



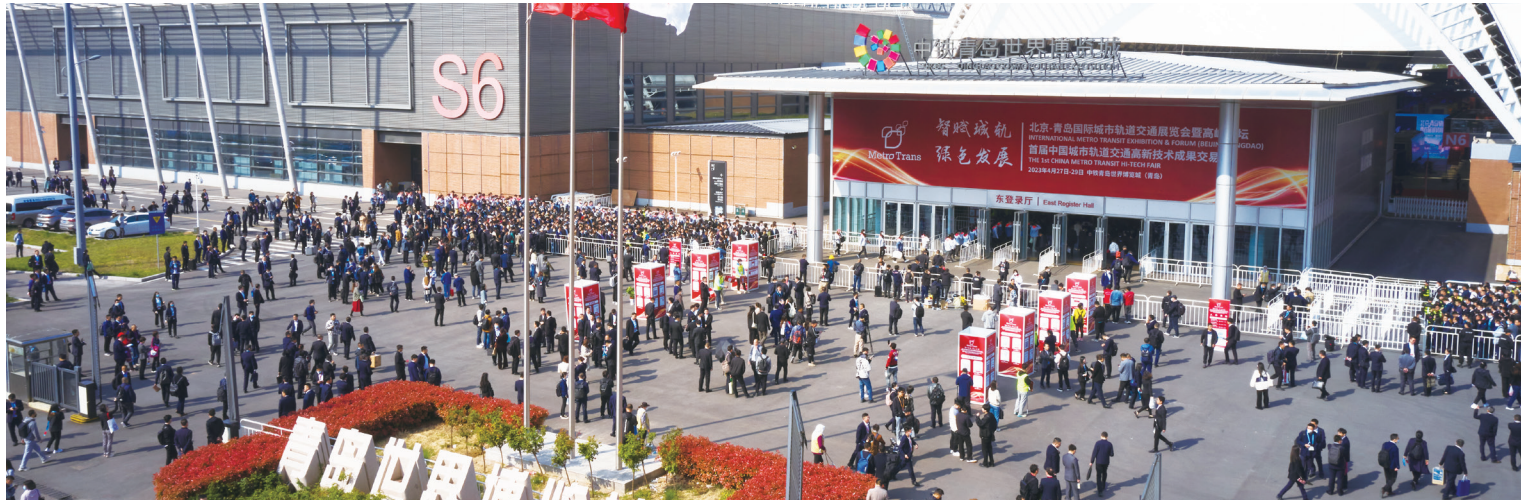
MetroTrans 2023

SMART METRO, GREEN DEVELOPMENT

26-28 April · QingDao, China



MetroTrans 2023



01

Under the auspices of the National Development and Reform Commission, the Ministry of Industry and Information Technology, and the Ministry of Housing and Urban-rural Development, MetroTrans is organized by China Association of Metros (CAMET). Ever since 2015, MetroTrans has been successfully held for 7 sessions, making it the largest exhibition with the most brand influence in China metro transit sector. Owing to its high prestige in the industry, MetroTrans is reputed as the “No.1 Rail Transit Industry Exhibition in China ” and the “No.1 Metro Transit Exhibition in the World”.

The 1st China Metro Transit Hi-Tech Fair was held simultaneously with MetroTrans2023(hereinafter referred to as MetroTrans & CMTHTF) .By integrating achievement display, technology popularization, high-level forum (summit), release & contract signing, and cooperation & exchanges, the MetroTrans & CMTHTF mainly showcases advanced technologies and products, technological innovation achievements, and scientific research achievements in the metro transit field, and it is committed to creating exchange and display opportunities for all participators from all around the world and helping participators seize business opportunities.. In a sense, the exhibition is a trade and business platform for the metro rail industry, a platform for display and release of new technologies/products, a carnival for exchanges of the industry, and a platform for science popularization among and interaction with the masses.

MetroTrans2023-“Smart Metro, Green Development”.20 concurrent activities were organized during the exhibition and cloud visit and hearing was realized in multiple dimensions through live streaming display and picture & text push, etc. Statistics show that more than 270,000 person-times of viewers watched the Forum via online platform, with picture live-streaming viewership exceeding 200,000 person-times.

EXHIBITION DATA

60000m²+

*exhibition
area*

9

*professional
sections*

18

*themed exhibition
zones*

22

*metro
operators*

448

exhibitors

5000

staffs

40000+

*professional
visitors*

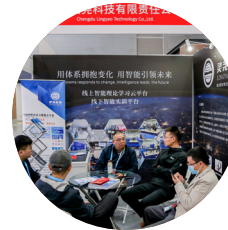
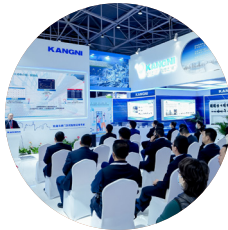
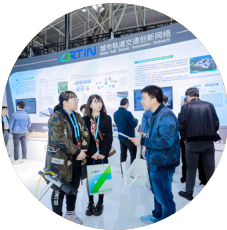
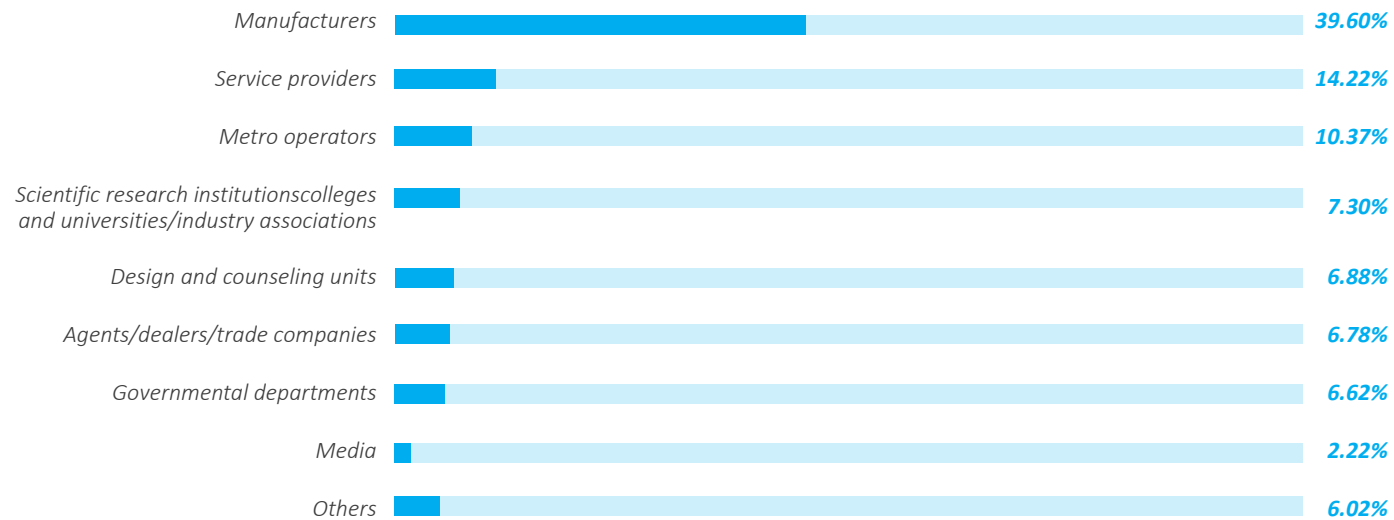
13+N

vehicles

EXHIBITION DATA

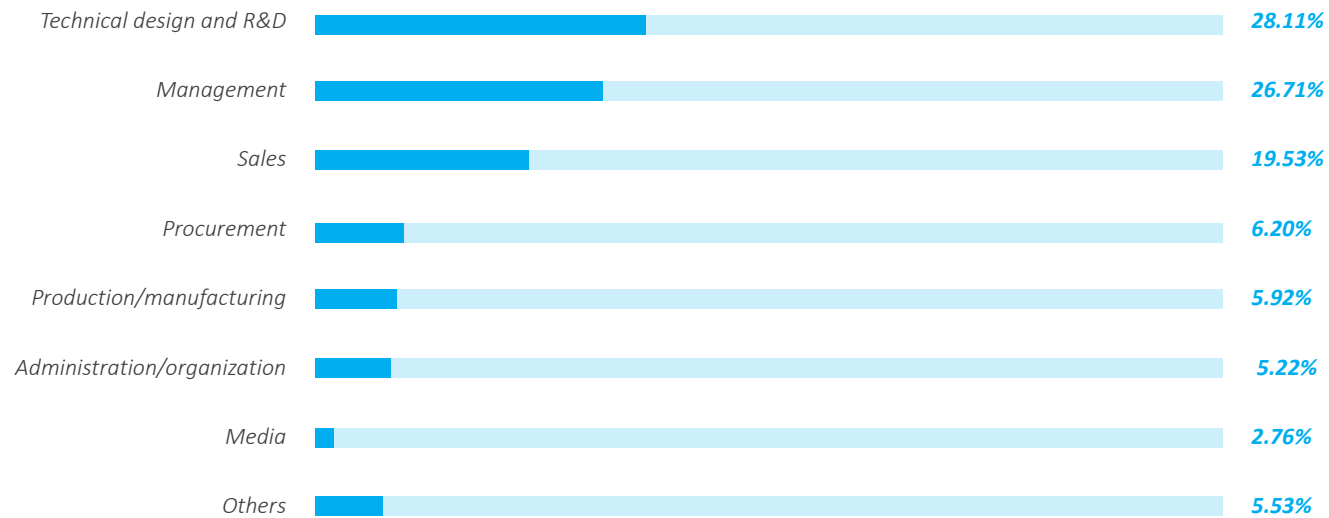
Visitor analysis

Industry affiliation



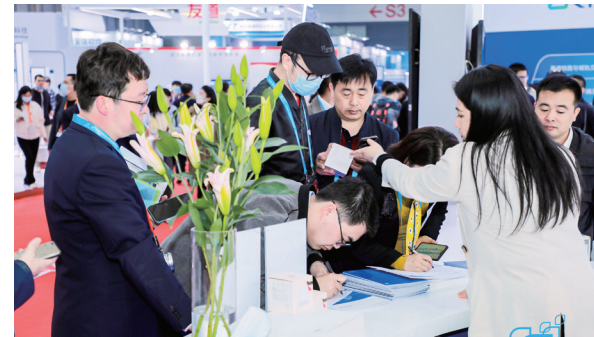
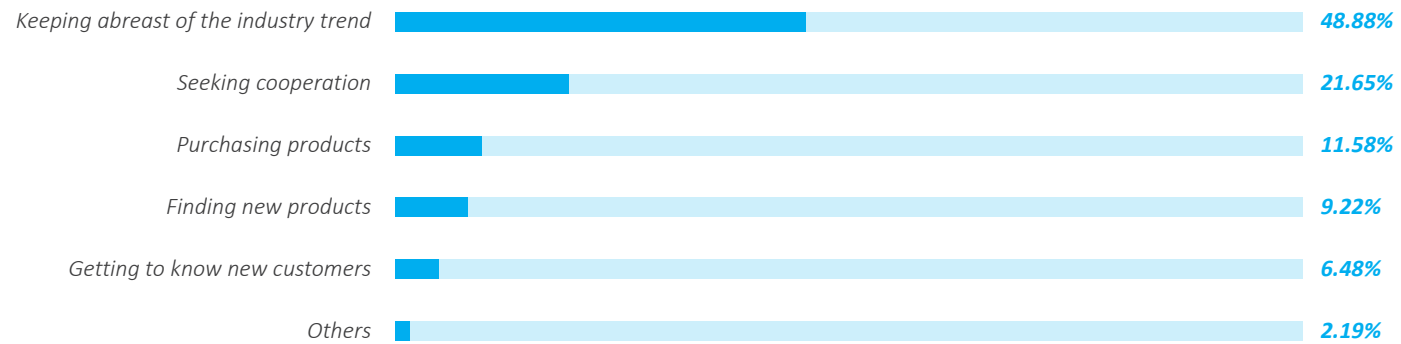
EXHIBITION DATA

Visitor positions



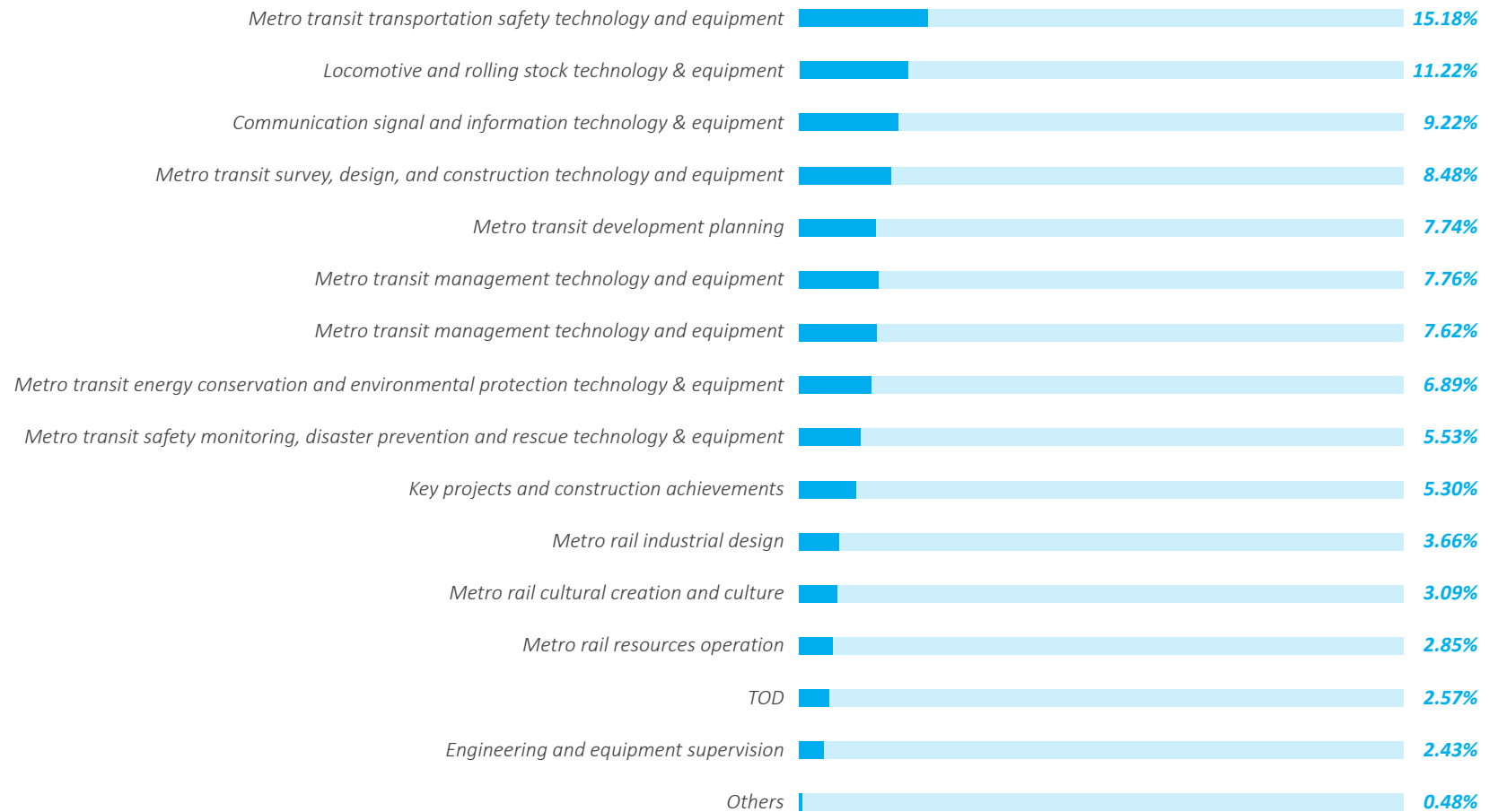
EXHIBITION DATA

Goals of the trade visitors



EXHIBITION DATA

Interested exhibition contents

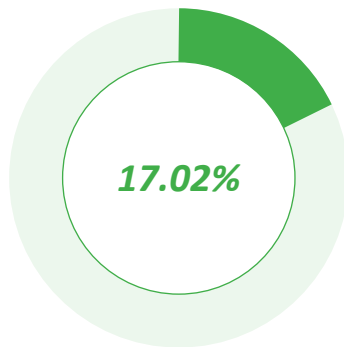


FORUM DATA

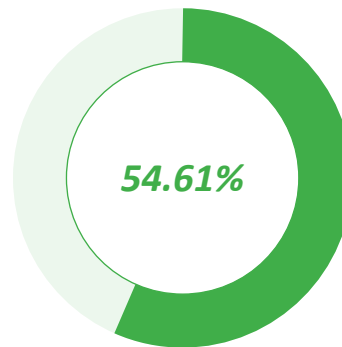


FORUM DATA

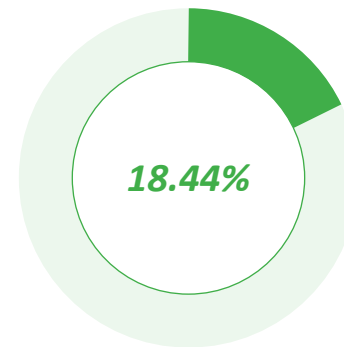
Participating guests



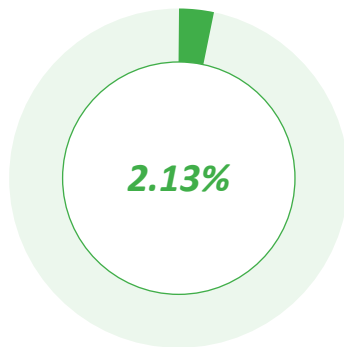
Corporate management



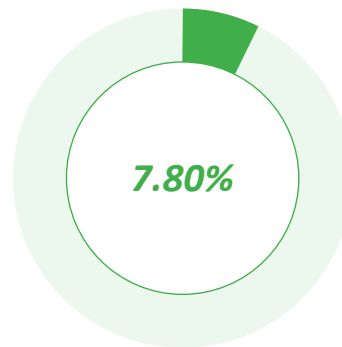
Technicians



Salespersons



Media journalists

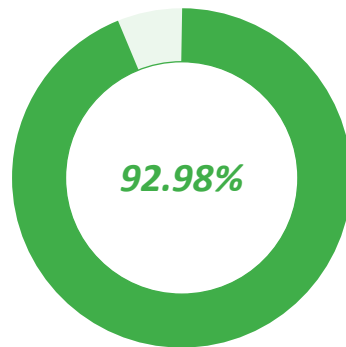


Others

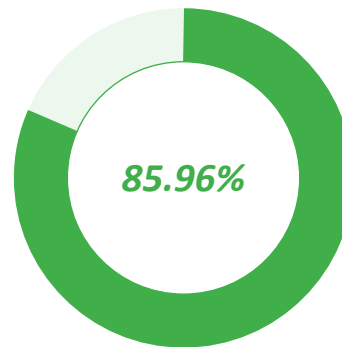


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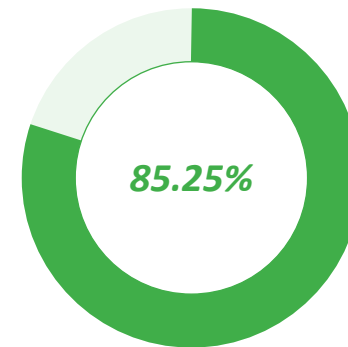
Participating objectives



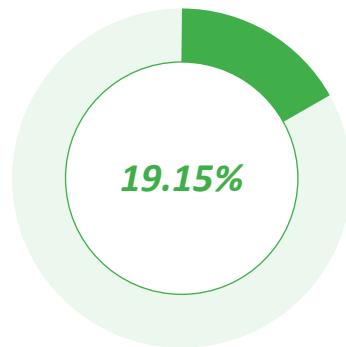
Learning the industry's cutting-edge technical knowledge



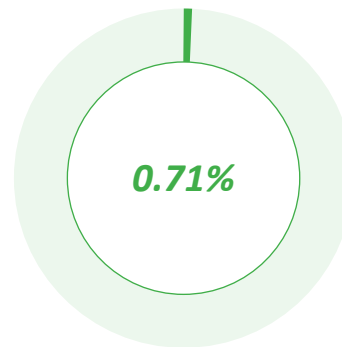
Exchanging experience with industry peers



Gaining industry resources



Corporate publicity opportunities

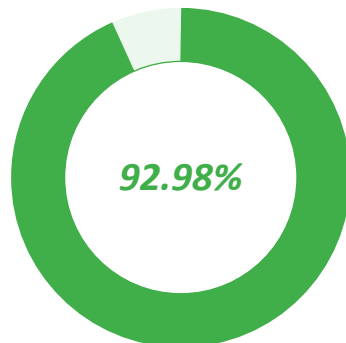


Others

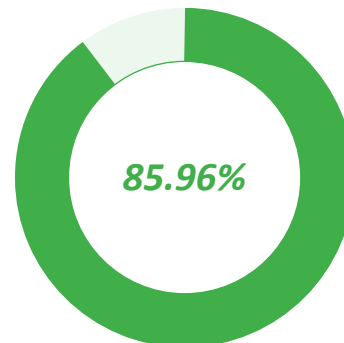


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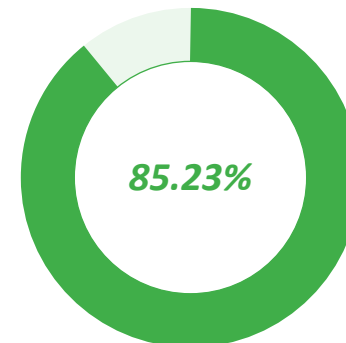
Degree of satisfaction



Good or very good



Taking part in the next exhibition



Recommending the exhibition to colleagues or friends

ACTIVITIES AND COMMUNICATION DATA

20

*concurrent
activities*

60+

*professional
visit groups*

¥ 300 billion

*intended contact
amount*

300+

*cooperative media
agencies*

1925W+

online clicks

20W+

*viewership for picture
live streaming*



ACTIVITIES AND COMMUNICATION DATA

