



# InnoTrans 2010

International Trade Fair for Transport Technology  
Innovative Components • Vehicles • Systems

**21–24 September, Berlin, Germany**

[www.innotrans.com](http://www.innotrans.com)

INFORMATION FOR

TRADE VISITORS

*The future  
of mobility*

English



Messe Berlin



## OVERVIEW

### Connection with the future

The date to look forward to is 21 September 2010, when the leading international trade fair for transport technology will be continuing its remarkable success story for the 8<sup>th</sup> time. Participation and the display area have been steadily increasing since the first InnoTrans took place. With the inclusion of the Entrance East and the ring of halls surrounding the radio tower, even more display space will be available, together with excellent transport connections. With its unique concept, combining a trade fair, convention and rail track display, this event is ideal for presenting innovations, discussing the future of mobility and establishing new contacts. InnoTrans is the business and marketing platform that covers every aspect of the industry.

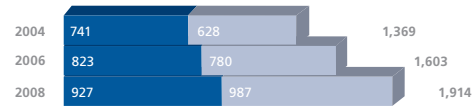


### Platform No. 1

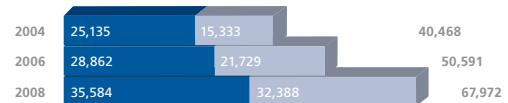
InnoTrans is still growing: in 2008, it attracted a record number of trade visitors, a 33% increase to a total of 85,592. Visitors' approval ratings for the fair were very high, with 93.4%\* giving a positive assessment of their commercial results and more than half of them reporting that it was "good" and "very good". 95.2%\* of the participants planned to visit this leading international event again.

\*According to the 2008 survey of trade visitors

#### Development of exhibitor numbers



#### Development of display space in m<sup>2</sup>



## WHAT IS ON DISPLAY

### Synergies in motion

InnoTrans features five segments, covering the entire industry and providing numerous networking opportunities. The main focus of the trade fair is on railway technology. Making use of the synergies provided by a broad spectrum of subjects, each segment of the display functions as a separate trade fair.

#### Railway Technology:

Rail vehicles for passenger and freight services / Subassemblies and components / Vehicle servicing...

#### Railway Infrastructure:

Infrastructure / Track engineering / Track superstructure / Civil engineering / Track systems / Power transmission lines / Rails / Surveying...

#### Interiors:

Vehicle interiors / Floor coverings / Stay bars / Kitchen installations / Seat upholstery / Textiles / Travel Catering...

#### Public Transport (Transport IT, Services):

Fixed facilities / Fare management / Passenger information systems / Information technologies / Traffic management / Communications / Freight traffic logistics / Local and regional buses...

#### Tunnel Construction:

Construction machinery, parts and accessories / TBMs / Communication and safety systems / Ventilation and lighting systems / Interior fittings / Maintenance...



### International meeting place for the industry

In 2008, more than 85,000 trade visitors came to Berlin to prepare their companies for the future. Thereof 47% trade visitors from abroad. The whole world meets here to conduct business.

The exhibits at InnoTrans 2010 are aimed specifically at experts in the following sectors:

- Manufacturers and suppliers of transport technology
- Public and privately owned transport companies and operators
- Construction companies
- Engineers, geologists, miners
- Administrations, authorities, ministries
- Consultants
- Trade associations and institutions
- Science, research and development
- Loading industry
- Media - and more





## OUTDOOR DISPLAY

# The innovation station

The display on the open air grounds is a unique feature of the overall InnoTrans concept. The rail track, with a combined length of 3,500 metres, is directly connected to the exhibition halls and is used to display all the innovative developments in construction and road-rail vehicles, freight rolling stock and locomotives, as well as entire local, regional and long distance transport systems.



## CONVENTION

Dialog Forum at the Palais am Funkturm |  
European and Asian Rail Summit (EARS) |  
International Tunnel Forum | Public Transport Forum

Halls:  
Palais am Funkturm | 7.3 Room Berlin,  
7.3 Room Europa

# The driving force

The InnoTrans Convention facilitates discussions about current topics and about issues of relevance for the future. Industry experts meet here for an interdisciplinary dialogue.

The main emphasis at the Convention is on the **Dialog Forum**, and in 2010, its new venue will be the Palais am Funkturm (Entrance North). It is being organized by a number of leading associations: the German Transport Forum, VDV (Association of German Transport Companies), UNIFE (Association of the European Rail Industry) and VDB (German Railway Industry Association).

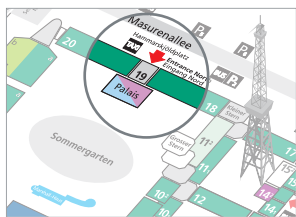
The **European and Asian Rail Summit (EARS)** is another highlight, providing a place where rail and transport ministers can meet with the chief executives of Asian and European transport companies.

The **International Tunnel Forum**, which is being staged by STUVA (German Research Association for Underground Transportation Facilities), will augment the Tunnel Construction segment.

The **Public Transport Forum** addresses the challenges facing this area and is organized by the Planungsbüro für Verkehr (PBV) and ETC Consultants GmbH.

Prominent guests will be attending the **opening ceremony** at 10 a.m. on 21 September, when leading figures from politics and business will be welcoming over 1,000 major decision-makers in the industry at the Palais am Funkturm.





## CONVENTION

Dialog Forum at the Palais am Funkturm

## Dialog Forum

Palais am Funkturm (Entrance North) | conference languages German/English |  
For InnoTrans trade visitors: free admission

**Wednesday, 22 September | 10.00-12.00**

### Technologies Drive Markets – Modern and Pioneer Rolling Stock

Association of the European Rail Industry (UNIFE), Brussels  
German Railway Industry Association (VDB), Berlin

Contact:

Max Obenaus (UNIFE), max.obenaus@unife.org  
Sascha Nicolai (VDB), nicolai@bahnindustrie.info



**DIE BAHNINDUSTRIE.**  
VDB VERBAND DER BAHNINDUSTRIE IN DEUTSCHLAND E.V.

**Wednesday, 22 September | 14.00-16.00**

### Good Services Deserve Good Payment – Public Transport Financing Perspectives

Deutsches Verkehrsforum e.V. (German Transport Forum), Berlin  
Association of German Transport Companies (VDV), Cologne

Contact:

Stephan Anemüller (VDV), anemueller@vdv.de  
Irmgard Kirstgen (Deutsches Verkehrsforum e.V.),  
kirstgen@verkehrsforum.de



**Thursday, 23 September | 10.00-12.00**

### Technologies Drive Markets – Railway Infrastructure and Signalling Systems

Association of the European Rail Industry (UNIFE), Brussels  
German Railway Industry Association (VDB), Berlin

Contact:

Max Obenaus (UNIFE), max.obenaus@unife.org  
Sascha Nicolai (VDB), nicolai@bahnindustrie.info



**DIE BAHNINDUSTRIE.**  
VDB VERBAND DER BAHNINDUSTRIE IN DEUTSCHLAND E.V.

**Thursday, 23 September | 14.00-16.00**

### Freedom to Compete – the Liberalisation of Passenger Railways

Deutsches Verkehrsforum e.V. (German Transport Forum), Berlin  
Association of German Transport Companies (VDV), Cologne

Contact:

Irmgard Kirstgen (Deutsches Verkehrsforum e.V.),  
kirstgen@verkehrsforum.de  
Stephan Anemüller (VDV), anemueller@vdv.de



**Friday, 24 September | 10.00-12.00**

### Technologies Drive Markets – Efficient and Complete Technical Services for Rail

Association of the European Rail Industry (UNIFE), Brussels  
German Railway Industry Association (VDB), Berlin

Contact:

Max Obenaus (UNIFE), max.obenaus@unife.org  
Sascha Nicolai (VDB), nicolai@bahnindustrie.info



**DIE BAHNINDUSTRIE.**  
VDB VERBAND DER BAHNINDUSTRIE IN DEUTSCHLAND E.V.



## CONVENTION

European and Asian Rail Summit (EARS) |  
International Tunnel Forum |  
Public Transport Forum

Halls:  
7.3 Room Berlin, 7.3 Room Europa

## European and Asian Rail Summit (EARS)

Hall 7.3 (entrance Hall 7) | conference languages German/English/Russian |  
Participants: invited guests

**Tuesday, 21 September | 14.30**

### Globalisation of the Railways: New Opportunities for a Proven Means of Transport (working title)

Federal Minister of Transport, Building and Urban Development /  
Governing Mayor of Berlin / Deutsche Bahn AG /  
German Railway Industry Association (VDB)

Contact:

Annette Kraus (DB AG), annette.kraus@deutschebahn.com  
Reiner Rodig (DB AG), reiner.rodig@deutschebahn.com



## International Tunnel Forum

Hall 7.3 (entrance Hall 7) | conference languages German/English |  
For InnoTrans trade visitors free admission

**Wednesday, 22 September | 14.00-16.00**

### Tunnelling: An Incalculable Technical Risk?

STUVA (German Research Association for Underground  
Transportation Facilities), Cologne

Chaired by: Prof. Dr.-Ing. Alfred Haack

Contact:

Dr.-Ing. Roland Leucker (STUVA), r.leucker@stuva.de



**Thursday, 23 September | 14.00-16.00**

### Fascination – Implications – Vision of Tunnelling

STUVA (German Research Association for Underground  
Transportation Facilities), Cologne

Chaired by: Prof. Dr.-Ing. Alfred Haack

Contact:

Dr.-Ing. Roland Leucker (STUVA), r.leucker@stuva.de



## Public Transport Forum

Hall 7.3 (entrance Hall 7) | conference languages German/English | participation fee

**Thursday, 23 September | 10.00-14.00**

### Focus on Public Transport

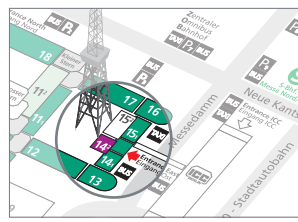
User interest between the challenge for sustainability and  
economic viability

Contact:

PBV Planungsbüro für Verkehr/ETC Transport Consultants GmbH  
in association with the DVWVG

Wieland Brohm (PBV), w.brohm@pbv-berlin.de





## SERVICES

The main trade visitor registration counter is located at the Entrance East.

The Speakers' Corner can be found in Hall 14.2.

## Meeting visitors' every need

**Entrances:** With the inclusion of the Entrance East there are now four entrances to the exhibition grounds. The Entrance East will be open daily from 8 a.m. The main visitor registration counter is located here and visitors can also relax with a business breakfast before the start of the fair. All the entrances – South and Hall 7 (also at the south side of the grounds) as well as North and East – provide direct access to public transport.

**Online tickets:** Prior to the fair tickets can be ordered and printed out at [www.innotrans.com](http://www.innotrans.com). Print-outs of online tickets entitle the holder to free use of public transport on the day on which they are valid. They will be accepted at all entrances and avoid the need to stand in line. **All visitors who have not bought their tickets online should purchase them from the central registration counter for trade visitors at the Entrance East.**

**Virtual Market Place:** The information and communication platform [www.virtualmarket.innotrans.com](http://www.virtualmarket.innotrans.com) enables exhibitors and trade visitors to maintain contact before and after the fair.



**Career Point:** The Career Point mark identifies companies offering information about career prospects at InnoTrans.

The Career Point Pavilion in hall 8.2 is the contact point for newcomers to the industry.

**Business Lounge:** This is located at Marshall-Haus and provides pleasant surroundings conducive to in-depth discussions with free wi-fi facilities too.



Marshall-Haus



**Speakers' Corner:** Exhibitors present their company, its products and services during one-hour timeslots in hall 14.2. An overview of the programme can be found at [www.innotrans.com](http://www.innotrans.com).

**Event database:** This contains outline details and a selective search function for all events taking place at InnoTrans. More information and a summary of each day's programme can be downloaded from [www.innotrans.com](http://www.innotrans.com).

**Travel packages:** These practical packages comprise travel to and from Berlin by rail or air, hotel reservation, public transport tickets and admission to the fair. Bookings can be made online by visitors coming from Germany, elsewhere in Europe, or the USA/Canada.

**Airport shuttle:** The shuttle bus, which is free for trade visitors, operates between Berlin-Tegel Airport and the Entrances North, East and South.

**Shuttle on the exhibition grounds:** Free shuttle bus access available at set points on the exhibition grounds.





## BERLIN

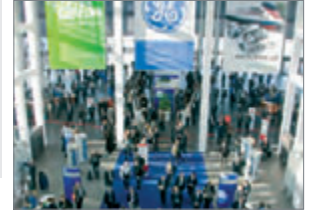
Facts and figures:  
729 hotels with 110,000 beds/  
3,500 restaurants/22 theatres/  
3 opera houses/124 museums/  
31 universities and colleges

## Berlin, the innovation capital

Following a successful day at the fair, there are plenty of world-class attractions to be discovered in Berlin: The 'Ringbahn' is the railway line encircling the city and offering some new perspectives. Potsdamer Platz pulsates with life. With its 5 museums, the Museum Island is a unique world heritage site. Late summer sunshine makes the nearby Lustgarten an inviting place in which to relax. Cinemas and bars, theatres and clubs ensure a lively nightlife from west to east. The city, in all its diversity, extends a warm welcome to visitors.



## IN BRIEF



## At a glance

### Trade visitors' hotline:

Tel. +49(0)30/30 38 55 55

You can also contact the Messe Berlin representatives in your own country: [www.innotrans.com](http://www.innotrans.com) > contact

### Dates:

21 – 24 September 2010

### Opening times:

9 a.m. – 6 p.m.

### Cost of admission incl. catalogue:

Day ticket 36.00 Euros,

Permanent ticket 46.00 Euros

### Advance ticket sales:

MB Capital Services GmbH

Thüringerallee 12, 14052 Berlin

Tel. +49(0)30/30 69 69 69, Fax +49(0)30/30 69 69 30

[kartenservice@mb-capital-services.de](mailto:kartenservice@mb-capital-services.de)

### Online tickets:

[www.innotrans.com/Visitor-Info](http://www.innotrans.com/Visitor-Info)

### Catalogue orders:

Available from 27 Sept. 2010 from DVV Media Group

[innotrans@eurailpress.com](mailto:innotrans@eurailpress.com)

### How to get there:

S-Bahn (light rail): S3, S75 "Messe Süd" station,

S41/S42/S46 "Messe Nord/ICC" station

U-Bahn (underground): U2 "Kaiserdamm" station

Bus: M49, X34, X49, 104, 139

Shuttle service Tegel Airport

By car: A10 (Berlin Ring), onto A113, A111 or A115 for A100 to "Messedamm" exit

### Hotel and travel reservations:

smart and more GmbH, smartfairs

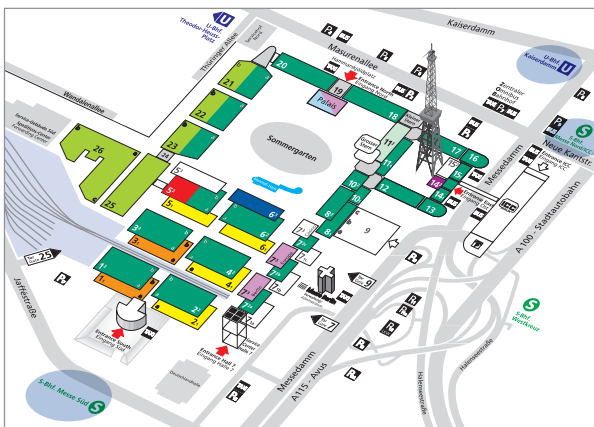
Tel. +49(0)40/88 17 12 40

Fax +49(0)40/88 17 12 50

[smartfairs@smartandmore.de](mailto:smartfairs@smartandmore.de), [www.smartfairs.de](http://www.smartfairs.de)



## EXHIBITION GROUNDS



As per 31.03.2010. Subject to alteration

- Railway Technology
- Interiors
- Railway Infrastructure
- Public Transport
- Tunnel Construction
  
- InnoTrans Convention
- Outdoor Display
- Press Center
- Business Lounge
- Opening Ceremony
- Speakers' Corner

## How to find us.

Entrance North/Entrance East:  
U-Bahn station "Kaiserdamm".  
S-Bahn station "Messe Nord/ICC"  
and bus stops at  
"Messegelände/ICC"  
"Messe Nord/ICC"

Entrance South/Entrance to Hall 7:  
S-Bahn station "Messe Süd"

## We are here for you!

Team InnoTrans  
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