

The 12th annual

Asia Pacific Rail 2010

9 – 11 March 2010, InterContinental Bangkok, Thailand

The fast track



Investment and development opportunities for operators, developers, government and investors

Seeking opportunities in emerging high-growth markets?

Access the immediate multi-billion dollar investments in the growing rail markets of Asia

Want to learn best practices in planning and operating your railways?

Hear from over 30 key leading metro and mainline authorities and operators and gain insights on how to be a world-class railway

Exploring new partnerships and innovation in your business?

Meet the top solutions providers – and discover how to optimize your farebox and non-farebox businesses!

CONFERENCE DAY 1: TUESDAY, 9 MARCH 2010

8:00 Registration

8:40 Organizer's welcome remarks

8:45 Chairman's opening remarks

Rudy Mazza, Marketing Director, Alcatel-Lucent

CAPITALIZING ON THAILAND'S PROGRESSIVE RAIL MARKET

9:00 **Host Country Keynote Address**

Transport master plan: Opportunities for collaboration in Thailand's rapid rail expansion

- Overcoming the challenges caused by the global economic crisis in creating a world-class network: Advancing expansion through capital and technology assistance
- Spurring infrastructure development in Thailand: What will rail development be like in 5-10 years?
- Exploring opportunities for collaboration: What are the financing and partnership models available?

Confirmed:

Tawalyarat Onsira, Deputy Permanent Secretary, Ministry of Transport, Kingdom of Thailand

9:20 **Keynote Address**

Integrating rail development in Bangkok's urban infrastructure: Planning for sustainable city growth and progress

- Coordinating public transport development and traffic policy planning in Bangkok: Easing road traffic problem and encouraging commuting
- Creating a one-card ticketing system for all public transportation: Key timelines and initiatives for the project
- What are the needs and requirements in building a sustainable and commuter-friendly Bangkok?

Confirmed:

Pichet Kunadhamraks, Senior Civil Engineer, Office of Transport and Traffic Policy and Planning, Ministry of Transport, Thailand

9:40 **Keynote Address**

Developing new rail lines and networks in Thailand: Key projects and timelines for the country's mega-projects

- Exploring opportunities for business in the delivery of the Purple and Blue Lines
- What are the upcoming projects to watch out for?
- What are the key policies to attract foreign investment to implement these projects?

Confirmed:

Yiemchai Chatkeo, Deputy Governor (Engineering), Mass Rapid Transit Authority of Thailand

10:00 Keynote Address

Expanding public transportation in Bangkok to promote a sustainable urban environment

- Understanding the role of BMA in enforcing the action plan on global warming mitigation concerning rail transport
- Overview of the Skytrain expansion plans: Accelerating the implementation of rail projects
- Building a monorail link to increase patronage of the Skytrain: What are the timelines for this project? How does it complement the Skytrain?

Confirmed:

Teerachon Manomaiphibul, Deputy Governor, **Bangkok Metropolitan Administration, Thailand**

10:20 Morning refreshments

NEW PROJECTS AND EXPANSION PLANS: POSITIONING ASIA AS THE KEY RAIL GROWTH MARKET

10:50 Keynote CEO Panel

Building a profitable and sustainable rail business in Asia

- What are the success factors in building and running a profitable metro?
- Delivering a true service led approach to customers: Strategies for maximizing ridership while increasing customer satisfaction
- How do you seek a balance between capacity, quality service and profitability?
- What are the sustainability initiatives that must be made during the planning, construction and operations of a metro rail?
- Is a driverless system a key element for metros to be successful?
- How do you grow a metro business? Where is the next big growth area?

Moderator:

Nick Kingsley, Industry Editor, **Railway Gazette International, United Kingdom**

Confirmed:

Chukiat Photayanuvat, Governor, **Mass Rapid Transit Authority of Thailand**

Jacob Kam, Chief of Operations Engineering, **MTR Corporation, Hong Kong**

Sim Wee Meng, Group Director, Rail (Circle and Downtown Lines), **Land Transport Authority, Singapore**

Mattar Al Tayer, Chairman of the Board and Executive Director, **Roads and Transport Authority, UAE**

Yen Bang Chien, President, **Kaohsiung Rapid Transit Corporation, Taiwan**

Noormah Mohd Noor, Chief Executive Officer, **Express Rail Link Sdn Bhd, Malaysia**

11:40 Advanced rail control solutions for Asian megacities

- Mixing high-speed with high-frequency traffic
- Maximizing availability and life-cycle cost
- Achieving interoperability between mainlines and suburban line

Joffrey Lauthier, Business Development Director, Signaling, **Alstom Transport Asia Pacific**

12:10 Expanding Singapore's rail network: Advancing a coordinated approach to planning and building land transport

- Best practices in integrated urban transport planning and in delivering new lines and extensions
- Designing metro stations for optimal utility and intermodality
- Overcoming challenges in constructing metros efficiently within congested and constraining locations
- What must be done before breaking ground?
- What are the innovative technologies and modern management systems used to improve safety and ease of construction?

Confirmed:

Sim Wee Meng, Group Director, Rail (Circle and Downtown Lines), **Land Transport Authority, Singapore**

12:30 Capitalizing on metros to build a sustainable future for Asia's cities

- Looking to the future: Opportunities and challenges in working towards sustainable and eco-friendly mobility
- Meeting the unique transport requirements of Asia's rapidly expanding metropolitan cities
- How can rolling stock solutions promote energy efficiency and savings for the metro operator?

Confirmed:

Thomas Siegemund, Director, Product Management, **Bombardier Transportation**

13:00 Networking lunch

EFFECTIVE MANAGEMENT OF OPERATIONS AND MAINTENANCE IN RAIL

14:00 Panel Discussion

Optimizing reliability and return of investment through efficient operations

- Best practices in maximizing operational efficiency, asset life and tackling bottlenecks
- Increasing cost efficiencies in operations: Where do you slash costs? How do you minimize operational costs by using automotive technology?
- What are the key success factors in lifecycle asset management?
- Round-the-clock preventive maintenance to minimize disruptions in service, increase maintenance efficiency and operational safety

Confirmed:

Jacob Kam, Chief of Operations Engineering, **MTR Corporation, Hong Kong**

C.C. Chang, Vice President, Operations, **Kaohsiung Metro, Taiwan**

Vincent Tan, Vice President, Rail Operations, **SMRT Corporation Ltd, Singapore**

14:30 Complete mobility for ASEAN - Integrated solutions for urban and interurban transportation and logistics

- What are the key challenges of future mobility systems?
- What are the key challenges from a mobility perspective for the ASEAN region?
- What answers can Siemens give to the growing demand for mobility, especially in the ASEAN region?
- What is the Cities21 concept?

Confirmed:

Markus Zachmeier, Vice President, Transport Solutions, Asia, **Siemens AG, Germany**

15:00 Wireless broadband solutions for mass transit systems

- Improving the efficiency and safety of today's mass transit systems through mobile wireless communications
- Availability of wireless communication standards and how they can support the real-time operations of mass transit operators
- How bandwidth intensive applications can enhance ridership experience

Alvin Lim, Business Development Manager, Asia Pacific, **Motorola Enterprise Mobility Solutions**, Singapore

15:30 Understanding the essential role of leadership in managing mega projects: The case of the Dubai Metro project

- Overview of the Dubai Metro mega project: Updates in the construction of the world's longest driverless metro system
- Exploring the role of leadership in managing and completing the Dubai Metro: What are the best practices that ensure timely delivery of infrastructure projects?
- Learning from RTA's experience and expertise: What are the lessons to be learned for Asia's metros?

Confirmed:

Mattar Al Tayer, Chairman of the Board and Executive Director, **Roads and Transport Authority**, UAE

15:50 Afternoon refreshments

16:15 Reserved for Alcatel Lucent

FINANCING RAIL PROJECTS IN ASIA PACIFIC

**16:45 Case Study: Mumbai Metro One
Benefiting from the PPP financing model for developing metros**

- Addressing the different methods and strategies for financing: EPC vs. PPP – Why was PPP used for the Mumbai Metro?
- Delivering an efficient funding and operational model: Reaping the benefits of public private partnership
- Can this model be successful in the emerging rail markets of Asia? What are the key lessons and strategies to learn?

Confirmed:

Surjit Madan, Vice President, Rolling Stock, **Mumbai Metro One Private Limited**, India

- 17:05 Panel Discussion**
Understanding infrastructure funding strategies for Asia's urban and national rail networks
- Financing for new projects in the crisis: What makes projects viable for funding and loans?
 - Establishing a regulatory structure for private sector involvement in urban rail development: How open are Asia's markets?
 - Analysing PPP as a viable option in financing rail projects in Asia
 - Does the BOT model work for emerging markets?
 - Establishing hybrid financing models for minimum risk and maximum returns
 - Accessing green financing and creating carbon permits from investment in rail
- Moderator:**
Kerati Kijmanawat, Executive Director, **PTL Consultants Company Limited, Thailand**
- Confirmed:**
Zhi Liu, Lead Infrastructure Specialist, **World Bank**
Yuhei Ohmi, Chief Representative, **Japan Bank for International Cooperation, Thailand**
Jean-Pierre Verbiest, Country Director, Thailand Resident Mission, **Asian Development Bank**
Bernd Neubauer, Director, Commercial and Investment, **Roads and Transport Authority, UAE**
- 17:45** Chairman's closing speech and end of conference day one
- 18:15** Networking cocktail

CONFERENCE DAY 2: WEDNESDAY, 10 MARCH 2010

8:00 Registration

8:50 Chairman's opening remarks

Nick Kingsley, Industry Editor, **Railway Gazette International, United Kingdom**

MAXIMIZING OPPORTUNITIES IN EAST ASIA'S RAIL MARKETS

9:00 **Keynote China Rail Project Snapshot: Hong Kong MTR**
Improving Hong Kong's extensive rail system: New lines and expansions for sustainable city development

- Progress update on 5 new projects and line extensions
- Optimizing capacity and revenues through integrated train networks
- Winning strategies in boosting rail, station commercial, and rail-related business even in challenging economic environments
- Profiting from property rental and development businesses

Confirmed:

Tai-chong Chew, Deputy Projects Director, New Projects, **MTR Corporation, Hong Kong**

9:20 **Keynote China Rail Project Snapshot: Guangzhou Metro**
Accelerating metro development in Guangzhou to expand capacity for the 2010 Asian Games

- Updates in the construction of 6 new lines and 100km of track
- Maximizing the role of the metro in the Asian Games: Delivering maximum accessibility and convenience by planning the network along the Games venues
- Boosting transport efficiency through seamless integration between rail and other modes of transport – What is the long-term plan for Guangzhou Metro?

Confirmed:

Ding Jianlong, General Manager, **Guangzhou Metro Corporation, China**

9:50 **Keynote China Rail Project Snapshot: Shenzhen Metro**
Maximizing development of urban underground space in Shenzhen Metro

- Necessities for the development and utilization of urban underground space: How was the project implemented?
- What are the problems met in developing the underground area of the metro?
- What are the measures adopted to improve Shenzhen Metro's underground space?

Confirmed:

Lin Mao De, General Manager, **Shenzhen Metro Group Co., China**

10:20 **Keynote Taiwan Rail Project Snapshot: Kaohsiung Metro**
Understanding optimal financing models: Learning from the railway cases in Taiwan

- Paving the way for tomorrow's infrastructure: Updates and opportunities in Taiwan for the private sector
- Selecting the right funding model: Is BOT the optimal model?
- Insights into the limitations of privatization and private sector participation in ownership and operation of railway systems: The global move toward railway operation model of PPP
- Exploring business models and government/private partnerships of railway cases in Taiwan: Reviewing Taiwan High Speed Rail, Taipei Rapid Transit Corporation and Kaohsiung Rapid Transit Corporation

Confirmed:

Yen Bang Chien, President, **Kaohsiung Rapid Transit Corporation, Taiwan**

10:40 Morning refreshments

CAPITALIZING ON RAIL EXPANSION OPPORTUNITIES IN INDIA

- 11:10 Planning for the future: Optimal urban planning strategies to build Namma Metro**
- Utilizing a network-wide perspective to promote seamless travel integration: What are the important factors, scenarios and forecasts to consider in route planning?
 - What are the plans, projects and timelines for Namma Metro?
 - How does the city master plan facilitate short to medium term investment and financing decisions?

Confirmed:

N. Sivasailam, Managing Director, **Bangalore Metro Rail Corporation, India**

- 11:30 Keynote India Panel**
- Exploring opportunities in the rapid metro development in India's metropolitan cities**
- Commercializing strategies to maximize passenger ridership and growth
 - Ensuring the continued safety of all passengers and communities during a time of accelerated growth in rail
 - Optimizing non-fare revenues: Revitalizing real estate and station development to contribute to urban regeneration
 - Opportunities for collaboration in the Indian rail market for the private sector

Confirmed:

N. Sivasailam, Managing Director, **Bangalore Metro Rail Corporation, India**

H.S. Anand, Director, Rolling Stock, **Delhi Metro Rail Corporation, India**

N.V.S. Reddy, Managing Director, **Hyderabad Metro Rail Limited, India**

Surjit Madan, Vice President, Rolling Stock, **Mumbai Metro One Private Limited, India**

BUILDING SUSTAINABLE METROS THROUGH ROLLING STOCK SOLUTIONS

- 12:10 Opportunities and challenges in meeting the increasing rolling stock requirements for India's metros**
- Design and operating requirements for an increasing urban population
 - Creating sustainable metros: Utilizing energy-saving technologies and practices to minimize capital and operating costs
 - Setting up of appropriate and effective operations and maintenance management support

Confirmed:

H.S. Anand, Director, Rolling Stock, **Delhi Metro Rail Corporation, India**

12:30 Rolling Stock Panel

Building sustainable mass transportation systems for Asia's cities

- What are the unique requirements of Asia's rapidly growing urban population?
- Matching high metro demand and the government's sustainability thrust: How is this possible with rolling stock solutions today?
- Is there a green advantage? Does sustainability lead to added costs or increased savings? How much?

Moderator:

Nick Kingsley, Industry Editor, **Railway Gazette International**, United Kingdom

Confirmed:

Surjit Madan, Vice President, Rolling Stock, **Mumbai Metro One Private Limited**, India

H.S. Anand, Director, Rolling Stock, **Delhi Metro Rail Corporation**, India

Thomas Siegemund, Director, Product Management, **Bombardier Transportation**

Lothar Mueller, Sales and Projects Metros, **Siemens AG**, Austria

Daniel Dunoye, Business Development Director, **Alstom Transport Asia Pacific**, Singapore

13:10 Networking lunch

ADVANCING INTEROPERABLE SIGNALING NETWORKS

14:10 Panel Discussion

Improving train control and operations through advanced signaling systems

- Making the business case for high technological signaling networks: Costs, benefits and technical requirements to optimize new installations and upgrades
- Ensuring interoperability between old and new signaling systems: What approach to re-signaling must be taken?
- Utilizing platform screen doors to promote train safety, reliability and energy conservation
- Upgrading to driverless and CBTC systems as the standard technology for rail

Moderator:

Sim Wee Meng, Group Director, Rail (Circle and Downtown Lines), **Land Transport Authority**, Singapore

Confirmed:

Vincent Tan, Vice President, Rail Operations, **SMRT Corporation Ltd**, Singapore

Joe Bastone, Director, Business Development, Rail Control Solutions, **Bombardier Transportation**, UK

Axel Muench, Manager, Engineering Department / Director, Business Development, **Siemens Ltd**, Malaysia

Tai-chong Chew, Deputy Projects Director, New Projects, **MTR Corporation**, Hong Kong

Joffrey Lauthier, Business Development Director, Signaling, **Alstom Transport Asia Pacific**

BUILDING AN INTEGRATED TICKETING SYSTEM

15:00 Case Study

Capitalizing on the commercial potential of prepaid, contactless ticketing

- Developing an advanced, interoperable system to improve customer service and boost revenues
- Achieving the best ROI: What are the benefits and challenges to upgrading ticketing systems?
- More than a transport application: Maximizing the commercial use of prepaid smart cards

Confirmed:

Silvester Prakasam, Director, Fare Systems, **Land Transport Authority, Singapore**

15:20 Case Study

Brisbane's Go Card integrated ticketing system and future trends in fare payment

- What has been achieved - an intermodal, integrated fare payment solution
- Future trends in fare media, what do these new technologies bring to the table for Brisbane (and elsewhere)
- Open loop payment solutions and emerging NFC technologies
- How to handle the casual user, non-card holder and other users
- Role of the AFC supplier, banks and payment schemes and benefits to operators and authorities

Bob Deiter, Vice President Business Development, Australia and Asia Pacific, **Cubic Transportation Systems, UK**

Richard Thomas, Customer Relationship Manager, **Cubic Transportation Systems, UK**

15:40 Panel Discussion

Delivering an end-to-end interoperable ticketing system for public transport

- Strategies to ensure compatibility between rail and road systems and overcoming interoperability challenges in upgrading ticketing systems
- What are the criteria to follow in selecting automatic fare collection systems for your metro?
- Minimizing security problems for optimal revenue protection: How can smartcard ticketing reduce fare evasion?

Moderator:

Bob Deiter, Vice President Business Development, Australia and Asia Pacific, **Cubic Transportation Systems, Australia**

Confirmed:

C.C. Chang, Vice President, Operations, **Kaohsiung Metro, Taiwan**

Silvester Prakasam, Director, Fare Systems, **Land Transport Authority, Singapore**

Jacob Kam, Chief of Operations Engineering, **MTR Corporation, Hong Kong**

Padet Praditphet, Policy and Plan Analyst, **Office of Transport and Traffic Policy and Planning, Ministry of Transport, Thailand**

16:20 Afternoon refreshments

EXPLORING ALTERNATIVE SOURCES OF FUNDING

16:50 **Transforming tunnels into a revenue source: Exploring in-tunnel advertising for Asia's metros**

- How does the technology work? How effective is it as an advertising tool?
- What is the ROI of in-tunnel advertising? Will added revenues be worth the high investment costs?
- What is the interest level to advertise in this new medium?

Confirmed:

Graeme Hay, Managing Director, **Prophet Consulting Limited, UK**

17:10 **Panel Discussion**

Exploring non-fare revenue strategies to drive profits: What is the role of non-farebox activities in day-to-day railway operations?

- Should generating alternative revenue be a core activity of operators?
- Enhancing stations through advertising, retail and property development: Should these activities be leased to another company?
- Complementing the increasing public patronage of metro with increased services: Are farebox and non-farebox revenues sufficient to run railways in the long-term?
- Thinking outside the box: What are the innovative strategies for long-term financial stability?

Moderator:

Graeme Hay, Managing Director, **Prophet Consulting Limited, UK**

Confirmed:

Yen Bang Chien, President, **Kaohsiung Rapid Transit Corporation, Taiwan**

Bernd Neubauer, Director, Commercial and Investment, **Roads and Transport Authority, UAE**

Sunder Jethwani, Chief Engineer, Property Development, **Delhi Metro Rail Corporation, India**

17:50 **Chairman's closing remarks and end of conference**

MAINLINE DAY: THURSDAY, 11 MARCH 2010

8:00 Registration

8:40 Organizer's welcome remarks

8:45 Chairperson's opening remarks

CAPITALIZING ON OPPORTUNITIES IN RAIL REEMERGENCE IN ASIA PACIFIC

9:00 **Host Country Keynote Address**

Modernizing Thailand's railways: Opportunities for collaboration in new rail projects

- Development updates on the airport rail link, freight and intercity rail
- Tackling key challenges and opportunities in a growing rail industry
- Utilizing innovative strategies to increase revenues and improve service efficiency

Confirmed:

Nakorn Chantasorn, Deputy Governor, **State Railway of Thailand**

9:30 **Case Study**

Advancing a new approach for Automatic Train Protection for passenger rail safety

- Benefiting from an advanced and interoperable technology without any large increase in equipment, investment and staff training
- Maximizing safety and security for all passengers and staff
- Case study of Italian Railways: Transforming rail operations through cost-effective solutions

Marco Palombi, Product Manager, **GE Transportation Systems, Italy**

10:00 **Keynote Country Update**

Enabling a wider Australian economy: Towards a sustainable freight railway

- Overview of freight development in Australia: Key projects and timelines in upgrading and building new freight lines to expand capacity and promote business growth
- Providing adequate infrastructure to serve as the backbone to meet the nation's needs
- Benefiting from a coordinated investment and maintenance of railways

Confirmed:

Paul Larsen, General Manager, **WestNet Rail, Australia**

10:30 Morning refreshments

11:15 Transport Vision 2020: Overview of strategic plans to expand and modernize Vietnam's railway network

- Advancing connectivity through cooperation with China and Japan
- Maximizing passenger and freight revenue growth to advance Vietnam's economic development
- Optimizing capacity through modernizing technological systems and constructing integrated stations

Confirmed:

Nguyen Manh Hien, Expert of International Relations Department, **Vietnam Railways**

11:45 Rapid expansion of Indonesia's railways: Meeting the rising demand of intercity and freight rail

- Launching double-track railways in Indonesia: Enlarging current capacity by increasing the track available and adding locomotives
- Opportunities for collaboration in Indonesia's deregulation of its railway industry
- What are the opportunities for the private sector? What are the projects available?

Confirmed:

Julison Arifin, Director of Business Development, **Indonesian Railways**

12:15 Rehabilitating the Philippine National Railways: Maximizing opportunities in building and modernizing the network

- What have been the accomplishments and improvements to the railways?
- Strategies and expansion plans to increase network capacity, safety and efficiency
- Utilizing the public-private partnership model to accelerate rehabilitation: Exploring partnerships with financing and technology companies

Confirmed:

Beda Priela, Chief of Staff to the General Manager, **Philippine National Railways**

13:00 Networking lunch

MAXIMIZING RAIL INVESTMENTS AND FINANCING

14:30 Analyzing viable funding models for rail in Asia: Maximizing opportunities in the region's fast-growing rail markets

- Understanding key issues in rail investments and financing: What are the important considerations in determining funding models?
- What are the strategies to harness greater investment in rail infrastructure to facilitate increased demand?
- Creating an attractive investment environment: What are the policies in working with the private sector?
- Exploring alternative financial models in the financial crisis: Will they succeed in Asia?

Moderator:

Kerati Kijmanawat, Executive Director, **PTL Consultants Company Limited, Thailand**

Confirmed:

Hilmi Hassan, General Manager, Finance, **Keretapi Tanah Melayu Berhad, Malaysia**
Beda Priela, Chief of Staff to the General Manager, **Philippine National Railways**

15:10 Afternoon refreshments

PROFITING FROM RAILWAYS

16:00 Closing Panel
Building a profitable national railway network

- Winning strategies in improving rail efficiency and safety for increased passenger and freight patronage
- Moving up the rail value chain and optimizing non-fare revenues for increased profits

AsiaPacificRail 2010

9-11 MARCH 2010 | BANGKOK

CONFERENCE PROGRAM

- Advancing competition or cooperation with other modes of transport: What are the potential advantages and trade-offs of each approach?
- Maximizing rail competitiveness through sustainable initiatives: What are the key challenges to sustainable rail development? What strategies are being undertaken to reduce rail's carbon footprint and expenses?

Moderator:

Kerati Kijmanawat, Executive Director, **PTL Consultants Company Limited, Thailand**

Confirmed:

Nakorn Chantasorn, Deputy Governor, **State Railway of Thailand**

Julison Arifin, Director of Business Development, **Indonesian Railways**

Hilmi Hassan, General Manager, Finance, **Keretapi Tanah Melayu Berhad, Malaysia**

Nguyen Manh Hien, Expert of International Relations Department, **Vietnam Railways**

Paul Larsen, General Manager, **WestNet Rail, Australia**

17:00 Chairperson's closing remarks and end of conference