

# **MetroRail 2013**

New projects  
New partners  
New opportunities

9 - 11 April 2013  
Hilton Madrid Airport Hotel, Madrid

supporting partner



created by



# 10 reasons



Join the world's urban rail operators at the 9th annual MetroRail, as they meet to discuss business strategy and meet with new potential partners. With a new focus on **Latin American projects**, MetroRail 2013 is a great opportunity to take advantage of the monumental growth of this expanding metro market.

Over 3 days a carefully selected mix of urban rail operators, transport authorities and solution providers will explore new global metro projects; look at new **CBTC and signalling technologies**; debate strategies for delivering a passenger-focused service; understand how to improve metro security and continue to drive the agenda for driverless metros.

# to attend

- 1** Explore growth opportunities in Latin America by meeting with metro executives from Sao Paulo, Santiago, Lima, Panama, Rio, Quito and more
- 2** Find out how to get the most out of your CBTC and signalling systems, with key case studies from Metro de Madrid, Metro de Sao Paulo and Metroselskabet
- 3** Learn how to engage social media and one-to-one marketing to improve passenger experience with insight from MTA New York and Societe de transport de Montreal
- 4** Understand how the cities of Kuwait, Kuala Lumpur and London are expanding their existing networks to increase capacity and efficiency
- 5** Find out how to enhance the interoperability of your network, and integrate it into a 'Smart City' with new ideas from FGV, CPTM and Metro de Medellin
- 6** Look at new strategies to improve security and balance technology, procedures and staff with critical insight from Wiener Linien and TfL
- 7** Hear new case studies on driverless metro operation from MEGA, Metro C SCPA and Keolis
- 8** Metro operators can take advantage of our exclusive discount! If you're a supplier, you can be assured of significantly higher numbers of metros in attendance to meet and do business with
- 9** Attend brand new sessions on tram and tram-train system development as part of the co-located conference Light Rail World
- 10** Get a first-hand look at the Metro de Madrid Control Centre or the Madrid Tram network via two guided technical visits



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# 2013 key speakers



**Bruce McCuaig**  
President & CEO  
**Metrolinx**



**Carl Desrosiers**  
Chief Executive Officer  
**Société de transport  
de Montréal**



**Howard Collins**  
Chief Operating Officer,  
London Underground  
**Transport for London**



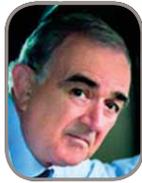
**Howard Smith**  
Chief Operating Officer  
**London Rail**



**Andrew Bata**  
Chief Strategic Improvements  
and Best Practices, Office  
of Strategic Innovation and  
Technology  
**MTA New York City Transit**



**Roberto Roy**  
Secretario Ejecutivo  
**Metro de Panamá**



**Ramiro Márquez  
Ramírez**  
General Manager  
**Metro de Medellín**



**Edgar Jácome  
Zambrano**  
Managing Director  
**Metro de Quito**



**Oswaldo Plasencia Contreras**  
Executive Director  
**AATE Autoridad Autónoma del  
Sistema Eléctrico de Transporte  
Masivo de Lima y Callao**



**Roberto Bianchi**  
CEO  
**Metro de Santiago**



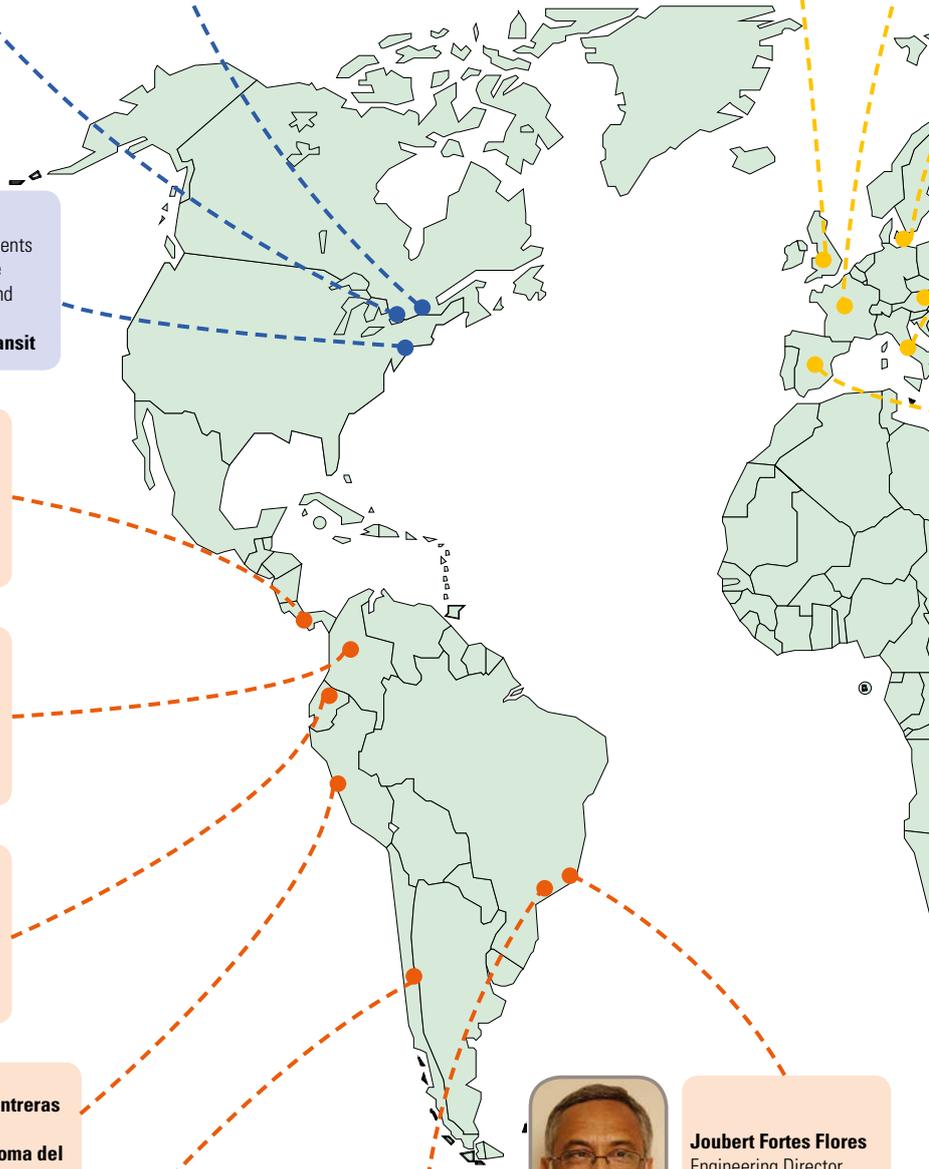
**Mario Fioratti Filho**  
Director of Operations  
**Metrô de São Paulo**  
& President  
**Alamys**



**Mário Manuel Seabra  
Rodrigues Bandeira**  
Director Presidente  
**Cia Paulista De Trens  
Metropolitanos**



**Joubert Fortes Flores**  
Engineering Director  
**Metro Rio**





**Philippe Leguay**  
International Urban  
Rail Systems Transport  
Director  
**Keolis**



**Klavs Hestbek Lund**  
Project Director  
**Metroselskabet**



**Thomas Kritzer**  
Deputy Head, Metro  
Operations  
**Wiener Linien**



**Filippo Stinellis**  
Chief Executive Officer  
**Metro C SCPA**



**Dr Stoyan Bratov**  
Executive Director  
**Sofia Metropolitan JSC**



**Carlos Cristóbal-Pinto**  
Director of Quality,  
Processes and External  
Affairs  
**Consortio Regional de  
Transportes de Madrid**



**Ernesto Capillas**  
Director of Operations  
**Metro Sevilla**



**Antonio de Santiago  
Laporte**  
R&D Manager  
**Metro de Madrid**



**Aurelio Rojo Garrido**  
Secretary General  
**Alamys**



**Shahril Mokhtar** Group  
Managing Director  
**Syarikat Prasarana  
Negara Berhad**



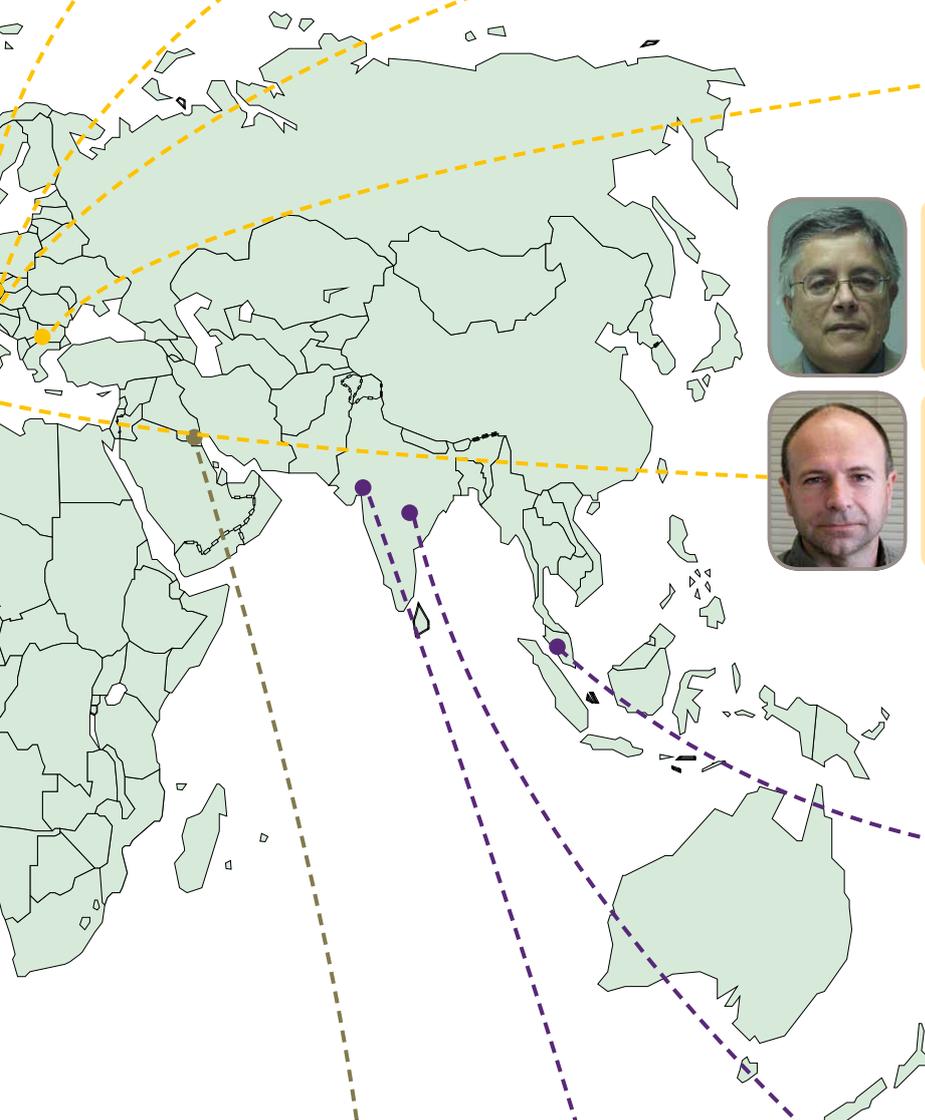
**N V S Reddy**  
Managing Director  
**Hyderabad Metro Rail  
Ltd**



**Adel Al-Roumi**  
Director General  
**Ministry of Kuwait  
Partnerships Technical  
Bureau**



**Sanjay Gupta**  
Executive Chairman  
**Metro Link Express  
for Gandhinagar &  
Ahmedabad Co Ltd**



08:00 Registration, coffee and exhibit viewing

## INTEGRATED URBAN MASS TRANSIT

09:00 Chairman's opening remarks



**Chris Jackson**  
Editor-in-Chief  
Railway Gazette International

09:10 How the Big Move Regional Transportation Plan is transforming transportation in North America's fastest growing urban region



**Bruce McCuaig**  
President & CEO  
Metrolinx

09:40 Enhancing the MRT network in Kuala Lumpur



**Shahril Mokhtar**  
Group Managing Director  
Syarikat Prasarana Negara Berhad

10:10 In conversation with Howard Smith: why Crossrail offers a world-class opportunity for London



**Howard Smith**  
Chief Operating Officer  
London Rail

Interviewed by: **Chris Jackson**, Editor-in-Chief, Railway Gazette International

10:40 Morning refreshments & exhibit viewing

11:40 Expanding capacity and upgrading existing infrastructure to meet growing travel demand in Sao Paulo



**Mario Fioratti Filho**  
Director of Operations  
Metrô de São Paulo  
& President  
Alamys

12:00 Development strategies to expand Kuwait's rail network



**Adel Al-Roumi**  
Director General  
Ministry of Kuwait Partnerships Technical Bureau

12:20 CEO brainstorm: strategies for optimising MRT networks

Making best use of latest technology and management techniques to enhance /expand capacity and control costs

- What is the most effective way to increase capacity?
- Can new and existing operators develop and/or expand their networks cost-effectively?
- How should operators handle maintenance, obsolescence and LCC issues?
- Which are the most effective financing strategies?

**Howard Smith**, Chief Operating Officer, **London Rail**  
**Roberto Bianchi**, CEO, **Metro de Santiago**  
**Adel Al-Roumi**, Director General, **Ministry of Kuwait Partnerships Technical Bureau**  
**Bruce McCuaig**, President & CEO, **Metrolinx**

13:00 Networking lunch & exhibit viewing

**registration**  
**PRE DRINKS** Monday 8th  
April 19.30pm

Kick-start your networking experience! Arrive early, grab a drink and take the opportunity to meet with other delegates before the conference officially opens

Co-location with

**LightRail** EUROPE 2013  
WORLD

A brand new conference for tram and tram-train operators and their partners. Attendees to both events are free to move between conference sessions. Visit [www.terrapinn.com/lightrail](http://www.terrapinn.com/lightrail) to find out more.

## STREAM A

OR

## STREAM B

### CBTC SIGNALLING & COMMUNICATIONS

- 14:10** **Case study: looking at Madrid metro's resignalling programme and new control centre**  
Senior executive, **Metro de Madrid**
- 14:30** **Economic viability of new infrastructure projects – reducing cost and implementation times**  
**Professor Jesús Félez**, Director of the School of Engineering, **Universidad Politécnica de Madrid**
- 14:50** **Challenges of the Klang Valley Project in Malaysia (MRT - Train Control)**  
**Nitant Sethi**, Manager Business Development and Marketing – Mass Transit, Industrial and Turnkey, **Bombardier Transportation**
- 15:10** **Case study: converting Sao Paulo metro to automated operation**  
**Mario Fioratti Filho**, Director of Operations, **Metrô de São Paulo** & President, **Alamys**
- 15:30** **Afternoon refreshments & exhibit viewing**
- 16:30** **Case study: key operational requirements of Cityringen, Copenhagen's second-generation metro**  
**Marius de Gromoboy**, ATC Specialist, **Metroselskabet I/S**
- 16:50** **Meeting CBTC signaling requirements with TETRA**  
**Jose Manuel Martin**, Chief Marketing and Sales Officer, **Teltronic**
- 17:10** **Panel: optimising the benefits of latest signalling and telecommunications technologies cost-effectively**
  - What factors should be considered to ensure that the right solution is chosen for each application
  - What tools are available to optimise cost and implementation times eg simulation
  - Life-cycle cost versus lowest initial purchase price; managing obsolescence
  - Strategies to ensure effective use of systems and processes by the control centre and roving staff**Mario Fioratti Filho**, Director of Operations, **Metrô de São Paulo** & President, **Alamys**  
**Marius de Gromoboy**, ATC Specialist, **Metroselskabet I/S**  
**Jose Manuel Martin**, Chief Marketing and Sales Officer, **Teltronic**  
**Nitant Sethi**, Manager Business Development and Marketing – Mass Transit, Industrial and Turnkey, **Bombardier Transportation**
- 18:00** **Chairman's closing remarks and Close of Day One**

### CUSTOMER RELATIONSHIP MANAGEMENT

- 14:10** **Enhancing revenue and CRM: case study from Santiago**  
**Roberto Bianchi**, CEO, **Metro de Santiago**
- 14:30** **Turning transit users into star passengers: a successful CRM strategy**  
**Carl Desrosiers**, Chief Executive Officer, **Société de transport de Montréal**
- 14:50** **Using social media applications for improved customer information**  
**Andrew Bata**, Chief, Strategic Improvements and Best Practices, Office of Strategic Innovation and Technology, **MTA New York City Transit**
- 15:10** **How to improve customer experience using real time passenger information system**  
**Anna Kristensen**, Sales and Program Director, **Focon PIS**
- 15:30** **Afternoon refreshments & exhibit viewing**
- 16:30** **Case study: how METRO RIO are improving customer service and satisfaction**  
**Joubert Fortes Flores**, Engineering Director, **Metro Rio**

### GENERATING REVENUE

- 16:50** **Generating additional revenue through corporate sponsorship programmes**  
**Carles Cantó**, Vice President, Head of Public Sector and Tourism, **IMG Consulting**
- 17:10** **Round table brainstorms: how can operators drive fare and non-fare revenue?**  
*All attendees are invited to take part in round table discussion. Working in small groups attendees will discuss the following commercial issues and how to overcome them.*
  - What is the optimum fare strategy and how much control does the operator have when fares are set? What other sources of fare and non-fare revenue are available?
  - Deriving additional revenue from existing assets and expertise
  - How can operators monetise their relationship with the customer? Should they seek to do so?
- 18:00** **Chairman's closing remarks and Close of Day One**

# LA FIESTA!

Tuesday 9th April  
19.30pm

A spectacular Spanish-themed party including a seated dinner and awards ceremony, where we celebrate the most notable achievements of the urban rail sector this year

09:00

**Chairman's opening remarks**

**Aurelio Rojo Garrido**  
Secretary General  
Alamys

**SPOTLIGHT ON LATIN AMERICA & SPAIN**

09:10

**The benefits of building metros in major cities: spotlight on LatAm**

**Aurelio Rojo Garrido**  
Secretary General  
Alamys

09:35

**Building a world-class metro network in Panamá**

**Roberto Roy**  
Secretario Ejecutivo  
Metro de Panamá

10:00

**Developing a modern metro to meet travel demand in Quito**

**Edgar Jácome Zambrano**  
Managing Director  
Metro de Quito

10:25

**Design and success of the Line 1 operational model of Metro de Sevilla**

**Ernesto Capillas**  
Director of Operations  
Metro Seville

10:50

**Morning Refreshments and Meet the LatAm Metros reception**

*As part of the Spotlight on Latin America and Spain, join regional hosted tables to understand the scope of opportunity available in this exciting region.*

11:30

**Creating a modern metro network in Lima**

**Oswaldo Plasencia Contreras**  
Executive Director  
AATE Autoridad Autónoma del Sistema Eléctrico de Transporte Masivo de Lima y Callao

12:00

**Panel: planning and financing metro projects in an era of constrained financial resources**

- Establishing the best structure to ensure success; aligning political, financial and environmental interests
- Streamlining the specification process; the role of consultants
- Identifying the optimum approach to financing the project: trend towards PPP
- Defining achievable timescales and smooth project delivery channels

**Ernesto Capillas**, Director of Operations, **Metro Sevilla**  
**Roberto Roy**, Secretario Ejecutivo, **Metro de Panamá**  
**Edgar Jácome Zambrano**, Managing Director, **Metro de Quito**  
**Oswaldo Plasencia Contreras**, Executive Director, **AATE Autoridad Autónoma del Sistema Eléctrico de Transporte Masivo de Lima y Callao**

13:00

**Networking lunch**

“A superb opportunity to gain an update and network with senior players in the global metro market”.

Tim Gray | Business Development Director | Rail Industry Association

## STREAM A

OR

## STREAM B

### SMART CITIES & MOBILITY

- 14:10** **Adapting the network for the 21<sup>st</sup> century client**  
Senior executive, **Ferrocarrils de la Generalitat Valenciana**
- 14:30** **Case study: upgrading the CPTM network in Sao Paulo**  
**Mário Manuel Seabra Rodrigues Bandeira**, Director  
Presidente, **Cia Paulista De Trens Metropolitanos**
- 14:50** **Case study: enhancing integration and interoperability in Medellín**  
**Ramiro Márquez Ramírez**, General Manager, **Metro de Medellín**
- 15:10** **Smart transit technologies for sustainable and convenient mobility in cities**  
**Juan Manuel González Lelo De Larrera**, Commercial Director, Latin America, **Bombardier Transportation**
- 15:30** **Chat show-style panel: integrating public transport networks in order to encourage ridership**  
*Panellists will be called onto stage one-by-one for a brief 10 minute interview, finished with group discussion.*
- Ramiro Márquez Ramírez**, General Manager, **Metro de Medellín**  
**Mário Manuel Seabra Rodrigues Bandeira**, Director Presidente, **Cia Paulista De Trens Metropolitanos**  
**Przemysław Staškowiak**, Head of Traffic Safety Department, **Poznan Municipal Roads Administration**  
**Olivier Flous**, Technical Director of Transport and Security, **Thales**
- 16:10** **Afternoon refreshments**
- 16:30** **Round table brainstorms: creating a blueprint for the 'perfect' Smart City**  
*All attendees are invited to take part in round table discussion. Working in small groups attendees will discuss the following key criteria for a 'Smart City' and create a blueprint engaging all stakeholders, for the delivery of the smart city vision.*
1. Increasing urban security needs
  2. Increasing mobility needs
  3. Cities attractiveness and competitiveness for enterprise / citizen quality of life
  4. Large event management
  5. Mastering sustainable growth and development
- 17:10** **Group feedback and discussion**
- 17:30** **Chairman's closing remarks and close of Day Two**

### SECURITY

- 14:10** **Strategies for better security – balancing technology, procedures and staff**  
**Thomas Kritzer**, Deputy Head, Metro Operations, **Wiener Linien**
- 14:30** **Case study: ensuring safety on London's urban rail network**  
**Howard Collins**, Chief Operating Officer, London Underground, **Transport for London**
- 14:50** **Improving maintainability, availability and security on installations**  
**Mario Olalla Real**, Sales Manager for Domestic Transport, **Thales**
- 15:10** **Case study: SecureMetro – blast testing and analysis of a metro vehicle**  
**Conor O'Neill**, Senior Research Associate, **NewRail**, Newcastle University & Project Co-ordinator, **Secure Metro**  
**Antonio de Santiago Laporte**, R&D Manager, **Metro de Madrid**
- 15:30** **Chat show-style panel: where are the biggest holes in existing metro security systems, and how can these be improved?**  
*Panellists will be called onto stage one-by-one for a brief 10 minute interview, finishing with group discussion.*
- Thomas Kritzer**, Deputy Head, Metro Operations, **Wiener Linien**  
**Howard Collins**, Chief Operating Officer, **London Underground, Transport for London**  
**Conor O'Neill**, Senior Research Associate, **NewRail**, Newcastle University & Project Co-ordinator, **Secure Metro**  
**Antonio de Santiago Laporte**, R&D Manager, **Metro de Madrid**
- 16:10** **Afternoon refreshments**
- GLOBAL PROJECTS**
- 16:30** **Transforming Hyderabad into a competitive global city through metro rail**  
**N V S Reddy**, Managing Director, **Hyderabad Metro Rail Ltd**
- 16:50** **Metro network development in Sofia**  
**Dr Stoyan Bratoev**, Executive Director, **Sofia Metropolitan JSC**  
**David Krasa**, Managing Director, **Metroprojekt**
- 17:10** **Chairman's closing remarks and close of Day Two**

08:30

**The Results Breakfast**

Enjoy a formal breakfast with a summation of the key facts and figures from MetroRail 2013, and get ready for the third and final day of congress

09:30

**Chairman's opening remarks**

**Klavs Hestbek Lund**  
Project Director  
Metroselskabet

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**DRIVING THE AGENDA FOR DRIVERLESS METROS**


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09:40

**Single solution to inter-city & intra-city mass rapid transit needs; catalysing densification and rapid urban growth**


**Sanjay Gupta**  
Executive Chairman  
Metro Link Express for Gandhinagar & Ahmedabad Co Ltd

10:10

**Lessons from the first driverless metro line in Rome**


**Filippo Stinellis**  
Chief Executive Officer  
Metro C SCPA



**Francesco Maria Rotundi**  
General Manager  
Metro C SCPA

10:40

**ERTMS & CBTC: Is convergence possible?**


**José Luis Domingo Zayas**  
Mass Transit Line of Business Director  
Invensys Rail

11:00

**Morning refreshments**

11:40

**A driverless experience from a woman prospective - the Princess Nora Blint Abdulrahman University project**


**Francesco Di Maio**  
Senior Vice President, Transportation Systems  
Ansaldo STS

12:05

**Strategies for delivering CBTC projects in demanding conditions**

**Dan Filip**  
Director, Marketing & Business Development  
Thales Canada Transportation Solutions

12:30

**How to manage obsolescence by introducing CBTC**


**Philippe Leguay**  
International Urban Rail Systems Transport Director  
Keolis

13:00

**Networking lunch**

14:00

**Strategies for expanding the driverless metro network in Singapore**

Speaker to be advised  
Land Transport Authority

14:30

**Chat show-style panel: future trends in metro automation**

*Panellists will be called onto stage one-by-one for a brief 10 minute interview, finished with group discussion.*

**Sanjay Gupta**, Executive Chairman, **Metro Link Express for Gandhinagar & Ahmedabad Co Ltd**  
**Filippo Stinellis**, Chief Executive Officer, **Metro C SCPA**  
**Philippe Leguay**, International Urban Rail Systems Transport Director, **Keolis**

15:15

**Close of congress**


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**TECHNICAL VISITS**


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15:30

**TECHNICAL VISITS**

Hosted by Metro de Madrid, participants will have the opportunity to join one of two exciting technical site visits. Each tour will last for approximately 2 hours

1. **Visit to Metro de Madrid Control Centre**
2. **Visit to Madrid Tram network**

Each year our technical tours sell out early, so with strictly limited places available please make sure you register your interest at the point of booking your delegate place.

# reserve your place today

The earlier you book the more you'll save.

It's really easy to register online.

Ensure you take advantage of the best deal by using voucher code: MM01 - see below for details

Go to [www.terrapinn.com/metro2013](http://www.terrapinn.com/metro2013) and hit register now.

## Urban rail operator price

Registration deadline	18-Jan-13	01-Mar-13	22-Mar-13	22-Mar-13
Use booking code	MM01			
3 day congress 9 - 11 April	€1050 + VAT €220.50 = €1270.50 <b>SAVE €2245</b>	€1170 + VAT €245.70 = €1415.70 <b>SAVE €2125</b>	€1225 + VAT €257.25 = €1482.25 <b>SAVE €2070</b>	€1285 + VAT €269.85 = €1554.85 <b>SAVE €2010</b>
2 day congress 9 - 10 April	€895 + VAT €187.95 = €1082.95 <b>SAVE €1905</b>	€995 + VAT €208.95 = €1203.95 <b>SAVE €1805</b>	€1040 + VAT €218.40 = €1258.40 <b>SAVE €1760</b>	€1090 + VAT €228.90 = €1318.90 <b>SAVE €1710</b>

## Standard Price

Registration deadline	18-Jan-13	01-Mar-13	22-Mar-13	22-Mar-13
Use booking code	MM01			
3 day congress 9 - 11 April	€2695 + VAT €565.95 = €3260.95 <b>SAVE €600</b>	€2995 + VAT €628.95 = €3623.95 <b>SAVE €300</b>	€3145 + VAT €660.45 = €3805.45 <b>SAVE €150</b>	€3295 + VAT €691.95 = €3986.95
2 day congress 9 - 10 April	€2290 + VAT €480.9 = €2770.9 <b>SAVE €510</b>	€2545 + VAT €534.45 = €3079.45 <b>SAVE €255</b>	€2670 + VAT €560.7 = €3230.7 <b>SAVE €130</b>	€2800 + VAT €588 = €3388

\*Registrations at the urban rail operator are ONLY available to full time employees of public transport authorities and publicly-owned metro operators and NOT to commercial operators or private consortia. All registrations at the urban rail operator price are subject to final approval by Terrapinn. Your booking is not confirmed until you have received confirmation from Terrapinn.



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[www.terrapinn.com/metro2013](http://www.terrapinn.com/metro2013)