



## International Exhibition

for equipment, technology and solutions  
for municipal transport infrastructure

# CITY TRANS UKRAINE 2018

*Buses / Metro / Trolleybuses / Trams / Taxis*

12-13 April 2018

Kiev, Ukraine, NSC Olympiyskiy



Organizer

**Business-Forum**

+38 056 7943394

[expo@citytrans-ua.com](mailto:expo@citytrans-ua.com)

[www.citytrans-ua.com](http://www.citytrans-ua.com)

Meeting for professionals  
in organization and provision  
of city transportation

## URBAN TRANSPORT IN UKRAINE: MAIN FACTS 2017

The EU-Ukraine Association Agreement came into force on 1 January 2016. This agreement provides **implementation of the European legislation and standards in transport industry**. As a result of the decentralization process, **budgets being at the disposal of local authorities have increased by 40%**. Ukrainian regions obtained possibility to involve additional financing for own development programs.

**The Global Fuel Economy Initiative** is one of the new initiatives announced by the Ministry of Infrastructure of Ukraine. It is focused on support of eco-friendly transportation, electric vehicles and related infrastructure production, creation of appropriate conditions for the use of such transport in the country.

According to the Ministry of Infrastructure of Ukraine, **electric transport is in operation in 40 cities**: 2 646 tramcars, 3 736 trolleybuses, 1 927 km of tram tracks (177 routes); 4 412 km of trolley lines (405 routes). Annually over 2 billion passengers use services of municipal electric transport (trolleybuses, trams).

**95% of tramcars and 67% of trolleybuses have exhausted their lifetime and require replacement**. Most part of tram rails and power supply facilities need capital repairs or reconstruction.

**Kiev** – the capital and the largest city of Ukraine – **needs 220 new vehicles** for public transportation. Namely, 17 mln. euro are granted for purchase of 80 low-floor trolleybuses, 17,8 mln. euro – for 100 buses and 66,7 mln. euro for 40 low-floor trams.

**Local budgets, loans and investors' funds** are planned to be used for the financing of urban transportation development and public transport modernization. A number of international financial institutions (**EBRD, EIB, World Bank**) allocate loans and grants to Ukraine for municipal transport projects. In April 2017 Ukrainian Parliament ratified the Assignment with EIB devoted to city transport development project. Total cost of this project is 400 mln. euro. Project is focused on renewal of old fleet of buses, trams, trolleybuses, metro carriages; on construction and reconstruction of tram tracks and trolley lines; replacement of traction stations, implementation of modern transport payment systems and IT systems. **Involved cities - Ivano-Frankovsk, Belaya Tserkov, Kyiv, Lutsk, Lvov, Kremenchug, Odessa, Sumy, Ternopol, Kharkov, Chernigov.**

### WE INVITE TO JOIN:

- city administrations and regional state authorities;
- mobility operators \ public transport operators (buses, electric transport); taxi;
- rolling stock suppliers: electric transport (trolleybuses, trams, electrobuses, metro), buses, passenger mini-vans;
- suppliers of cable products and equipment for electric transport;
- suppliers of signaling and control systems;
- IT solutions \ Intelligent transport solutions providers (incl. data processing, navigation and geo-location systems, software);
- providers of passenger operations and information systems \ E-money and e-ticketing;
- suppliers of security and safety systems;
- financial institutions and banks.

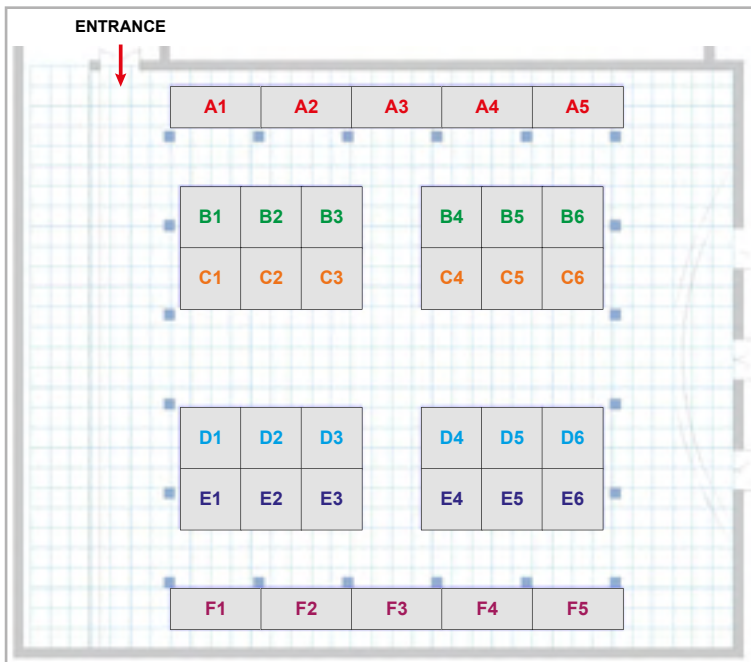
### SECTIONS OF THE EXHIBITION

- **VEHICLES FOR URBAN TRANSPORT**
- **MAINTENANCE AND REPAIR OF CITY TRANSPORT FLEET**
- **INTELLENT TRANSPORT SOLUTIONS AND E-TICKETING**
- **CITY TRANSPORT AUTOMATISATION**

Participation in the Exhibition allows to offer your products and services to professionals in the area of municipal transport in Ukraine, to main decision-makers on national and regional levels.



## EXHIBITION PLAN



### EXHIBITION COST:

#### Equipped exhibition area

Booth size 9 sq. m – **2 300 Euro**

##### The cost includes:

- Exhibition area / standard booth arrangement: wall blocks, carpet flooring, 1 table, 2 chairs, frieze line with Company name, lighting, coat rack, wastebasket;
- Participation of 3 Company representatives in all events within exhibition;
- Option to exhibit equipment /rolling stock at open area in front of the exhibition hall - 1 unit;
- Speech / Company presentation in Business agenda (duration 20 min);
- Installation of additional plasma screen and leaflet holder at the booth;
- Internet / Wi-Fi, cable connection, 1 access point;
- Access to electricity;
- Placement of your Company logo on the exhibition web- site;
- Logo placement and Company description in exhibition catalogue;
- Placement of the advertising (A4 full color) in exhibition catalogue;
- Distribution of exhibition documentation (3 copies);
- Invitations to reception / buffet (for 3 guests);
- All taxes included.

#### Non equipped exhibition area

Booth size 18 sq. m. – **3 500 Euro**

##### The cost includes:

- Non equipped exhibition area 18 sq.m;
- Internet / Wi-Fi, cable connection, 1 access point;
- Access to electricity;
- Placement of your Company logo on the exhibition web- site;
- Logo placement and Company description in exhibition catalogue;
- Placement of the advertising (A4 full color) in exhibition catalogue;
- Distribution of exhibition documentation (3 copies);
- Invitations to reception / buffet (for 3 guests);
- All taxes included.

#### Joined Booth (one space for several companies)

Booth size 36 sq. m:

#### Equipped area – 7 500 Euro

##### The cost of equipped area (36 sq.m) includes:

- Exhibition area / standard booth arrangement: wall blocks, carpet flooring, 4 tables, 8 chairs, frieze line with Company names, lighting, coat racks, wastebaskets;
- Participation of 6 Company representatives in all events within exhibition;
- Option to exhibit equipment / rolling stock at open area in front of the exhibition hall - 2 units;
- Up to 3 speeches / Company presentations in Business agenda (duration 20 min for each);
- Installation of 2 additional plasma screens and 2 leaflet holders at the booth;
- Internet / Wi-Fi, cable connection, 2 access points;
- Access to electricity;
- Placement of Companies' logos (joined booth exhibitors) on the exhibition web- site;
- Logos placement and Companies descriptions (joined booth exhibitors) in exhibition catalogue;
- Placement of the advertising (A4 full color) for each joined booth exhibitor in exhibition catalogue;
- Distribution of exhibition documentation (2 copies for each joined booth exhibitor);
- Invitations to reception / buffet (for 2 guests from each joined booth exhibitor);
- All taxes included.

#### Non equipped area – 6 000 Euro

##### The cost of non equipped area (36 sq.m) includes:

- non equipped exhibition area 36 sq.m.;
- Internet / Wi-Fi, cable connection, 2 access points;
- Access to electricity;
- Placement of Companies' logos (joined booth exhibitors) on the exhibition web- site;
- Logos placement and Companies descriptions (joined booth exhibitors) in exhibition catalogue;
- Placement of the advertising (A4 full color) for each joined booth exhibitor in exhibition catalogue;
- Distribution of exhibition documentation (2 copies for each joined booth exhibitor);
- Invitations to reception / buffet (for 2 guests from each joined booth exhibitor);
- All taxes included.

#### DISCOUNTS & SPECIAL RATES:

**10% discount** – for registrations obtained & paid by **31 December 2017**.





## RESULTS AND STATISTICS OF CITY TRANS UKRAINE 2017



## AMONG ATTENDEES 2017

Advantage Austria  
 AQUIS Innovo Ltd.  
 ArcelorMittal  
 AXTONE  
 Belkommunmash Holding  
 BlueBridge  
 BOMBARDIER TRANSPORTATION  
 Calypso Networks Association  
 DYSTEN  
 Egis International  
 Electron Corporation  
 ELKO Ukraine  
 ENIKA  
 European Bank for Reconstruction and Development  
 FLIR ITS  
 Future Processing  
 Geyer&Hosaja  
 Hexagon-Ukraine  
 HID Global  
 Hyundai Corporation  
 I.E.T.T  
 ITOCHU Corporation  
 IT-Trans  
 JCM Global  
 Karlsson STO  
 KENTKART  
 Knorr-Bremse  
 Kontron  
 LUMIPLAN  
 MAZ JSC  
 MEDCOM SP  
 Michelin  
 Ministry of Economic Development and Trade of Ukraine  
 Ministry of Infrastructure of Ukraine  
 moovel Group GmbH  
 Mott MacDonald  
 Netprof Ukraine  
 Panasonic Ukraine  
 Polish Ukrainian Chamber of Commerce  
 SAR TEKNİK SANAYİ VE TİCARET  
 Scania  
 Siemens AG  
 SITAV - OMG Group  
 Solaris Bus & Coach  
 Spheros Electron  
 Sunbay Ukraine  
 Sunrise PTE  
 Swarco  
 Symmetron-Ukraine  
 TALLERES ZITRON  
 Thales  
 THERMO KING UKRAINE  
 Visa  
 Vodafone  
 Webasto Termo & Comfort Ukraine  
 Wikov Industry



## PRELIMINARY PROGRAM

### 12 OF APRIL / THURSDAY – FIRST DAY OF THE EXHIBITION

#### TOPIC OF THE DAY: TRANSPORT AND MODERN CITY

##### Session 1 “State Regulation and Financing of Transport Industry”

- Adaptation to the EU standards: what was done and further steps
- Development strategy of transport industry in Ukraine: creation of transparent and competitive market
- Investments programs and projects of international financial institutions: areas and scope of financing
- Control and regulation of public transportation: reforming of state system

##### Session 2 Round table «Transport and Modern City» with participation of municipal and regional authorities, municipal enterprises and commercial companies

- *Central region:* Kyiv, Vinnitsa, Kropyvnytsky, Cherkassy, Belaya Tserkov
- *Northern region:* Chernigov, Zhitomir, Rovno, Sumy
- *Eastern region:* Dnipro, Kharkov, Zaporozhye, Krivoy Rog, Poltava
- *Western region:* Lvov, Chernovtsy, Khmelnytsky, Lutsk, Kamenets-Podolsky, Ternopol, Ivano-Frankovsk
- *Southern region:* Odessa, Kherson, Nikolaev, Mariupol

##### Topics and questions to discuss:

- › Development of transport infrastructure: tasks and key objectives by region
- › Sources and means for financing of rolling stock renewal
- › Investment projects in public transport: what can city authorities offer to investors?
- › Rate management for urban transport: can public transport exist without subsidies?

##### Session 3 “Motor Vehicles”

- Vehicles market: key players, market conditions and prices
- Buses and passenger mini-vans: transport network optimization
- Technical control and provision of transportation safety
- Maintenance and repair management of fleet

##### Session 4 “Electric Transport”

- Rolling stock market: key players, market conditions and prices
- Trams, trolleybuses and electrobuses: prospects to increase the share of eco-friendly transport
- Metro system in Ukraine: medium term and long term development plans
- Maintenance and repair management of rolling stock

##### Special session-round table “Taxi Transportation” - with participation of municipal authorities and mobility operators

##### Topics and questions to discuss:

- › Taxi services market within IT development era: key tendencies and prospects
- › State regulation of taxi business: how to provide safety and quality standards?
- › International taxi services at the Ukrainian market : characteristics and market positions
- › Perspectives to create municipal taxi services
- › Car-sharing: whether new service has future in the Ukrainian cities?

### 13 OF APRIL / FRIDAY – SECOND DAY OF THE EXHIBITION

#### TOPIC OF THE DAY: URBAN TRANSPORTATION AND IT TECHNOLOGIES

##### Session 5 “Modern Traffic Management Systems”

- Implementation of e-ticketing in the Ukrainian cities: case study of successful projects
- Passenger information systems and passenger flow control & recording systems
- Traffic management – monitoring and optimization of traffic flows
- Road safety provision: speed rate and road lane surveillance

**Simultaneous Ukrainian-Russian-English translation will be provided during the sessions.  
Business agenda is subject to change.**

### ORGANIZER

**Business Forum Ltd.** specializes in organization of international and regional conferences and exhibitions (founded in 2003).

The Company is a part of Metal Expert Group along with Metal Expert agency, Metal Expert Consulting, Chem-Courier, Metal Expert Freight.

Since 2003 we have organized over **180 conferences** for more than **40 000 guests** from **70 countries**.

Industries that we cover: • Metallurgy \ • Mining \ • Transport and Logistics \ • Chemical industry \ • Ecology

### ORGANISERS' CONTACTS:

#### Anna Sidorenko

*Business Development Director*  
 Tel: +38 056 794 33 94, ext. 204  
 Mob: +38 050 625 90 13  
 a.sidorenko@b-forum.com

#### Ivan Peka

*Project Manager*  
 Tel: +38 056 794 33 94, ext. 224  
 Mob: +38 093 193 27 01  
 i.peka@b-forum.com

# CITY TRANS UKRAINE 2018



12-13 April 2018  
Kiev, Ukraine, NSC Olimpiyskiy

## SPONSORSHIP OPPORTUNITIES

### GENERAL SPONSOR – 15 000 EURO

- Up to 5 guests from Sponsor's company;
- Equipped booth 18 sq.m ;
- Speech / Company presentation in Business agenda (duration 20 min);
- Welcome Speech at the opening of the Exhibition;
- Reception/buffet for exhibitors and special guests (closed event), reception premises to be branded with Sponsor's advertising materials;
- Sponsor's logo placement at Invitations to reception/ buffet;
- Option to exhibit equipment / rolling stock at open area in front of the exhibition hall - 1 unit;
- Placement of Sponsor's banner (up to 2 units) at the Registration Desk;
- Production of branded packages according to the layout provided by the Sponsor, distribution to registered participants of the event;
- Placement of Sponsor's promo-materials on the chairs in the conference hall;
- Placement of the advertising (2 A4 full color) in exhibition catalogue (internal pages);
- Placement of Sponsor's logo on all printed & digital event materials;
- Distribution of exhibition documentation (5 copies);
- Invitations to reception / buffet (for 5 guests);
- All taxes are included.

**Note:**

- › All promotional materials (banners, stationery, brochures, flags, etc.) should be produced and delivered to the venue by Sponsor company.

### REGISTRATION SPONSOR – 7 000 EURO

- Participation of 3 Company representatives in all events within exhibition;
- Equipped exhibition area 9 sq. m.;
- Option to exhibit equipment / rolling stock at open area in front of the exhibition hall - 1 unit;
- Placement of Company banner (up to 2 units) and branded flags at the Registration Desk;
- Branding of the Registration Desk with Sponsor's logos;
- Lanyards for badges branded with Sponsor's logo;
- Placement of the advertising (A4 full color) in exhibition catalogue (internal pages);
- Placement of Company logo on all printed and digital materials of the event;
- Distribution of exhibition documentation (3 copies);
- Invitations to reception / buffet (for 3 guests);
- All taxes are included.

**Note:**

- › All promotional materials (banners, stationery, brochures, flags, etc.) should be produced and delivered to the venue by Sponsor company.
- › Organizers should produce lanyards for badges branded with logo according to the logo provided by the Sponsor, and should distribute badges during the registration to all the guests of the event.

### CATALOGUE SPONSOR – 4 500 EURO

- Participation of 3 Company representatives in all events within exhibition;
- Equipped exhibition area 9 sq. m.;
- Placement of Company banner (1 unit) at the entrance to exhibition hall;
- Placement of the advertising (A4 full color) in exhibition catalogue (internal pages);
- Placement of Company logo on all printed and digital materials of the event;
- Distribution of exhibition documentation (3 copies);
- Invitations to reception / buffet (for 3 guests);
- All taxes are included.

**Note:**

- › All promotional materials (banners, stationery, brochures, flags, etc.) should be produced and delivered to the venue by Sponsor company.

### ADVERTISING OPTIONS BEYOND SPONSORSHIP PACKAGES:

#### Placement of the advertisement layout in the exhibition catalogue:

Full color 2A4 (double-page spread) on internal pages - 500 Euro

#### FOR VISITORS:

Visitors can attend exhibition & conference free of charge on the basis of official registration via event web-site.

#### FOR MASS MEDIA:

Mass media representatives can attend exhibition & conference free of charge on the basis of official registration via event web-site.



#### VENUE

**NSC Olimpiyskiy**  
Velyka Vasylkivska str., 55  
Kiev, Ukraine  
[www.nsc-olimpiyskiy.com.ua](http://www.nsc-olimpiyskiy.com.ua)

NSC Olimpiyskiy is the main and the largest sports arena for UEFA EURO 2012, infrastructure meets UEFA requirements to the stadium of "Elite" class.  
NSC Olimpiyskiy - multifunctional arena in the very heart of Kiev for hosting both sports competitions and public events.

