

# **AfricaRail 2013**

Investment and development  
for rail operators, end-users,  
government and investors

24 – 26 June 2013  
Sandton Convention Centre, Johannesburg

created by

**terrapinn**  
use your brain



The fast track

co-located with

**roadtrans**  
Africa 2013

**Africa Ports**  
& Harbours Show 2013

**Transport**  
*Awards*  
Africa

**Aviation**  
**Outlook Africa**

# Big Idea

Africa Rail provides a platform where new investment models can be explored, new projects can be showcased, key technologies can be evaluated, and businesses can gain valuable insight into implementing and maintaining successful railway networks.

Africa Rail is a platform where solution providers come together to find new business, generate business leads and network with key industry players.

"We had a fantastic first day, met 7 African countries, all the right job titles. It went so well."

Kevin Hoy, Managing Director, Yale Industrial Products

## It focuses on everything your customers need to know:

- How to understand new business models and processes
- How to establish & maintain safer and more efficient operations
- How to deliver ROI from existing and new projects
- How to identify and evaluate new technologies and solutions & equipment
- How to meet & partner with key infrastructure and equipment providers

## Comprised of:

- International exhibition showcasing technology
- Free technical seminars
- Director level conferences
- Gala Awards and networking evening

"A well organised conference and exhibition. The best opportunity to network in the railways industry."

Gerald du Rond - Lennings Rail Services

## Why Africa Rail?

Rail operators and major end users are looking for additional efficiency and smarter operations that save time and money. They have identified rolling stock procurement, enterprise management systems, signalling and track control, and track & station infrastructure development & procurement as key to their 2013 agenda.

## The Africa Rail advantage

- Africa Rail is the place where serious business contacts are made and where business gets done
- That is attended by decision-makers and buyers
- That facilitates meetings between your sales force and key prospects
- That is extremely cost-effective
- That offers sponsorship packages that create year-round advantage
- That is supported by an extensive marketing campaign
- That works with all parts of the business community to create a very special event

To sponsor or exhibit call call Samantha Pickard on +27 11 516 4033 or email [samantha.pickard@terrapinn.com](mailto:samantha.pickard@terrapinn.com) or call Tendekayi Mutandagayi on +27 11 516 4028 or email [tendekayi.mutandagayi@terrapinn.com](mailto:tendekayi.mutandagayi@terrapinn.com)

# the buyers

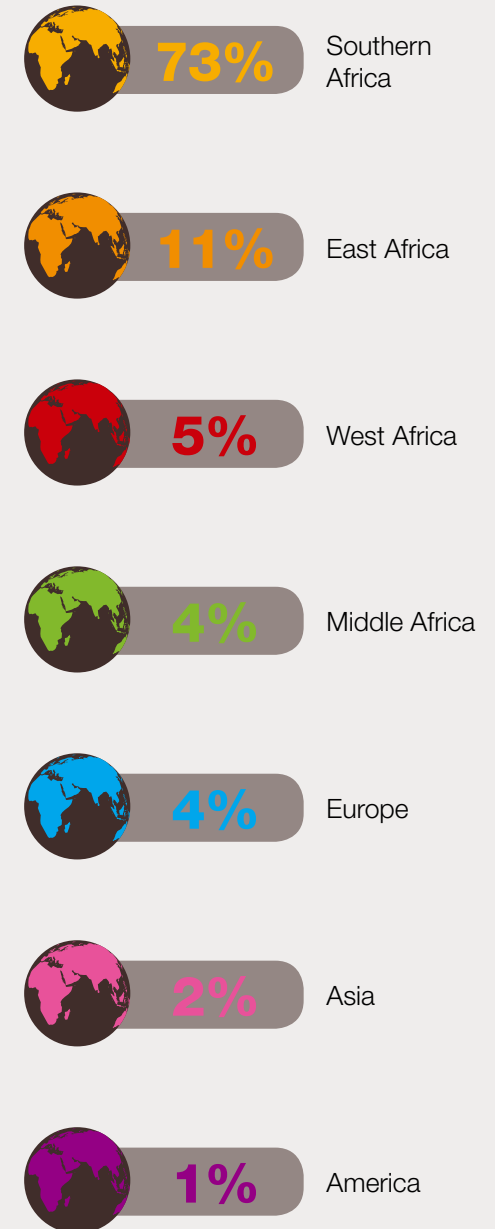
## Industry

-  Rail Authorities and Operators
-  Government and Municipalities
-  Ports Authorities and Operators
-  Investors and Financiers
-  Freight and Logistics Operators
-  Intermodal Hub Operators
-  End-users (mines, manufacturing and more)
-  Terminal Operators

## Who will attend?

-  Chairman
-  Commissioner
-  CEO, CFO and COO
-  Vice President
-  Head of Rolling Stock
-  Head of Signalling
-  Head of Freight
-  Head of Procurement
-  Head of Infrastructure
-  Head of Planning and Logistics
-  Ministers and Heads of Departments of Transport

## Geo's



# WHO attends

Reelin Bearings ABB ABSA Actis Aeroexpress LLC AES AESA- Agriconsulting Europe SA Africa Finance Corporation Africa Press Arup African Union Agence Francaise de Developpement Akiem Alstom S & E Africa (Pty) Ltd APM Terminals Arcelor Mittal Arcus Gibb (Pty) Ltd ARM Platinum Aveng Manufacturing Barberry Group cc Barclays Capital Barloworld Ltd Beijing Holine Exhibition Co Belgium Ministry of Foreign Affairs Beijing Axis Bentley Systems BHP Billiton Bombardier Transportation Botswana Railway BP Southern Africa Bradken British High Commission Burundi Bureau of Standards and Quality Canadian High Commission Canadian International Development Agency

CAPAFRICA Group Capita Symonds CCFB Chamber of Mines China-Africa Development Fund Citadel Capital Columbus Stainless (Pty) Ltd COMESA CONTINENTAL COAL LIMITED CTE Cummins South Africa (Pty) Ltd DBSA Delta Manufacturing Denel Personnel Solutions DP World East African Development Bank EAZI SALES & SERVICE ECOBANK Ethiopia Railways Corporation Egyptian National Railways EIB EKE Electronics Eko Rail Electro Motive Diesel Eleqtra (InfraCo) Inc. Embassy of Denmark Empact Capital Partners Engen Petroleum ENRC Equity Bank Eskom Holdings European Intermodal Association (EIA) Exxarro Federation of East African Freight Forwarders Associations Ministry of Transport FOGTEC Fire Protection FreightCar America Inc Gaborone Container Terminal Gautrain Management Agency GBHL GE South Africa (Pty) Ltd Geotextiles Africa Ghana Ports and Harbours Authority Global Geomatics Global Railway Engineering Groupe Systra Gulf Energy Harsco Hi Force Hitachi Huawei Technologies SA (Pty) Ltd Japan International Cooperation Agency Jindal Africa (Pty) Ltd Kenya Association of Manufacturers Konkola Copper Mines Korea Business Centre Nairobi SWASAP Kumba Iron Ore Kwena Concrete Products Lagos Metropolitan Area Transport Authority (LAMATA) Lagos State Government Lebone Engineering Letsema LH Marthinusen Ministry of Trade Mott MacDonald MTU National Planning Commission Nigerian Society of Engineers NSH Rail Services Old Mutual Investment Group Pandrol SA Parsons Brinckerhoff Africa (Pty) Ltd PDNA Progress Rail Services Phendula Synergy Port of Djibouti Pamoja Capital PPC PEEPA Precision Geospacial Engineering Prematool Pty Ltd Tanzania Ports Authority Transnet Rail Engineering Verod Capital Transnet Freight Rail Proparco RJ Programmables Racec Transnet Port Terminals Renaissance Capital Retecon Rift Valley Railways Rio Tinto Rovos Rail RPM Group World Mining Investment Ltd Russian Railways Verod Capital SA Freight Logistics Sasol Group Services Sumo Coal Standard Bank Rift Valley Railways Wragge & Co Schlatter PRASA Transnet Capital Projects Sheltam Swaziland Railways Tanzania Ports Authority Sishen Iron Ore Company (Pty) Ltd



# YOUR opportunity

The exhibition hosts local and global leading solution providers and is attended by decision makers from across Africa, from a variety of key industries.

In scale and experience, the event is unrivalled in Africa.

## **We bring the customers to you**

Africa Rail brings you face-to-face with key customers and prospects.

## **What a great opportunity to:**

- Make sales
- Debut new products
- Profile your brand
- Meet new business partners and distributors
- Develop key relationships
- Educate buyers

## **Who will exhibit**

World-class solutions providers who need to position their products to decision makers and who do the following:

- Engineering and consulting
- Rolling stock
- Signalling & telecommunications
- Enterprise management systems
- Equipment, maintenance and devices
- Freight and logistics infrastructure
- Track and station infrastructure
- Legal and financial services

“It’s a great place to meet and talk about what’s happening, share notes and meet suppliers...”

Richard Vallihu, Chief Executive, Transnet Rail Engineering

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# exhibitors

Past sponsors and exhibitors include



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SAMSA LEARNING SEMINAR

Alps  
DEI  
McGA

SPEAK



# THE conference

Africa Rail includes a world-class three day strategic conference.

The Africa Rail conference is about showcasing projects and investment solutions for Africa's rail operators, end-users, government and investors. It is attended by senior management only.

The quality content is a platform for best-in-class solution providers to stand shoulder to shoulder with Africa's rail CEOs and governments.

The agenda will provide an unrivalled learning experience, with case studies and keynote addresses from leading operators in Africa, as well as international operator keynotes.

## **It focuses on:**

- End-users getting value for their money
- Money & investment
- North & West Africa project updates
- Partnerships & intermodal
- East Africa project updates
- Southern Africa project updates
- Urban & metrorail

Content will enable decision-makers to evaluate key strategies, technologies and evaluate costs involved.

Sponsorship packages can be tailored to include prime positioning as a speaker at the event. To present a paper or join a panel, please take the time to examine our Platinum, Gold and Silver Packages.

"I urge that anyone who is interested in transport in Africa needs to come to Africa Rail every year, they need to put that time aside to interact with people."

Tsepho Lucky Montana, Group CEO Passenger Rail Agency of South Africa.



# 1-2-1 partnering

We understand that relationships matter and at the end of the day the success of the event will be determined by the number of quality contacts you make.

To help you get the most value from your sponsorship and guarantee that you make the right contacts, we invite you to take part in our new 1-2-1 partnering sessions.

## **How does 1-2-1 Partnering work?**

Leading up to the event, you will be assigned your very own Networking Manager who will be at your beck and call to help you set up meetings in advance of your arrival to the event.

Approximately 6 weeks before the event, your dedicated Networking Manager will contact you to review the delegate list and determine which companies you want to meet. After gathering this information, your Networking Manager will plan your meeting schedule.

The week of the event you will receive your meeting schedule. On-site at the event you will report to the 'designated' meeting point where your Networking Manager will introduce you to your prospective business partner and escort you to a private meeting room or table so you can conduct your meeting.

Your Networking Manager will be at your service before, during and after the event to make sure you have a great experience at the event and make lots of new contacts.

## **Additional networking tools**

Our networking app enables you to reach out to conference delegates on your own before, during and after the event. Additionally this is where you will find conference white papers, blogs and slides.

Speed networking is an exciting, and fastpaced way to meet fellow conference delegates. These brief meetings are the starting point for conversation and networking which will take place throughout the two-day event.

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# packages sponsorship & exhibitor

## Platinum sponsor package

Position your business as a definitive industry leader. The package offers an extensive variety of pre-event exposure, and direct access and business generation during the conference itself.

### Extensive branding benefits

- Logo to appear in conference brochures
- Logo to appear on the event web page with hyperlink through to your website (Business partners are requested reciprocate this benefit)

### Conference benefits

- Sponsor may provide a senior-level executive to present a paper and participate in a panel discussion (confirmed only if the sponsor meet's the organiser's procedural requirements)
- Sponsor has the option to chair a full day of the conference
- 10 complimentary delegates passes for the conference will be made available to your company's staff or corporate guests
- Additional tickets for the conference will be available at less 15%
- Insert up to 4 x A4 sheets (your corporate brochure, promotional material etc) into all conference delegate files
- 3 staff members will be entitled to join the conference delegates for speed networking

### Signage benefits

- 2 free standing banner (2m x 1m) inside the conference room
- 1 free standing banner (2m x 1m) in the conference registration area next to individual registration booth
- 1 banner (2m x 2m) in the exhibition area (Banners supplied by sponsor)

### Exhibition and sponsorship benefits

- 36m2 of raw exhibition and sponsorship space in a prime position
- 2 staff members will be entitled to join the conference delegates for lunch and tea

### Post-event marketing benefits

- Full conference delegate list (post event)
- Post event report with an in-depth analysis of the event

### Industry research benefit

- Platinum partners will be entitled to present a research questionnaire to the conference delegates. This is a prime opportunity for industry research with a high-level sample of your target market.

### Mailing benefits

- Terrapinn will invite your key clients and prospects to the event. Your company will be entitled to provide Terrapinn with mailing lists of potential delegates for this purpose.



"The conference was very informative with provision of practical solutions in the content."

Noxolo Fipaza, Assistant Director,  
Department of Transport, South Africa

High value sponsorship packages to suit all budgets...

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

# packages sponsorship & exhibitor

## Gold sponsor package

Reap the rewards of a wide-ranging series of integrated promotional benefits - before, during and after the event. Your chance to raise your profile, demonstrate expertise and directly generate sales among your key vertical target markets.

### Extensive branding benefits

- Logo to appear in conference brochures
- Logo to appear on the event web page with hyperlink through to your website (Business partners are requested reciprocate this benefit)

### Conference benefits

- Sponsor may provide a senior-level executive to present a paper (confirmed only if the sponsor meet's the organiser's procedural requirements)
- 7 complimentary delegates passes for the conference will be made available to your company's staff or corporate guests
- Additional tickets for the conference will be available at less 10%
- Insert up to 3 x A4 sheets (your corporate brochure, promotional material etc) into all conference delegate files
- 2 staff members will be entitled to join the conference delegates for speed networking

### Signage benefits

- 1 free standing banner (2m x 1m) inside the conference room
- 1 free standing banner (2m x 1m) in the conference registration area

### Exhibition and sponsorship benefits

- 24m2 of raw exhibition and sponsorship space in a prime position
- 2 staff members from your company will be entitled to join the conference delegates for lunch and tea

### Post-event marketing benefits

- Full conference delegate list (post event)
- Post event report with an in-depth analysis of the event

### Mailing benefits

- Terrapinn will invite your key clients and prospects to the event. Your company will be entitled to provide Terrapinn with mailing lists of potential delegates for this purpose.



"Very valuable and inspiring"

Jack Dempsey, Transb Namib Holdings,  
Namibia

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packages to suit all  
budgets...

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# packages sponsorship & exhibitor

## Silver sponsor package

Reap the rewards of a wide-ranging series of integrated promotional benefits – before, during and after the event. Your chance to raise profile, demonstrate expertise and directly generate sales among your key vertical target markets.

### Extensive branding benefits

- Logo to appear in conference brochures
- Logo to appear on the event web page with hyperlink through to your website (Business partners are requested reciprocate this benefit)

### Conference benefits

- Sponsor may provide a senior-level executive to participate in a panel discussion (confirmed only if the sponsor meet's the organiser's procedural requirements)
- 4 complimentary delegates passes for the conference will be made available to your company's staff or corporate guests
- Additional tickets for the conference will be available at less 10%
- 2 x A4 sheet (your corporate brochure, promotional material etc) into all conference delegate files
- 2 staff members will be entitled to join the conference delegates for speed networking

### Signage benefits

- 1 free standing banner (2m x 1m) in the conference registration area

### Exhibition and sponsorship benefits

- 18m2 of raw exhibition and sponsorship space in a prime position
- 2 staff members from your company will be entitled to join the conference delegates for lunch and tea

### Post-event marketing benefits

- Full conference delegate list (post event)
- Post event report with an in-depth analysis of the event

### Mailing benefits

- Terrapinn will invite your key clients and prospects to the event. Your company will be entitled to provide Terrapinn with mailing lists of potential delegates for this purpose.



“Good, well organized. Achieved our objective of establishing contacts across the border. Thank you!”

Vincent Govender, General Manager, hi-Force Hydraulics (Pty) Ltd.

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# packages sponsorship & exhibitor

## Bronze sponsor package

### Extensive branding benefits

- Logo to appear on front cover of conference brochures
- Logo to appear on the event web page with hyperlink through to your web site (Business partners are requested reciprocate this benefit)

### Conference benefits

- 2 complimentary delegates passes for the conference will be made available to your company's staff or corporate guests
- Additional tickets for the conference will be available at less 10%
- 1 staff member will be entitled to join the conference delegates for speed networking

### Signage benefits

- 1 free standing banner (2m x 1m) in the conference registration area OR 1 banner (2m x 2m) in the exhibition area

### Exhibition and sponsorship benefits

- 12m2 of raw exhibition and sponsorship in a prime position
- 2 staff members from your company will be entitled to join the conference delegates for lunch and tea

### Post-event marketing benefits

- Full conference delegate list (post event)
- Post event report with an in-depth analysis of the event

### Mailing benefits

- Terrapinn will invite your key clients and prospects to the event. Your company will be entitled to provide Terrapinn with mailing lists of potential delegates for this purpose.



"A well organised conference and exhibition. The best opportunity to network in the railways industry."

Gerald du Rant, Aveng Manufacturing,  
Lennings Rail Services

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# get involved

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