

Rail Live 2023

Promoting rail on a global scale

Charlie Abrines & Ainara González

Session overview



The banner features the event title 'RAILLIVE!' in large, bold, white and red letters. Above the title are circular icons of the Spanish and UK flags. Below the title, the text reads 'TECHNOLOGY, INNOVATION & STRATEGY FOR THE ENTIRE RAIL SUPPLY CHAIN'. The dates and location are listed as '29 November - 1 December 2023 | IFEMA, Madrid | Three Day Exhibition & Conference'. At the bottom, there are two yellow buttons: 'RESERVE A STAND' and 'GET FREE TICKETS'.

RAILLIVE!

TECHNOLOGY, INNOVATION & STRATEGY
FOR THE ENTIRE RAIL SUPPLY CHAIN

29 November - 1 December 2023 | IFEMA, Madrid |
Three Day Exhibition & Conference

RESERVE A STAND GET FREE TICKETS

- What is Rail Live! - objectives, scale and outreach
- Floorplan, largest sponsors and sponsorship opportunities
- Conference themes, speaker profiles and agenda deadlines
- International outreach
- Networking and learning opportunities
- Event promotion, marketing & attraction



What is Rail Live! - objectives, scale and outreach

Rail Live is Spain's leading rail-focused international conference and exhibition which brings together the global supply chain across 3 days of networking, site-visits, and knowledge sharing. The event covers the full supply chain and addresses issues such as funding & finance, skills & talent, digital transformation, climate change & adaptation, and energy efficiency amongst others. We are proudly supported by MITMA, Renfe, ADIF, ICEX, Comunidad de Madrid, Ayuntamiento de Madrid & Metro de Madrid.

Targets

Speakers: **350**

Stands: **323**

Start-ups: **100**

Academic poster zone: **100**

Hall size: **16,200m²**

Available space for stands: **5,100m²**

Attendees: **7,000-10,000**

Current vs target

Confirmed speakers: **100**

Sold stands: **152**

Confirmed Start-ups: **59**

Academic poster zone: **10**

Hall size: **16,200m²**

Sold space: **2,600m² (152 companies)**

Confirmed attendees: **500**



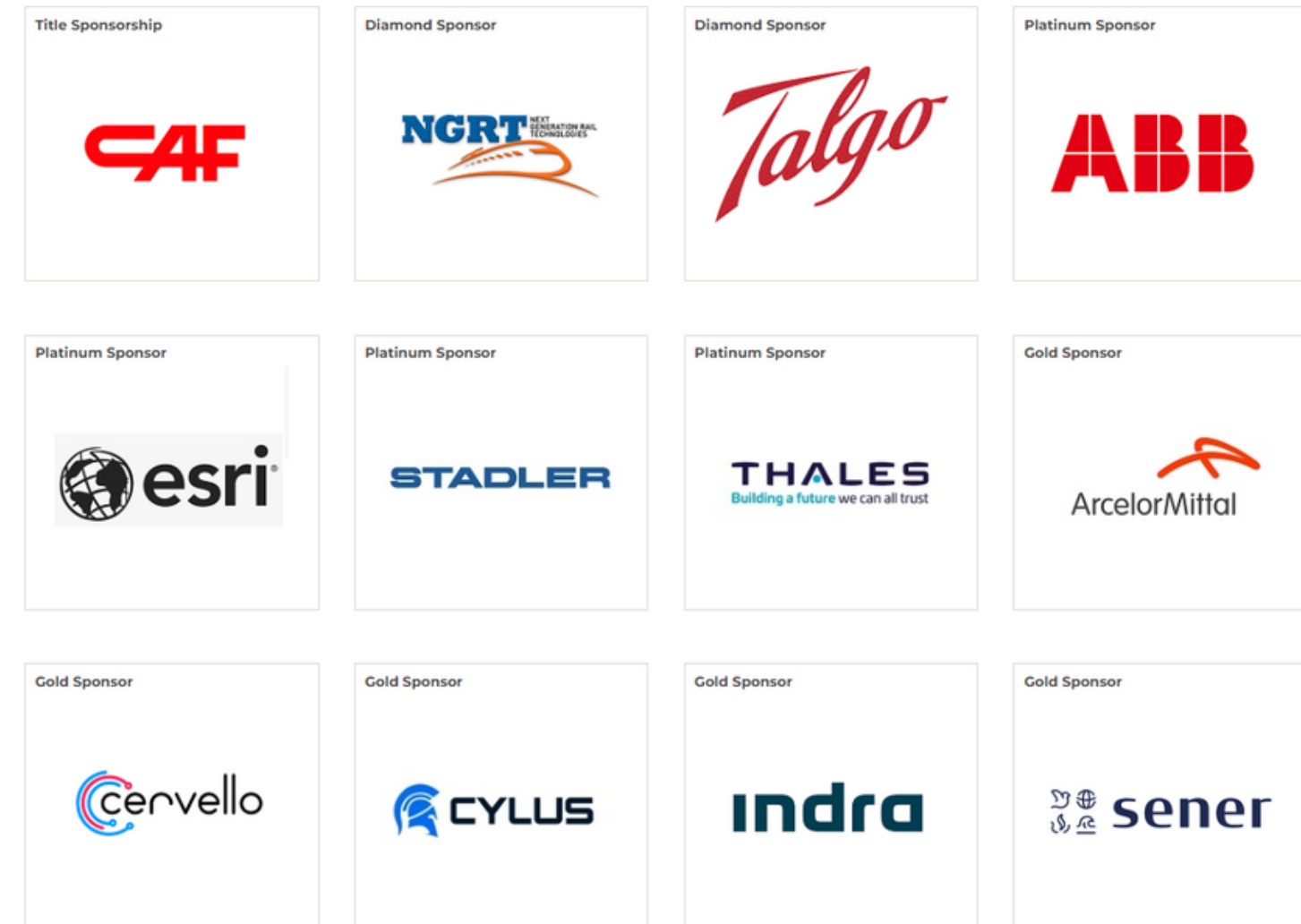
Largest sponsors & strategic partners

- Renfe (Spain): **54m2**
- Adif (Spain): **54m2**
- CAF (Spain): **54m2**
- Talgo (Spain) : **54m2**
- Alstom (France): **TBC**
- Alamy (9LATAM): **54m2**
- Cervello (Israel): **48m2**
- Stadler (Switzerland): **48m2**
- Saudi Arabia Railways: **48m2**
- Acosta (Spain): **36m2**
- Cylus (Israel): **30m2**
- German Pavilion: **530m2**
- Chinese Pavilion: **150m2**
- Austrian Pavilion: **30m2**

Collaborating Entities



Main sponsors



WHY SPONSOR OR EXHIBIT

RAILLIVE! Presents unique annual opportunities across several event channels, all designed to deliver business development and thought leadership opportunities.



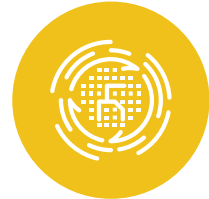
THOUGHT LEADERSHIP PRESENTATIONS

Build trust in your product and solutions by demonstrating your pre-eminence among the leaders in the rail sector.



SHOWCASE

The exhibition floor is the place to showcase new technology and build new business connections: establish a base so your clients can find you easily.



BRANDING AND SIGNAGE

Develop awareness of your brand before, during and after the event.



USE CASE PRESENTATIONS

Demonstrate your success stories and show how your solutions can be applied in other settings.



NETWORKING AND SOCIAL

Impress the world with your hospitality across our networking tools and social events.



LEAD GENERATION

Gain new business opportunities across the whole highways value chain.

SPONSORSHIP OPPORTUNITIES

	Day 1	Day 2 or 3				
Keynote Speech	Day 1	Day 2 or 3				
Track Presentation	3	2	2	2	1	1
Theme track Sponsor			Yes			
Stand	54	48	48	36	24	
1-2-1 Meetings	Yes	Yes	Yes	Yes		
Cost	€ 55,000	€ 35,000	€ 25,000	€ 18,000	€ 13,000	€ 8,000

EXHIBITION PRICING			
Shell		€490 per sqm	
Space		€395 per sqm	
Space (Over 48sqm)		€295	
Registration Fee (Waived for stands over 12sqm)		€695	
EXAMPLES			
	Price per sqm €	Registration Fee €	Total Price €
12sqm Shell			
24sqm Space	490	695	6,575
36sqm Space	395		9,480
48 sqm space	395		14,220
54sqm Space	395		18,960
96sqm Space	395(48) + 295(6)		20,730
192sqm Space	395(48) + 295(48)		33,120
	395(48) + 295(144)		61,440

THEMES & FOCUS

RAILLIVE!

Day 1 – Wednesday 29th November 2023

Official Welcome & Keynotes – THE FUTURE OF RAIL IN SPAIN AND INTERNATIONALLY

Exhibition, Conference, Networking, Start-up Zone, Poster Zone & Refreshments

End of day one & drinks reception



Day 2 – Thursday 30th November

Keynotes & Interviews – SMART INFRASTRUCTURE, SUSTAINABILITY & ENERGY TRANSITION

Exhibition, Conference, Networking, Start-up Zone, Poster Zone & Refreshments

End of day two and drinks reception

Day 3 – Friday 1st December

Keynotes & Interviews – FUTURE TECHNOLOGY, SKILLS, DIVERSITY, & TALENT

Exhibition, Conference, Networking, Start-up Zone, Poster Zone & Refreshments



TECHNOLOGY. INNOVATION. STRATEGY.

METRO & LIGHT RAIL

The backbone of mobility within cities. As these systems grow and expand their thoughtful and inclusive design is key to ensuring citizens choose this mode of travel.

DIGITAL TRANSFORMATION

Digital products and key innovations continue to push the boundaries of the rail industry to perform better, more efficiently, and more cost effectively.

SMART INFRASTRUCTURE

Railway infrastructure is under incredible pressure to optimise capacity and reliability while simultaneously reducing costs.

SECURITY & CYBER

Safety has always been a priority of the rail industry. Today this priority has expanded well beyond the physical and into the digital realm.

SMART MOBILITY

By integrating first-and-last mile options and allowing for multimodal journeys, rail can ensure that the journey to and from our stations are just as sustainable as everything in between.

SIGNALLING & TRAIN CONTROL

Cutting-edge train controls and innovative signalling systems are at a critical turning point in their development whilst the rollout of CBTC, ETCS, and ATO, will revolutionize track capacities.

FREIGHT

We explore how the Rail Freight market can compete more effectively against other modes, including road. Commercial and technical challenges are critical to increase competitiveness and enable this modal shift.

FUNDING & FINANCING

The funding and finance of rail remains a challenge for government at all levels. Exploring ways new, innovative funding models are being deployed by institutional investors will guarantee that necessary funds are accessible.

ENERGY & CLIMATE RESILIENCE

As governments around the world implement net zero targets, we'll showcase how the rail industry is meeting the need to further reduce carbon emissions and adapt to new sustainability standards.

SPANISH SYMPOSIUM

Highlighting the main challenges facing the Spanish rail market and what the countries metros, infrastructure manager and operators are doing to overcome these.

TRAINING & DEVELOPMENT

How does a career in rail become an attractive and rewarding career? We'll explore the role of government, academia, industry, operators, and infrastructure managers in training and developing the rail leaders of the future.

MEGA PROJECTS

Investment in rail is key to ensuring economic growth and prosperity. Ensuring these projects move beyond the drawing board and are build at pace remains challenging for all of those involved.

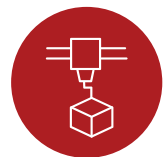
CONFERENCE TOPICS



5G



Accessibility



Additive manufacturing



Advanced Mechanics



Architecture & Design



Artificial Intelligence



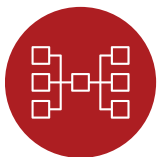
Asset Maintenance



Autonomous Vehicles



BIM



Blockchain



Connectivity



Construction & Engineering



Digital Transformation



Energy & Climate Resilience



Freight



Funding & Financing



Cyber Security



Data Analytics



Digital Analytics



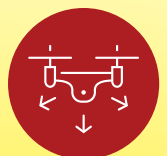
Digital Logistics



Digital Twin



Diversity



Drone Inspection



Electrification



Energy & Power



Future Stations



Hydrail



Infrastructure Inspection



Mega Projects



Metro & Light Rail



Safety, Security & Cyber



Signalling & Train Control



IoT



Logistics & Freight



Liberalisation & Competition



Machine Tools



Motive Power



Project Financing



Rolling Stock



Safety, Security & Equipment



Signalling & Train Control



Smart Mobility



Sustainability



Telecommunications



Smart Infrastructure



Smart Mobility



Spanish symposium



Training & Development



SPEAKER PROFILES

RAILLIVE!



MIKE COOPER
Group CEO, Arriva



JAVIER MARTINEZ OJINAGA
CEO, CAF



LEOPOLDO MAESTU
Managing Director, Alstom España



KAROLIS SANKOVSKI
CEO, LTG Infra



KRISTIAN SCHMIDT
Director Land Transport, European Commission



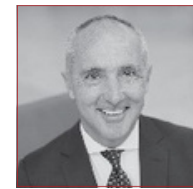
MANEL VILLALANTE
General Manager Strategy & Development, Renfe



MIKOŁAJ WILD
CEO, Solidarity Transport Hub



PHILIPPE CITROEN
Director General, Unife



CARLO BORGHINI
Executive Director, Europe Rail



EVA KREIENKAMP
CEO, BVG



MICHAEL RÜFFER
Chief Technical Officer, VGF



ANA MORENO
CEO, Tranvías de Zaragoza



HÉLÈNE VALENZUELA
Managing Director, Ouigo



RUBÉN LEONOR BRAVO
Chief Strategy Officer, RENFE



FABRICE MORENON
Managing Director, SNCF Hubs & Connexions



DARREN KETTLE
CEO, Metrolink



BRIAN KELLY
CEO, California High Speed Rail Authority



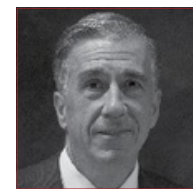
SONIA ARAUJO
Directora General Renfe Viajeros



DAS MOOTANAH
CEO, Metro Express



PABLO PASTEGA
Managing Director, FlixBus Spain & Portugal



GONZALO URQUIJO FERNÁNDEZ DE ARAOZ
CEO, Talgo



ADOLFO REBOLLO
CEO, Ingeteam



MANUEL FRESNO
Chief Financial Officer, ADIF



OSCAR PLAYÀ
Director de Metro, TMB



JÖRN SCHWARZE
Member of the Board, KVB



DIRK BECKERS
Director, CINEA



TOBIAS FISCHER
Head of Technology at Teclab, Deutsche Bahn



RICARDO MACHADO
Senior Director of Project Development, Metropolitano de Lisboa



CARSTEN WIEBERS
Global Head Aviation, Mobility & Transport, KfW IPEX-Bank



THOMAS KRITZER
Division Tramway Operation Head, Wiener Linien



DAVID PANG
Treasurer, MTR Corporation Limited



MIGUEL NUÑEZ FERNÁNDEZ
General Director of Collective Transport Infrastructures, Comunidad de Madrid



DAVID BARNETT
Head of Engineering, Rail & Bus, Translink



ÁNGEL MUÑOZ HERNÁNDEZ
Jefe de Servicio - Área de Material Agencia Estatal de Seguridad Ferroviaria



ANGELES TAULER
Gerente PTFE-Subdirectora Estrategia, Innovación y Formación, FFE



RAQUEL CALVO ALLER
Responsable del Área de Gestión Operativa de Líneas, Metro Madrid



JESSICA OUTERIÑO
Directora de Planificación Estratégica de Metro, TMB



DANIEL QUINTERO
Director de Ferrocarriles, GlobalVia



ANDREW MCNAUGHTON
Chairman, Network Rail High Speed



TERESA BENET
Head of International Business Development, Metro Tenerife



STEVE DUCKERING
Head of Operations, UKTram



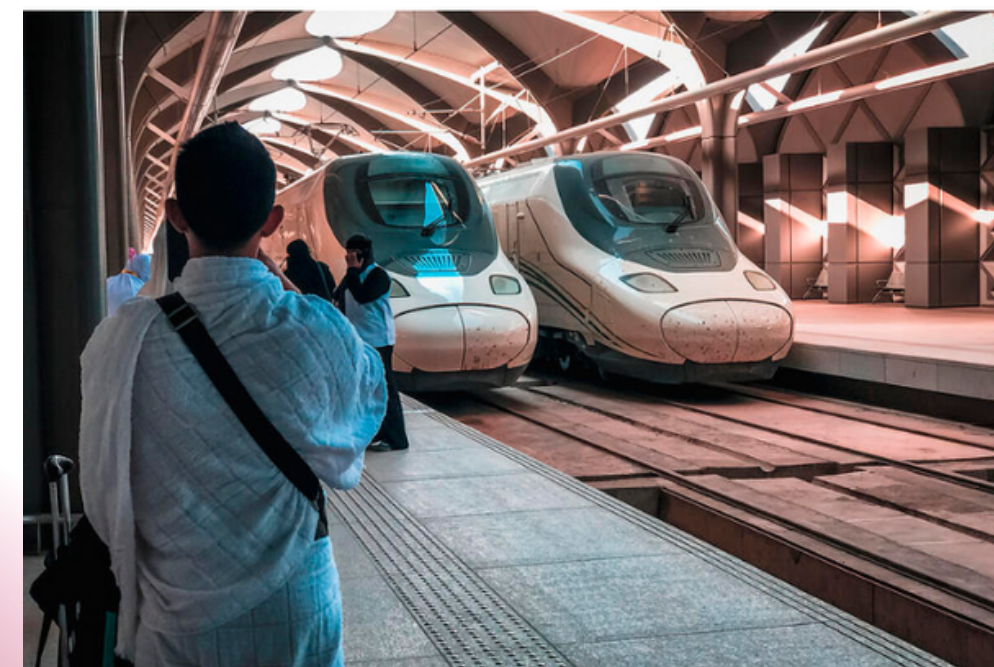
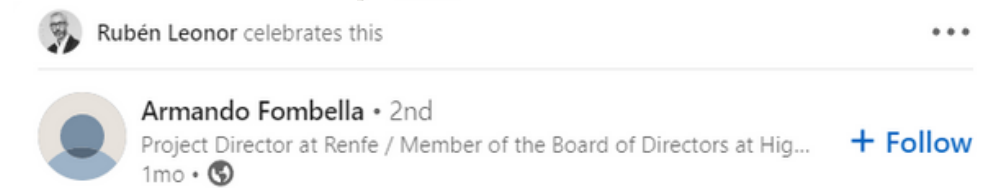
TAMI BULLER
Tel Aviv Metro Planning and Design Director, NTA Tel Aviv



International outreach

Rail Live is the central meeting point for both the Spanish and international railway sector, bringing together operators, infrastructure managers, public transport agencies, industry, academia and financiers.

Given that Spain is a leader in this sector many international companies use Rail Live as an opportunity to benchmark against the likes of Renfe, Adif & MdM whilst also using it as an opportunity to establish business relationships with these given their purchasing power.



El AVE a La Meca de Renfe dispara el tráfico y alcanza al Madrid-Barcelona

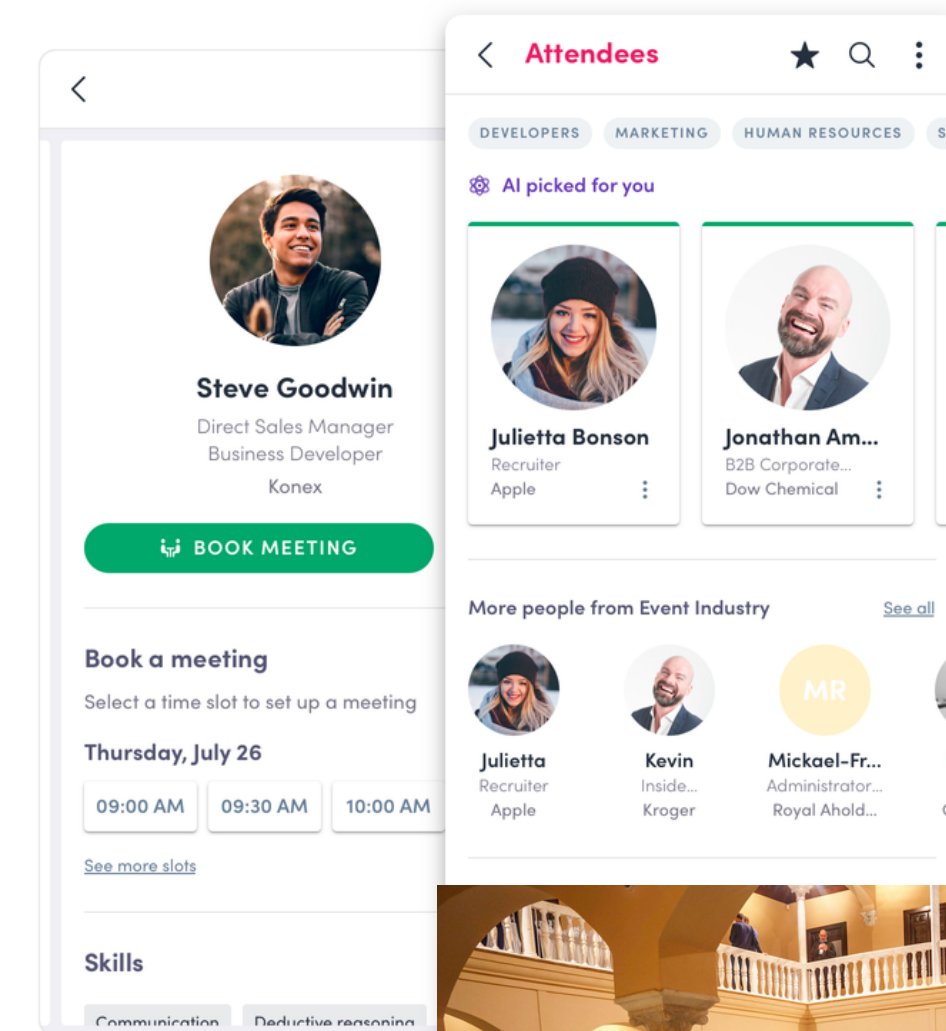


Networking and learning opportunities

Networking is key to Terrapinn events and Rail Live is the perfect opportunity to engage with current business partners and establish new connections.

We facilitate networking through a variety of platform:

- 1 to 1 business meetings (arranged either via the event app or through our dedicated networking team)
- Site visits (these are organised by our strategic partners - Renfe, Adif, MdM & Fundación de los Ferrocarriles Internacionales)
- Drinks receptions (there will be two official drinks receptions for all our VIP delegates. One will take place off-site whilst the other will happen at IFEMA)



Event promotion, marketing & attraction

Channels:

- Email
- Signature banners
- Social media
- Industry journals
- General media

Key dates

- Late May - agenda release and site-visits open
- September - visitor campaign begins to attract 3000-4000 visitors



La expo ferroviaria líder del sector vuelve a Madrid

ÚNETE A ADIF EN RAIL LIVE! 2021

What people can expect when visiting their stand (to add)

Main contact at the stand:
Meet us at Stand 139

PASE GRATIS



STAND 139

VENUE

Pavilion 5
IFEMA, Madrid
Av. del Partenón, N° 5
28042 Madrid, Spain



➤ INECO's participation

- Attendees since the beginning in Bilbao
- Sponsors with stand in Madrid

• Engineering partner since 2021

➤ Institutional support

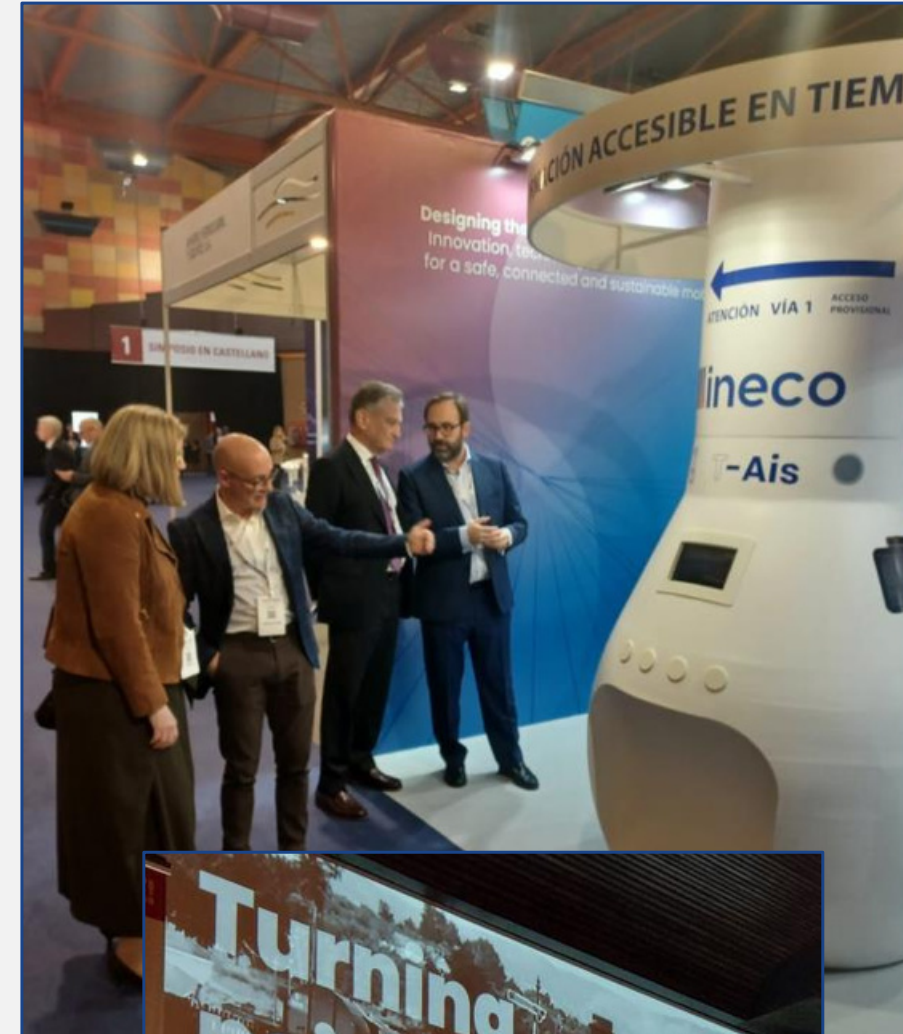
- Ineco's shareholders: ADIF and RENFE
- Ministry of Transport
- MAFEX – Importance of Spanish Railway Industry

➤ Knowledge hub

- Conferences, technical sessions
- Universities and educational institutions
- Innovations and new trends

➤ International exposure

- Networking: administrators & managers, operators, manufacturers & suppliers, engineering & consultancy firms
- Business opportunities



TITLE SPONSOR	DIAMOND SPONSOR	ENGINEERING PARTNER
ALSTOM -mobility by nature-	NGRT	ineco
PLATINUM SPONSORS		
ABB	cpcs	esri
indra	STADLER	
GOLD SPONSORS		
CAF	Schneider Electric	teltronic
SILVER SPONSORS		
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funkwerk	Grupo Alava	LEK
MainRail	NIIF	SIEMENS
RAILWAY SYSTEMS	VECTOR	Zitrón
ASSOCIATE SPONSORS		
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irdeto	SPINVIEW	THALES
TPE ALMADA	TYPSA	
EXHIBITORS		
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adif	kyn	EMUPPO
AVANIN	CBS	CEMBRE
CTEF	CODRA	deimos
DIRHL	eurecat	SOLIMAY



RAILLIVE!

CAF

**TRUST
IN MOTION**

QUESTIONS?