

City Rail

Asia 2011

24 - 27 MAY 2011

GRAND COPTHORNE WATERFRONT HOTEL,
SINGAPORE

Integrated Rail Systems And Award-Winning Train Station Designs For Asia's Urban Metros



Special Government Address:

Rail and Public-Private Partnership Projects in Manila
Glicerio Sicat, Undersecretary for Railways and Civil Aviation,
Department of Transport and Communications, Philippines

What's New For 2011:

- Learn about new rail projects, updates on line extensions and upgrade works across Asia
- Be updated on high-speed rail developments in Asia
- Learn the latest on rail security technologies and how to raise public safety on Asia's rail networks
- Be inspired by award-winning station designs and masterplanning
- Learn how to maximise non-fare box revenue through property development
- Examine funding strategies for the development of sustainable metro rail
- Join our design masterclass on multi-modal, integrated transport hubs
- Network with your peers and colleagues at this regional gathering

Rail Operator Project Announcements And Updates By:

- MTR Corporation Ltd, Hong Kong
- SMRT Corporation Ltd, Singapore
- Delhi Metro Corporation, India
- PT Kai Commuter Jabodetabek, Indonesia
- Toll Royal Railway, Cambodia
- Bangladesh Railways, Bangladesh

Pre-Conference Workshop Tuesday, 24 May, 2011 9 am – 5 pm

NON-FARE BOX REVENUE BUSINESS AND MARKETING FOR
RAIL OPERATORS

Post-Conference Design Masterclass Friday, 27 May, 2011 9 am – 5 pm

DESIGNING AND PLANNING MULTI-MODAL TRANSPORT HUBS



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CONFERENCE DAY ONE: WEDNESDAY, 25 MAY 2011

08:30 Registration and Morning Coffee

09:00 Chairperson's Opening Remarks

Fred Brown, Honorary Chairman, MVA Hong Kong, Hong Kong

Fred Brown has over 30 years of international experience in the transport industry, directing major transportation and development projects in Asia, Australia and Europe for both private and public sectors.

He has directed railway network development strategies for Hong Kong and Guangzhou, coordinating railway expansion and land-use development planning at a strategic level. He has been involved in rail system and extension studies in Beijing, Shenzhen, Wuhan, Bangkok, Kuala Lumpur, Singapore, Lahore, Sydney and the UK and has taken a leading role in creating rail and property development hubs, integrating multi-modal transport interchange facilities and airspace development with the adjacent urban environment.

09:10 Growth Opportunities in Urban Rail for the Private Sector

- Asia Pacific urban rail market & lifecycle stage
- Urban rail projects under development/planning in Asia Pacific
- Profile of top 5 most promising Asia Pacific cities
- Attractiveness of Asia Pacific cities for urban rail investments
- Opportunity assessment for urban rail industry stakeholders

Rohit Gunavanthe, Senior Consultant, Asia Pacific Transportation & Logistics Practice, Frost & Sullivan

Rohit Gunavanthe monitors and analyses emerging trends and market behaviour in the logistics, transportation and rail industry in Asia Pacific. Since joining Frost & Sullivan in November 2004, Rohit has completed several research and consulting projects in the rail, transportation and logistics business for the Asia Pacific and Middle East markets, with focus on market entry, new products, distribution and aftermarket, pricing and vendor-based development strategies. He has spearheaded and completed several studies on the rail market in Asia Pacific, including the Asia Pacific Rail Market and Asia Pacific Urban Rail Market.

RAIL PROJECT UPDATES, NEW PROJECTS AND LINE EXTENSIONS IN ASIA

09:50 Singapore: Connecting Singapore through an Extended and Integrated MRT Network

- SMRT vision and strategy to connect all corridors for a multi-modal, integrated transport system
- Updates on line extension projects and new lines
- Timelines and developments in expanding current capacity

Ng Teck Poo, Director, Engineering & Projects, SMRT Corporation Ltd, Singapore

Ng Tek Poo is responsible for the operational maintenance and running of the SMRT trains system in the North-South East-West Line, Circle Line and the Bukit Panjang Light Rail Transit, which cover the following functional areas: rolling stock and track, signaling and communication, traction power, fare system and building services.

10:30 Morning Refreshments & Networking

11:00 Government Address: Rail and Public-Private Partnership Projects for Metro Manila

- LRT Lines 1 and 3 integration for seamless connectivity and expanding capacity for both rail systems
- Update on feasibility study, right-of-way and the tender processes and bid date
- Masterplan for the National Railway System and the Mindanao Railway System
- Financing and funding new projects

Glicerio Sicat, Undersecretary for Railways and Civil Aviation, Department of Transport and Communications, Philippines

Glicerio V. Sicat is currently the Undersecretary for Rail Transportation and Civil Aviation with the Department of Transportation and Communications. He has vast experience in development banking, credit, and finance. He was a Professor in the MBA Program at Ateneo De Manila University, and was Dean of Engineering at Central Colleges of the Philippines. His extensive private sector credentials include Assistant General Manager for Caltex Philippines, Executive Vice President for Philippine Telephone and Telegraph Corporation, and Chairman / President of Inter-Pacific Capital Philippines Corporation.

11:40 Hong Kong: Looking Beyond the Border: MTR Projects Overseas

- MTR franchise strategy and market focus
- Investment needs and partnership opportunities in rail infrastructure projects
- Collaborating with internal and external stakeholders to deliver the project

Andrew Brown, Commercial and International Business Planning Manager, MTR Corporation Ltd, Hong Kong

Andrew Brown is a British chartered civil engineer. Based in Hong Kong for the past 15 years, Brown has worked for MTR Corporation since 1998 on various railway extension projects with responsibilities as diverse as contract tendering, dispute resolution, cost estimating and project negotiations. His current role in the China and International Division entails the review and targeting of the Corporation's strategy in respect of its international and China-related expansion objectives.

12:20 Bangladesh: Mass Rapid Transit for Dhaka: Options, Issues and Realities



- Population and traffic scenario in Dhaka
- The Strategic Transport Plan (STP) for Dhaka: Options, estimated costs, and implementation plan
- Feasibility study outcome, government initiatives and recent developments
- Investment plan and mode of procurement
- Options for private-public partnerships in Dhaka's MRT system

Md Saidur Rahman, Deputy Project Director, Bangladesh Railways, Bangladesh

Md Saidur Rahman joined Bangladesh Railway (BR) in 2003 and served on several positions until he joined the Asian Development Bank in 2009 under lien as a project analyst. He has more than 10 years experience in transport, infrastructure and urban planning, real estate sector, and international and local financial institutions. Md Saidur was involved in a study by the Japan International Corporation Agency (JICA) that looked into the feasibility of building an MRT system in Dhaka.

13:00 Lunch

14:00 Cambodia: Railway Concession and Rehabilitation Project Being Undertaken By Toll Royal Railway



- The concessioning of the Cambodian railway network
- The stages and funding of the railway rehabilitation project
- The current status of the railway rehabilitation project
- The challenges associated with managing a railway concession
- Plans for the current and future rolling stock requirements in Cambodia

David Kerr, Chief Executive, Toll Royal Railway, Cambodia

David has been employed in the railway industry for over 33 years, including being in various senior management positions. He has extensive experience in establishing new railway companies, managing railway concessions, restructuring railway companies, developing activity based cost models and writing safety management systems based on international best practice.

14:40 Rail Operator Panel Discussion



After hearing from private rail operators in Asia, the panel will discuss the common challenges they face and how each has tackled these issues. The issues include project delays, funding challenges, track work alignment changes and finding the balance between optimizing rail services and maintaining a sustainable transport infrastructure.

Moderator:

Fred Brown, Honorary Chairman, MVA Hong Kong, Hong Kong

Panelists:

Ng Teck Poo, Director, Engineering & Projects, SMRT Corporation Ltd, Singapore

Andrew Brown, Commercial and International Business Planning Manager, MTR Corporation Ltd, Hong Kong

Md Saidur Rahman, Deputy Project Director, Bangladesh Railways, Bangladesh

David Kerr, Chief Executive, Toll Royal Railway, Cambodia

15:20 Afternoon Refreshments & Networking

MULTI-MODAL TRANSPORT HUBS AND HIGH SPEED RAIL IN ASIA

15:50 Successful Development of Multi-Modal Hubs in Asia

- Overview of the principles behind achieving customer-oriented intermodality
- The technical methods for planning and assessment
- Examples from Asia, including the future high speed rail terminal in Hong Kong, air/rail and conventional urban rail

Fred Brown, Honorary Chairman, MVA Asia, Hong Kong

16:30 Building Hong Kong's First High Speed Rail between Hong Kong and China



- Project scope of Hong Kong's first express rail project and taking advantage of connecting to China's vast high speed rail network
- Overview of the design, planning and construction of the Express Rail Link
- Designing a facility that is supported by a comprehensive network and public transportation system
- The challenges in planning and building an express rail link in a developed and congested city like Hong Kong

Paul Lo, General Manager - XRL, MTR Corporation Ltd, Hong Kong

Paul Lo has more than 30 years experience working for rail operators in Asia and Australia. He started his career with a Taiwanese train manufacturer after his Masters Degree from Manchester University in 1975. He worked with the Mass Transit Railway Corporation (Hong Kong) between 1978 and 1984, and rejoined the Corporation as their Planning and Programming Manager in 1992 after working on the Mass Rapid Transit in Singapore and Sydney Harbour Crossing in Australia. He has had senior project management roles for extension and new lines in Hong Kong and Shanghai. In 2007, Paul Lo became general manager for the Express Rail Link and Mainland Projects.

17:10 Chairperson's Summary Remarks

17:20 End of Day One

CONFERENCE DAY TWO: THURSDAY, 26 MAY 2011

08:30 Morning Coffee

09:00 Chairperson's Opening Remarks

FINANCING AND FUNDING MODELS FOR ASIA'S RAIL INFRASTRUCTURE PROJECTS

09:10 **Financing and Funding Mechanisms for Rail Projects in Asia**



- Exploring the various financing options for rail projects
- Key issues and considerations in adopting the right business model
- How are projects structured and financed?

Satyanarayan Ramamurthy (Satya), *Partner, Head of Government & Infrastructure – Asia Pacific, KPMG*

Satya Ramamurthy has led a number of advisory engagements with governments and agencies in Asia on a number of initiatives including public-private partnerships (PPP), valuations, financial reviews and transaction mandates. In the infrastructure area, Satya has worked in transport, utilities and broadband infrastructures across Asia. Some of his key projects include developing PPP in Thailand, and project team for Singapore's Land Transport Authority on the financing framework of Singapore's MRT.

E-TICKETING SYSTEMS FOR INTEGRATED, CASHLESS TRAVEL

09:50 **E-Ticketing: Integrated Ticket System for Transportation in Indonesia**



- Assessing the needs and demands for an integrated e-ticketing system (fare payment system) for transportation modes in Indonesia
- Support from the Indonesian Central Bank and government for cashless payment systems and integrated transportation modes in Indonesia
- PT KCJ's current system and outlining the future needs for development, financial, technical and regulatory support

Ignatius Tri Handoyo, *Director of Finance, PT Kai Commuter Jabodetabek (PT KCJ), Indonesia*

Ignatius Tri Handoyo served as an assistant to the Coordinating Minister for Economic Affairs in Indonesia in 2000. He was also a director in a securities company and was a Citibank investment banker in 2008 before he joined PT KCJ. He has been the Director of Finance since PTKCJ was established in 2008 as a subsidiary of PT Kereta Api Indonesia (PT KAI).

10:30 **Networking & Morning Refreshments**

RAIL SAFETY TECHNOLOGIES AND MEASURES TO MITIGATE POTENTIAL ATTACKS TO TRAIN NETWORKS

11:00 **Ensuring Safety and Addressing Increasing Challenges in Rail Projects**

- Looking at key challenges facing rail projects in Asia
- Meeting the demands for safety, security and reliability from regulators and the public
- Using a risk-based approach to assure safety in a cost-effective manner

Dr Sukhy Barhey, *Director, Lloyd's Register Rail (Asia) Ltd, Hong Kong*

Dr Sukhy Barhey joined the Lloyd's Register Group in November 2006 as a director of Lloyd's Register Rail (Asia), responsible for its development and operations, particularly, risk management and strategic consulting.

He is a safety and risk-management specialist with more than 20 years of experience, having worked on precedent-setting accident investigation and enquiries. Dr. Barhey has been involved – from concept to decommissioning – in all phases of major Asian infrastructure projects, addressing various aspects of safety and risk including safety assessment and assurance and safety management systems, systems safety, systems assurance, RAMS, Human Factors, Safety Culture and crisis management.

He has worked on several projects that have set risk-management and assessment practices for governments and multinationals, and is currently involved in developing safety and risk systems for rail systems in China.

11:40 **Lessons learnt from previous terrorist attacks at train stations and other potential threats**

- Evaluating security risks and responding to threats
- Implementing anti-terrorism designs, new technology and systems for enhanced safety and security
- How can rail operators effectively balance the threat of a terrorist attack with the costs of implementing protection systems and procedures

12:30 **Lunch**

DESIGN FORUM SESSION: PLANNING AND BUILDING MULTI-MODAL TRANSPORT HUBS FOR ASIA'S RAIL TRAVELLERS

13:30 **Design Presentation: Integrating Intermodal Transit into China's Central Business Districts**

- The importance and challenge of bringing high-speed rail into the city center
- Comparative study of Tianjin High-Speed Rail Station and Shanghai's Hongqiao Transportation Hub
- Collaborating with developers and government to increase the value of the land by connecting public transit planning to other development

Silas Chow, *Director, Skidmore, Owings & Merrill China*

As Director of SOM China, Silas Chow is responsible for piloting the firm's overall operations, strategic decision-making, and project facilitation in the region. Chow has gained tremendous knowledge working as an architect, urban planner and project manager internationally. His expertise extends to various project typologies, including mixed-use, hospitality, convention centers, cultural institutions and luxury residential developments. Chow has formed strong partnerships with China's government bodies and design institutes as well as numerous local and international developers, their partners, and consultants.

14:10 **Design Presentation: Station Design Considerations for Singapore's Urban Landscape**

- Considering crowd surge from nearby stadiums and designing a ground-level concourse and plaza for social and civic spaces at Stadium MRT station
- Forming a strong armature in the area in which future developments can be plugged into and organized around
- Reinventing rail station design solutions
- Design challenges and how they were tackled

REVENUE GENERATION AND PROPERTY DEVELOPMENT AT TRAIN STATIONS

14:50 **Revenue Generation through Innovative Station Design and Planning: A Rail Operator's Perspective**



- An overview of innovations in property development, retail advertising (including "tunnel movies"), leisure opportunities and selling station naming rights
- Assessing the partnerships required to achieve the aims
- Evaluating how stations can contribute to city centre development and regeneration
- To what extent can strategic land sales be used to fund station development

Sunder Jethwani, *Chief Executive, Property Development, Delhi Metro Corporation, India*

Sunder has over 30 years of experience working on real estate construction projects for the Indian government. As the Chief Executive for Delhi Metro's property development department, Sunder has helped the rail operator earn operational profits. Their non-fare box revenue constitutes well over 20% of the fare box collection. This besides the property development earnings of INR10,000 mln (approx. USD225 mln).

15:30 **Property Development and Revenue Generation through Station Upgrades and New Line at Three Singapore MRT Stations: An Architect's Perspective**



- Designing an interchange for existing train line
- Upgraded design statement as gateway to new neighbourhood and surrounding area
- Designing retail space and leisure amenities for commuters and local residents
- Case studies and project experience on Bishan, Dhoby Ghaut and Serangoon MRT stations

16:00 **Networking & Afternoon Refreshments**

16:30 **Panel Discussion**

What are the current challenges faced by train station designers and masterplanners? How have these issues been resolved? How do you design for today to cater for the needs of tomorrow? Listen to our distinguished panel of expert speakers as they review the complexities and development issues in train station design and planning, and offer practical solutions to some of common problems faced in the industry.

17:20 **Chairperson's Closing Remarks**

17:30 **End of Conference**



**PRE-CONFERENCE WORKSHOP:
TUESDAY, 24 MAY 2011 • 9 AM – 5 PM**

**NON-FARE REVENUE BUSINESS AND MARKETING
FOR RAIL OPERATORS**

A metro network naturally generates passenger flows around the station areas and this gives rise to various commercial activities, which could be turned into significant non-revenue for the company. Proven methodology and tools have been developed to maximize non-fare revenue without comprising the safe and efficient operations of the rail service.

Attend This Workshop and Learn:

- Introducing non-fare business for railway and metro
- Passenger flow analysis as basis to estimate revenue potential
- Exploring the different streams of non-revenue from advertising to retail space
- Designing a business plan to design, construct, operate and maintain facilities and processes for the successful running of non-fare businesses

About Your Workshop Leader:



Andrew Brown
*Commercial and International Business Planning Manager,
MTR Corporation Ltd, Hong Kong*

Andrew Brown is a British chartered civil engineer. Based in Hong Kong for the past 15 years, Brown has worked for MTR Corporation since 1998 on various railway extension projects with responsibilities as diverse as contract tendering, dispute resolution, cost estimating and project negotiations. His current role in the China and International Division entails the review and targeting of the Corporation's strategy in respect of its international and China-related expansion objectives.

**POST-CONFERENCE DESIGN MASTERCLASS:
FRIDAY, 27 MAY 2011 • 9 AM – 5 PM**



**DESIGNING AND PLANNING MULTI-MODAL
TRANSPORT HUBS**

With half the world's population living in cities, an integrated, multi-modal transport hub with rail networks at its core forms the basis for an effective and environmentally friendly public transportation option. The growing demand for passenger transport, increased urbanisation and road traffic congestion have driven countries to develop an integrated land transport strategy. This masterclass addresses key issues in the effective design and planning of multi-modal transport hubs. Take back to your organisation practical tools that can be implemented for success.

Attend This Workshop and Learn:

- Multi-modal transport hubs as part of the green mobility movement
- Creating a framework for new transport options
- Designing an integrated hub that considers the community
- New technologies, management practices and models

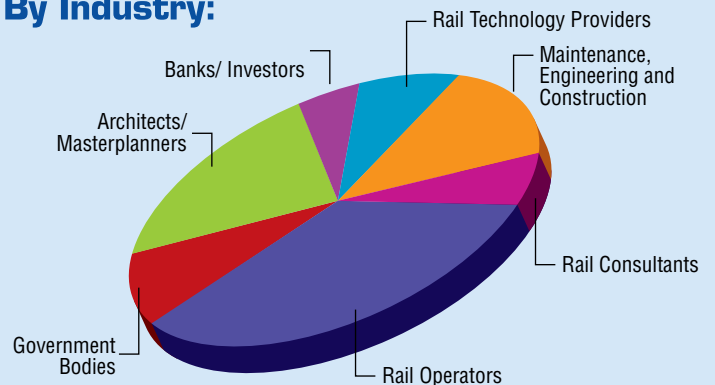
For speaker details, please visit www.cityrailasia.com

**Who Should Attend
City Rail Asia 2011:**

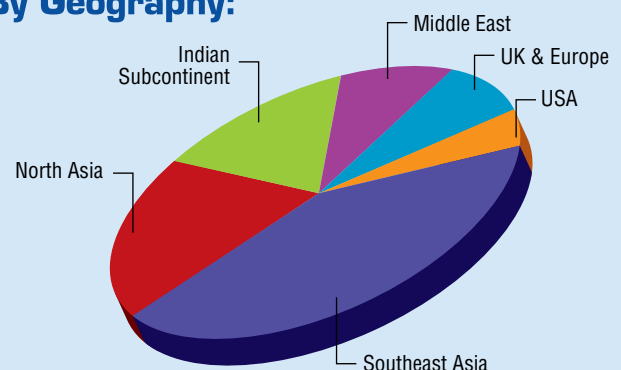
- National land transport departments and bodies
- Private and national rail operators
- Architects and master planners in the rail infrastructure market
- Banks and investors
- Rail maintenance, engineering and service providers
- Rail technology solutions providers
- Rail consultants



By Industry:



By Geography:



Asia's urban rail market is expected to reach US\$90 billion in 2020, growing 5-6 per cent annually from an estimated US\$50 billion in 2010, according to global consulting firm Frost & Sullivan.

As governments and the private sector in Asia pour in funds to build new rail lines, take advantage of the opportunities and partnerships in the region's fastest-growing infrastructure sector.

Join us at the **3rd Annual CityRail Asia 2011** conference to hear about the latest rail projects in Asia and seize the commercial opportunities and partnership possibilities the region has to offer.

Meet Asia's rail operators, land transport authorities, government agencies, institutional investors and financiers, train station designers and master planners, and others involved in Asia's booming rail infrastructure business.

Attend This Year's Conference To Learn About:

- new rail projects, updates on line extensions and upgrade works across Asia
- multi-modal rail terminal projects and integrated hub designs
- high-speed rail developments in Asia
- rail security technologies and public safety on Asia's rail networks
- innovative and green station designs from around Asia, including Tianjin High-Speed Rail Station and Shanghai's Hongqiao Transportation Hub
- how to maximise non-fare box revenue through property development

Learn about leading-edge city station designs from top station design architects and planners from Asia and around the world. Hear case studies, design best practices and unique solutions for completed and soon-to-open stations and integrated terminals.

Please be aware that seats are limited and owing to the success of previous IBC conferences, we strongly advise you to book early.

Fast track your business at the 3rd Annual City Rail Asia 2011 from 24-27 May 2011.



Crucial Rail Transport News For 2011 You Can't Miss Out On! Listen to:

- Philippine Undersecretary for Railways and Civil Aviation Glicerio Sicat speak on the eight public-private partnership projects to improve mass transport in Metro Manila and the provinces in 2011, including the integration of LRT Line 1 and MRT 3 and the LRT South Extension project.
- Rail projects in Bangladesh, including its proposed \$143 billion railway line, the renovation of railway lines from Kalukhali to Bhatiapara and the five rail development schemes approved by the government
- An MTR Corporation presentation on its high-speed rail project in Hong Kong and rail projects overseas
- Project updates and future plans for Singapore's MRT Corporation in line with the country's land transport strategy

Sponsorship Opportunities Are Now Available!

Leverage on the gathering of senior decision makers from the rail industry by sponsoring CityRail Asia 2011. Position your brand name as the market leader by showcasing your solutions in front of a target audience. Our customised sponsorship packages are designed to enable companies to stamp their mark in the industry and enhance their business profile.

For more information on how you can gain the most exposure at this year's event, please contact Catherine Wong at +6565082469 or catherine.wong@ibcasia.com.sg