

POCKET FACTS & FIGURES



MEETING PLACE • CONFERENCE • RAILWAY TRADE FAIR



meetingplace | conference | transport trade fair



A foundation to build on

It may seem like a cliché, but it is worth repeating: ‘the industry’s most important meeting-place’. The need for efficient transport is increasing – as did interest in Elmia Nordic Rail and Elmia Future Transport 2009.

More than 4,200 visitors decided to come to Jönköping, Sweden, to take part in the packed conference programme and find out about the latest technology.

One of the new features this year was the newly established Future Transport Award. The award was presented in connection with the successful Elmia Nordic Rail Buffet. More than 2,200 tickets were sold for the party evening, an opportunity to mingle and be entertained.

As in previous years, the focus was on meetings between companies and visitors, as well as the important issues discussed in the 150 or so seminars. We are building on this foundation as we look ahead to Elmia Nordic Rail and Elmia Future Transport in 2011.

We look forward to welcoming you back!



257 exhibiting companies took part in Elmia Nordic Rail and Elmia Future Transport. M



“Above all, the fair is a good forum where we can show that we’re an important player in the industry. For us it’s about building relations, which in turn generates business. Our focus was on high-speed trains and tramways, which piqued a great deal of interest.”

**Anna Lih, Communications
Director, Alstom**



“SWERIG focuses on the international market, but we also consider the other Nordic countries an important export market. We can see some interesting developments in Norway and Denmark, which is why it’s essential to be seen at the fair that has visitors from the entire Nordic region.”

**Lars Lindblom, Co-ordinator,
SWERIG**



“Elmia Nordic Rail is where we can meet everyone in the industry. It was particularly important this year because of our latest move for the future, privatising Banverket Production.”

**Anders Sandin, Head of Marketing,
Banverket Production**

Most see the fair as the industry's most important meeting-place in the Nordic region.



“Elmia Nordic Rail is our most important trade fair in the Nordic region. The theme – high-speed trains – nicely matches our own focus area. Tramways are another area we think will be important in future, and we met several interested visitors at the fair.”

**Stefan Aldborg, Sales Manager,
Bombardier**



“Elmia Nordic Rail has become an important meeting-point for the industry. We take the chance to meet with customers, suppliers and business partners. We present new products, but mainly it's about forging contacts that can generate business later on.”

**Owe Öhrling, Managing Director,
Vossloh**



“Our goal at Elmia Future Transport is to market the Railport Scandinavia concept. The response to our arrangements was excellent. We didn't take part in the 2007 event, but realised afterwards that it would be of interest to us. And it was!”

**Susanne Hansson,
Information Officer, Port of Göteborg**



Thanks for asking us to build your stand!

At Elmia we have a specialist team ready to design and build your company's stand. If you would like help ahead of Elmia Nordic Rail and Elmia Future Transport 2011, please contact Franziska Eklund on +46 (0)36-15 20 01 or franziska.eklund@elmia.se.

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Exhibition 2

baneser



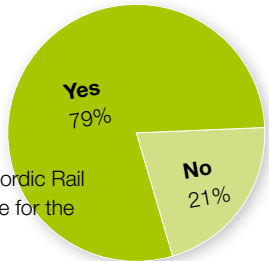
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The figures speak for themselves

Hub

Four out of five see Elmia Nordic Rail as the natural meeting-place for the entire railway industry.



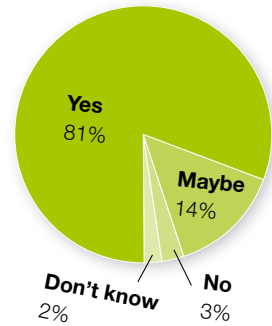
27%

Purchasing power

More than a quarter of visitors intend to buy or recommend buying the products or services on show at the fair in the next 12 months.

Return

The overwhelming majority of visitors are interested in visiting the next Elmia Nordic Rail in 2011.



HARD FACTS

No. of exhibitors	256
No. of exhibiting nations	17
No. of visitors	4,262
No. of accredited journalists	50
No. of conference participants	1,125
Seminar opportunities	3,111
No. of seminars	148
Exhibitor area, m ²	6,741



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