

# Intertraffic

CONNECTING INNOVATION TO INFRASTRUCTURE  
**INDIA**

International trade fair for infrastructure,  
ITS traffic management, safety and parking

Pragati Maidan, New Delhi  
India

**EXHIBITOR BROCHURE**

3.4.5. OCT  
**2011**

Organised by:



Intertraffic® com

# INTERTRAFFIC INDIA: 3 TO 5 OCTOBER 2011 A BRAND NEW EVENT IN NEW DELHI

**The Intertraffic India exhibition is being jointly organized by Amsterdam RAI and IRF India Chapter to display the state-of-the-art in equipment for traffic management, parking control, ITS, toll management, infrastructure and safety, road furniture and environment, etc. The demand for these equipments has been generated by the unprecedented development in transport sector in India. The participants as well as the visitors will benefit mutually from one-to-one interaction among experts, users and suppliers.**

## Infrastructure Growth in India – A Perspective

The Indian economy has been on the upswing for last few years now, clocking 8% to 9% yearly growth, ranking among the highest in the world. The Indian government has recognized that road development is an essential ingredient to sustain the higher economic growth, even during the economic downturn. Therefore, the developments in the transport sector continues unabated.

The 3.3 million km road network of India happens to be the second largest in the world. The Indian government has planned to spend US\$ 100 billion on road development during the current five year plan (2007-2012). In the 12th 5-Year Plan (2012-2017) an investment of US\$ 200 billion is envisaged, mostly for improving (4 laning / 6 laning, etc.) about 33,000 km arterial routes of National Highways and State Highways to international standards, besides construction of 1000 km of Expressways on virgin alignments.

Fuelled with high GDP growth, urbanization in India is wide spread. Planned development of urban infrastructure including that of transport is an urgent requirement. India is going to have 70 cities with more than 1 million population by 2025. Inevitable urbanization coupled with the accelerated growth of vehicle ownership would surely demand many technological advancements in urban infrastructure including those for

transport management to ensure efficiency and productivity of these cities.

India manufactures about 12 million two and four wheeled vehicles per year. It is the 2nd largest producer of two wheelers and the 7th largest producer of passenger cars and commercial vehicles. The automobile sector has grown at 18-20% in the recent years; and as per the latest estimates the passenger and cargo traffic are growing at 12–15% and 15–18% annually respectively.

Besides the road infrastructure, the Indian transportation sector consists of 120 airports and 63,000 km of railway tracks spread over the country, where 11,000 trains are operating every day with about 6,900 railway stations. Further, computerized parking lots are already in place in many Indian cities. However, the all-round growth in the country calls for specific solutions of automated modern parking systems for airports, railway stations, shopping malls / markets, housing and commercial complexes, multiplexes, educational institutes, bus terminals, etc. The Indian traffic and transportation system also comprises of several other modes like water transport, intra-city (suburban) trains (in Mumbai, Chennai, New Delhi, Hyderabad, etc.), and rail based mass rapid transit system (Metro system operating in Kolkata and New Delhi, and very soon coming up in Mumbai and Bengaluru; and proposed in some 20 other cities).







### 6th Regional Conference on Road Safety

IRF will hold the 6th Regional Conference on 'Road Safety Strategy in India – Action Plan' concurrently with Intertraffic India 2011, which will deliberate on the framework of delivering activities during the UN Decade of Action.



The Conference will offer a platform to review the status of infrastructure developments to explore the solutions to the transportation and road safety problems owing to the fast growth in movement of men and materials, especially in the developing countries.

India has the dubious distinction of having the highest number of road fatalities in the world. IRF India Chapter and the Union Ministry of Road Transport & Highways, Govt. of India have jointly launched a nationwide campaign for reduction of fatalities by 50%. The main theme of the Conference has therefore been aptly kept as Road Safety.

### Exhibition Participation Cost

	Rupees	Euro
Bare Space (minimum 36 Sqm)	12,000.00	225.00
Shell Stand (minimum 12 Sqm)	15,000.00	300.00
Outdoor Space (minimum 50 sqm)	6,000.00	100.00

In addition to Space Booking amount given above, the Exhibitor will be required to make following payments.

- (i) Service Tax as applicable
- (ii) Catalogue Entry Charges (₹ 30,000.00 or € 495.00)
- (iii) On booking of exhibition space of 48 sqm or more, a presentation slot of 10 minutes will be available in the technical session of 6th IRF Regional Conference

## Floorplan Intertraffic India 2011 Hall 7, Pragati Maidan

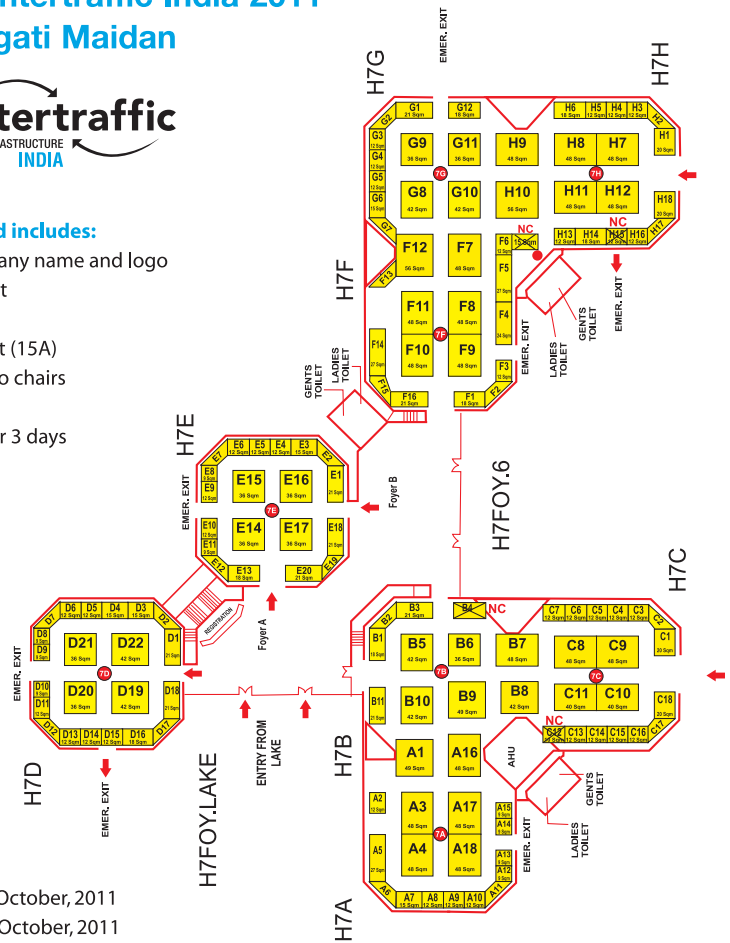


### 12 sqm shell stand includes:

- Fascia with company name and logo
- Wall to wall carpet
- 3 spot lights
- One power socket (15A)
- One table and two chairs
- One waste bin
- Stand cleaning for 3 days

### Important Dates:

- Build up - 1-2 October, 2011
- Exhibition - 3-5 October, 2011
- Dismantling - 6 October, 2011



### VISITOR PROFILE

Top decision makers representing the following will generate the footfalls:

- Manufacturers of road safety equipment
- Manufacturers of ITS / Traffic Management system
- Manufacturers of Parking and Toll management equipment
- Manufacturers of Automobiles / Electric cars
- Manufacturers of road furniture
- Earthmoving / Contractor companies
- Traffic consultancy and planning firms
- Government urban development, tourism and public works departments
- Government transport departments, Transport Commissioners
- Road Transport Corporations / Undertakings / Development Authorities
- Traffic control & police departments
- Dealers and traders
- OEM suppliers
- Research and Training institutes
- Fleet Operators



## OUTSTANDING BUSINESS OPPORTUNITIES

With Intertraffic India, we are offering exhibitors an outstanding business opportunity. The Indian government is investing 200 billion US\$ in road infrastructure over the next five years. Moreover, development of airports to meet international standards is huge as well. At the show an array of government, state and cities investment and tender plans will be presented.

With all traffic segments under one roof, the combination with the 6th IRF Regional Conference on 'Road Safety Strategy in India - Action Plan' and the involvement of local, regional and national authorities, Intertraffic India will be an all-encompassing event and the ultimate platform to introduce new products to a highly promising market.

### EXHIBITOR PROFILE

The exhibition will showcase the products and services of manufacturers, suppliers, planners and consultancy firms dealing in amongst others the following areas:



- Communication
- Telematics
- ITS technology
- Smart card technology
- Warning systems
- Fare and toll systems
- Emergency systems
- Traffic information & control systems
- Urban planning



- Public lighting
- Road construction, maintenance
- Rail technology
- Tunnel technology
- Road equipment
- Road markings
- Street furniture
- Reflecting materials



- Traffic signs
- Traffic lights
- Crash cushions
- Barrier systems
- Cones
- Speed humps
- Safety clothing
- Emergency equipment



- Parking
- Material
- Parking garages
- Ticketing
- Barriers
- Entrance Control systems
- Visual systems



- Environment pollution measurement equipment
- Environment measuring and controlling devices



***The Indian government has plans to spend US \$200 billion on road development from 2012 to 2017, mostly for improving (4 laning / 6 laning, etc.) about 33,000 km arterial routes of the national highways to international standards.***





## Host City – New Delhi

New Delhi, the national capital, is the heart of India. It has a harmonious blend of ancient history and modern technological developments. It is an ever expanding city and one of the key growth centres of the nation, specially for road infrastructure. As the seat of power, it is the focal point of the government, MNCs, diplomatic missions and large corporations. It is also the hub where important policy decisions regarding road transport and highways are taken.

With reference to the theme of the event, Delhi operates a world class rail based mass rapid transit system called Delhi Metro, and has the largest fleet of motor vehicles (more than 5 million) in the country, which will require most modern and efficient traffic management system in the near future. There are more than two dozens five star hotels lavishly furnished and tastefully decorated and equipped with modern facilities.



## Venue – Pragati Maidan

Pragati Maidan is an exhibition ground hugely spread over 149 acres in the heart of New Delhi. It offers 61,290 sqm. of covered exhibition space in 16 Halls and 10,000 sqm. of open display area. The state-of-the-art exhibition halls at Pragati Maidan make it an ideal business center for exhibition organisers and business visitors from all over the world.



## Use Delhi Metro to visit INTERTRAFFIC India

To avoid the hassle of traffic jams and parking, please travel by Metro Trains (Delhi Metro) to reach the venue. At the Pragati Maidan metro station, a shuttle service will be provided to take you to the exhibition hall.



## ORGANISERS

Intertraffic India is jointly organised by Amsterdam RAI and the IRF



### International Road Federation (IRF)

International Road Federation (IRF) founded in 1948, is the only world forum advocating better and safer roads through better road design and construction. It is a unique institution that brings together the worldwide members, who are active in road infrastructure, from both the private and public sectors. Its membership extends across over 90 countries. It has two Programme Centres – Washington and Geneva. IRF India Chapter is affiliated to Geneva Programme Centre.

#### Contact details:

S.C. Rastogi  
International Road Federation (India Chapter)  
208, Ashirwad Complex, D-1, Green Park  
New Delhi - 110016, India  
T +91 11 461 50 344  
F +91 11 259 20 423  
M +91 995 899 8067  
E [intertraffic@indiairf.com](mailto:intertraffic@indiairf.com)  
[www.indiairf.com](http://www.indiairf.com)



### Amsterdam RAI

With a portfolio of A brands Amsterdam RAI serves as a matchmaker between visitors and exhibitors. Dedicated teams of professionals organize over 30 national and international consumer and trade exhibitions each year. Intertraffic is the world's largest and most authoritative trade event for infrastructure, ITS traffic management, safety and parking. It provides a comprehensive overview of the latest products, services and solutions offered by suppliers. It also show-cases the latest trends and developments. Intertraffic is intended for policymakers, specialists and operational personnel from government authorities, engineering consultancies, and the industry at large. Intertraffic events are staged in The Netherlands, Turkey, China and India. Extensive information is available on [www.intertraffic.com](http://www.intertraffic.com).

#### Contact details:

Amsterdam RAI  
Intertraffic Worldwide Events  
P.O. Box 77777  
1070 MS Amsterdam, The Netherlands  
T +31 20 549 1212  
F +31 20 549 1889  
E [Intertraffic@rai.nl](mailto:Intertraffic@rai.nl)  
[www.intertraffic.com](http://www.intertraffic.com)

## INTERTRAFFIC EVENTS WORLD WIDE

 ISTANBUL 25.26.27 MAY 2011	 CHINA 7.8.9 SEP 2011	 INDIA 3.4.5 OCT 2011	 AMSTERDAM 27.28.29.30 MAR 2012
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## OFFICES AND AGENTS

For sales enquiries you can either contact your regional organising office or where applicable the local representative in your country.

### China including Hong Kong,

#### Taiwan, Macau

CHC Exhibition Service  
Simon Ding  
T +86 21 62705336 ext. 1027  
E [simon@chcbiz.com](mailto:simon@chcbiz.com)

### Eurasia & Middle East

NTSR  
Buket Soy Turk  
T +90 216 425 6300  
E [buket.soyturk@ntsr.com.tr](mailto:buket.soyturk@ntsr.com.tr)

### France

Paris RAI  
Ms Catherine Métais  
T +33 1 46 10 47 50  
E [info@parisrai.com](mailto:info@parisrai.com)

### Germany

Karin Klingelhöfer  
T +49 2115 792 77  
E [mail@karin-klingelhoef.de](mailto:mail@karin-klingelhoef.de)

### Israel

Abarbanel Commercial Company Ltd.  
Dafna Poleg  
T +972 3 559 8075  
E [abrnel@netvision.net.il](mailto:abrnel@netvision.net.il)

### Italy

Roberto Rampazzo  
T +39 049 807 0457  
E [roberto.rampazzo@tin.it](mailto:roberto.rampazzo@tin.it)

### India

S.C. Rastogi  
T +91 11 461 50 344  
E [intertraffic@indiairf.com](mailto:intertraffic@indiairf.com)

### Russia

Restec International LLC  
Ms Anna Simbirtseva  
T +7 812 603 2323  
E [simbirtseva@restec.ru](mailto:simbirtseva@restec.ru)

### South-Korea

Kong Myong E&T  
Tae-Jik Chae  
T +82 277 867 92  
E [tradefairs@hanmail.net](mailto:tradefairs@hanmail.net)

### Spain, Portugal & Latin America

Amec Urbis  
Victor Dorado  
T +34 934 150 422  
E [amecurbis@amec.es](mailto:amecurbis@amec.es)

### Switzerland

DeltaBlue AG  
Hanspeter Hunziker  
T +41 55 222 88 88  
E [hanspeter.hunziker@deltablue.ch](mailto:hanspeter.hunziker@deltablue.ch)

### UK/Ireland

Avanti Sales & Marketing Ltd.  
Nigel Hurcomb  
T +44 173 724 2803  
E [n.hurcomb@virgin.net](mailto:n.hurcomb@virgin.net)

### USA

The Molen Group, Inc.  
Jan van der Molen  
T +1 704 243 0236  
E [molen@usarai.com](mailto:molen@usarai.com)

### IRF members from USA may also contact IRF Washington Programme Centre

T +1 703 535 1001  
E [info@irfnews.org](mailto:info@irfnews.org)

### For all other countries please contact

Amsterdam RAI, Albert de Soet T +31 20 549 2216 E [a.d.soet@rai.nl](mailto:a.d.soet@rai.nl)

### For support services please contact

#### Official Travel Partner



Cox and Kings Limited  
Kamal Cinema Comm. Complex  
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F +91 11 261 77 373  
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F +91 11 308 89 801  
E [puneet@rogersworldwideindia.com](mailto:puneet@rogersworldwideindia.com)

#### Official Stand Builder



Swift Corporation  
91, Udhog Vihar, Phase – I, Gurgaon 122016, Haryana  
T +91 124 243 9446 / 7 / 8 F +91 124 243 9571  
E [vishal@swiftexhibits.com](mailto:vishal@swiftexhibits.com)