InnoTrans 2014: A Superlative Industry Event

InnoTrans 2014, the leading international trade fair for transport technology, was held for the tenth time between 23 and 26 September. The fair showcased innovations in rail technology and attracted 2,758 exhibitors from 55 countries, with 61% of them coming from abroad. In total, 138,872 trade visitors from more than 100 countries attended the event, with all available space on the exhibition grounds at Berlin ExpoCenter City occupied, covering a net area of 102,843 square metres.

InnoTrans 2014 expanded in all categories, providing an impetus to business and revitalizing the dialogue within the industry. Key highlights include:

- **Substantially increased numbers of exhibitors and trade visitors**
- **Numerous business transactions and joint venture agreements**
- **145 vehicles on the outdoor display**
- **InnoTrans Convention features outstanding dialogue**
- **All participants in InnoTrans 2014 rate it best ever**
- **Public days attract 15,000 railway enthusiasts**

InnoTrans gives an impetus to the market

This year, contracts worth millions and numerous joint venture agreements were again signed and announced during InnoTrans. For example, Stadler Rail announced that the Finnish rail operator Junakalusto Oy has placed an order worth 200 million euros for a further 34 Flirt trains. An agreement was signed between Deutsche Bahn and the Polish manufacturer Pesa for the supply of 26 Link trains for Bavaria. According to Deutsche Bahn, this investment is valued at some 100 million euros.

During InnoTrans, the representatives of Alstom and Vossloh signed a contract with a value of eleven million euros to equip Vossloh locomotives with the latest train control systems (ETCS). In addition, Deutsche Bahn and the French rail operator SNCF signed an extension to their joint venture agreement at InnoTrans for high-speed, cross-border services with TGV and ICE trains, and this will now run until 2020. The Japanese Toshiba group and the train operator Singapore Rail Engineering set up a joint venture at InnoTrans 2014.

Vehicle presentations on the rail track and outdoor display

For the first time in the history of InnoTrans, 145 rail vehicles were shown on the rail track and outdoor display. Attracting wide attention at the events for the press, leading manufacturers of rolling stock demonstrated 17 innovative rail vehicles and performed...
symbolic handovers to customers. For example, together with Deutsche Bahn Alstom presented its new H3 hybrid locomotive. Alongside AnsaldoBreda and the Italian network operator Trenitalia, Bombardier displayed its Frecciarossa 1000 high-speed train, among other products.

In the presence of Patrick McLoughlin, the UK minister of transport, Siemens unveiled its Desiro City Thameslink train, which made its first public appearance. In an official ceremony at InnoTrans Pesa handed over the DB Link, the first Polish train manufactured for Deutsche Bahn. Another ceremonial event also took place with Vossloh’s handover of a G 18 locomotive to Spitzke. Together with Serbia’s rail network operator Stadler presented its new Flirt 3 regional passenger train in Berlin.

**InnoTrans Convention is an outstanding opportunity for dialogue**

The InnoTrans Convention featured five major forums offering a total of eleven specialist events with prominent participants. The forums provided a venue for discussions about the latest aspects of mobility and have given a lasting impetus to the debate within the industry. The discussions at the Dialog Forum included German and European perspectives on railway engineering certification and the shortfall in financing for mass transit systems.

The Rail Leaders’ Summit, a panel discussion involving prominent figures from the international rail industry, included on its agenda the subject of “Mobility 4.0”. Speaking at the Summit, the Federal Minister of Transport and Digital Infrastructure, Alexander Dobrindt, emphasized that the intelligent application of digitalization could enable the railways to become the mode of transport for the future.

The International Design Forum provided an arena for discussions about closer links between design and mobility. The International Tunnel Forum focused on the extensive need for maintenance of European railway tunnels, some of which are up to 150 years old. The DB Suppliers’ Forum provided an opportunity for Deutsche Bahn to respond to questions from its suppliers. The importance of digital real-time information for today’s passengers was a main topic of the Public Transport Forum.

**Survey of exhibitors and trade visitors**

Exhibitors and trade visitors were positive in their assessments of InnoTrans 2014. A representative survey revealed that around 90 per cent of exhibitors would recommend this event to others and were clearly intent on taking part in the event again. Moreover 90 per cent of exhibitors obtained a positive overall impression of InnoTrans and are expecting successful follow-up business. Among trade visitors, 90 per cent stated their satisfaction with the range on offer and with the commercial results of their visit to this trade fair. The survey also revealed a significant rise in the decision-making responsibilities of trade visitors compared with the previous event.

**Station party attracted 15,000 railway enthusiasts**

Under sunny autumn skies the public days at InnoTrans, on 27 and 28 September, attracted some 15,000 railway enthusiasts of all ages to the Messe Berlin outdoor display area. Attention focused in particular on the hi-tech trains being exhibited by the international rail industry, which visitors were able to examine in detail. For younger visitors the main attractions were the many opportunities to take part in a variety of activities, the chance to climb onto the largest toy train in the country, and the old steam locomotive Emma. Deutsche Bahn, together with the local public transport networks Verkehrsverbund Berlin-Brandenburg and Berliner Verkehrsbetriebe, provided details about their ranges of passenger services and vocational training opportunities.

**Comments by exhibitors on InnoTrans 2014**

Dr. Lutz Bertling, President and COO, Bombardier Transportation:

"Once again, this year’s InnoTrans was the most important exhibition of the industry’s products and its continuing growth speaks for itself. Bombardier had an outstanding
opportunity to showcase its innovative products and technology which, together with our customers, we will use to shape the future of mobility. We had numerous meetings and talks with customers and partners, in which we underlined our expertise in key areas such as Urban Flow, Capacity und Efficiency. We already look forward to returning in 2016."

Serge Bertrand, Vice President, Transportation Systems, Thales Deutschland:

"For Thales and Thales Deutschland this bi-annual industry gathering in Berlin is the number one trade fair event. Once again, we met a large number of our customers here and were able to showcase our attractive signalling technology solutions as well as numerous other innovations."

Philippe Citroën, Director General Association of the European Rail Industry (UNIFE):

"For UNIFE and our members, the European Rail Supply Industry, InnoTrans remains the most important gathering for the global rail sector. This year we once again witnessed a great turnout, which, I believe, is more clear evidence of the bright future for the rail industry and for sustainable mobility by rail. The innovations displayed, the important exchange of ideas and plans for the future of our sector are essential for making rail transport even more attractive and encourages the necessary modal shift from road and air to rail. This is the focus of the Shift2Rail Joint Undertaking that has been promoted by UNIFE and its members."

Dr. Jochen Eickholt, CEO, Division Rail Systems, Infrastructure & Cities, Siemens AG:

"Digitisation will also play an increasingly important role in transport systems. This was something that became clear at InnoTrans 2014. Mobility 4.0 was one of the key topics of this trade fair. At Siemens, in addition to our focus on conventional rail systems, we see the digitisation and intelligent networking of transport networks as our main area of expertise. The innovations in this field that we presented at InnoTrans 2014 met with keen interest from our customers as well as from the politicians we met. Once again, InnoTrans showed itself to be an indispensable forum that provides a forward-looking impetus for the future of the transport industry."

Jürgen Fenske, President of the Association of German Transport Companies (VDV):

"Once again, InnoTrans underlined its role as the world’s largest and most important rail industry event. The many and wide-ranging rail industry products concentrated on a display area covering 100,000 square metres were impressive proof of how important rail transport in Germany continues to be. As an industry, together with political decision-makers who were present in large numbers, we must make sure that rail and public transport in Germany remains a strong future employer and provider of services."

Dr. Rüdiger Grube, CEO, Deutsche Bahn AG:

"InnoTrans was a major success for Deutsche Bahn. We were able to cultivate and expand our business relations at all levels, in particular with our customers in Asia and the Middle East. Interest in public mobility continues to grow, particular in the rail transport of the future in the digital age. That was something this InnoTrans, the biggest to date, demonstrated once again. This trade fair continues to be the most important meeting place for the industry."

Keith Jordan, Managing Director, Hitachi Europe:

"InnoTrans is a shop window for the entire world. We simply have to be here. This is where we meet all our suppliers and customers. This year’s fair was busier than previous events and we did a lot of good business."

Jürgen Kern, CEO, NetModule AG:
"We are more than satisfied with the way the fair went. This was the third time we exhibited here. The quality of business leads is always impressive and this year there were more than expected. That is why InnoTrans is so important for our company. We are able to focus on our target audience without losses."

Jost Knebel, CEO, Netinera Deutschland:

"At InnoTrans we showed our customers that we are continuing to expand successfully with a wide range of brands. Over the course of our meetings with partners and decision-makers we were able to set the trend for shaping the future of the market for public transport."

Maurizio Manfellotto, CEO, AnsaldoBredaS.p.A.:

"I am delighted with the way InnoTrans 2014 went in every respect. We had even more visitors on our stand this year. We had many interesting meetings with customers and suppliers and see good prospects for future business in the market."

Li Min, Deputy Director, Corporate Culture Dept., CSR Corporation:

"InnoTrans is an outstanding platform for showcasing our technology and products. We had many more visitors than last time and received a lot of media attention. During the fair we sealed a framework agreement with Bombardier on cooperation on surveys for new products."

Prof. Dr. Ronald Pörner, Managing Director of the German Railway Industry Association (VDB):

"Worldwide, InnoTrans in Berlin is undisputedly the main venue for showcasing rail systems and rail transport technology. In 2014 this unique exhibition of forward-looking transport solutions offered impressive proof of this once again. InnoTrans not only fulfilled but also exceeded the high expectations of Germany’s railway industry by far. I am certain that the business fortunes of our company will benefit from the many positive influences of these eventful days at the fair."

Henri Poupart-Lafarge, President Alstom Transport S.A.:

"Alstom works every day to anticipate the future of mobility. There is no other place like InnoTrans to discuss with our counterparts, showcase our innovations and our large portfolio of technology. Thank you to the InnoTrans show organizers and see you back in 2016."

Dr. h.c. Hans M. Schabert, Chairman of the board, Vossloh Aktiengesellschaft:

"InnoTrans 2014 was a big success for our company. We were very much in demand. We found the connections made between outdoor and indoor display areas well thought out and impressive. We also received positive reactions from our customers."

Peter Spuhler, Proprietor and CEO of Stadler Rail Group:

"InnoTrans was an ideal platform for establishing contact with customers from almost every part of the world. The high point was on Wednesday with the thousandth order for a FLIRT. Junakalusto Oy from Helsinki also ordered another 34 FLIRTs from us."

Russell Stokes, President and CEO, GE Transportation:

"InnoTrans was a great event to showcase how we're harnessing the power of the Industrial Internet for our rail customers," said Russell Stokes, senior vice president, president and CEO of GE Transportation. "We're eager to build on the bonds made at this show in the days, weeks and months ahead."

Dr. Robert Wassmer, CEO, Knorr-Bremse Systeme für Schienenfahrzeuge GmbH:
"InnoTrans is increasingly becoming the world's main trade fair. As a global leader in the supply industry we registered growing numbers of international visitors, in particular more and more customers from Asia. The market players here represent not only management but working levels as well. Our employees have gained a good bit of international experience. Ultimately, this fair is the quickest way to obtain information."

Herbert Zimmermann, Managing Director of the German Electro-Industry Association (ZVEI):

"This anniversary edition was a big success. Around 100 exhibitors belonging to ZVEI had many meetings and were able to establish new contacts, particularly from abroad. The talks with visitors dealt mainly with concrete business. We expect the future to produce good follow-up business."