MODERN RAILWAYS 2023
4th World Railway Cooperation & Development Forum

September 13-15, 2023
China National Convention Center, Beijing, China

Approved by:
Ministry of Commerce, P. R. China
China State Railway Group Co., Ltd.

Organizers:
China Academy of Railway Sciences Corporation Limited
China World Trade Center Co., Ltd.

An international railway gala fully supported by
China State Railway Group Co., Ltd.

www.modernrailways.com.cn
MODERN RAILWAYS
An Eye-Catching Railway Show

With its debut in 1992, MODERN RAILWAYS has been staged for 15 editions, growing to be the largest and most eye-catching railway industry exhibition in Asia. It is also the first choice of international railway exhibitors when evaluating different trade fairs in China and a must for domestic companies. More and more railway companies have made MODERN RAILWAYS a must for corporate image display and marketing campaign.

Our Superiorities

- **Incomparable Industry Players**
  China State Railway Group Co., Ltd., or CHINA RAILWAY for short, is committed to giving full support to MODERN RAILWAYS.
  Two joint organizers, China Academy of Railway Sciences Corporation Limited and China World Trade Center Co., Ltd., form a powerful combination. China Academy of Railway Sciences Corporation Limited is the only comprehensive research institute with multi-disciplines and multi-specialties in China’s railway industry and a strategic railway technology giant.

- **Extensive media coverage**
  The past MODERN RAILWAYS events were extensively covered by such national media as People’s Daily, Xinhua News Agency, China Central TV and China Radio International, together with different railway industry media, including People’s Railway Daily and China Railway Magazine’s public account.

- **High-Level Forums**
  Government officials at the national level, top management team of CHINA RAILWAY, academicians, experts and scholars, and industry elites from both at home and abroad, gather to put forward new ideas and creative views and work closely on future railway development.

- **Powerful Brand Awareness**
  After 30 years, MODERN RAILWAYS has gained powerful brand awareness worldwide.

- **Top-to-Top Meetings**
  Exhibitors to MODERN RAILWAYS are able to meet top management team from CHINA RAILWAY and its 18 regional group companies, industry leaders and senior executives of other enterprises.

- **Superb Exhibition Venue**
  China National Convention Center, Beijing, is an easily-accessible world-level complex of hotels, exhibition halls and conference rooms, with perfect surroundings. It has been a venue for many different national-level trade fairs and conferences, able to provide VIPs, exhibitors and visitors with excellent and convenient services.
Facts and Figures about the Past MODERN RAILWAYS Shows

<table>
<thead>
<tr>
<th>Edition</th>
<th>Month/Year</th>
<th>City</th>
<th>Exhibition Space (sqm)</th>
<th>Part of the Visiting VIPs</th>
<th>No. of Exhibitors</th>
<th>No. of Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Apr 1992</td>
<td>Beijing</td>
<td>6,000</td>
<td>Minister, MOR</td>
<td>150</td>
<td>—</td>
</tr>
<tr>
<td>2nd</td>
<td>Jun 1993</td>
<td>Shanghai</td>
<td>6,000</td>
<td>—</td>
<td>150</td>
<td>—</td>
</tr>
<tr>
<td>3rd</td>
<td>Apr 1996</td>
<td>Beijing</td>
<td>8,000</td>
<td>Minister, MOR</td>
<td>180</td>
<td>15,000</td>
</tr>
<tr>
<td>4th</td>
<td>Jun 1998</td>
<td>Shanghai</td>
<td>8,000</td>
<td>Vice Minister, MOR</td>
<td>144</td>
<td>—</td>
</tr>
<tr>
<td>5th</td>
<td>Jun 2002</td>
<td>Beijing</td>
<td>8,500</td>
<td>Minister, MOR</td>
<td>139</td>
<td>—</td>
</tr>
<tr>
<td>6th</td>
<td>Oct 2003</td>
<td>Beijing</td>
<td>9,000</td>
<td>Chief Engineer, MOR</td>
<td>126</td>
<td>—</td>
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<tr>
<td>7th</td>
<td>Aug 2005</td>
<td>Beijing</td>
<td>13,000</td>
<td>Vice Minister, MOR</td>
<td>220</td>
<td>16,000</td>
</tr>
<tr>
<td>8th</td>
<td>Sep 2007</td>
<td>Beijing</td>
<td>16,000</td>
<td>Vice Minister, MOR</td>
<td>140</td>
<td>35,000</td>
</tr>
<tr>
<td>9th</td>
<td>Jun 2009</td>
<td>Shanghai</td>
<td>16,000</td>
<td>Vice Minister, MOR</td>
<td>180</td>
<td>20,000</td>
</tr>
<tr>
<td>10th</td>
<td>Dec 2010</td>
<td>Beijing</td>
<td>20,000</td>
<td>Vice Premier &amp; Minister, MOR</td>
<td>180</td>
<td>20,000</td>
</tr>
<tr>
<td>11th</td>
<td>Nov 2012</td>
<td>Beijing</td>
<td>20,000</td>
<td>Vice Minister, MOR</td>
<td>263</td>
<td>26,000</td>
</tr>
<tr>
<td>12th</td>
<td>Oct 2014</td>
<td>Beijing</td>
<td>20,000</td>
<td>DGM, CHINA RAILWAY</td>
<td>289</td>
<td>33,756</td>
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<tr>
<td>13th</td>
<td>Jun 2016</td>
<td>Beijing</td>
<td>20,000</td>
<td>DGM, CHINA RAILWAY</td>
<td>277</td>
<td>34,000</td>
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<tr>
<td>14th</td>
<td>Oct 2017</td>
<td>Shanghai</td>
<td>21,000</td>
<td>DGM, CHINA RAILWAY</td>
<td>243</td>
<td>40,000</td>
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<tr>
<td>15th</td>
<td>Nov 2019</td>
<td>Beijing</td>
<td>25,000</td>
<td>GM of CHINA RAILWAY</td>
<td>302</td>
<td>40,000</td>
</tr>
</tbody>
</table>

Note: CHINA RAILWAY (formerly Ministry of Railways, or MOR for short) and its regional group companies have been exhibitors to MODERN RAILWAYS with their own booths since the 7th edition.
About the Exhibition

Theme: Railway Development into New Intelligent Era

More than 300 exhibitors representing 15 countries and regions, including China, USA, Japan, Austria, Germany, Canada, UK and Hong Kong SAR, displayed their latest technology and products to 40,000 visitors.

- Exhibition space: 25,000+ sqm
- Number of exhibitors: 300+
- Represented countries and regions: 15
- Trade visitors: 40,000+
- Types of equipment: 10,000+
- News media: 60+

Visitor structure

- Manufacturers: 32.47%
- Design and consultancy companies: 8.53%
- Agents/Distributors/Trading companies: 12.19%
- Others: 1.21%
- Government & regional group companies of CHINA RAILWAY: 18.26%
- R & D institutions/colleges and universities/associations: 14.46%
- Service providers: 12.88%

Reasons for visiting

- Keeping up with novelties and trends: 46.02%
- Initiating new business relations: 6.42%
- Looking for new products or placing purchase orders: 21.31%
- Seeking cooperation: 24.93%
- Others: 1.32%

About the Forums

During the exhibition, 9 high-level forums were held, including the 3rd World Railway and Development Forum, China Railway Development Forum, the 2nd Summit Forum on China Railway Construction and International Cooperation and the 3rd Forum on China High Speed Railway Health Management Technologies.

- Academicians: 10+
- VIP speakers: 200+
- Experts, scholars and other professionals: 4,000+
Wang Tongjun, Deputy General Manager of CHINA RAILWAY

He Huawu, Academician, Chinese Academy of Engineering

Lu Chunfang, Academician, Chinese Academy of Engineering

Francois Davenne, Director General of UIC

ROLF HÄRDI, Chief Technology Innovation Officer, Deutsche Bahn AG

Jürgen Maelic, CEO, Siemens Mobility Greater China

*Part of the VIP speakers
Prospects of the Railway Industry Development

According to the 14th Five-year Plan (2021-2025) on Development of Modern Integrated Transportation System, the 14th Five-Year Plan for Railway Development and Outline of Powerful Nation Railway Advance Planning in the New Era, China will boast a total mileage of 165,000 km of railway lines (some 50,000 km of High-Speed Railways, or HSRs), able to transport 4.1 billion passengers and 4 billion tons of freight annually by 2025. It is planned that through the year 2035, the country will complete a railway network of 200,000 km in length (some 70,000 HSRs), being a world leader in infrastructure scale and quality, technological equipment and innovation, service quality, and product supply. In the coming years, China will maintain a sound development momentum for its railway industry, opening up huge opportunities for such sectors as railway survey, design, construction, operation, technology, equipment, safety and maintenance.
Exhibition Space Divided into Different Zones

The exhibition space will be divided into different theme zones, showcasing the latest products and technology of all segments of the railway industry. In the meantime, special activities will be organized to provide the exhibitors and visitors with more opportunities of business discussions and cooperation with their counterparts and both upstream and downstream enterprises, improving the success rate for cooperation.

7 Major Product, Technology or Service Divisions

- **Rolling Stock**
  - Wheel and axle
  - Components and spare parts
  - Interiors
  - Materials

- **Engineering/Infrastructure**
  - Tunneling
  - Bridge
  - Rail
  - Engineering machinery

- **Communication and Signaling**
  - Control
  - Dispatch
  - Monitor

- **Maintenance and Repair**
  - Rail maintenance
  - Rail repair

- **Safety Precaution**
  - Disaster warning
  - Emergency rescue
  - Safety and prevention
  - Safety inspection

- **Energy Saving and Environmental Protection**
  - Shock absorption and noise reduction
  - Energy saving and emission reduction

- **AI and Informatization**
  - Intelligent cloud and big data
  - Internet of Things
  - Internet-based railway
  - E-commerce
  - Transport management
  - Information system
  - Railway BIM
  - Intelligent train station
  - Intelligent train
  - Intelligent passenger service

**CHINA RAILWAY and Its Regional Group Companies**

CHINA RAILWAY, its regional group companies and 3 largest transportation companies will selectively display, on their own booths, their development and innovation results achieved over the past years by adhering to guiding principles of high-quality railway development and powerful nation railway advance planning. Different technological exchanges and business matching activities are aimed at promoting the supply-demand connection and transformation of the advanced results.

**Multi-Theme Display Zones**

Exhibitors of the following categories will be placed together for better display effects.

- Railway management and development achievements
- Design and consultancy
- Rail transport intellectual property
- Wheel and axle
- Integrated monitoring
- Railway BIM
- Operation and maintenance safety
- ……
We have spared no effort to host high-level forums on the Chinese railway or even the entire rail transport industry, further improve the influence of the country’s railway and promote the mutual learning of technologies and international cooperation. During MODERN RAILWAYS 2023, CHINA RAILWAY, the International Union of Railways (UIC), China Railway Society, China Association of Railway Engineering Construction, China Railway BIM Alliance, China Academy of Railway Sciences Corporation Limited and related universities and companies will organize forums focusing on the themes of railway technological innovation, international cooperation, engineering construction and intelligent railways, inviting railway insiders, well-known scholars, industry elites and think tank experts to discuss hot topics, put forward wise ideas, share in-depth views and work closely on future railway development and explore business opportunities.
<table>
<thead>
<tr>
<th>Proposed High-Level Forums and Seminars at MODERN RAILWAYS 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The 4th World Railway Cooperation and Development Forum</td>
</tr>
<tr>
<td>• China Railway Construction International Cooperation Summit Forum</td>
</tr>
<tr>
<td>• Intelligent Railway Technology Forum</td>
</tr>
<tr>
<td>• Railway BIM Technology Forum</td>
</tr>
<tr>
<td>• Wheel and Axle Technology Forum</td>
</tr>
<tr>
<td>• China Railway Signaling Technology Development Forum</td>
</tr>
<tr>
<td>• UIC New Railway Technology and Innovation Seminar</td>
</tr>
<tr>
<td>• Steel Track Technology Seminar</td>
</tr>
<tr>
<td>• ……</td>
</tr>
</tbody>
</table>

* The forum information is subject to changes with prior notice.
Different Activities for Extraordinary Exhibiting and Visiting Experiences

More than 10 Activities to Be Prepared

- Tours by VIPs, and executives from regional CHINA RAILWAY group companies and major industry players
- Supply and demand match-making meetings
- Real train onboard experience
- Lab visit
- ...  
- Railway cultural activities to cover several different shows of photography, short videos and cultural and creative works
- Lectures on popular railway science
- Activities for railway fans
- Information release on cooperation between companies and recruitment

*The information about the above activities is subject to changes with prior notice.
The organizers vow to offer all-around and tailor-made promotional services for the exhibitors to help them cover the entire industry through multiple channels.

20+ Promotional Channels

- Full coverage of the exhibition via 60 mass media, including People’s Daily, Xinhua News Agency and China Radio International, together with 20 plus railway media, such as People’s Railway Daily and China Railway Magazine’s public account
- Year-round online exhibition
- Technical seminars
- New product release
- Individual/ company interviews
- Live stream of the on-going exhibition online
- Promotion through new media platforms
- .....
MODERN RAILWAYS 2023 exhibition will occupy the Halls 1-4A on the first floor and underground Hall 5 of China National Convention Center, totaling over 30,000 sqm of exhibition space, while the concurrent forums are to be held at the Ballroom and Function on the first floor and conference rooms on the third floor.
Capturing the heart precinct of Beijing Olympic Green, China National Convention Center (CNCC), is right next to the China National Stadium (the Bird’s Nest) and National Aquatics Center (the Water Cub). Sitting in the center of the Olympic commercial circle between Beijing's fourth and fifth ring roads, CNCC boasts an enviable location. It's only 30-minute drive, or 25 km, to the Capital International Airport and the subway station for Line 8 and Line 15 is connected with CNCC's basement which enables people to quickly go to the city center, the airport, the Beijing Railway Station, the central business district, China's silicon valley Zhongguancun, and many tourist attractions such as Tian'anmen Square, Forbidden City, Summer Palace, Great Wall and Ming Tombs. There are also bus stops around CNCC for several different routes.
Additional Services of Planning and Design

The Convention and Exhibition Center under China Academy of Railway Sciences Corporation Limited is an appointed exhibition planning and organizer for CHINA RAILWAY. Over the past years, the center has been engaged in exhibitions and showrooms for top-level visits, national pavilions and rail transport trade shows, enriching its experiences on exhibition planning, design, booth set-up and organizing.

The center is always ready to provide all exhibitors with swift, top-quality, professional and highly efficient one-stop and tailor-made service packages from booth planning to set-up.

Contact us

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**Booth Fee (RMB Yuan)**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>International Zone</th>
<th>Zone A</th>
<th>Zone B</th>
<th>Zone C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indoor Raw Space</td>
<td>≥24 m² /International Zone ≥36 m² /Others</td>
<td>3,015/m²</td>
<td>2,180/m²</td>
<td>1,780/m²</td>
</tr>
<tr>
<td>Standard Booth</td>
<td>9 m²</td>
<td>/</td>
<td>/</td>
<td>19,800/booth</td>
</tr>
<tr>
<td></td>
<td>12 m²</td>
<td>/</td>
<td>31,200/booth</td>
<td>26,400/booth</td>
</tr>
<tr>
<td></td>
<td>18 m²</td>
<td>/</td>
<td>46,800/booth</td>
<td>39,600/booth</td>
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<tr>
<td>Outdoor Exhibition Area</td>
<td>≥50 m²</td>
<td></td>
<td></td>
<td>500/m²</td>
</tr>
</tbody>
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**Advertising**

<table>
<thead>
<tr>
<th>Where</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>20,000</td>
</tr>
<tr>
<td>Inside Front</td>
<td>15,000</td>
</tr>
<tr>
<td>Inside Front Opposite (Page 1)</td>
<td>15,000</td>
</tr>
<tr>
<td>Inside Back</td>
<td>12,000</td>
</tr>
<tr>
<td>4-c Full Page</td>
<td>8,000</td>
</tr>
</tbody>
</table>

Advertising in the Show Catalogue (all prices in RMB yuan)
- The Catalogue measures 210mm in width and 285mm in height
- The layout in TIFF or JPG with the quality good enough for printing is acceptable.

Other advertising opportunities are available, covering different locations, such as the walls of the exhibition center, badges, official websites and coffee bar. Further, sponsors are welcome for the concurrent forums.

If you are interested in having more information, please feel free to contact us.

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