capital construction in year 2010. This sector is scheduled to... continue investing in the rural transport network programme. The Ministry will accelerate investment attraction from different sources for transport infrastructure development projects, particularly major works. ”

(Source: People's Army Newspaper Online, 6 January 2010)

www.viet-transport.com

Supporting Organisations



Organised by

IIR Exhibitions Pte Ltd
an informa business

Co-organised by

SPC

Partner Events





Welcome

to Viet Transport 2010

Viet Transport 2010, into its 3rd staging, is the ONLY international meeting platform in Vietnam for industry professionals in Road, Rail, Safety and Intelligent Traffic System to showcase their products and services, network with related land transport authorities and connect with local distributors, suppliers and contractors.

There has been an increase of land transport projects and investments in Vietnam over the past one year despite the global economic downturn. Huge funds to build and upgrade its road and rail infrastructure have been pouring in from the World Bank and major investors from Asia and Europe. Factoring in its steady economic growth, an ambitious transport infrastructure development plan and the dynamism of its foreign trade, Viet Transport 2010 is the excellent platform to enter Vietnam's land transport industry as well as tap into the vast business opportunities resulting from its growing infrastructure projects.

Coupled with the continuous strong support from the Vietnamese government, the 3rd staging is all set to scale a greater height with a full scale exhibition held alongside the well recognised top level Viet Transport conference.

VIETNAM'S GROWING ECONOMY & LAND TRANSPORT INFRASTRUCTURE DEVELOPMENTS

The Asian Development Bank has forecast that Vietnam's GDP growth rate in 2010 will stand at 4.5%, the **highest** among Southeast Asian countries, and much higher compared to the average GDP growth of the region of 0.7%.

(Source: Nhan Dan Online, 21 January 2010).

The Vietnam Government is striving to achieve GDP growth of **6.7 - 6.8%** in 2010.

(Source: Vietnam Business Finance News, 10 January 2010)

ROAD TRANSPORT PROJECTS

The Ministry of Transport now has at least **10 road infrastructure projects** calling for Public Private Partnerships (PPP) investment. *(Source: Vietnam Business Finance, 4 January 2010)*

Vietnam's Prime Minister has approved a detailed plan for construction on a 1,811-kilometers long North-South Expressway connecting Hanoi to Can Tho City with total investment capital of **over VND 300 trillion**. *(Source: Vietnam Business Finance News, 25 January 2010)*

Ministry of Transport has lately approved the term-end report for the 58-kilometers long Ben Luc-Long Thanh highway project with a total investment capital of about **USD 1.7 billion**. *(Source: Vietnam Business Finance, 22 January 2010)*

The Hanoi Ring Road No 3 project connecting Mai Dich with Noi Bai has recently been approved with the total investment capital of **VND 3.668 trillion**. *(Source: Vietnam Business Finance News, 2 February 2010)*



Event Highlights

A whole series of exclusive and exciting networking activities to be hosted over the 3 days

HIGH LEVEL FOCUSED

Viet Transport Conference

Together with the expansion of Viet Transport exhibition, the 3rd edition of Viet Transport conference returns with more updates and illuminating discussion on the developments, future goals and strategies of road and rail infrastructure projects in the Indochina region. This conference is organised with the strong support of the Vietnamese government, internationally-renowned organisations like the Rail Working Group, International Road Federation and others to ensure it will be a worthwhile networking place for transport industry professionals and government officials.

Hot Topics:

- ★ Exploring latest Financing Models for Land transport projects in Vietnam - Government, International aid, Public-private partnerships etc.
- ★ Road and Rail maintenance: How important is it and how can it be effectively carried out?
- ★ Transport HR: Adopting international best practices in training and development of land transport personnel
- ★ Integrating Road and Rail projects: Ensuring efficient transfer of users between modes
- ★ Achieving the twin aims of minimising land usage and maximising the value that users get from using road & rail projects.

VIET TRANSPORT INDUSTRY SEMINARS

Hosted by invited exhibitors and associations, these free seminars will feature new products and technology and industry studies specially for all local Vietnam participants.

VIET TRANSPORT OFFICIAL RECEPTION

An evening of fun and exclusive networking opportunities with specially invited government officials awaits attendees at this networking night.

NEW

VIET TRANSPORT MEET ALL PEERS SESSION

With proven track records, the well-received speed networking session has added the interest level element and will continue to be an excellent platform for all attendees to meet their peers and local Vietnam land transport professionals thereby maximum exposure and networking opportunities.

NEW

VIET TRANSPORT BONJOUR VIETNAM! BREAKFAST SESSION

A power breakfast session with the local land transport delegates and specially invited government officials will be a must attend value added event for all participants.



Mr Pham Quy Tieu, Deputy Minister of Transport, Ministry of Transport, Vietnam



This is our first time at Viet Transport 2009 and the event gave us the opportunity to meet up with new contacts which include both local and international land transport professionals. We were also able to finally have a face to face meet up with the VRA representatives. The speed networking session was great in meeting a lot of participants. We enjoyed the Evening Networking Reception at the Latino Bar very much as it gave a relaxing environment to mingle around with the rest of the participants. The event was very well organised and it allowed **maximum contact** with everyone from the event.

Mr Ken Tun, Client Sales & Support, Metrocount Australia

Viet Transport 2009 has proven to be **highly productive** for us. We have secured several very solid leads that we are now developing into projects.

Ms Stefanie Goh, Business Development & Program Manager, MIKOH Corporation Ltd

RAIL TRANSPORT PROJECTS

Ho Chin Minh City's Master Plan looks at upgrading the municipal traffic infrastructure, by developing elevated railway and metro lines and building **19 bridges** spanning the Dong Nai, Saigon, Nha Be, Long Tau and Thi Vai rivers, to relieve the city's current overloaded traffic system.

(Source: Communist Party of Vietnam Online Newspaper, 10 January 2010)

The Vietnam Railways Corporation and Japan's Itochu group have reached an agreement to construct a 47-kilometres long railway from Hanoi's centre to Noi Bai International Airport.

(Source: Communist Party of Vietnam Online Newspaper, 15 January 2010)

Vietnam Railways Corporation will start building a high-speed rail test track in 2012. The test track is part of the nation's plan to build a **USD 56 billion** line connecting Hanoi and Ho Chi Minh City, which is expected to use Japanese bullet-train technology.

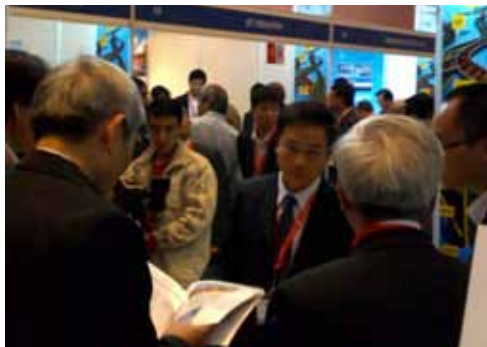
(Source: Vietnam Business Finance News, 10 January 2010)

The current railway connecting HCMC to central and northern provinces will be upgraded, while 226-kilometers of new railways will be constructed to connect to the city's Thu Thiem New Urban Area and Nha Be District as well as Dong Nai's Bien Hoa Town and Binh Phuoc's Loc Ninh District.

(Source: Thanh Nien News, 16 January 2010)

Why Exhibit at Viet Transport 2010?

- ✓ **RAISE** your profile amongst senior Vietnam Ministers & high level global land transport professionals
- ✓ Get **PROMINENT** visibility through products and services demonstration to a highly targeted audience
- ✓ **LEVERAGE** local relationships to capitalise on Vietnam's land transport opportunities — benefit through exclusive networking opportunities with specially invited government personnel and key land transport professionals
- ✓ Take **ADVANTAGE** of the opportunity to showcase value propositions and demonstrate thought leadership
- ✓ **INCREASE** your sales, market and mind share. Seize business opportunities and profit from Vietnam's massive growth in land transport infrastructure
- ✓ **GENERATE** goodwill and build rapport with world leaders
- ✓ **EXCELLENT** opportunity to source local suppliers or partners
- ✓ Gain **MAXIMUM** exposure and pre-publicity from a comprehensive and targeted marketing and promotions campaign



WHO SHOULD EXHIBIT?

Viet Transport 2010 is a branding and selling platform for companies in these categories:

- ★ Bridges - Civil Engineering
- ★ Construction
- ★ Emergency Services
- ★ Fare & Toll Systems
- ★ Intelligent Transport Systems (ITS)
- ★ Metro - Parking
- ★ Plant Machinery Vehicles (PMV)
- ★ Public Transport - Rail - Roads
- ★ Road Markings
- ★ Rolling Stock & Components
- ★ Street Furniture
- ★ Traffic Detection & Monitoring
- ★ Tunnelling & Technology

ATTENDEE PROFILE

Take advantage of the chance to market your products and services to key buyers and organisations from the following sectors:

- ★ Government officials from ministries e.g. Transport / Communications / Public Works / Planning / Traffic, etc.
- ★ Municipal authorities
- ★ Provincial authorities
- ★ Public works authorities
- ★ Road contractors and operators
- ★ Civil structure contractors
- ★ Civil & structural engineers
- ★ Geotechnical engineers
- ★ Road & Rail equipment manufacturers, dealers, distributors and suppliers
- ★ Construction machinery agents & distributors
- ★ Road & Rail Infrastructure developers
- ★ Industrial park & real estate developers
- ★ Road & Rail builders
- ★ Road, Rail and Traffic consultants
- ★ Infrastructure consultants
- ★ Land surveyors
- ★ Police
- ★ Urban planners

“ Exhibiting at Viet Transport 2009 Sponsor Showcase had given us **excellent opportunities** to meet potential clients such as the Ministry of Transport and the Ministry of Construction – Urban Development and a good chance to develop our business in the Vietnam market. ”

Mr Han Sangyeol, General Director, Nextway Co., Ltd, Vietnam representative office for ET Industry

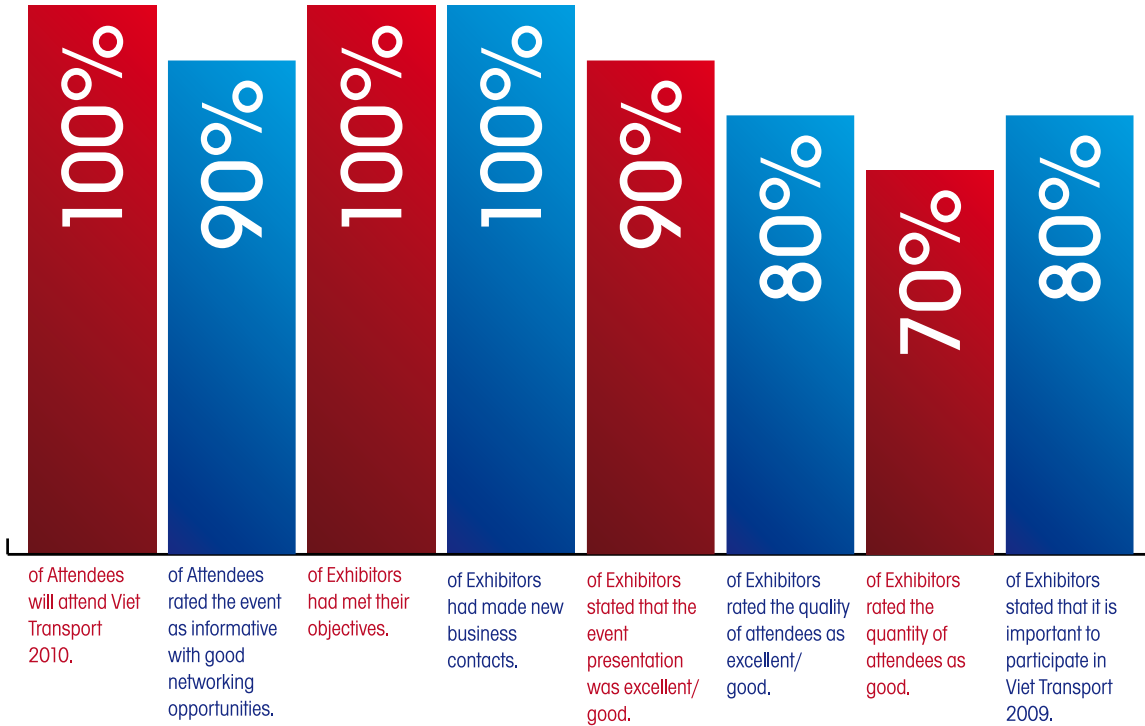
“ Viet Transport 2009 was a very well organised event by the professional organising team. The event has brought us the opportunity to showcase TST & Trakblaze's product capability and to **gain publicity and exposure** to the Vietnam Market. We definitely wish to participate next year and to continue to become a part of the Exhibition for their many editions in the future. ”

Mr Nguyen Ba Thanh, Vice Director, TST engineering JSC

“ Viet Transport 2009 was a very **fruitful** event for us. It was a good decision for us to participate in the Sponsor Showcase area. We had the **fantastic opportunity** to meet, talk to and featured our product and service capabilities to the transport authorities present at the event. ”

Mr Wolfgang Buerkle, Sales and Key Account Manager, RADARLUX Radar Systems GmbH

Success of Viet Transport 2009



“ Viet Transport 2009 enabled us to meet up with right people and the opportunity to have several meetings with the relevant people. We managed to meet **potential customers** which are very important for our participation. It was indeed a very well organised event. ”

Mr Goran Andersson, Senior Marketing Manager, Kapsch TrafficCom AB

“ We participated in Viet Transport 2009, expecting to see just local (Vietnamese) attendees, however, we were **impressed with the quantity and quality** of the international participations, as well as the variety and the designation level of the delegates. The turn-out of the event definitely surpassed our expectations. ”

Mr Robert Carr, Director of Sales APAC, Sirit Inc

“ Viet Transport 2009 was **successful** in which it brought along many high level transport Technical Officers from many countries to us and this is definitely necessary and important to the Vietnam Transportation Industry. Viet Transport 2009 had brought the **right key people** to us for exchange of information on the land transport industry. ”

Mr Nguyen Thanh Liem, Technical Officer, Quick Turn Circuits Pty Ltd

“ Viet Transport 2009 was a **well organised** event. We saw the actual/ targeted customers that we want to speak to, for example, the personnel from the Railway Ministry from different countries (STOM delegates) as well as the Deputy Director of Vietnam Railway Corporation. This really made our participation worth it as it allowed us to meet our target market. ”

Mr Manish Kathuri, Project Manager, Asia Pacific, Trakblaze

“ Viet Transport 2009 had given me the opportunity to meet and discuss with **key personnel** from the transport and finance sectors on various infrastructure topics. The event had a good mixture of participants from the government sector and private enterprises. It also provided me with the chance to meet and connect with both the local Vietnamese and international community from the road and rail industries. Viet Transport 2009 also served as an **excellent platform** to engage in the exchange of transport technology and to learn more about the various financing approaches in Vietnam. ”

Mr The Truyen Dinh, Assistant Professor, Berlin Institute of Technology, Department of Land and Sea Transport Systems, Chair of Track and Railway Operations, sponsored by SCHWIBAG AG Track Technology

How to Tap into Vietnam's Vast Land Transport Business Opportunities?

BE AN EXHIBITOR OR SPONSOR AT VIET TRANSPORT 2010!

With the **Overwhelming Success** of Viet Transport 2009, **40%** of Exhibitors have already signed up for Viet Transport 2010 & **75%** of Attendees are interested to sponsor and exhibit at Viet Transport 2010!

The Organiser, IIR Exhibitions is also rated **Excellence in Service** by **100%** of exhibitors. We ensure all exhibitors are given the most competitive rates and the BEST Return on Investment!

“ Viet Transport 2009 was a very well organised event. We are pleased to have participated in the Sponsor Showcase and would like to thank the organiser, IIR Exhibitions for their **great pre-show marketing work.**

Mr Nick Fellows, Managing Director, PTV Asia-Pacific Pte Ltd

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Book Your Stand Now to Secure Your Premier Location and Optimise Pre-Show Publicity!

ATTRACTIVE Participation Packages

Package	Early Bird Rate* (in SGD per package)	Normal Rate (in SGD per package)
Exhibition only – Shell Scheme Booth (min. 12 sqm)	575 per sqm	635 per sqm
Exhibition only – Raw Space (min. 18 sqm)	495 per sqm	545 per sqm
Combined package A (incl. 9 sqm Standard Shell Scheme + one Conference delegate pass)	○ 7,200	○ 8,000
Combined package B (incl. 12 sqm Standard Shell Scheme + one Conference delegate pass)	○ 8,550	○ 9,500
Additional Conference Delegate Pass (For Combined Packages only – up to 3 passes only)	○ 1,500	

*Early bird rate is applicable if the official signed contact is received by 30 April 2010 and payment terms are fulfilled
Corner Charge(s) @ SGD225 per corner

For space bookings, customised sponsorship packages & more information, please contact the Viet Transport Team or fill up the enquiry form and fax back to **+65 6319 2669**:

ASIA AND THE REST OF THE WORLD

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VIET TRANSPORT 2010 ENQUIRY FORM

I am interested in

- Exhibiting
- Sponsoring
- Conference Speaking
- Attending as Conference Delegate

Name:

Company:

Designation:

Address:

Country:

Tel:

Fax:

Email:

Nature of Business:

Code: VT2010_SB