

## PRESS RELEASE

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### **Combined international stands present a culture of innovation for the future of mobility**

Progress in digitalisation, e-mobility and the renaissance of rail transport are just some of the key topics at InnoTrans 2020. Covering an area of 9,500 m<sup>2</sup>, 38 combined stands from 20 different nations will provide trade visitors with a comprehensive insight into state-of-the-art mobility. The combined stands can be found amongst others at the CityCube, in Halls 7.2a, 7.2b, 7.2c, 9, 10.2, 11.1, 11.2, as well as Halls 25 and 26. Halls 7.2a to c and Hall 11.2 will be taken up exclusively by combined stands. The Japanese rail association JORSA is presenting its combined stand exclusively in Hall 7.2a.

#### **Germany's combined stands focus on international partnership as a driving force of innovation**

In Hall B at the CityCube, covering a display area of more than 1,200 m<sup>2</sup>, the capital Berlin and the Land of Brandenburg are giving exhibitors from the region an opportunity to impress trade visitors at InnoTrans.

"At InnoTrans 2020 some 80 exhibitors from the capital Berlin and the Land of Brandenburg will be represented on a combined stand. The keen interest in the fair shows how important Berlin/Brandenburg is as a business location for transport technology. The stand will act as a showroom for the economic performance and innovative drive of companies from this region. The rail industry in particular will be showcasing its expertise in vehicle technology, infrastructure and rail operations with the aim of establishing forward-looking partnerships both at home and abroad", said Dajana Pefestorff, the project manager for foreign business, Europa-Service, Wirtschaftsförderung Land Brandenburg GmbH.

Thomas Horn, managing director of Wirtschaftsförderung Sachsen, echoed the economic importance of InnoTrans for Saxony: "Saxony is one of Germany's top three locations for rail vehicle technology – with big players such as Goldschmidt Thermit, Bombardier and RailMaint. InnoTrans is therefore a must for rail technology firms from Saxony. The combined stand in Berlin will be an excellent platform for our companies, and technology-focused SMEs will be able to show that they are the industry's key innovators." At 29, the number of exhibitors on the combined stand of Wirtschaftsförderung Sachsen in Hall 7.2b has grown in comparison with InnoTrans 2018.

#### **Combined stands create prosperous synergies**

"Überwachungsgemeinschaft Gleisbau e.V. has been represented on a combined stand since InnoTrans was first launched. It has become one of the main meeting places for the industry and gives some of its smaller companies a chance to exhibit in an ideal setting. It also makes it possible to distribute the many responsibilities of taking part on many shoulders and benefit from the experiences of the individual partners on the stand. For visitors there is also an advantage – they can find out in concentrated form about the wide range of services available", said Bernd Kaiser, managing director of Überwachungsgemeinschaft Gleisbau e.V., which will be exhibited in Hall 25.

#### **Great Britain defies Brexit with strong trade fair presence**

With over 600 square meters of exhibition space in Halls 2.2, 11.2 and 23, the British Railway Industry Association RIA will be presenting three joint stands. This means that RIA is expanding its exhibition area by more than 100 square meters compared



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with InnoTrans 2018.

### **French companies focus on sustainable mobility concepts**

In Hall 3.2 and 11.2 the focus of the French combined stands of Business France is on the changes taking place in the mobility sector: "The rail industry as we know it is about to change. Against the backdrop of the digital transformation in the rail industry and big trends in connection with intermodal transport and mobility, French rail sector companies are making innovation the focus of their strategy. With its world-renowned expertise and an annual turnover of around four billion euros, France occupies second place in Europe and third on the world market", said Clémentine Vallet, project manager, Operations. Vallet also emphasised the importance of InnoTrans for the industry: "InnoTrans, which is the driving force of the rail sector and innovation in sustainable mobility, thus provides an opportunity to draw even greater attention to French companies via the full range of international networks."

### **Debut for Malaysia's combined stand**

In Hall 11.2 Malaysia is being represented for the first time on a combined stand. For the Malaysia External Trade Development Corporation (MATRADE) the decision to exhibit on a combined stand at InnoTrans was taken a long time ago. "Malaysia is taking part in InnoTrans in Berlin for the first time. This year ten Malaysian rail firms will be represented there. Over recent years, developments and growth in the Malaysian rail sector have certainly exceeded expectations. The country's rail industry has developed and attained an international standard and recognition. By taking part in InnoTrans Malaysia aims to position itself as a reliable partner in engineering, procurement, construction and commissioning (EPCC) for international OEMs. MATRADE has developed a strategy in order to give the country's rail industry a strong impetus, by encouraging companies to demonstrate their expertise at leading international trade fairs such as InnoTrans in Berlin", said Badrul Hisham Hilaly, is Trade commissioner, MATRADE Frankfurt.

InnoTrans updates can also be found on [Twitter](#) and the [LinkedIn page of InnoTrans](#).

### **About InnoTrans**

InnoTrans is the world's leading trade fair for transport technology and takes place every two years in Berlin. At the last event 3,062 exhibitors from 61 countries presented the global rail industry's innovations to 153,421 trade visitors who came from 149 countries. The five segments at InnoTrans are Railway Technology, Railway Infrastructure, Public Transport, Interiors and Tunnel Construction. InnoTrans is organised by Messe Berlin. The thirteenth edition of InnoTrans will take place on the Berlin Exhibition Grounds from 22 to 25 September 2020. More details are available online at [www.innotrans.com](http://www.innotrans.com).