

The 9th International Rolling Stock, Infrastructure & Logistics Exhibition - Eurasia Rail, which is the one and only railway exhibition in Eurasia and one of the three biggest railway exhibitions in the world, will take place in Istanbul between 25 - 27 November 2021.

## **Eurasia Rail Prepares to Bring Hundreds of Exhibitors Together with Thousands of Industry Professionals**

The 9th International Rolling Stock, Infrastructure & Logistics Exhibition - Eurasia Rail will be held by Hyve Group on 25-27 November 2021 at TÜYAP Convention & Congress Center. In cooperation with important institutions and organizations in the sector, it will discuss the latest developments that shape the railway, light rail transit systems and logistics field.

Eurasia Rail, the 9th of which will be held at TÜYAP Convention & Congress Center this year, will bring together the most important actors of the rail systems industry. Through the conferences and seminars to be held throughout the exhibition, both exhibitors and visitors will easily access detailed information and expert opinions about the latest developments, innovations and technologies in railway transportation, the difficulties encountered in the industry, and possible solutions to these difficulties.

As part of the event program which will be simultaneously followed through for 3 days, Eurasia Rail will host sessions on sectoral collaborations, commercial partnerships, international agreements, the latest technology products in vehicles, next generation systems, success stories and marketing strategies. Hosted buyers from 25 countries will sign new collaborations with the participants.

### **“Conference Station Events” Will Focus on the Railway Industry from Many Perspectives**

Eurasia Rail 2021, a platform bringing together all the main industries related to railway and light rail systems, will elaborate on the many aspects of the sector by integrating many different formats, topics and expertise in the program called Conference Station Events.

As part of the events program, the conference will focus on investment and business-focused panels, partnership sessions, exports, and foreign markets. While the conference reflects the vision of the future, it will also focus on global branding and host panels where state investments, international agreements and sectoral business associations will be discussed.

### **The Key Speech from Technology Gurus That Will Unlock the Door to the Future**

While talking about the place of new-generation design and technology tools in the world, to examine how innovative initiatives such as "artificial intelligence", "augmented reality", "data architecture" are integrated into the industry, in the era of transformation and change, where

everything is developing rapidly, finding the formula for flexibility in order to respond to these changes quickly and to be efficient while doing this...

The important speech, which will be held in order to meet and be inspired by influencers who are known for their work in the field of information and technology, will unlock the door to the future for visitors, participants and listeners.

### **A Brand New and Very Special Event: Rail Master Class Curated Exhibition Tour**

Rail Master Class Curated Exhibition Tour, one of the innovations of Eurasia Rail this year will be the center of attention. Industry professionals and start-ups, accompanied by technology influencers, will visit the exhibitor stands following the specific thematic framework and experience a high-level interactive exhibition.

### **Eurasia Rail will show The Latest and State-of-the-Art Products and Innovative Approaches in the Industry**

Start-ups, which have made their mark on the sector with augmented reality, autonomous robots, cyber security, 3D printing, simulation technologies, BIM, and energy efficiency solutions, will be presented to visitors and exhibitors at Eurasia Rail 2021.

With the Techno Startups Meeting program, another innovation of Eurasia Rail, activities that create a bridge between creative and investor minds will be supported, as well as providing an opportunity to both exhibit and follow the latest products and services within the region.

### **New Playground for Manufacturers, Buyers, and Industry Professionals: Innovation Talks**

In the Innovation Talks, Eurasia Rail visitors and exhibitors will find the answers to the innovations in transportation systems and state-of-the-art products, as well as the challenges faced in the industry and the solutions to these challenges. Important issues that are always at the center of the industry, such as innovation in transportation systems, innovative technologies in R&D investments, new-generation vehicles, cyber security, signaling, risk and data analysis, data management, passenger experience will be discussed by the experienced leading agents of the field.

### **“We are getting ready to tell the whole world our country's success story in this sector”**

**Hyve Group Regional Director Kemal Ülgen** pointed out the fact that in 2020 record shipments were achieved in the history of the Republic in Turkey and said: “Rail systems around the world are gaining more and more importance every day because they are fast, economical, environmentally friendly, safe and equipped with modern systems. Our country has been making revolutionary breakthroughs in railway and rail systems in recent years. For example, in 2020, TCDD reached the best transportation figures of all time, with a total of 29.9 million tons of cargo, 26.5 million tons in domestic and 3.4 million tons abroad. In addition, Turkey's exports of railway vehicles, accessories and components increased by 13.9% in the

first half of 2021, reaching 90 million dollars. Based on this, it is predicted that the exports of 2021 will exceed the exports of 2019 and reach 180 million dollars. He continued:

“At Eurasia Rail, which is the only railway exhibition in Eurasia and one of the three largest railway exhibitions in the world, we are getting ready to tell the whole world our country's success story in this field. The bilateral business meetings that will take place in Eurasia Rail will make a great contribution to the railway sector and the country's economy. Conference programs to be held simultaneously with the exhibition will also create an important platform for sharing sectoral knowledge and experience.”

#### **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).

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