

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)

MetroTrans 2024 Report

5000000+

Views Across Online Platforms

20+

Concurrent Activities

200+

Mainstream Media

13

Forum Meetings

509

Exhibitors

8555

On-site attendees

72000m²+

Exhibition Area

46413

Professional Visitors

200+

Guest Speakers



HOSTED BY:



中國城市軌道交通協會
CHINA ASSOCIATION OF METROS

开幕

OPENING CEREMONY



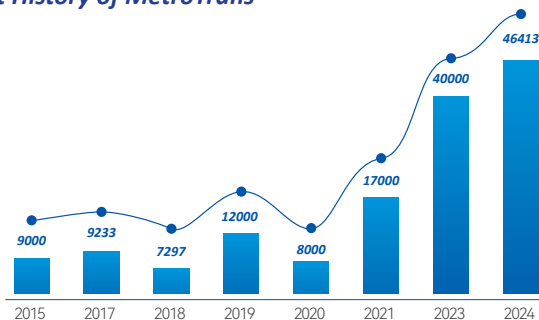
多元融合 高质量可持续发展 | 2024 北京 - 南京国际城市轨道交通展览会暨高峰论坛

Beijing International Metro Transit Exhibition & Forum (hereinafter referred to as "MetroTrans") is a professional exhibition in the field of urban rail transit approved by the Ministry of Science and Technology and 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 of China. It is hosted by China Association of Metros.

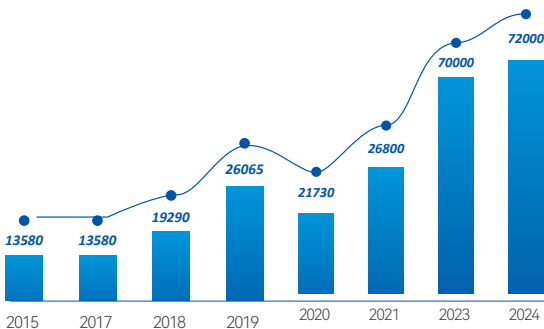
MetroTrans was founded in 2015. Since its inception, it has been dedicated to creating opportunities for all urban rail participants to showcase, exchange, and promote business opportunities. MetroTrans strives to become an industry trade and business platform, a new technology and product launch platform, an industry exchange carnival, and a platform for public science popularization and interaction. Over a decade of careful cultivation and development in eight sessions, MetroTrans has grown into the largest and most influential brand exhibition in China's urban rail transit field, with high recognition in the industry.

The Development History of MetroTrans

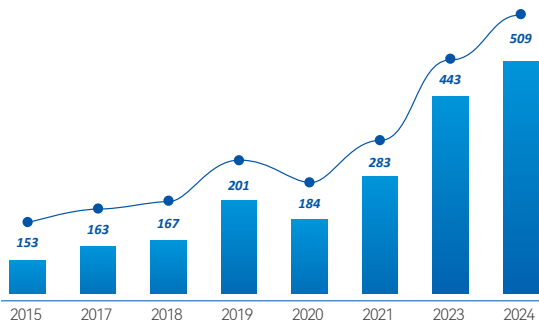
Professional Visitors



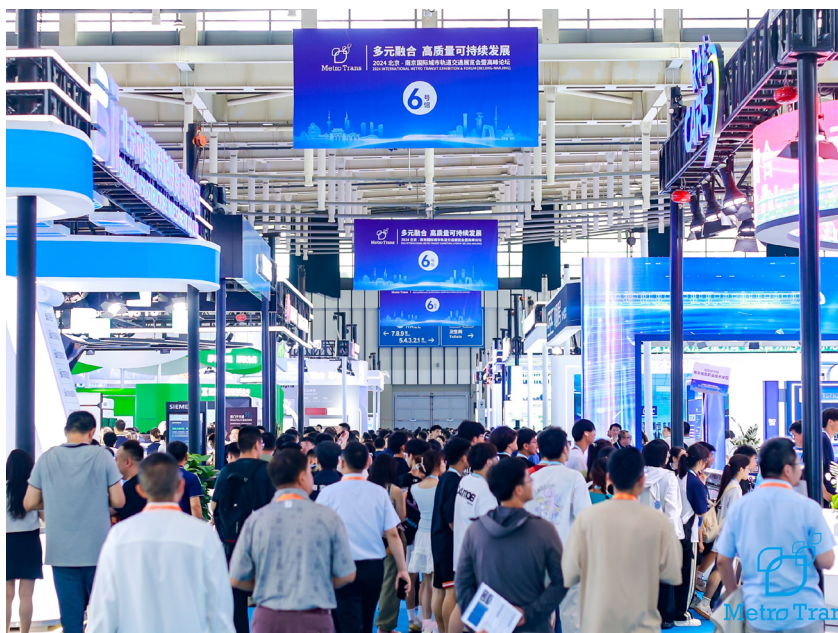
Exhibition Area (m²)



Exhibitors



EXHIBITION



MetroTrans 2024, with the theme of “Pluralism High-quality Sustainability”. The exhibition area was 72,000m², with 509 exhibitors. The first China Metro Transit Science Popularization Exhibition was held concurrently during the same period. Over the three-day exhibition period, MetroTrans 2024 welcomed a total of 46,413 visitors from nearly 30 countries and regions around the world.

72,000m²+
Exhibition
Area

9
Professional
Sections

509
Exhibitors

17
Metro
Operators

46,413
Professional
Visitors

Visitor analysis

Industry affiliation

Manufacturers **33.27%**

Service providers **14.77%**

Metro operators **12.30%**

Design and counseling units **7.52%**

Scientific research institutions colleges and universities/industry associations **7.45%**

Agents/dealers/trade companies **5.15%**

Governmental departments **3.88%**

Media **2.54%**

Others **13.12%**

EXHIBITION

Visitor positions

Technical design and R&D **27.37%**

Management **26.38%**

Sales **18.31%**

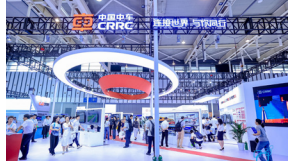
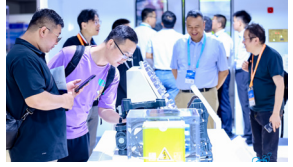
Administration/organization **5.20%**

Production/manufacturing **5.01%**

Procurement **4.30%**

Media **2.44%**

Others **11.00%**



Goals of the trade visitors

Keeping abreast of the industry trend **57.79%**

Seeking cooperation **17.75%**

Finding new products **6.42%**

Getting to know new customers **4.95%**

Purchasing products **4.72%**

For Career Opportunity **0.11%**

Others **8.26%**



Interested exhibition contents

Metro transit transportation safety technology and equipment **11.07%**

Locomotive and rolling stock technology & equipment **7.26%**

Metro transit survey, design, and construction technology and equipment **6.78%**

Communication signal and information technology & equipment **6.54%**

Metro transit operation management technology and equipment **6.25%**

Metro transit future development planning **5.70%**

Metro transit engineering technology and equipment **5.70%**

Metro transit energy conservation and environmental protection technology & equipment **4.45%**

Metro transit safety monitoring, disaster prevention and rescue technology & equipment **3.93%**

Key projects and construction achievements **3.61%**

Metro cultural creation and culture **2.67%**

Metro industrial design **2.48%**

Metro resources operation **2.17%**

TOD **1.76%**

Engineering and equipment supervision **1.46%**

Others **28.17%**





MetroTrans Forum 2024 was held concurrently with the China Summit of Metro Operators, which contributed to the establishment of an academic exchange and industry-university-research cooperation platform for urban rail transit, bridging both domestic and international communities. Six academicians and over 200 guest speakers generously shared their insights, offering intellectual support and fostering the high-quality and sustainable development of the urban rail transit industry.

The forum invited rail transit experts and scholars from 25 countries and regions. It also gathered decision-makers from national ministries, provincial and municipal development and reform commissions, planning commissions, and rail transit offices, as well as domestic and foreign academicians, industry experts, scholars, and representatives from rail transit operators, totaling 8,555 participants on-site for exchange and discussion.



Participating guests

Corporate management **20.34%**

Technicians **61.02%**

Salespersons **8.47%**

Media journalists **1.69%**

Others **8.47%**



Participating objectives

Learning the industry's cutting edge technical knowledge **100%**

Exchanging experience with industry peers **71.19%**

Gaining industry resources **45.76%**

Corporate publicity opportunities **22.03%**

Others **1.69%**



EVENTS AND PROMOTION



To better serve exhibitors and visitors, promote industry exchange and local rail transit industry development, and enhance participation and experience, the Organizing Committee planned over 20 events under 5 major categories, including achievements transfer, guided tours, research tours and science popularization, media communication, and rail transit themed days. Through 3D communication channels, including on-site demonstrations, interactive presentations, and online live streaming, exhibitors are able to promote new products, technologies, applications, solutions, and even new business models, comprehensively showcasing the industry's latest innovative trends.

20+
Concurrent
Activities

23
Professional
Visit Groups

40+
new product
launches, exhibitor
roadshows, and
industry investment
promotion
sessions

5,000,000+
views across
online
platforms

200+
mainstream
media

1,627
original
content pieces
generated

300,000+
viewers for
the forum's
live streams

500,000+
views on the
video channel
of People's
Rail Transit



EVENTS AND PROMOTION

Media Breakdown

127 national and general media outlets

55 industry-specific media

40 local Nanjing media

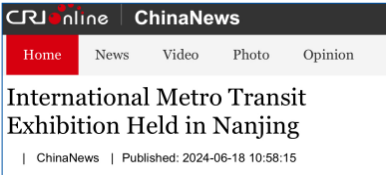
1 international media outlet

6 in-house matrixes of Metro Transit Media

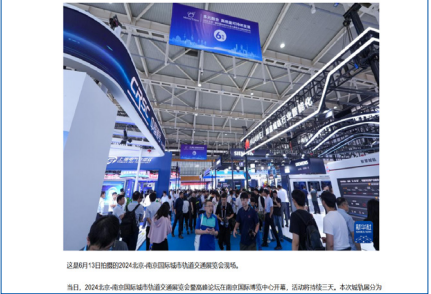
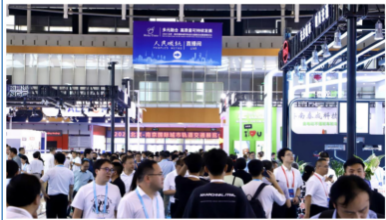
15 event-affiliated media

11 mobile app-based We-media

25 influencer-driven We-media



Themed "Integration and Sustainable Development with High Quality", the 2024 International Metro Transit Exhibition & Forum(Beijing-Nanjing) was held at Halls 4 to 8 of Nanjing International Expo Center. The event was organized by the China Urban Rail Transit Association.



城轨交通领域创新成果集中亮相南京

中新网南京6月13日电 (徐珊珊)13日, 2024北京-南京国际城市轨道交通展览会暨高峰论坛(以下简称“2024城轨展暨高峰论坛”)以及首届中国城市轨道交通科普展示会在南京拉开序幕, 500余家海内外参展企业携新成果参展。

城轨展分9大主题展区, 在延续历届展区的基础上, 进一步优化布局, 科普主题展区、城市轨道交通创新网络主题展区、重庆单轨主题展区等亮相。





MetroTrans



MetroTrans 2025 EARLY BIRD

Vaid by November 30, 2024

Benefits for Early Bird Exhibitors:

- ① Early bird exhibitors receive a 12% discount on the regular stand rental fee;
- ② Early bird exhibitors shall be entitled to a discount equivalent to the corresponding discount above when cooperating and promoting with the Organization Committee.
- ③ Early bird exhibitors were given priority consideration for sponsorship and partnership opportunities with the Organizing Committee.
- ④ The Organizing Committee provided additional support and assistance to early bird exhibitors during the event and its associated events.

For more details and other promotional offers, please contact us at
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Email: metrotrans-sd@railvision.cn

Website: https://www.metrotrans.com.cn/index_en.aspx



MetroTrans公众号



线上展小程序