



北京展公众号
MetroTrans



线上展小程序
MetroTrans Online



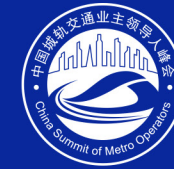
中国城市轨道交通协会
微信公众号
CAMET



人民城轨APP
People's Metro



城轨讲堂
RailTalks



中国城轨交通业主领导人峰会 2024 南京年会

CHINA SUMMIT OF METRO OPERATORS -2024 NANJING ANNUAL CONFERENCE

2024 北京 - 南京国际城市轨道交通展览会暨高峰论坛

2024 INTERNATIONAL METRO TRANSIT EXHIBITION & FORUM (BEIJING-NANJING)

服务指引 SERVICE GUIDANCE

详情请洽 For details, please consult:

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时间：2024年6月13日-15日

JUNE 13-15, 2024

地点：南京国际博览中心（南京市建邺区江东中路300号）

NANJING INTERNATIONAL EXPO CENTER, CHINA

支持单位
Supported by

南京地铁集团有限公司
Nanjing Metro Group Co., Ltd.

北京市基础设施投资有限公司
Beijing Infrastructure Investment Co.,Ltd.

上海申通地铁集团有限公司
Shanghai Shentong Metro Group Co.Ltd.

广州地铁集团有限公司
Guangzhou Metro Group Co., Ltd.

重庆市轨道交通（集团）有限公司
Chongqing Rail Transit (Group) Co. Ltd.

深圳市地铁集团有限公司
Shenzhen Metro Group Co., Ltd.

北京市地铁运营有限公司
Beijing Mass Transit Railway Operation Corp. Ltd.

天津轨道交通集团有限公司
Tianjin Rail Transit

成都轨道交通集团有限公司
Chengdu Rail Transit Group Co., Ltd.

武汉地铁集团有限公司
Wuhan Metro Group Co., Ltd.

西安市轨道交通集团有限公司
Xi'an Rail Transit Group Company Limited

杭州市地铁集团有限责任公司
Hangzhou Metro Group Co., Ltd.

沈阳地铁集团有限公司
Shenyang Metro Group Co., Ltd.

郑州地铁集团有限公司
Zhengzhou Metro Group Co., Ltd.

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西南交通大学
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China Academy of Railway Sciences Corporation Limited

交通运输部科学研究院
China Academy of Transportation Sciences

中国城市规划设计研究院
China Academy of Urban Planning & Design

中国铁建股份有限公司
China Railway Construction Corporation Limited

中国中铁股份有限公司
China Railway Group Limited CRRC Corporation Limited

中国中车股份有限公司
CRRC Corporation Limited

湘电集团有限公司
Xiangtan Electric Manufacturing Group

中国铁路通信信号股份有限公司
China Railway Signal & Communication Co., Ltd.

交控科技股份有限公司
Traffic Control Technology Co., Ltd.

新誉集团有限公司
New United Group

承办单位
Organizer

中国城市轨道交通协会专家和学术委员会
Experts & Academic Committees of CAMET

中国城市轨道交通协会绿色智慧城轨建设领导小组
Green and Smart Urban Rail Construction Leadership Group of CAMET

中国城市轨道交通协会标准化技术委员会
Standardization Technical Committee of CAMET

中国城市轨道交通协会文化工作委员会
Cultural Work Committee of CAMET

中国城市轨道交通协会职称评审委员会
Evaluation Committee of Professional Titles of CAMET

中国城市轨道交通协会科技进步奖奖励委员会
Science & Technology Progress Award Committee of CAMET

中国城市轨道交通协会城轨装备认证技术委员会
Technical Committee for Urban Rail Transit Equipment Certification of CAMET

中国城市轨道交通协会装备自主化工作委员会
Equipment Autonomy Work Committee of CAMET

中国城市轨道交通协会统计部
Statistics Department of CAMET

中国城市轨道交通协会标准部
Standard Department of CAMET

中国城市轨道交通协会文化和培训部
Culture & Training Department of CAMET

中国城市轨道交通协会评审部
Review Department of CAMET

中国城市轨道交通协会认证部
Certification Department of CAMET

中国城市轨道交通协会运营管理专业委员会
Operations Management Committee of CAMET

中国城市轨道交通协会设计咨询专业委员会
Design & Consulting Committee of CAMET

中国城市轨道交通协会工程建设专业委员会
Engineering Construction Committee of CAMET

中国城市轨道交通协会技术装备专业委员会
Technical Equipment Committee of CAMET

中国城市轨道交通协会安全管理专业委员会
Safety Management Committee of CAMET

中国城市轨道交通协会资源经营专业委员会
Resource Management Committee of CAMET

中国城市轨道交通协会信息化专业委员会
Informationization Committee of CAMET

中国城市轨道交通协会低运能系统分会
Low Transport Capacity System Branch of CAMET

中国城市轨道交通协会单轨分会
Monorail Branch of CAMET

中国城市轨道交通协会传媒会展中心
Media & Exhibition Center of CAMET

北京中城轨会展有限公司
Beijing Sino Urban Railway Expo Co., Ltd.

中国城轨交通业主领导人峰会 2024 南京年会
China Summit of Metro Operators -2024 Nanjing Annual Conference

2024 北京 - 南京国际城市轨道交通展览会暨高峰论坛
2024 International Metro Transit Exhibition & Forum (Beijing-Nanjing)

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注释：以下内容仅供参考，以现场实际为准
Note: The following is for reference only and may vary in actuality

关于业主领导人峰会 About China Summit of Metro Operators

协会自 2017 年起每年度举办“中国城轨交通业主领导人峰会”，目前已先后在上海、北京、广州、重庆、深圳和北京举办了六届峰会，过往六届领导人峰会举办的实践充分表明，峰会全过程不仅有完整的制度性程序，而且有完整参与的实践，是城轨交通行业业主单位最广泛、最真实、最管用的意见对话、资源对接和发展对标；峰会已经从偏重于体现存在感的价值理念逐渐转变成为促进科学发展的制度形态、治理机制和品牌效应，已经并将继续有力保障我国城轨交通行业在实现高质量可持续发展道路上行稳致远。

CAMET has held the “China Summit of Metro Operators” every year since 2017 and has held the annual meetings in Shanghai (2017), Beijing (2018), Guangzhou (2019), Chongqing (2020), Shenzhen (2021) and Beijing (2023). The holding practice of the past six leaders’ summits has fully shown that the whole process of the summits not only have a complete institutional procedure, but also have the practice of complete participation, which means the broadest, most authentic and most useful opinion dialogue, resource connecting and development benchmarking for operators of the urban rail transit industry. The summit’s theme concept has switched from focusing on embodying its existence value, to systemic form, governance mechanism and brand effect of promoting scientific development. What’s more, it has guaranteed and will continue to guarantee China’s urban rail transportation industry to achieve high-quality sustainable development.



2017 年 上海 35 家业主单位出席
2017 · Shanghai · 35 metro operators attended



2019 年 广州 45 家业主单位出席
2019 · Guangzhou · 35 metro operators attended



2021 年 深圳 47 家业主单位出席
2021 · Shenzhen · 35 metro operators attended



2018 年 北京 47 家业主单位出席
2018 · Beijing · 47 metro operators attended



2020 年 重庆 47 家业主单位出席
2020 · Chongqing · 47 metro operators attended



2023 年 北京 52 家业主单位出席
2023 · Beijing · 52 metro operators attended

关于北京 - 南京轨道展 About MetroTrans

北京国际城市轨道交通展览会暨高峰论坛是由国家发改委、工信部、住建部、交通部等支持，中国城市轨道交通协会主办。展会已成功举办 7 届，是中国城市轨道交通领域规模最大、最具有影响力的品牌展会。2024 年展会落户南京，以全新的面貌举办 2024 北京 - 南京国际城市轨道交通展览会暨高峰论坛（简称北京 - 南京轨道展 MetroTrans2024），这也是 MetroTrans 展会首次与中国城轨交通业主领导人峰会同步举办。

北京 - 南京轨道展集成果展示、技术推广、高峰论坛、合作交流于一体，重点展示城市轨道交通领域先进的技术和产品创新成果和科研成就，致力于所有参与者创造展示交流机会，促进商机达成，力求成为行业贸易商务平台、新技术新产品展示发布平台、行业交流嘉年华、大众科普与互动的平台。

Beijing International Metro Transit Exhibition & Forum(MetroTrans), which is supported by the National Development and Reform Commission, the Ministry of Industry and Information Technology, the Ministry of Housing and Urban-Rural Development, and the Ministry of Transport, is hosted by China Association of Metros. It has seen its 7th successful delivery. MetroTrans is considered to be the largest and most-influential exhibition in the field of China urban rail. In 2024. This is for the first time MetroTrans and China Summit of Metro Operators held synchronously.

MetroTrans2024 will integrate achievement exhibition, technology promotion, summit forums, and cooperation & exchange, and its exhibition is focused on advanced technologies and products, innovation achievements, and scientific research achievements in urban rail transit. Such event is held with the aim of offering publication, exchange and exhibition opportunities for all participants, promoting business opportunities and building a platform that serves for industry trade and business, the presentation and release of new technologies & products, the industry exchange carnival as well as popular science and interaction.



关于中国城市轨道交通协会 About CAMET

中国城市轨道交通协会是在国家民政部登记注册的社团法人，是全国性、行业性、非营利性社会组织，是我国城市轨道交通行业国家一级协会，也是国家 4A 级协会。协会的登记管理机关是民政部，党建工作机构是中央和国家机关工作委员会，外事工作由北京市人民政府外事办公室管理，接受国家发展和改革委员会、住房和城乡建设部、交通运输部、工业和信息化部、科技部、人力资源和社会保障部、市场监督管理总局、统计局等相关政府部门的业务指导。

协会的宗旨是：遵守法规加强自律，发挥桥梁纽带作用，诚为政府企业服务，推动行业科学发展。

China Association of Metros (CAMET) is a corporation aggregate registered with the Ministry of Civil Affairs. It is a national, industrial, non-profit social organization, China's urban rail transit industry national first-grade association, as well as the national 4A-level association. Ministry of Civil Affairs works as the registration and administration organ of the association; State Organs Work Committee of the CPC plays a role of party-building work organ; Foreign Affairs Office of the Beijing Municipal People's Government manages its foreign affairs work. Its business operation is guided by the related governmental authorities, such as National Development and Reform Commission, Ministry of Housing and Urban-Rural Development, Ministry of Transport, Ministry of Industry and Information Technology, Ministry of Science, Ministry of Human Resources and Social Security, State Administration for Market Regulation, Bureau of Statistics, etc.

Purpose: Strictly observe the laws and regulations and strengthen self-regulation, and play the role of a bridge and a hub, to provide services for governments and enterprises and promote the scientific development of the industry.

关于北京中城轨会展有限公司 About Beijing Sino Urban Railway Expo Co., Ltd.

隶属于中国城市轨道交通协会，为城轨行业提供会展服务。

服务内容：行业传播内容生产、宣传，展览、会议，考察、咨询、服务，为行业细分领域提供全案传播服务。

追求目标：以传媒、会议、展览为平台开展专业化服务，助力行业高质量发展，用心服务行业和城市。

It is subordinate to China Association of Metros and provides exhibition services for urban rail industry.

Services: industry communication content production, communication, exhibition, conference, investigation, consultation, service, full communication services for industry segments.

Goals: Provide professional services on the platform of media, conferences and exhibitions, enable high-quality development of the industry, serve the urban rail industry and cities.

WHAT CAN METROTRANS DO FOR YOU?

能为您做什么？



业主对接
Matchmaking with
Metro Operators



展览展示
Exhibition and
show



论坛会议
Forum
conferences



成果交易
Results
transaction



技术推广
Technology
promotion



合作洽谈
Cooperation



品牌传播
Brand
communication



大众科普
Popular
science



城轨文化
Urban rail
culture



商务考察
Business
investigation

以传媒、会议、展览为平台展开专业化服务
助力行业高质量发展

Provide professional communication service via media, conferences and exhibitions
Assist for high-quality scientific development of the industry



WHAT WILL METROTRANS BRING YOU

将给您带来.....



开放视野 捕获新知 Open Views and New Insights

72000+ 平方米开放展示平台，涵盖轨道交通全产业链，同时涉及大众关心的轨道科普、文创和出行文化。

Nearly 72000+ m² open exhibition platform that covers the whole industry chain of rail transit and involves the rail transit culture, cultural creation, and travel culture of the public concern.



大咖共论 洞见新知 New Insights from Discussion of Experts

行业专家制定议题，内容涵盖面广，与行业领军人物面对面交流，向全行业发声。

Industry experts formulate topics covering a wide range of topics, communicate face-to-face with industry leaders, and speak out to the entire industry.



共享平台资源 抓住市场机遇

Shared Platform Resources and Market Opportunities

与城轨业主领导人峰会同期举办，国家一级协会主办，南京地铁、北京地铁、上海地铁、广州地铁、重庆轨道、深圳地铁等五十余家业主单位鼎力支持，千余家会员单位共襄盛举。政府、协会与各地城轨业主单位领导和院士、专家组团巡馆，还有多组专业参观团。

Concurrently held with China Summit of Metro Operators, hosted by the national first class association, supported by over 50 metro operators such as Nanjing Metro, Beijing Subway, Shanghai Metro, Guangzhou Metro, Chongqing Rail Transit, and Shenzhen Metro, and participated in over 1,000 members. Leaders of governments, academicians, associations and local urban rail operators tour groups, and there are many professional tour groups of experts.



对接洽谈 深入合作 Negotiation and In-depth Cooperation

行业龙头企业参展并举办专题会议、现场交流会。多样化定制服务，精准对接供求双方。Leading enterprises in the industry participated in the exhibition and held special conferences and on-site exchange meetings. Diversified customized services, accurate docking of supply and demand sides.



全面助力 中小企业 All-round Promotion of the SMEs

给予会员中首次参展的中小企业最优政策。非会员的中小企业首次参展，可比照会员优惠政策执行。对中小企业在品牌推介、产品推广等方面给予场地、传媒、物料等方面的支持。参展的非会员中小企业，论坛参会资格按会员对待。新参展的中小企业，参展面积超过 27 平米，免费在中小企业论坛上推介，具体以论坛实际安排为准。

Give the most benefit to small and medium-sized enterprise members participating in the exhibition for the first time. Small and medium-sized enterprises that are not members participate in the exhibition for the first time can enjoy preferential policies of members. Support in venues, media, materials will be offered to the SMEs for brand promotion, product promotion, etc. Small and medium-sized enterprises participating in the forum who are not members will be treated as members. New small and medium-sized enterprises participating in the exhibition, with an exhibition area of more than 27 square meters, will be recommended at the SME Forum free of charge, subject to the actual arrangement of the Forum.



高新技术 成果交易 Metro Transit Hi-tech Fair

展示城轨科技进步奖、国优奖获奖项目、产品、成果等，并开展线上线下交流、交易活动。

Exhibition of the urban rail technology achievement and national outstanding award projects, products and achievements winning the Science and Technology Progress Award, and implementation of online and offline exchange and trading activities.



权威发布 预知趋势 Authoritative Publishing and Predictive Direction

行业数据，统计报告，行业标准等权威数据文件独家权威发布，助您了解行业现状，尽揽行业发展蓝图。

Industry data, statistical reports, industry standards and other authoritative data document are issued exclusively and authoritatively, so as to help you understand the current situation of the industry and draw up a blueprint for its development.



行业热点 媒体焦点 Industry Spots and Media Focus

100 + 家媒体现场报道，自有媒体平台实时报道，行业舆论风向标。

100+ medias live report, real-time report on MetroTrans media platforms, and industry public opinion guidance.

HONORED GUESTS

领导关怀

国家部委及相关司局领导多次莅临展会指导，各省市发改委（局）、规划委（局）、轨道办等城轨交通领域决策层领导及全国各地轨道交通业主单位、行业专家学者和厂商代表出席开幕式。

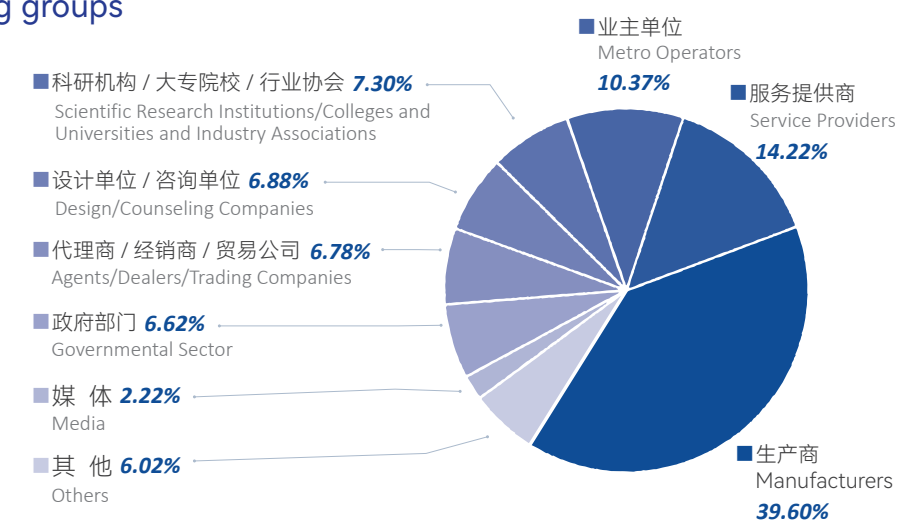
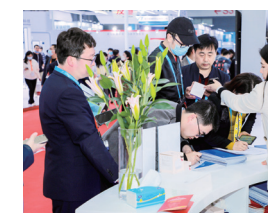
Leaders of national ministries and commissions and relevant departments visited the exhibition for many times, and leaders of decision-making levels in urban rail transit fields such as provincial and municipal development and reform commissions (bureaus), planning commissions (bureaus) and rail offices, as well as representatives of rail transit Metro Operators, industry experts, scholars and manufacturers from all over the country will attend the opening ceremony.



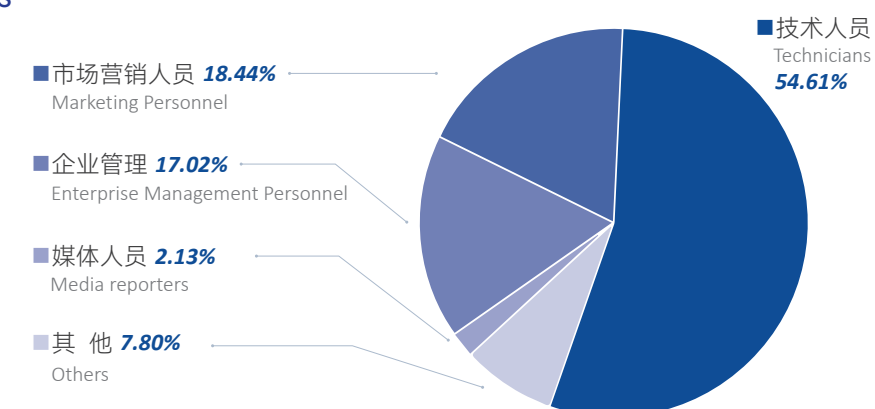
METROTRANS 2023 HIGHLIGHTS

2023 展览回顾

观众单位构成 Structure of visiting groups



参会嘉宾构成 Structure of visitors



METROTRANS2024 EXHIBITION LAYOUT

展览布局

室内展示面积达
Indoor exhibition area, up to
72000m²+

8 大专业版块 8 Professional Sectors

- 先进技术装备及智能运维
Advanced technical equipment and intelligent operation & maintenance
- 智能基础设施（含隧道建设）
Advanced infrastructure (including tunnel construction)
- 绿色能源替代及节能降耗增效
Green energy, and energy conservation/consumption reduction/efficiency increase
- 城轨云、大数据及智能列车运行
Urban rail cloud, Big Data, and intelligent train operation
- 智慧乘客服务与智能运输
Smart passenger service and intelligent transportation
- 南京 / 江苏轨道交通建设成就展示
Display of Nanjing and Jiangsu's achievements in rail transit construction
- 城轨科普 / 文化 / 传媒 / 资源经营
Urban rail science popularization/culture/media/resource management
- 国际轨道交通（国际展团 / 国际行业组织）
International rail transit (international exhibition groups/industry organizations)

14 大主题展区

14 Themed Exhibition Zones

- 示范工程
Demonstration projects
- 多制式
Multi-standard
- 中小运量
Medium/small transportation capacity
- 专精特新
“Specialized, Sophisticated, Distinctive, and Innovative”
- 工程建设
Engineering construction
- 安全创新
Safe and innovative
- 城轨科普
Urban rail science popularization
- 资源经营
Resource management
- 城轨文化（含城轨行业技能竞赛）
Urban rail culture (including urban rail industry skill competition)
- 新闻出版
Press and publication
- 新媒体及软件
New media and software
- 城际与市域轨道交通
Intercity and urban rail transit
- 轨道产业园
Rail industrial park
- 人才
Talents

N 个主题展位 Several Themed-Booths

- 都市圈主题展位
Metropolitan area
- 专业技术职称评定主题展位
“Professional Title Appraisal” Booth
- 教育培训主题展位
Education and training
- 新品发布
New Product Release
- 路演展位
Roadshow booth

配套活动

SUPPORTING ACTIVITIES

为更好地服务展商、观众, 同时促进行业交流, 推动地方轨道交通产业发展, 提升参展、观展效果和体验, 组委会拟策划成果交易、巡馆参观、研学科普、媒体传播、轨道交通主题日等 5 大类、10 余项活动。

To better serve exhibitors and audiences, promote the exchanges of the industry, boost the development of local rail transit industry, and improve exhibition effect and experience, the Organizing Committee plans to devise more than 10 events of 5 categories, such as achievement trading, tour and visit, research & science popularization, media communication, and rail transit themed day.

成果交易系列活动

ACHIEVEMENT TRADING SERIES EVENTS

项目招商政策宣讲
Publicity of project investment promotion policies

各地方政府、城轨业主、重点企业、产业园区代表宣讲招商引资优惠政策, 并为申报企业提供指导。

Representatives from local governments, metro operators, key enterprises, and industrial parks publicize the preferential policies on investment promotion, and provide guidance for declaration enterprises.



技术成果发布签约仪式
Technical achievement release and signing ceremony

面向行业征集城轨交通技术成果发布和交易签约仪式, 组委会提供服务便利。

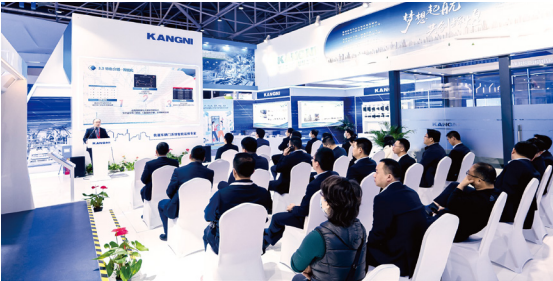
The Organizing Committee provides various services for enterprises in the URT industry, including announcement of new technical achievements, signing ceremony and etc.



展商路演与技术交流活动
Exhibition road show and technical exchange event

组委会在展览现场设置展商专属交流区, 供有需求的展商开展路演及技术交流活动。

The Organizing Committee sets up exclusive exhibitor communication zone at the exhibition scene, in order to facilitate exhibitors with demands to carry out road shows and technical exchanges.



巡馆参观系列活动

TOUR & VISIT SERIES EVENTS

业主领导人巡馆
Metro Operators Tours

以城轨业主领导人峰会举办为契机, 组织以各地城轨业主领导为主体的专业参观团, 进行巡馆参观、互动交流。

Leverage China Summit of Metro Operators to organize professional visiting groups centering on metro operators for tour & visit, interaction, and exchanges.

组委会领导巡馆
The Organizing Committee's Tours

组委会将分批次组织协会轮值会长、副会长、常务理事等对参展的优秀展位进行寻访交流。

The Organizing Committee will organize CAMET's President, vice president in office and executive director in batches for visit to and communication with excellent booths.



专业参观团
Professional Visiting Group

由展会组委会面向各业主单位及相关单位发出“组团参观征集令”, 分批次由专人带团参观, 为各地城轨业主单位和产业链企业提供了了解新技术、新产品的一站式参观服务, 增强业主单位与供应商的粘性。

The Organizing Committee sends the “Invitation for Group Visit” to all metro operators and relevant companies, and arranges special personnel to lead the groups in visit by batch, in order to provide metro operators and industry chain enterprises with one-stop visit services on new technologies and new products, and strengthen the viscosity between metro operators and suppliers.



士拔叔趣味集章活动
Tuboshu Fun Collection event

面向全体观众开放的趣味互动活动, 寻找主题展位打卡, 收集纪念印章并参与互动抽奖, 赢取活动礼品。

It's a fun interaction event open to all audiences, in which visitors check in at themed booths, in order to collect souvenir badges, take part in interactive lottery draw, and win the gifts.



研学科普系列活动

RESEARCH AND SCIENCE POPULARIZATION SERIES EVENTS

就业信息发布、对接

Employment information release and matchmaking

组织城轨业主和企业，统计、发布岗位需求信息，邀请相关企业人力资源负责人现场宣讲，邀请城轨职业院校师生现场观摩、交流互动。

Organize metro operators and enterprises to sum up and release job demand information, invite relevant enterprises' H. R. heads to publicize the information on site, and organize teachers and students from urban rail vocational colleges to take part in onsite observation and interaction & communication.

院校研学团

College Research Group

组织院校轨交专业老师和学生观摩展会，参加人才培养论坛，赴展会当地典型企业参观考察，与行业企业形成良性互动，学习行业创新引领经验成果。

Organize teachers and students from rail transit departments of colleges and schools to observe the exhibition, attend talent cultivation forum, visit and investigate local representative enterprises, establish sound interactions with industry enterprises, and study the leading innovation experience and achievements of the industry.

城轨小宣讲团

Young urban rail publicity group

邀请中小學生组成小宣讲团，设置舞台展示模块，让城轨未来者宣传轨道交通科技发展、轨道交通安全、轨道相关科普知识等。

Invite middle and elementary school students to establish the young publicity group, set up stage display module, publicize rail transit technology development and rail transit safety, and popularize relevant knowledge of rail through the future builders of urban rail system.



城轨小记者团

Young urban rail reporter group

邀请中小學生组成小记者团，到展会现场研学，介绍和解说各类轨道展品，采访重点展商和主办方，让孩子们实践体验城轨科技。

Invite middle and elementary school students to establish the young reporter group, which will visit the exhibition site for research, introduce and report a variety of track exhibits, interview key exhibitors and sponsors, and provide children with practice and experience opportunities of urban rail technologies.

“车迷有约”活动

“Date with Car Fans” activity

组织广大车迷、专业观众参与现场实车互动，走进车辆制造厂、车辆研究所等考察调研，了解实车背后的科技历史故事。

Organize a wide range of fans and professional audiences to take part in onsite interaction with real vehicles, and invite them to go into vehicle manufacturing factory and vehicle research institute etc. for investigation and research, in order to learn about technology stories behind the vehicle.

城轨科普讲堂

Urban rail science popularization

通过节目展演、视频展播、趣味问答等轻松有趣的形式科普城轨相关知识。

Popularize knowledge on urban rail through relaxing and interesting means such as program exhibition & performance, video show, and fun Q & A.



媒体传播系列活动

MEDIA COMMUNICATION SERIES EVENTS

全媒体采访直播

All-media interview live

组织行业内专业媒体工作者针对展会实际传播需求，进行全方位采访报道与实时全网直播，及时传播展会热点话题和精彩瞬间，吸引线上观众参与展会互动。

Organize professional media workers in the industry to carry out all-round interview & reporting and real-time live streaming according to the exhibition's real communication demands, timely convey the exhibition's hot topics and highlights, and attract online audiences to take part in the exhibition interaction.

人物专访

Exclusive interview

人民城轨直播间，在展会期间对行业内领军人物及重量级嘉宾进行人物专访，深度传播。

In the People's Metro Live Room, have special interview with leading figures and VIP guests in the industry and carry out in-depth communication during the exhibition period.

轨道产品、品牌现场推广直播

Onsite popularization and live streaming of track products and brands

针对参展企业的展品、品牌进行现场直播推广，扩大企业参展效果。

Carry out onsite live streaming and popularization of the participating enterprises' exhibits and brands, in order to expand the enterprises' exhibition effect.

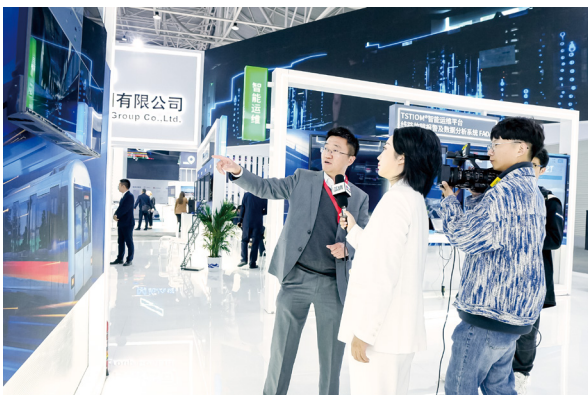


网红巡馆直播活动

Internet celebrity tour live

邀请抖音、快手、微信、视频号等新媒体平台的城轨行业网红现场直播展会，扩大展会传播触达面。

Invite Internet celebrities from new media platforms (e.g., TikTok, Kuaishou, WeChat Video) and the urban rail industry for live streaming of the exhibition, in order to expand the exhibition's communication scope.



轨道交通主题日活动

RAIL TRANSIT THEMED DAY EVENT

结合展会举办地业主单位需求和当地轨道交通特色资源策划的主题活动。

A themed event that is devised according to local metro operators' demands and local characteristic rail transit resources.



METROTRANS 2024 HIGHLIGHTS

2024 亮点

行业资源 INDUSTRY RESOURCES

10+
分支机构
Branches

100+
业主领导
Metro
Operators

1000+
会员单位
Members

1000+
行业专家
Industry
Experts



展 览 Exhibition

- » 72000m² + 室内展示空间
72000m² + Indoor Exhibition Space
- » 15000m²+ 室外展示空间
15000m²+ Out Door Exhibition Space
- » 8 大版块划分
8 Professional Sections
- » N 主题展区
N Themed Exhibition Zones
- » 18 项配套活动
18 Supporting Activities
- » 40000+ 专业观众
40000+ Professional Visitor



论 坛 Forum

- » 业主领导人峰会
China Summit of Metro perators
- » 主论坛 / 分论坛
Special Forum
- » 专题论坛 / 专业沙龙
Professional Salon
- » 15+ 论坛会议
15+ Forum Conferences
- » 300+ 行业大咖
300+ Guest Speakers
- » 6000+ 参会代表
6000+ Participants



传 播 Propagation

- » 线上直播参会 100000+
Online live broadcasting, 100,000+ participants
- » 中城轨传媒矩阵持续跟踪专题报道
Special Report on Continuous Tracking of Media Matrix of etroTrans
- » 行业权威期刊深度报道
In-depth reports of authoritative journals in the industry
- » 微信公众号原创推送 100+
100+ original push via WeChat public account
- » 中央媒体、地方媒体、行业媒体及自媒体全面报道矩阵传播
Central media, local media, industry media and we-media full coverage for matrix propagation

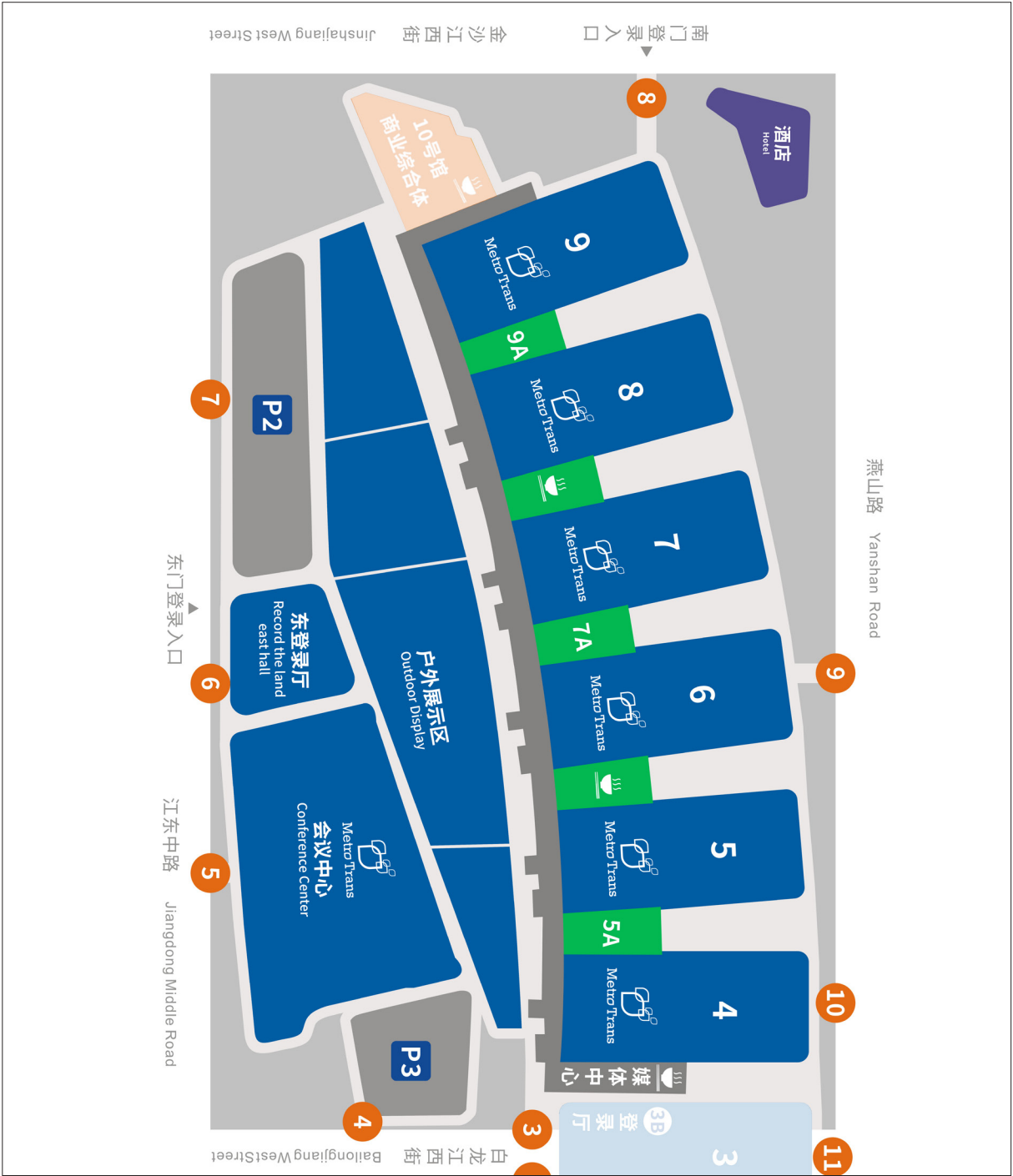
SELECTED PARTNERS

部分合作伙伴

 南京地铁 Nanjing Metro 驰载人文 身心直达	 北京市基础设施投资有限公司 BEIJING INFRASTRUCTURE INVESTMENT CO.,LTD.	 北京地铁 BEIJING SUBWAY	 上海地铁 Shanghai Metro	 广州地铁 Guangzhou Metro
 重庆轨道交通(集团)有限公司 CHONGQING RAIL TRANSIT (GROUP) CO.,LTD.	 深圳地铁 SHENZHEN METRO	 天津地铁 TIANJIN RAIL TRANSIT 天津轨道交通	 成都地铁 CHENGDU METRO	 武汉地铁 WUHAN METRO
 西安地铁 XI'AN METRO	 杭州地铁 HANGZHOU METRO	 沈阳地铁 SHENYANG METRO	 郑州地铁 ZHENGZHOU METRO	 青岛地铁 QINGDAO METRO
 宁波轨道交通 NINGBO RAIL TRANSIT	 哈尔滨地铁 HARBIN METRO	 无锡地铁 WUXI METRO	 大连地铁 DALIAN METRO	
 呼和浩特地铁 HOOHOT METRO	 雄安轨道 XIONGAN RAIL TRANSIT	 长沙轨道 CHANGSHA METRO	 石家庄地铁 SHIJIAZHUANG METRO	 北京交通大学
 西南交通大学 SOUTHWEST JIAOTONG UNIVERSITY	 UCD	 中国铁道科学研究院集团有限公司 CHINA ACADEMY OF RAILWAY SCIENCES CORPORATION LIMITED	 中国铁建	 中国中铁
 中国通号	 交控科技 Traffic Control Technology	 新誉集团 New United Group	 中国中车 CRRC	 KANGNI
 HUAWEI	 ALSTOM	 京投发展 METRO LAND CORPORATION LTD	 京投装备	 Build Your Dreams
 上海电气 SHANGHAI ELECTRIC	 北京城建路桥建设集团	 北京纵横机电科技有限公司	 众合科技	 HollySys
 中关村丰台园 ZHONGGUANCUN FENGTAI GARDEN	 卡斯柯 CASCO	 上海电气泰雷兹 THALES SEC TRANSPORT	 KNORR-BREMSE	 中铁检验认证中心
 北京城建智控科技股份有限公司 BEIJING URBAN CONSTRUCTION INTELLIGENCE CONTROL CO.,LTD.	 北京恒安卫士保安服务有限公司 BEIJING HENG'AN SECURITY SAFEGUARD SERVICE CO.,LTD.	 腾讯云 腾讯智慧交通	 星环科技	 佳都科技 股票代码:600728
 中兴 ZTE	 数字化解决方案领导者	 C&U	 鼎桥 TDTECH	 华飞科技
 二三科技 ELYSON TECHNOLOGY	 经纬轨道 KINGWAY RAIL	 卓越信通 Transcend Communication	 SIEMENS	 LIEBHERR

METROTRANS 2024 FLOOR PLAN

2024 总平面图



FORUM PLANNING

论坛规划

本届高峰论坛分为：业主领导人峰会、主论坛、分论坛、专题论坛等形式，论坛采用申办制，主论坛暨开幕仪式由协会主办，不开放申请。分论坛面对协会分支机构和业主单位开放申请。专题论坛为企业定制论坛及组委会定制论坛。论坛场次根据市场实际需求情况规划，一般安排 15 场左右。

主论坛主题与展览主题相同，暂定为“多元融合 高质量可持续发展”，分论坛具体议题根据城轨行业发展的痛点、难点问题，同时结合企业需求、行业工作重点进行规划；主论坛规模不超过 1000 人，分论规模 200 人左右。

The summit forum, which is comprised of summit of metro operators, main forum, sub-forums, and special forums etc., adopts the declaration mode, in which the main forum (namely, opening ceremony) is hosted by China Association of Metros (CAMET) alone. For sub-forums, branches of CAMET and are entitled to applying for the sponsorship. Special forums are customized by enterprises and the Organizing Committee. Number of forums is subject to the real demands, and 15 forums are arranged in general.

The main forum has the same theme as the exhibition, and the theme is temporarily determined as “Pluralism High-Quality Sustainability”. For specific topics, sub-forums are devised according to the urban rail industry’s development headaches & difficulties, the enterprises’ real demands, and the industry’s work priorities. For the size of attendees, the main forum is attended by no more than 1,000 persons, and one sub-forum is attended by about 200 persons or so.

BOOTH TYPE

展位类别

光地展位 Space only

类 别 Category	区 域 Area
S 区 Zone S	主通道两侧 Both sides of the main passage
A 区 Zone A	非 主 通 道 Non-main passage

标摊展位 Standard package booth

类 别 Category	区 域 Area
精装标摊 Hardcover standard package booth	4-9 号馆 Hall 4-9
简装标摊 Simple standard package booth	4-9 号馆 Hall 4-9

Note: 9m² / unit

实车展位 Real-car booth

类 别 Category	Area 区 域
实车 Railway vehicles	Outdoor exhibition zone 户外展示区

Note: Subject to the actual situation on site, please consult the organizing committee for details.

FORUM SPONSORSHIP

论坛赞助

论坛合作服务 Forum cooperation service

合作商权益 Partners interests	钻石合作商 Diamond partner	铂金合作商 Platinum partner	黄金合作商 Gold partner	白银合作商 Silver partner
北京 - 南京轨道展主题论坛冠名 Beijing-Nanjing Exhibition Theme Forum title sponsor	√	-	-	-
北京 - 南京轨道展主题论坛协办 Beijing-Nanjing Exhibition Theme Forum co-organizer	√	√	√	√
品牌形象展示机会，会场背景板、展板、会议资料、相关文件、公共宣传中体现企业名称 / 企业标识 Have opportunity to show the brand image by using the enterprise name/logo on venue background board, display panel, conference materials, relevant documents and public publicity	√	√	√	√
企业宣传片在论坛开场前及茶歇时间播放 Play the enterprise promotional video before the opening of the forum and during the tea break	5 分钟 5 minutes	3 分钟 3 minutes	1 分钟 1 minute	-
协助资源对接及交流（会期） Assist in resource docking and exchange (duration)	2 个名额 2 quotas	2 个名额 2 quotas	-	-
企业宣传资料 Enterprise promotional materials	1 册 1 Booklet	单页 Single page	单页 Single page	-
企业形象单独现场展示 Display enterprise image separately on site	√	√	-	-
论坛 VIP 就座 Forum VIP seat	2 位 2 seats	2 位 2 seats	-	-
商务晚宴 Business Dinner	2 位 2 seats	1 位 1 seat	1 位 1 seat	-
展览现场技术交流区 Exhibition technical exchange area	免费使用 3 小时 Free use for 3 hours	免费使用 2 小时 Free use for 2 hours	免费使用 2 小时 Free use for 2 hours	免费使用 1 小时 Free use for 1 hours
考察活动参观名额 Visit number for investigation activity	4 位 4 quotas	2 位 2 quotas	1 位 1 quota	-
城轨讲堂学习平台会员黑卡 RailTalks Learning Platform Black Member Card	5	4	3	2

注：以上权益仅供参考，以现场实际为准。
Note: The above interests are for reference only and may vary in actuality

PROMOTION SERVICE

推广服务

论坛会场广告服务 Advertising service of forum venue

形 式 Form	内 容 Content	尺 寸 Partners interests
论坛广告位 Advertising space at Forum	可供企业现场展示技术、成果、产品等宣传 Available for enterprises to showcase technology, achievements, products and other publicity on site	高 3.0mx 宽 6.0m Height 3.0 m x width 6.0 m
论坛展板 Forum display panel	可供企业现场展示技术、成果、产品等宣传 Available for enterprises to showcase technology, achievements, products and other publicity on site	高 1.8mx 宽 0.8m Height 1.8 m x width 0.8m

物料广告服务 Material advertising service

名 称 Name	权益内容 Interests	
手提袋广告 Handbag advertisement	展览 + 论坛资料袋，数量 10000+ Exhibition + forum information pack; Quantity: 10,000+	
入场证件（胸卡） Admission certificates (Chest cards)	包括嘉宾证、参展商证、媒体证、专业观众证、大众观众证、论坛嘉宾证、论坛参会证、工作证，数量 15000+ Including guest pass, exhibitor card, media card, professional visitor badges, public visitor card, forum guest pass, forum participation card, and employee's card, 15,000+	
入场证件（吊绳） Admission certificates (Sling)	包括嘉宾证、参展商证、媒体证、专业观众证、大众观众证、论坛嘉宾证、论坛参会证、工作证，数量 15000+ Including guest pass, exhibitor card, media card, professional visitor badges, public visitor card, forum guest pass, forum participation card, and employee's card, 15,000+	
现场技术交流区 Site technical exchange area	可供企业自行举办新品发布会、技术交流会、新闻发布会等。 For enterprises to hold new product release meeting, technical seminar, press conference, etc.	展馆内（位置根据主办方规划而定） Inside exhibition pavilion (location depends on the planning of the sponsor)
地贴标识 Floor sticker	室内外企业地贴广告 Indoor and outdoor advertising of companies	1500*500mm（尺寸仅供参考，以现场实际为准） 1500*500mm (the size is for reference only, subject to the actual site situations)

注：涉及到画面内容，需企业自行设计，尺寸仅供参考，以现场实际为准，如有其他需求，可详询会务组。
Note: The content shown in the screen needs to be designed by the company itself. The size is for reference only, subjected to the actual situations of the site. For any other requirements, the conference affairs team may be consulted.

PROMOTION SERVICE

推广服务

展会专业媒体服务 Exhibition Professional Media Services

推广平台 Promotion platform	权益及内容 Interests and Contents
北京国际城市轨道交通展览会 微信公众号 WeChat Official Account of MetroTrans	北京展特别报道 3 篇（前中后） 3 special reports on the MetroTrans (before, during and after the exhibition)
	非展期头条 Headline of non-exhibition period
	非展期次头条 Subheadline of non-exhibition period
展期人物专访 Exclusive interviews with people during the exhibition	官方媒体采访提供宣发平台（3 分钟以内） Official media interviews offers a publicity platform for (within 3 minutes)
媒体发布会 Press conference	提供场地、设备 Provide venue and equipment
邮件推广 Mail promotion	行业客户数据库，精准投放 Industry customer database, securing accurate delivery
企业名称或 LOGO 特别标注广告 Advertisement with enterprise name or logo	各展馆导引展板、参观指南展位图及展商名录、小程序展位图，每个展馆不超过 3 个企业标注。 Guide display panels, visitor guide booth layout and exhibitor list, and mini-program booth layout of each exhibition hall. No more than 3 company logos are allowed at each exhibition hall.
北京展官网首页广告位 Advertising space on the home page of MetroTrans website	精准客户浏览 Accurate customer browsing
展览会刊 Exhibition catalogue	封二 (宽 210mm× 高 285mm) Inside front cover (width 210mm x height 285mm)
	封三 (宽 210mm× 高 285mm) Inside back cover (width 210mm x height 285mm)
	封底 (宽 210mm× 高 285mm) Back cover (width 210mm x height 285mm)
	彩色内页 (宽 210mm× 高 285mm) Color inside page (width 210mm x height 285mm)
参观指南 Visit guide	封二 (宽 145mm× 高 210mm) Inside front cover (width 145mm x height 210mm)
	封三 (宽 145mm× 高 210mm) Inside back cover (width 145mm x height 210mm)
	封底 (宽 145mm× 高 210mm) Back cover (width 145mm x height 210mm)
	插页广告（限量）(宽 145mm× 高 210mm) Interstitial ads (limited) (width 145mm x height 210mm)

城轨讲堂 Railtalks	权益及内容 Interests and Contents
会议支持单位权益 Rights and interests of meeting support unit	作为城轨讲堂云演讲支持单位，在相关物料及形象上露出。1 家单位 1 次。 As the online speech support unit of Railtalks, it is showed in related materials and images. 1 unit once
演讲权益 Speech right	深度参与城轨讲堂云演讲，安排演讲嘉宾根据大会主题设置进行演讲 15-20 分钟。1 位嘉宾 1 次。 Deeply participate in the online speech in the Railtalks, and arrange speakers to give speeches for 15-20 minutes according to the theme of the conference. One guest once
展位直播权益 Booth live broadcast right	作为云逛展线上直播路线展位，嘉宾主持人在展位现场与展位讲解员互动直播讲解，同步在展览会通道区 LED 屏幕直播，重点宣传，会后在城轨讲堂平台进行回放，1 家单位展位，1 次 10-15 分钟。 At the booth of the online live broadcast route of the online exhibition, the guest host interacted with the booth commentator to give live lectures at the booth site, and simultaneously broadcast live on the LED screen in the exhibition channel area for publicity After the meeting, it will be played again on the platform of the Railtalks, with one unit booth for 10-15 minutes at a time.
品牌展示权益 Brand display right	品牌露出权益，云逛展现场 LED 屏幕前资料摆放。1 家单位，1 种宣传资料 The brand show benefits, and the information will be placed in front of the LED screen of the cloud exhibition site. 1 kind of publicity materials for each unit
宣传服务 Publicity service	享有媒体专题宣传资源，轨道交通展暨产业发展论坛微信平台，宣传报道一篇。 Enjoy special media publicity resources. Publicize and report one article on the WeChat Official Account of GBA TRANSIT.

注：宣发内容需投放方提供内容素材，涉及到画面内容，需企业自行设计，尺寸仅供参考，以现场实际为准，如有其他需求，可详询会务组。

Note: The content shown in the screen needs to be designed by the company itself. The size is for reference only, subjected to the actual situations of the site. For any other requirements, the conference affairs team may be consulted.

展馆广告服务 Advertising service of exhibition hall

位 置 Location	数 量 Quantity	尺 寸 Dimensions
馆前 2 号路桁架 Truss of No.2 Road in front of the hall	12 块 / 12 pieces	长 16m× 高 3.5m Length 16m X height 3.5 m
桁架大牌 Big truss	5 块 / 5 pieces	长 6m× 高 4m Length 6m X height 4m
玻璃车贴 (4-9 号馆) Glass car sticker (halls No. 4-9)	6 块 / 6 pieces	长 20m× 高 12m Length 20m X height 12m
一道门外玻璃车贴 Glass car sticker outside the road door	6 块 / 6 pieces	长 13m× 高 6m Length 13m X height 6m
就餐区一道门玻璃车贴 Glass car sticker for the first door in the dining area	2 块 / 2 pieces	长 11m× 高 9m Length 11m X height 9m
连廊大挂画 Large hanging painting on the corridor	6 块 / 6 pieces	长 5m× 高 8m Length 5m X height 8m
连廊大画框 Large picture frame with corridor	6 块 / 6 pieces	长 7.8m× 高 4.6m Length 7.8m X height 4.6m
二道门灯箱 (展厅内) 4-5 馆 8-9 馆 Second door light box (in hall) Halls No. 4, 5, 8 and 9	4 块 / 4 pieces	长 5.18m× 高 2.39m Length 5.18m X height 2.39m
二道门灯箱 (展厅内) 6-7 馆 Second door light box (in hall) Halls No. 6 and 7	4 块 / 4 pieces	长 5.2m× 高 2.39m Length 5.2m X height 2.39m
雨棚前桁架 Front truss of canopy	6 块 / 6 pieces	长 12m× 高 4m Length 12m X height 4m
二道门前桁架 Truss in front of the second door	12 块 / 12 pieces	长 6m× 高 3m Length 6m X height 3m
登录厅二道门 The second door of the login hall	6 块 / 6 pieces	长 7m× 高 3m Length 7m X height 3m
就餐区玻璃贴玻璃车贴 Glass stickers in dining area- glass car stickers	4 块 / 4 pieces	长 8m× 高 9m Length 8m X height 9m
登录厅楼台喷绘 Inkjet painting on the balcony of the login hall	3 块 / 3 pieces	长 22m× 高 2.5m Length 22m X height 2.5m
登录厅大画框 A Large picture frame A of the login hall	3 块 / 3 pieces	长 22m× 高 4.5m Length 22m X height 4.5m
登录厅大画框 B Large picture frame B of the login hall	3 块 / 3 pieces	长 18m× 高 3.8m Length 18m X height 3.8m
登录厅大画框 C Large picture frame C of the login hall	18 块 / 18 pieces	长 2m× 高 2.5m Length 2m X height 2.5m
玻璃门头 KT (5A7A9A 二道门) Glass casing KT (5A7A9A the second door)	6 组, 可双面 6 groups, double-sided	长 15m× 高 0.6m Length 15m X height 0.6m

备注：1、所有制作单价包含制作、安装、运输、拆除费用；2、以上尺寸仅供参考，以现场实际为准；3、具体咨询组委会。

Note: 1. All production unit prices include production, installation, transportation and demolition costs; 2. The above size is for reference only, subjected to the actual situations of the site; 3. Please consult the conference affairs team for details.

展会专业媒体矩阵 MEDIA COMMUNICATION SERVICE

2024 北京 - 南京轨道展延续线上视频直播的形式，实现线上线下互动，给未到现场参展的行业人士送上动态化、全方位的线上展会，足不出户亦可了解中国城轨交通的强劲发展脉搏。人民城轨采访间基于北京轨道展、城轨业主领导人峰会、协会理事会、柏林展等系列线下活动，邀请行业企业负责人，立足行业现状，分析行业未来发展趋势。搭建桥梁和纽带，邀请业内专家作为主持人，同城轨业主、企业就当下技术、热点话题深入探讨；积极传递中青年力量，体现交通强国、城轨担当。

MetroTrans2024 will continue adopting the online live broadcasting to achieve online and offline interaction, providing dynamic and all-round online exhibition information for those who are not present at the exhibition, and enabling them to learn about domestic urban rail transit industry’s strong development momentum. The People’s Metro Interview Room mainly invited the heads of industry enterprises for a series of offline activities such as MetroTrans, the China Summit of Merro operators, the Association Council, the InnoTrans, analyzing the future development trend of the industry based on the current situation of the industry. As a bridge and bond, it will invite industry experts to serve as host to have in-depth discussion with metro operators and enterprises about current technologies and hot topics. Besides that, it will actively publicize the middle and young-aged people’s strength, representing the goal of contribute to the building of a better China with advanced urban rail system.

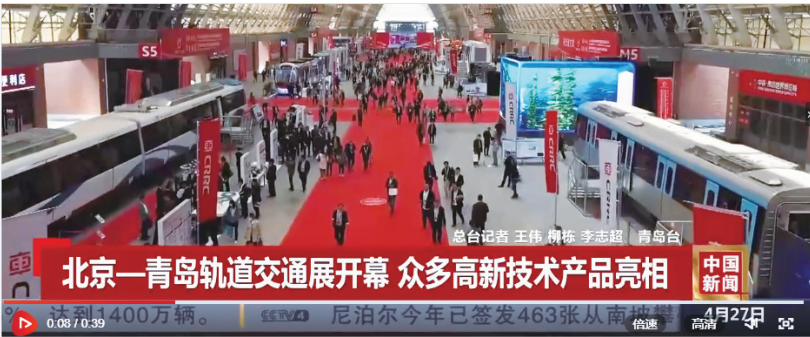
宗 旨：传播优质内容，传媒赋能品牌。

优 势：紧密围绕全展期、全平台、多形态传播理念，优化传媒资源配置，达成行业内外高效优质传播，助力展商提高认知度、美誉度。

Objective: to distribute high-quality content and empower the brand with media.

Advantages: focus on the whole-exhibition, total-platform, and multi-form communication concept to optimize the allocation of media resources, achieve high-efficiency and high-quality communication inside and outside the industry, and support exhibitors in improving market awareness and reputation.

部分报道概览 News Highlights-MetroTrans2023



“传媒 +” 服务标准包 "Media +" service standard package

展 期 Exhibition period	服务内容 Service content
展 前 Pre-exhibition	参展预热报道、执行 Exhibitor warm-up report and implementation
	发布平台：协会官方平台；1 家行业平台；5 家大众平台 Publishing platform:Official platform of CAMET; 1 industry platform; 5 mass platforms
展 中 In-exhibition	参展报道：图文，300-500 字 Exhibition report: pictures and texts, 300-500 words
	发布平台：协会官方平台；1 家行业平台；5 家大众平台 Publishing platform:Official platform of CAMET; 1 industry platform; 5 mass platforms
	现场人物采访：人民城轨采访问（人物角度或创新技术角度） On-site person interview: People's Metro Interview Room (focus on person or innovative technology)
展 后 Post-exhibition	参展图文报道：1 图片，800 字 Graphic report of the exhibition: 1 picture, 800 words
	发布平台：《城市轨道交通》杂志 Publishing platform: "China Metros" magazine

“传媒 +” 服务单选包 "Media +" service radio package

平台 Platform	权益及内容 Interests and Contents	
《城市轨道交通》杂志 "China Metros" magazine	封面 Cover	Width 210mm X height 285mm
	封二 Inside front cover	Width 210mm X height 285mm
	封三 Inside back cover	Width 210mm X height 285mm
	封底 Back cover	Width 210mm X height 285mm
	彩色内页 Color inside page	Width 210mm X height 285mm
官方媒体平台 Official media platform	人民城轨 App、协会微信公号、协会网站 People's Metro App, WeChat Official Account of CAMET, CAMET website	三平台同步报道（1 篇） Synchronous report on three platforms (1 article)
视频服务 Video service	展中人物专访 Interview with characters during the exhibition	采访、制作、宣发服务 (成片 3 分钟以内) Interview, production and publicity services (within 3 minutes)
	展期展台拍摄 Shooting at the exhibition booth	视频、图片、宣发服务 Video, picture, announcement service

注：宣发内容需投放方提供内容素材，涉及到画面内容，需企业自行设计，尺寸仅供参考，以现场实际为准。
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部分媒体名录 Selected Media Partners

STAND DESIGN & CONSTRUCTION SERVICES

设计搭建服务

为参展企业提供专业的策划、设计、运营、承建等一体化综合展示的解决方案，让参展企业享受“一站式”的参展新体验，降低参展沟通成本和经济成本，提高客户参展效益。连续承接：首届中国城市轨道交通装备自主创新成果展示会、首届中国城市轨道交通高新技术成果交易会、城建设计、工程建设、安全管理、装配式、京津冀、德国轨道工业协会等主题展区提供优质且高效的设计搭建服务，以及腾讯、金鹰重工、晋西车轴、中航光电华亿、哈尔滨地铁、沈阳地铁、呼和浩特地铁、广州地铁、宁波地铁、郑州地铁、合肥轨道协会、中船重工、上海电科等超过 100+ 单位展台的创意策划、设计搭建等工作，实现总搭建面积 5000 平米。

We provide professional planning, design, operation, construction and other integrated exhibition solutions for exhibitors, so that exhibitors can enjoy a "one-stop" exhibition experience, reduce communication costs and economic costs, and improve customer participation efficiency. Serve a total of more than 100 booths creative planning, design and erection etc., and achieve total erection area of 5,000 square meters.

展台案例 Booth construction Cases



北京城建设计发展集团股份有限公司
Beijing Urban Construction Design & Development Group Co., Ltd.



宁波轨道交通
Ningbo Rail Transit



京津冀协同发展展区
Coordinated Development of the Beijing-Tianjin-Hebei Region