

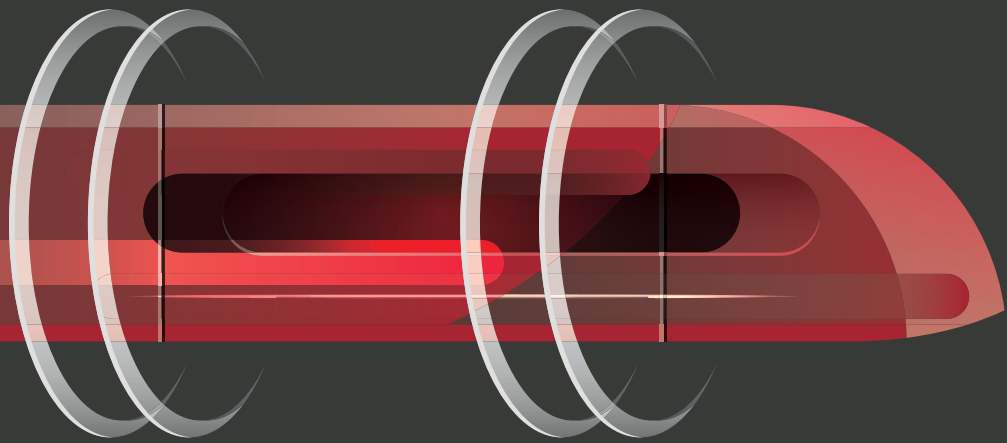
17th annual

15–16 May 2023, Abu Dhabi National Exhibition Centre, UAE



HOST

الاتحاد للقطارات  
ETIHAD RAIL



The region's leading event for rail innovation,  
technology & strategy

IN PARTNERSHIP WITH

UNITED ARAB EMIRATES  
ENERGY & INFRASTRUCTURE



الإمارات العربية المتحدة  
ة والبنية التحتية

CO-LOCATED WITH

**MOBILITY**  
LIVE TECHNOLOGY  
MIDDLE EAST SUSTAINABILITY  
INVESTMENT

**THE ROADS**  
& **TRAFFIC**  
EXPO  
INFRASTRUCTURE • TECHNOLOGY • INNOVATION

[www.terrapiinn.com/merail](http://www.terrapiinn.com/merail)

Created by

SPARK SOMETHING  
**TERRAPINN**

6,000  
ATTENDEES

600  
VIPS

300  
SPONSORS &  
EXHIBITORS

400  
SPEAKERS

CONFERENCE  
THEATRE 2

CONFERENCE  
THEATRE 3

CONNECTIVITY  
DEMO THEATRE

ARENA CAFE

**MiddleEastRail**  
السكك الحديدية في الشرق الأوسط  
Middle East | North Africa | Central Asia | South Asia

# OUR STORY

Year on year, we have delivered the region's most important railways, tech and freight network infrastructure event.

Middle East Rail is intentionally designed to inspire, encourage knowledge exchange and to showcase innovative solution providers who promise world-class excellence and infrastructure delivery.

Like every industry, railway design, construction, tech and engineering are changing; our reliance on digital rail solutions grows exponentially and so does our vision for new and interesting infrastructure projects and developments. We're embracing public and private rail transport, the connected passenger and a digital future, with a need for exciting infrastructure design, new business models and sustainable rail networks.

As the Middle East continues its drive to develop world class infrastructure, digitised railways and mobility projects in the region have become the most prominent opportunity.

All this and more, is what's driving the growth of this sector.

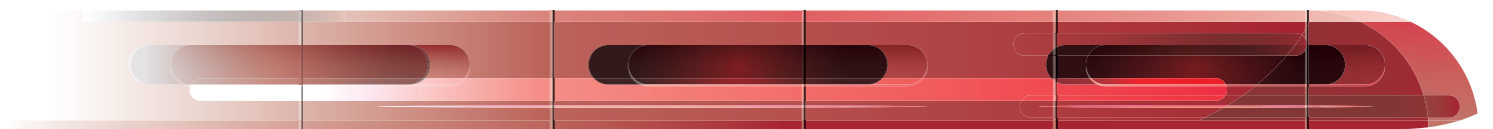
Middle East Rail is the definitive event that brings all these elements together under one roof, new thinking, new technology, efficiency and best practice in the industry.

Every aspect of our event has been engineered to drive innovation, excellence and collaboration by combining a major services and supplier-led exhibition together with a high-level multi-track conference.

Companies that provide solutions and services to the railway transport and mobility ecosystem are in high demand in the Middle East – and this is where Middle East Rail comes in.

The 2023 edition will be once again hosted by Etihad Rail, bringing together public and private transport operators, government, engineering and construction, logistics and technology providers to plan and develop future projects.

If you provide products, solutions or expert advice in any of these areas then don't miss the opportunity to get involved. We look forward to working with you and welcoming you to Abu Dhabi for Middle East Rail 2023.



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# THE CONFERENCE

The Middle East Rail conference is co-located with Mobility Live and Road & Traffic ME. The two-day programme will host over 400 speakers from across the region and beyond. Sessions will be led by the industry's leading figures, forward-thinking senior executives and the key decision makers.

## MIDDLE EAST RAIL IS CPD CERTIFIED

Terrapinn events are CPD certified and Terrapinn have a license with The CPD Certification Service in the UK.

Post event, Terrapinn provide attendees who registered for CPD points, a certificate of attendance clearly stating how many CPD points they have earned.



## Monday 15 May



### DIGITAL RAILWAYS THEATRE

New digital technologies are being developed at a rapid rate. This innovation has opened new avenues for railway operators to improve efficiency, drive down costs and enhance passenger and customer experience.

This theatre will examine how rail networks are being transformed for passengers, cargo owners, logistics companies and freight operators by exploring the modernization of ICT, signaling and control technology, the development of intelligent infrastructure and the new and disruptive technologies that are being deployed by railway operators around the world.



### PROJECT SPOTLIGHT THEATRE

It is estimated that the MENA region has a project pipeline worth over \$180 billion to be delivered over the next 10 years. Projects include new and exciting developments across passenger and freight from new metros to highspeed rail projects and upgrading existing infrastructure.

This theatre will showcase the latest projects across the region including exciting developments in KSA and Neom, projects across North Africa including developments in Egypt and a strong focus on the development of GCC railway networks.

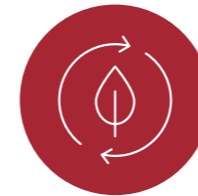


### FUTURE RAIL ENGINEERING I THEATRE

"Industry 4.0" refers to the fourth industrial revolution, which connects machines, people, and physical assets into an integrated digital ecosystem that seamlessly creates, examines and communicates data, and can predict problems based on that data without the need for human intervention. The result is reduced costs, increased efficiency, and improved timelines.

The Future Rail Engineering Theatre is designed for railway engineers and the AEC sector to discover how 'Industry 4.0' trends including advanced engineering, robotics, materials, and digital technologies can advance the prospect of faster implementation of major projects and lower construction costs.

## Tuesday 16 May



### SUSTAINABILITY THEATRE

As the world continues its drive towards net-zero goals, rail will play a crucial role as one of the most sustainable forms of mass transit. This imperative is driving the entire value chain to look at how they can enhance sustainable development goals in their operations.

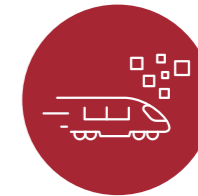
This theatre is all about the major opportunities to enhance environmental sustainability across the railway supply chain. Key topics will include hydrogen trains and fuel efficiency, IoT, automation and operational efficiency, sustainable materials and the future green railway.



### FREIGHT THEATRE

The Freight Theatre will cover the expansion of rail freight networks, ranging from West Asia to Africa. This theatre will bring together intermodal operators, cargo owners and government to map out a future for seamless freight movement.

The GCC rail network will also be a special focus as the region seeks to revolutionize trade and transport routes. Spanning a network of over 2,000 KM, this project is crucial for the future economic development. We will cover the latest developments in the GCC freight network, intermodal freight, new freight terminals and integrating a GCC rail corridor.



### FUTURE RAIL ENGINEERING II THEATRE

With advancements in generative design, software algorithms, and robotic construction, current engineering processes are going to change over the coming years. We will see more and more done by computers and machines than we have ever seen, and the ability to efficiently plan, design, construct, and manage infrastructure will become even slicker.

The Future Rail Engineering II Theatre will showcase the latest tech trends that are changing railway design and construction. Whether you are an architect wanting to make better design decisions and collaborate more effectively throughout the project lifecycle, or you are a railway engineer and want to discover how to digitize your project, everything you need to know about future railway engineering and construction will be covered.

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# THE EXHIBITION



Rolling stock and rail vehicles



Fixed stock



Engineering, construction and design consultants



Signaling and control



IT, software and system integrators



Maintenance



Rail and transport operators



Stations, terminals and display systems



Payments, ticketing and revenue management



Transport security and safety



Energy & electrotechnology



Tunneling

## STARTUP VILLAGE

The Startup Village is the ultimate stage for transport and smart mobility startups engineering the future, connecting them to the region's most influential companies, investors, and media.

Investors come to the Startup Village to find their next unicorn. Global media come to look for their next story. Companies come to look for partnerships and buy solutions.

Join over 100+ innovative startups helping to reimagine the future of mobility.

### WHY APPLY?

#### Brand Awareness

With over 6,000 transport professionals from across the world, Middle East Rail can help you tell your story on a global scale.

#### Funding

Meet VCs looking for early-stage opportunities as well as companies looking for partnerships and innovative solutions.

#### Networking

Our philosophy is simple: we bring people together. Your networking experience starts as soon as you sign up for Middle East Rail, chat with potential leads, and arrange meetings.

# EVENT HIGHLIGHTS

## HUNDREDS OF TECH EXHIBITORS

The 2023 edition will see over 300 exhibitors join from across the globe, bringing you cutting edge products and solutions from the entire transport ecosystem. See world leading brands such as Alstom, Siemens, CRRC and many more display the latest innovative technology from hydrogen trains to the latest in digital tech, all on the exhibition floor.

## NETWORKING EVENTS

Did you miss a meeting with a client or prospect at the show? Not to worry, join us at the end of each day for drinks and networking. This a great way to reconnect with clients and colleagues you may have missed at the show. Don't miss the annual ME Rail networking reception, the must attend community networking event of the year.

## INTERNATIONAL PAVILIONS

Our international pavilions will feature an all-star line-up of international companies, transforming the railway industry across the region. See the latest tech and innovation to come out of Spain, UK, China, Germany and much more.

## CO-LOCATED EVENTS

Co-located events include Roads & Traffic ME and Mobility Live, all designed to bring together the entire mobility ecosystem at one event.

Attendees and exhibitors will have access to over 400 speakers and 11 conference theatres of free content across the co-located brands. Key themes will range from infrastructure design and construction to e-Mobility and the digital and sustainable development of the mobility ecosystem.

## BUYER PROGRAMME

The event will host Ministries of Transport and CXOs of leading transport operators from across the wider region. If you are looking to meet key buyers from across the region from Saudi Arabia to Africa and throughout West Asia, this is your chance to make new contacts and grow your business over two packed days of networking opportunities.

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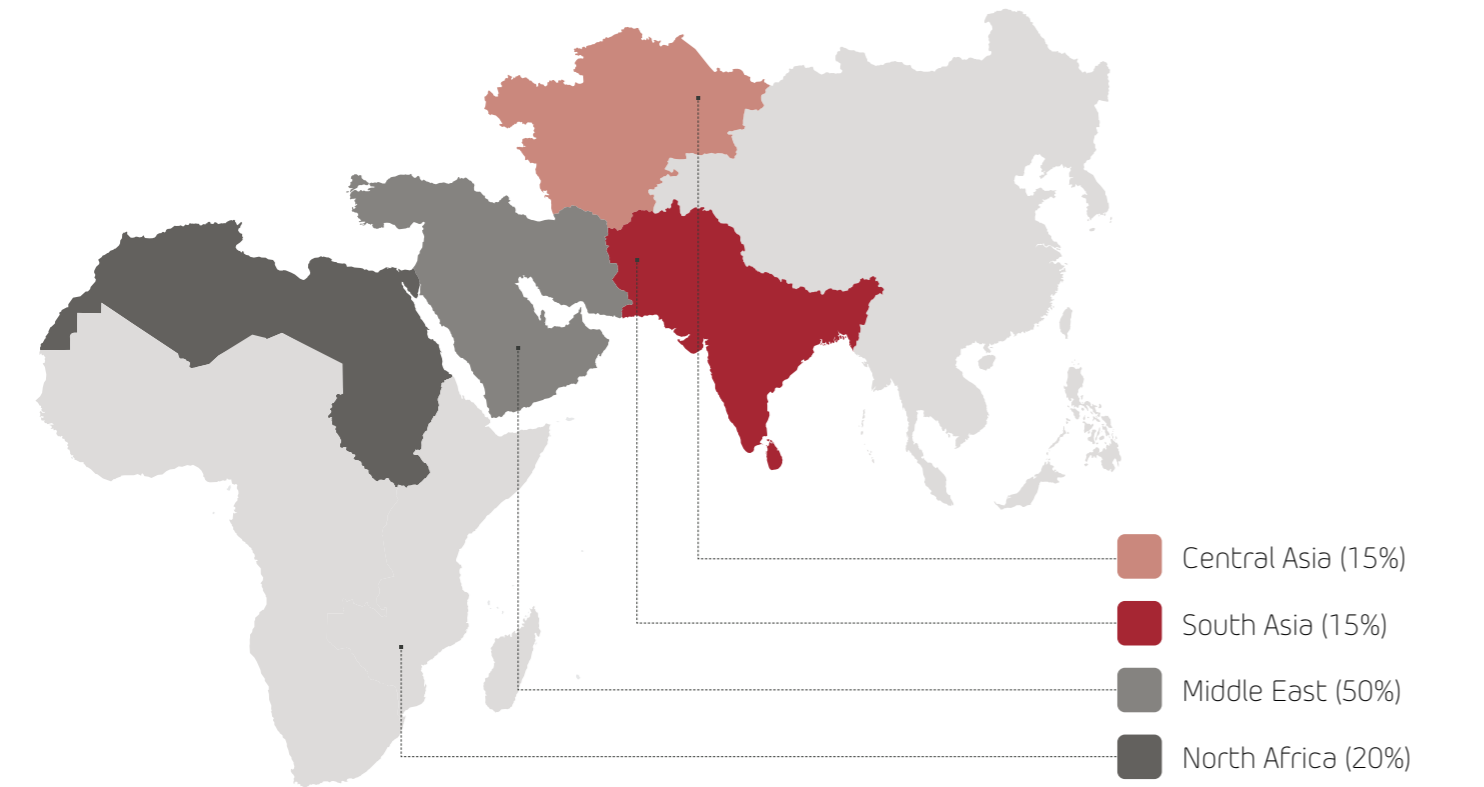
# WHO ATTENDS

PUBLIC TRANSPORT AGENCIES	TRANSPORT OPERATORS (INCL RAIL, ROAD & PRIVATE)	GOVERNMENT/MUNICIPALITIES	ENGINEERING, CONSTRUCTION & DESIGN CONSULTANCIES	LOGISTICS, 3PLS, SUPPLY CHAIN	IT/SOFTWARE/DIGITAL TECHNOLOGY	CARGO OWNERS, COMMERCIAL USERS
RAILWAY SOLUTION PROVIDERS	INTELLIGENT TRANSPORT, ROAD SOLUTION PROVIDERS	PAYMENTS & TICKETING	ENERGY, ELECTRICITY	INVESTORS, FINANCE	AUTONOMOUS & ELECTRIC VEHICLE TECHNOLOGY	FUTURE MOBILITY SOLUTIONS

## WHO ATTENDS THE CONFERENCE?

**400 SPEAKERS**      **600 VIPS**

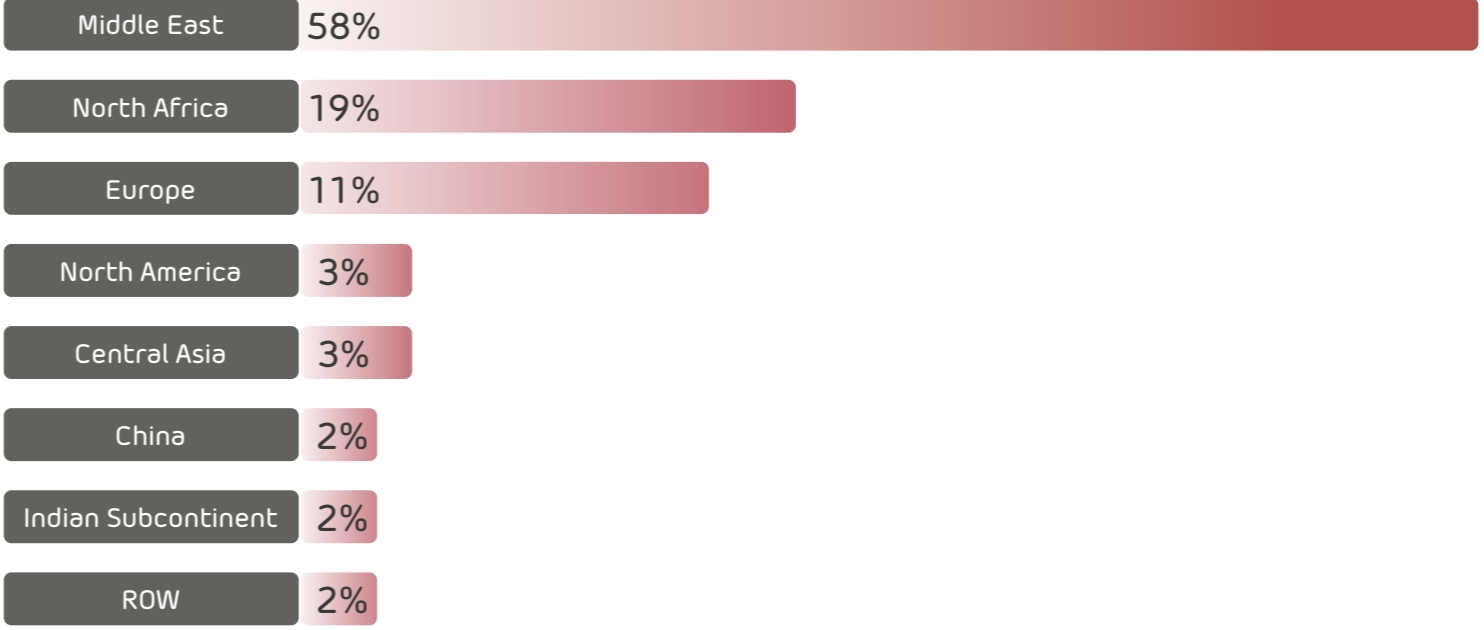
The conference will feature speakers and attract attendees from across the region.



## WHO ATTENDS THE EXHIBITION?

**300 SPONSORS & EXHIBITORS**      **6,000 ATTENDEES**

Visitors to the exhibition come from:



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# TOP PAST SPEAKERS



**ABDUL RAHMAN BIN SALIM AL HATMI**  
CEO  
Oman Rail, **Oman**



**ALY FADALY**  
Chairman & Managing Director  
Cairo Metro, **Egypt**



**BASHAR AL MALIK**  
CEO  
Saudi Railway Company (SAR),  
**Saudi Arabia**



**H.E. ABDUL MOHSEN IBRAHIM YOUNUS**  
CEO of Rail Agency  
Roads & Transport Authority,  
**UAE**



**H.E. ABDULLA SALEM AL KATHEERI**  
Director General  
Federal Transport Authority  
- Land & Maritime, **UAE**



**H.E. AMAR GHOUL**  
Minister  
Minister of Transport, **Algeria**



**H.E. AZIZ RABBAH**  
Minister  
Ministry of Infrastructure  
Development, **Morocco**



**H.E. DR ABDUL LATIF BIN RASHID AL ZAYANI**  
Secretary General  
Gulf Cooperation Council,  
**Saudi Arabia**



**H.E. DR HESHAM ARAFAAT**  
Minister  
Ministry of Transport, **Egypt**



**H.E. DR LINA SHBEEB**  
Minister  
Ministry of Transport, **Jordan**



**H.E. DR MOHAMMED IBRAHIM AL TWAJRY**  
Assistant Secretary General for  
Economic Affairs  
League of Arab States



**H.E. DR RUMAIH AL RUMAIH**  
President  
Saudi Railway Organisation  
& President, Public Transport  
Authority, **Saudi Arabia**



**H.E. IBRAHIM KUTUBKHANAH**  
Deputy Major  
Jeddah Municipality,  
**Saudi Arabia**



**H.E. JULIO GÓMEZ-POMAR**  
Secretary of State  
Ministry for Infrastructure,  
Transport & Housing, **Spain**



**H.E. MAHA RASLAN**  
Deputy Minister for  
Railway Affairs  
Ministry of Transportation,  
**Syria**



**H.E. MARIAM JUMAAN**  
Undersecretary  
Ministry of Transportation &  
Telecommunications, **Bahrain**



**H.E. MOHAMMAD KHALID AL SUWAIKET**  
President  
Saudi Railway Organization,  
**Saudi Arabia**



**H.E. SHADI MALAK**  
Chief Executive Officer,  
Etihad Rail, **UAE**



**H.E. SUHAIL MOHAMED FARAJ AL MAZROUEI**  
Minister  
Ministry of Energy &  
Infrastructure, **UAE**



**H.E. SURESH PRABHU**  
Minister  
Ministry of Railways, **India**



**H.E. WENDY MORTON MP**  
Minister of State  
Department for Transport,  
**UK**



**LAURENCE BATLLE**  
CEO  
RATP Dev, **France**



**MOHAMED RABIE KHLIE**  
CEO  
Moroccan National Railways  
(ONCF), **Morocco**



**MOHAMMAD SAUD ALHADBAH**  
Board Member  
Public Authority for Roads &  
Transportation, **Kuwait**



**PATRICK ROPERT**  
CEO  
SNCF Gares & Connexions, &  
Chairman of the Supervisory  
Board, AREP Group, **France**



**ROLF HÄRDI**  
CTO  
Deutsche Bahn, **Germany**



**SIR PETER HENDY**  
Chairman  
Network Rail, **UK**



**YOUSSEF DRAÏSS**  
CEO  
CASABLANCA TRANSPORT,  
**Morocco**

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# NETWORKING & BUYER ENGAGEMENT

## MOBILE APP

The Middle East Rail Networking app takes targeted networking to the next level. Don't wait for the right people to pass you by chance, actively invite them to your booth.

- Access to all registered attendees through the app
- Connect with potential customers, send messages and meeting requests
- Scan visitor badges and store leads
- Schedule virtual meetings year-round

## NETWORKING

While business is done on the show floor, relationships are often cultivated and strengthened at networking events. Middle East Rail exhibitors and sponsors are invited to join a range of social networking events around the show.

- Evening networking reception
- VIP Buyer lounge
- CXO networking lunch

## HOSTED VIP MEETINGS

Gain direct access to a meeting program of qualified buyers actively sourcing the latest products and solutions. Our dedicated team will arrange 1-on-1 meetings with our VIP buyers.

The event will host Ministries of Transport and CXOs of leading transport operators from across the region. This is your chance to make new contacts and grow your business over two packed days of networking opportunities.

## EXHIBITING

Nothing beats face-to-face engagement. Middle East Rail creates two-days of high-volume networking with over 6,000 Rail Operators, Transport Operators, Transport Ministries, Contractors and Solutions Providers. Sometimes it's the chance meetings that lead to the biggest opportunities.

## BUYERS THAT ATTEND MIDDLE EAST RAIL



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"Terrapinn rail events are the only way to educate ourselves and learn about new technologies. We can spread our knowledge throughout the Middle East – it's a win-win."

Roads and Transport Authority, United Arab Emirates



"We had some excellent meetings. The quality of attendees is exceptionally high."

Project Manager in Overseas Business Division, CRRC

"The beauty of this show is that if you come with the mindset of meeting certain people or companies, you also meet their competition... everybody is here"

Linsinger



"The event is the perfect platform to explore new technologies, strategise with the industry's leading figures and connect with the disruptors shaping the future of transport."

Federal Transport Authority





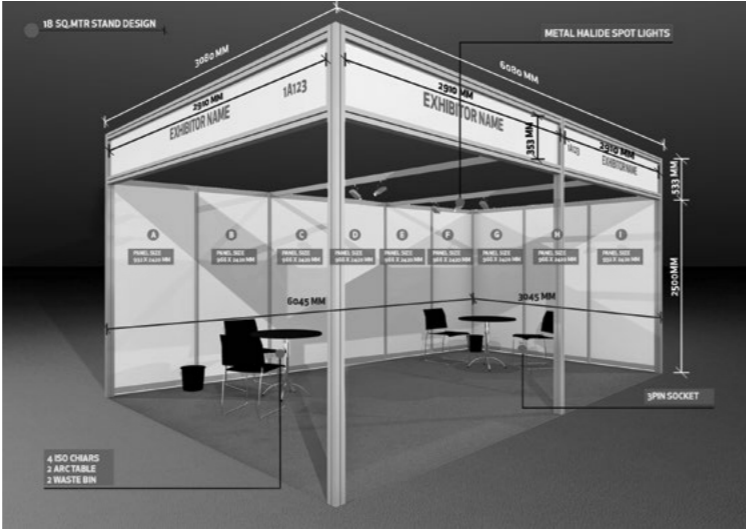
# EXHIBITION PACKAGES

## SHELL SCHEME | \$595/ m<sup>2</sup> + VAT

Shell scheme stands are sold per square metre, and provides you with a 'fitted booth' of 9m<sup>2</sup>, 12m<sup>2</sup> or 18m<sup>2</sup> (max), providing the essential material required for your stand.

### INCLUDES

- Carpeting
- Table
- Chairs
- Electricity plug points
- Walling up to 3 sides
- Fascia board with your company name
- Spotlights
- Logo and link on website
- Logo, listing and profile in event app



## RAW SCHEME | \$525/ m<sup>2</sup> + VAT

Raw space gives you the opportunity to design and construct your own, unique stand on a larger area of raw space, using different flooring, walls and lightning.

### INCLUDES

- Logo and link on website
- Logo, listing and profile in event app



# SPONSORSHIP OPPORTUNITIES

	TITLE* APPLICATION ONLY	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBITOR
<b>CONTENT AND THOUGHT LEADERSHIP</b>						
Keynote presentation / interview	1 (Day 1)	1 (Day 2)				
Track presentation/ interview	2	1	1	1		
Track panel discussion	2	1	1		1	

	TITLE	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBITOR
<b>BUSINESS DEVELOPMENT AND NETWORKING</b>						
Exhibitor Space	72m <sup>2</sup>	72m <sup>2</sup>	36m <sup>2</sup>	18m <sup>2</sup>	9m <sup>2</sup>	9m <sup>2</sup>
Facilitated meetings	15	10	6	4	2	
Premium VIP conference passes	20	15	10	7	4	
Exclusive networking function host	✓					
Access to networking app	VIP	VIP	VIP	✓	✓	✓
Access to all networking functions	✓	✓	✓	✓	✓	

	TITLE	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBITOR
<b>BRANDING, MARKETING, LEAD GENERATION</b>						
<b>Sponsorship tier website branding</b>						
Social media welcome announcement	1	1	1	1	1	
Logo placement, website listing and event app listing	✓	✓	✓	✓	✓	✓
Logo on event digital material, digital brochure and event app	✓	✓	✓	✓	✓	✓
Personalised marketing pack	✓	✓	✓	✓		
Standard marketing pack					✓	✓
Social media posts - all content to be provided by sponsor	3	2	2	1	1	
Opportunity to select one additional branding location	✓					
Sponsorship of the track of your choice	✓					
Logo on all related onsite event signage	✓	✓	✓	✓	✓	
Rotating banner adverts on event app home page	1	1	1			
Comprehensive post event report	✓	✓	✓	✓	✓	✓
<b>EXCL. VAT (USD)</b>	<b>\$100 000</b>	<b>\$60 000</b>	<b>\$40 000</b>	<b>\$20 000</b>	<b>\$12 000</b>	<b>From \$525 per m<sup>2</sup></b>

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# CONTACT US

## **Sean Hartley**

Project Director

t/ +971 4 440 2598

sean.hartley@terrapinn.com

## **Miriam Ghanem**

Conference Manager

t/ +971 4 440 2528

miriam.ghanem@terrapinn.com

## **Teresa Leese**

Senior Marketing Manager

teresaleese@terrapinn.com

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