



Making the right mobility choices!  
7-11 June 2009



58<sup>th</sup>  
UITP World Congress  
and Mobility & City Transport Exhibition

# Exhibition & Visitor REPORT



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# THE 58th UITP World Congress and Exhibition

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THE 58th UITP World Congress and Exhibition was a fantastic success in terms of participation and top-quality content presented both in Congress sessions and on the Exhibition floor. The event held in Vienna from 7 to 11 June attracted over 2,200 delegates from 80 countries with large delegations from outside Europe; 315 exhibitors from 40 countries and 6,400 Exhibition visitors.

A milestone of the event was the launch of UITP's strategy for the public transport sector 'Public transport: the smart green solution' which sets the ambitious objective to double public transport market share worldwide by 2025.

More information click [here](#).

## Exhibition Report

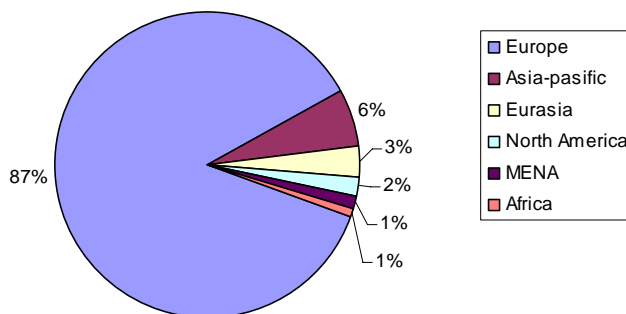
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### General Statistics

- 315 Exhibitors (+ 12% as per 2007 edition in Helsinki)
- 26.000 m2 of exhibition floor covered
- 40 Countries represented
- 2 World Premières in rail and bus vehicles: Siemens and Mercedes
- 14 Expo Forums (Exclusive interactive platforms for Exhibitors and visitors)

### Exhibition profile

- Split by regions



- 14 Expo-Forums

Exclusive additional platform for exhibitors to present company profiles, innovations and specific technologies/services. Included in the Congress programme and accessible to both congress delegates and other professional visitors!

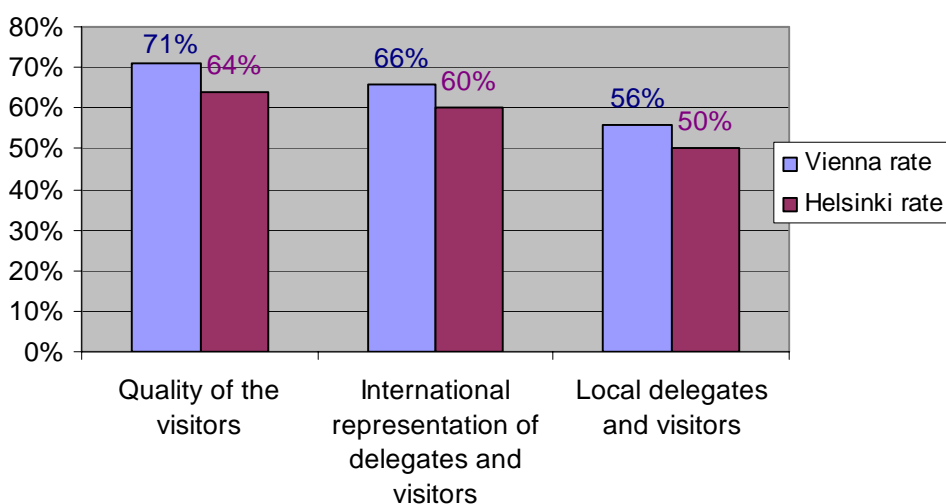
### Themes of the Expo Forums' Programme

- Security & Safety
- Innovations in the rail sector
- IT for Rail: the right signal!
- Global e-ticketing solutions
- Better on track with advanced components!
- Greener and more efficient city buses with advanced components
- Smart cards and smart ideas
- Bus solutions for various operator demands

- Intelligent mobility solutions from Vienna
  - Discover the rail system of tomorrow
  - The hybrid drive is here!
  - Setting large ITS projects in motion
  - Intermodal Transport Control Systems / Driver Training
  - Innovations in the rail sector
- Main reason for participating

4 main reason for participating	Satisfaction rate from excellent to good
Look for new market opportunities	71.7%
Maintain contact with customers	85.7%
Establish new partnerships	61.7%
Introduce new products/services	86.4%

- Satisfaction concerning the visitors



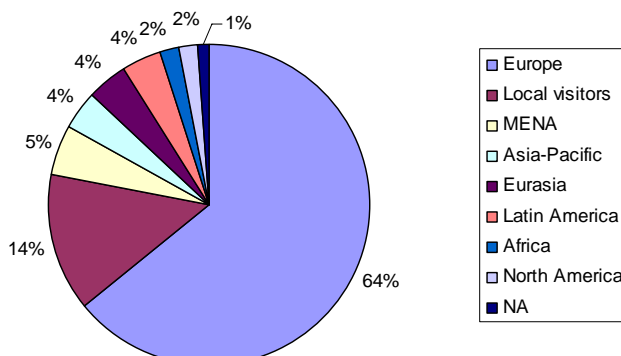
## Visitors Report

### General Statistics

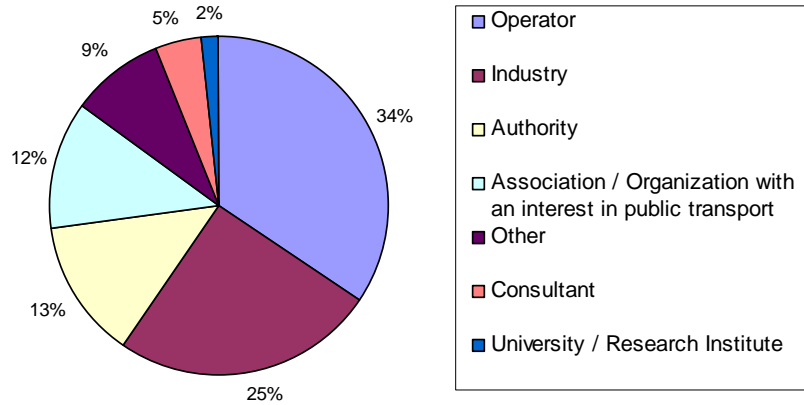
- Number of visitors (including Congress delegates and other Professional Visitors)
  - Total number of professional visitors: 6400
- Total number of countries: 89 countries represented

### Visitor profile

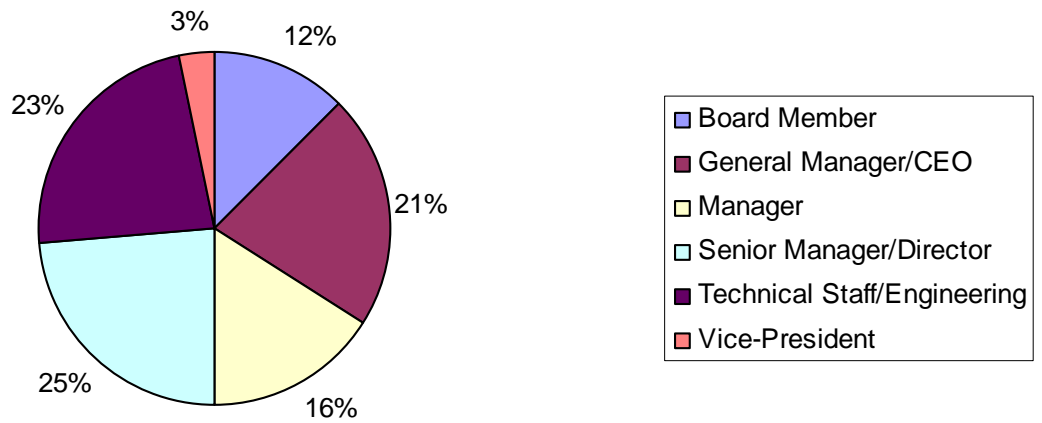
- Segmentation by geographical region



➤ Segmentation by Sector

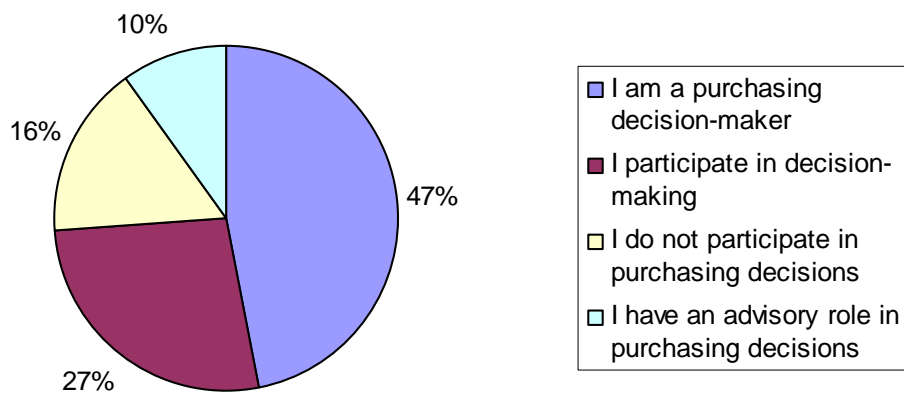


➤ Role of visitors

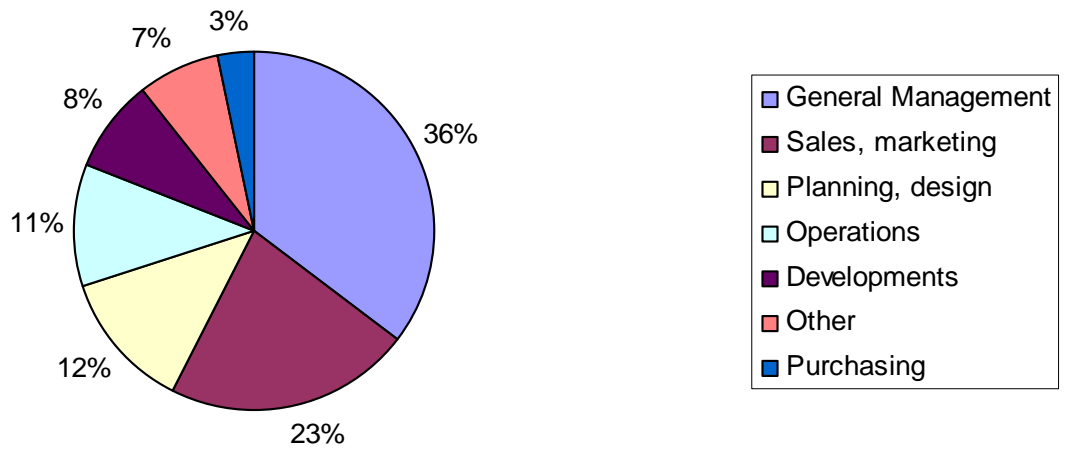


➤ Role in the purchasing process

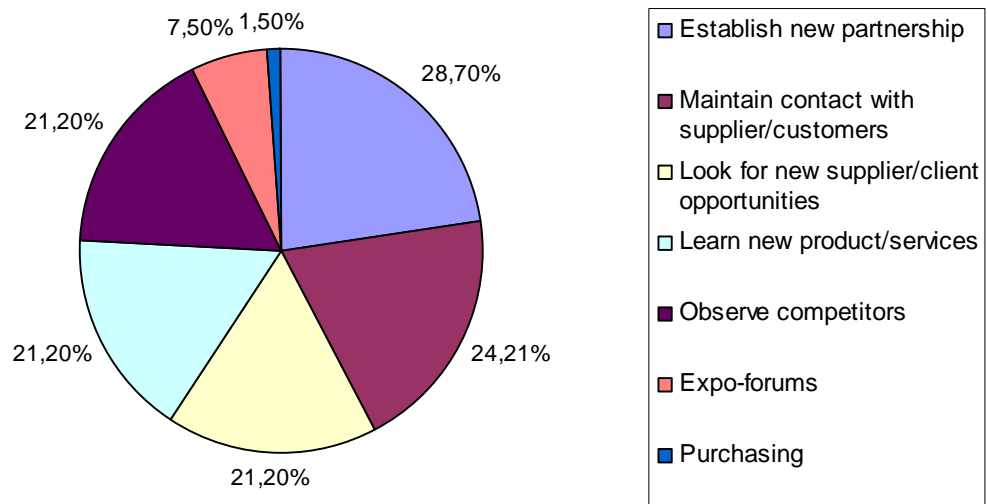
74% of visitors participate in the decision-making process



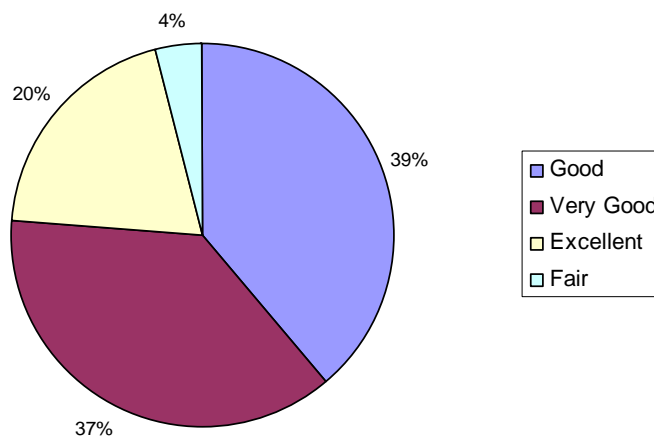
➤ Domain of responsibility



➤ Main reason to attend



➤ At least, 96% of visitors grant to the exhibition a high value



## Press & Media

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### General Statistics

- 198 accredited journalists in Vienna
- From 21 countries of diffusion/issue around the world
- 600 references in both general and trade press from March 2008 to July 2009
- 3 Media Partners: Railway Gazette International, Time & Financial Times
- 57 Advertising insertions in 25 international and regional magazines

## What is UITP?

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### Connecting the world of public transport

The International Association of Public Transport (UITP) is the international network for public transport authorities and operators, policy decision-makers, scientific institutes and the public transport supply and service industry.

We cover all modes of public transport: metro, bus, light rail, regional and suburban rail, and waterborne transport.

We act as a platform for worldwide co-operation, business development and the sharing of know-how between our 3,100 members from 90 countries.

UITP is the global advocate for public transport and sustainable mobility, and the promoter of innovations in the sector.