

9th Eurasia Rail Has Become the Meeting Point of the Sector by Welcoming 7,697 Visitors from 45 different countries!

Eurasia Rail - International Rolling Stock, Infrastructure & Logistics Exhibition which is the one and only rolling stock and light rail system exhibition in Turkey and the third biggest worldwide in its field, took place in Istanbul TÜYAP Convention & Congress Center this year. The exhibition brought together hundreds of exhibitors from 16 countries and thousands of domestic and foreign visitors, and hosted a total of 7,697 visitors from 45 different countries.

Organized by Hyve Group, which hosts the leading exhibitions in Turkey's leading sectors, "9th International Rolling Stock, Light Rail Systems, Infrastructure & Logistics Exhibition - Eurasia Rail" was held at TÜYAP Fair & Congress Center in Istanbul between 25th-27th November this year. The exhibition took the pulse of the industry by addressing the latest developments in the rolling stock industry and bringing together the decision makers for this purpose.

The companies had the opportunity to present their leading products and product lines in the Eurasia Rail, where leading companies from **16 different countries** in the industry joined as visitors including Aselsan, Alstom, Bozankaya, Durmazlar, TÜBİTAK, Bayer, Elitel, TCDD, TCDD Taşımacılık, TCDD Teknik, Türasaş, The Ministry of Transport and Infrastructure, UHDGM, Kardemir, Cummins, Uşaklıgil, Elektra Elektronik, On Elektronik, Cryocan, Dirinler, Balkantel, Koluman, Plasser Theurer, Zf Türkiye, Yapı Merkezi İdis, The Greenbrier Companies, Cenzin Sp Z.O.O., Armco, Fmc Hidrolik, Aspilsan, Linsinger, Tms Tren Bakım Onarım, Nova Power Solutions, Knorr Bremse, Tsi Seats, Medel Mühendislik, Ingeteam, Mesa Makine and Viacon. In addition, the exhibitors and visitors participated in the exhibition had the chance to form new collaborations with **178 local and international hosted buyers from 29 different countries**, through the Hosted Buyer Program while being informed on the industry developments through the conference topics discussed during the exhibition.

Technological developments in the rail systems, as well as the infrastructure investments, passenger experience, and security issues, were discussed in the conferences, roundtable meetings, mega project presentations, and workshops that were held during the event program carried out alongside the three-day exhibition. The events including the expert reviews, case studies, and recent developments in the industry brought together the top level

decision makers, department directors, and technology experts from the rolling stock industry.

Events at Eurasia Rail Have Become the Center of Attention of Visitors

Events focused on technology were held within the scope of Eurasia Rail Exhibition. In company with Technology Writer **M. Serdar Kuzulođlu** and Technology Writer/TV Presenter **Ahmet Can**, visitors and exhibitors of the exhibition had a chance to look at the railway sector from a technological point of view. They also listened to **Technology Writer M. Serdar Kuzulođlu's** speech called **"The Next Station is..."**. The visitors and exhibitors had the opportunity to learn about how the technology-based new generation vehicles changed transportation, habitation, concepts, culture and life itself. **M. Serdar Kuzulođlu** stated that the world changed not with technology but with transportation: *"The railway is a unique sector in every aspect. It has a structure of which the user, decider and the suppliers are all different. In this way, it resembles the pharmaceutical sector. Let's not ignore the risk of wasting the potential of sectors whose stakeholders are disconnected from each other by focusing only on their own field."* and also added: *"As we understand it today, travel and tourism began in the 1800s. The reason of it is the 'railway'. In 1914, the journey from America to China took an average of 153 days. Today we can reach anywhere in the world in 1.5 days. The online 'fast' shipping was a few days at first, then it turned into delivery on the same day. Today we are talking about minutes."*

Industry professionals, accompanied by Technology Writer and TV Presenter Ahmet Can, who is pursuing new generation technologies and groundbreaking innovations in transportation, visited the stands of the exhibitors as part of the Rail Master Class Special Exhibition Tour; examined the products and technologies of companies that meet the changing consumer needs. In the event, which was held in an interactive way with the questions asked by the participants and Ahmet Can to the company representatives, the guests were informed especially about the innovative products in the sector and domestic and national production technologies.

On the first day of the exhibition **"The Future of Mobility: Environmental and Efficient"** panel was held in cooperation with Ministry of Transport and Infrastructure. In the panel, many topics ranging from public investments that support local governments to energy efficiency and savings in the railway sector, green and environmentally friendly railway transportation to the transforming sector after COVID-19 were discussed. Head of Strategy Development in Ministry of Transport and Infrastructure **Dr. Yunus Emre Ayözen**, Transportation Systems Application and Research Center Manager of Istanbul Commerce University **Prof. Dr. Mustafa Ilıcalı** and ASELSAN Vice President and Business Unit President (UGES) **Dr. İbrahim Bekar** took parts as speakers.

On the second day of the exhibition, public transportation solutions with an emphasis on rail systems for climate change-resistant and sustainable cities were brought to the agenda by the moderator, Metro Istanbul General Manager Özgür Soy. The "Smart public transportation solutions" are discussed in the session that Chairman of Association of All Rail System Operators (TURSİD) **Feyzullah Gündoğdu**, Senior Director of Membership, Marketing and Services at UITP **Kaan Yıldızgöz**, **Istanbul Metropolitan Municipality** Head of Rail System Department **Doç. Dr. Pelin Alpkökin** and Istanbul Metropolitan Municipality Head of Transportation Department **Utku Cihan** took part as panelists.

Event Director Semi Benbanaste on the 9th Eurasia Rail Exhibition: *"Eurasia Rail, which allows professional visitors to meet with the leading manufacturers of the sector and offers the opportunity to follow the innovations closely, has been a very productive platform for the railway sector this year, as it has always been each year. For three days, we had the opportunity to see and evaluate the works taking place in the railway sector with guests from many different parts of the world. As Hyve Group, we bring together the latest technologies and the world's leading industry representatives to evaluate the investments in the sector."*

International Rolling Stock, Light Rail Systems, Infrastructure & Logistics Exhibition - Eurasia Rail, which will celebrate its 10th anniversary in Istanbul in 2023, will bring together the important actors of the sector.

About Hyve Group

Hyve Group is an international exhibition company that organizes more than 120 events around the world, with 17 global offices in 14 countries and more than 1,000 experienced employees. Hyve Group is a new-generation exhibition company whose purpose is to hold must-see events where customers from all over the world share extraordinary moments and shape industry innovation. Following the Transformation and Growth (TAG) program, Hyve Group plc was announced as the new name of ITE Group plc in September 2019. Our vision is to provide our customers with an excellent experience and return on investment by creating the world's leading portfolio of content-specific and must-see events. In Turkey, by having its power from the global network in the region, Hyve Group organizes Turkey's leading exhibitions in the fields of construction (Building Exhibition– Turkeybuild Istanbul), tourism (EMITT), cosmetics (BeautyEurasia), food (WorldFood Istanbul), rail systems and logistics (Eurasia Rail).

For press information; Bersay Communication Consultancy

Ayben Cumalı +90 554 84468 05, ayben.cumali@bersay.com.tr
Emre Kaya, +90 542 895 25 38, emre.kaya@bersay.com.tr