The third edition of LTA-UITP Singapore International Transport Congress & Exhibition (SITCE) will be held 9-11 July 2018 at Sands Expo and Convention Centre, Singapore. Jointly organised by the Singapore’s Land Transport Authority (LTA), the International Association of Public Transport (UITP) and LTA’s subsidiary, MSI Global Pte Ltd, SITCE 2018 will focus on digital railways.

SITCE 2018 is hosting a dedicated international congress and exhibition on urban rail transport technologies, planning, systems and solutions. This event aims to encapsulate the vision of a seamless public transport system through the use of innovations, and engagement of government and private sectors in a multi-stakeholder approach.

With the theme “People at the heart of digital railways”, SITCE 2018 will take a closer look at how digital technologies will transform the rail transportation landscape, and the need to bring innovative solutions to a people-centric transportation system in order to improve commuters’ experience.

A SNAPSHOT OF SITCE 2016

<table>
<thead>
<tr>
<th>3,277</th>
<th>137</th>
<th>99</th>
<th>60</th>
</tr>
</thead>
<tbody>
<tr>
<td>trade visitors and delegates from 38 countries</td>
<td>speakers from 27 countries</td>
<td>exhibitors from 17 countries</td>
<td>partners from 5 countries</td>
</tr>
</tbody>
</table>

98% of the visitors will definitely visit SITCE again
98% of the delegates find the Congress very useful
90% of the exhibitors have achieved their objectives
95% of the visitors would recommend SITCE to colleagues and business associates
Digital technologies are already here and have the potential to deliver a revolutionary impact on rail transportation as it has been known for decades. Digitalisation, big data and Internet of Things will transform engineering and construction, operations and maintenance, business culture, organisation and management.

Whilst digitalisation immediately points towards technologies, it is crucial to remember that only a people-centric approach will deliver the expected benefits.

Smart applications and use of the potential of digitalisation in railway organisations will unlock the human genius across all fields of rail delivery: engineering, safety, project management, operations, maintenance, customer service and business developments.

The digital revolution will only bring about its full-scale expected benefits if it is people-centric. It should help to deliver higher quality rail travel experience to customers, as well as a greater employee experience by empowering them to better perform in their jobs.

In addition, this transformation of the rail business must also be considered in its impact on the local communities served by the rail services. Digital innovation will drive railways towards more secure, safe, resilient and sustainable systems in order to foster more liveable communities.

People refers to customers, but also to staff and talents, to governments and decision-makers and finally to local communities served by the system. Hence the conference theme “People at the heart of digital railways”. Presentations at SITCE 2018 will be delivered to an audience of authorities, policymakers, urban planners, railway operators and other transport professionals.

The conference programme will explore the various fields for digital railways and how people is at the heart to lead to acceptance and success:

- Better railway design, operations and maintenance
- Impact of digitalisation on human resources
- Customer care and relationship management
- Changing governance, organisation and relationships
- Cybersecurity, safety and resilience
- High speed rail and cities

Do not miss this opportunity to share your experiences and successful projects, latest research and insightful case studies with your fellow counterparts. More details on each topic can be found on www.sitce.org. Please submit your paper before the deadline is due.
WHO SHOULD EXHIBIT

Connect with the community that makes a difference to create digital railways, showcase your brand, launch your latest products and win business at the right platform.

- Asset Management and Planning
- Components for Rail
- Construction
- Consultants
- Electrical and Mechanical Services
- Electronics
- Fare Systems
- Financing
- Information Technologies
- Infrastructure
- Intelligent Rail Transport System
- Maintenance Equipment for Rolling Stock and Track
- Operations and Maintenance
- Rolling Stock and Equipment
- Safety and Security
- Signalling, Communications and Traffic Control Software

EXHIBITION PACKAGES

<table>
<thead>
<tr>
<th>Packages</th>
<th>UTP Member</th>
<th>Non Member</th>
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</thead>
<tbody>
<tr>
<td>Shell Scheme (min. 9m²)</td>
<td>S$620/m²</td>
<td>S$730/m²</td>
</tr>
<tr>
<td>Raw Space (min. 24m²)</td>
<td>S$550/m²</td>
<td>S$650/m²</td>
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</table>

Excludes 7% GST applicable for Singapore-registered companies.

BEcome A PARTner

Be recognised as an active player in the urban land public transport industry and take advantage of the sponsorship opportunities available. Choose from our wide range of partnership packages to elevate your company’s profile and branding to a targeted audience. Contact us at sales@sitce.org for a discussion.
CO-LOCATED WITH WORLD CITIES SUMMIT FOR GREATER SYNERGY

SITCE will host a 3-day congress and exhibition, running parallel to the World Cities Summit, offering in-depth dialogues, exchange of ideas and networking opportunities with authorities, policy-makers, urban planners, transport operators as well as solution providers. It will provide you a platform to forge partnerships and exchange knowledge with industry players.

An entire week of discussions and showcase of water, urban and environment solutions in conjunction with the Singapore International Water Week and CleanEnviro Summit Singapore.

**Preliminary Programme**

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<tbody>
<tr>
<td>8 July 2018 (Sun)</td>
<td>Opening Ceremony</td>
<td>Congress/Exhibition</td>
<td>Congress/Exhibition</td>
<td>Technical Tour</td>
</tr>
<tr>
<td>9 July 2018 (Mon)</td>
<td>Gala Dinner</td>
<td>Congress/Exhibition</td>
<td>Congress/Exhibition</td>
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<tr>
<td>10 July 2018 (Tue)</td>
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<td>11 July 2018 (Wed)</td>
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<td>12 July 2018 (Thu)</td>
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**HEAR IT FROM PREVIOUS PARTICIPANTS**

“Good business opportunities and insights into the current market products.”

Ken Ong, Parsons Brinckerhoff Pte Ltd (Visitor at SITCE 2016)

“Good opportunities to network in the region and in East Asia.”

Klaus Janke, INIT (Visitor at SITCE 2016)

“Meet everyone in one show!”

Karsten Mundt, Konvekta (Exhibitor at SITCE 2016)

“Good return on investment.”

Tommaso Bonino, SRM Reti e Mobilità Srl (Delegate at SITCE 2016)
ABOUT THE ORGANISERS

Land Transport Authority

The Land Transport Authority (LTA) is a statutory board under the Ministry of Transport, which spearheads land transport developments in Singapore. As the agency responsible for planning, designing, building and maintaining Singapore’s land transport infrastructure and systems, we aim to bring about a greener and more inclusive public transport system. We leverage technology to strengthen our rail and bus infrastructure and provide exciting options for future land transport. Visit www.lta.gov.sg

UITP

The International Association of Public Transport is a passionate champion of sustainable urban mobility, and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. We have a long history to our name, over 1,400 member companies giving access to 16,000 contacts from 96 countries. Our members are public transport operators and authorities, policy decision makers, research institutes and the public transport supply and service industry. Visit www.uitp.org

MSI Global Pte Ltd (MSI) was incorporated in Singapore in 1995 as a wholly owned subsidiary of the Land Transport Authority (LTA) of Singapore. We are the commercial arm of the LTA and leverage on the wealth of experience amassed by the LTA. We provide quality customised services and solutions for the benefit of our clients and partners. Visit www.msi-global.com.sg

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