



India Expo Centre  
**Greater Noida**  
Delhi NCR

International trade fair for road infrastructure,  
ITS, traffic management, safety and parking



Supported by:



सत्यमेव जयते

Ministry of Road Transport and Highways  
Government of India



सत्यमेव जयते

Ministry of Urban Development  
Government of India

Organised by:



Intertraffic®.com

# The world's no. 1 exhibition for traffic technology is back in India with its 2nd edition

**Intertraffic India 2013, an International Exhibition, to be held at India Expo Centre, Greater Noida from 3rd to 5th October 2013 is jointly organized by Amsterdam RAI and IRF India Chapter. The three day event will showcase products and services pertaining to (i) Infrastructure Management (ii) ITS Technology (iii) Traffic Management (iv) Parking Systems (v) Road Safety and (vi) other allied subjects. The 8th IRF Regional Conference on Road Infrastructure for Safe Mobility will be held alongside the Intertraffic India 2013.**

## Excellent business & networking opportunity

The Indian economy has been one of the fastest growing economies. The infrastructure sector continues to enjoy the favour of the government since the liberalization of the economy two decades back. 12th Plan has proposed an investment of US\$ one trillion equivalent, and road development is recognized as an essential component to sustain India's economic growth trajectory. This consequently promises huge road transport and traffic demand scenarios. Combination with the IRF Regional Conference and the involvement of local, regional and national road authorities and other stakeholders makes Intertraffic India 2013 an outstanding business opportunity for latest technologies available around the world.

*"Very positive participation to Intertraffic India. There is a real interest from Indian people for parking issues. This is a good way to discover this market. Thanks to the organizers for the quality of the organization!"*

*Erwan Bizien,  
Business Development Sales Manager - Parkeon*

## Smart infrastructure for development

The Intertraffic India 2013 exhibition will give an opportunity to experience the best technologies that are working in India and elsewhere in the world to provide best safety and efficiency through state-of-the-art products and solutions for traffic management, parking control, ITS, toll management, human and vehicle safety, road furniture, and environment. Fast growth in the economy, has led to huge demand for parking in the major cities in India, as the concentration of 2 and 4 wheeled vehicles is in large and second order cities. Innovative parking technology and design options only can save the cities from becoming a surface parking lot. Thus, advanced technology and other innovative specific parking solutions shall have to be adopted, like computerised and automated parking lots for transport terminals, airports, railway

stations, and for shopping malls / markets, multiplexes, multi-storied housing and office complexes, educational institutes, bus terminals, etc.

## Why exhibit at Intertraffic India?

Intertraffic India 2013 will be a prominent platform for both Indian and international suppliers. You can introduce your latest products and services and meet with potential and existing customers. It's a great opportunity to stay abreast of market demands and network with other players in the industry. The Indian business culture generally requires face-to-face business conduct. Moreover, the strong loyalty tendency will benefit companies that build brand awareness the earliest. Here are some other key reasons to exhibit:

- Tremendous growth of economy and population
- Biggest Pan Indian network platform for traffic professionals
- Stricter implementation of enforcement for traffic safety and management
- Increased demands for mobility infrastructure enhancement
- Ambition for state of the art approach of mobility measures
- Major airport developments under implementation
- Focus on smart and sustainable mobility solutions
- Fast growing demand for traffic management, traffic safety and technology to comply with international standards;
- Excellent opportunity to find manufacturers in search of distributors and vice versa

*"Intertraffic in Delhi was a great opportunity for us to introduce our new ANPR software version specially developed for the Indian market."*

*Ernö Szücs,  
Sales Director - ARH*



## Exhibitor profile

The exhibition will showcase the products and services of manufacturers, suppliers, planners and consultancy firms dealing in amongst others the following areas:

*"This show has been a new and fascinating adventure.*

*The Indian market is growing very fast and new technology requirements for ITS systems for traffic light regulation have led us once more to an evident international market."*

*Mauro Greggio,  
Sales Manager -  
La Semaforica Srl*

### Safety

Traffic Signs  
Traffic Lights  
Crash Cushions  
Barrier Systems  
Cones  
Speed Humps  
Safety Clothing  
Emergency Equipment

### Parking

Parking Systems  
Parking Garages  
Ticketing  
Barriers  
Entrance Control Systems  
Visual Systems

### ITS Technology and Traffic Management

Communication  
Telematics  
ITS Technology  
Smart Card Technology  
Warning Systems  
Fare and toll Systems  
Emergency Systems  
Passenger Information System  
Area Traffic Control  
Urban Planning

### Infrastructure

Public Lighting  
Road Construction,  
Maintenance  
Rail Technology  
Tunnel Technology  
Road Equipment  
Road Markings  
Street Furniture  
Reflective Materials

### Environment

Environment Pollution  
Measurement Equipment  
Environment Sensors  
Control Devices

*"We were happy to be a part of the first Intertraffic in India. We have found good contacts, had very nice and good discussions with potential customers which gives us a prospect to find good business in the near future in India."*

*Wolfgang Buerkle, Sales Manager - Radarlux Radar Systems GmbH*

- National highways and Airport Authorities
- Municipal Corporations
- Infrastructure Construction and Contracting Companies and Concessionaires
- Consultancy Firms
- System Integrators
- Manufacturers
- Builders and Developers
- Dealers and Agents
- Fleet Operators

## Intertraffic, a global brand with global reach

Intertraffic is recognised worldwide as the number one trade fair formula in the infrastructure, ITS, traffic management, safety and parking sectors. Since its launch in 1972, Intertraffic Amsterdam has become the meeting place of choice for professionals from around the world. Its success has led to spin-off regional exhibitions in a.o. Turkey, China and India. Each event in the Intertraffic portfolio offers a comprehensive overview of international and local products, services and solutions, and a powerful impulse for knowledge transfer. The Intertraffic name is synonymous with top quality events.

## 8th IRF Regional Conference

The forthcoming Intertraffic and 8th IRF Regional Conference (on 'Road Infrastructure for Safe Mobility') is expected to be the largest event of this year in this part of the world. The Conference will provide a platform to deliberate on State-of-the-Art Practices pertinent to all issues of safety related to road infrastructure including advance parking solutions, newer materials and technologies, toll management equipments, smart card technology, traffic signs and lights, various barrier systems, public lighting, street furniture, reflective material and many others. Any professional connected with infrastructure development, even remotely, should grab this unique opportunity to participate in the Conference and visit Intertraffic India.

## Come into contact with key buyers!

Decision makers and senior advisors from private ventures, contractors, local, national and international authorities are invited to attend the show, such as:

- National, Regional and Local Government
- Police



# GENERAL INFORMATION

## LOCATION

India Expo Centre & Mart  
Plot No. 23 –25 & 27- 29  
knowledge Park - II  
Greater Noida -201 306  
Dist. Gautam Budh Nagar (U.P.)

## INTERTRAFFIC INDIA IS ORGANISED BY

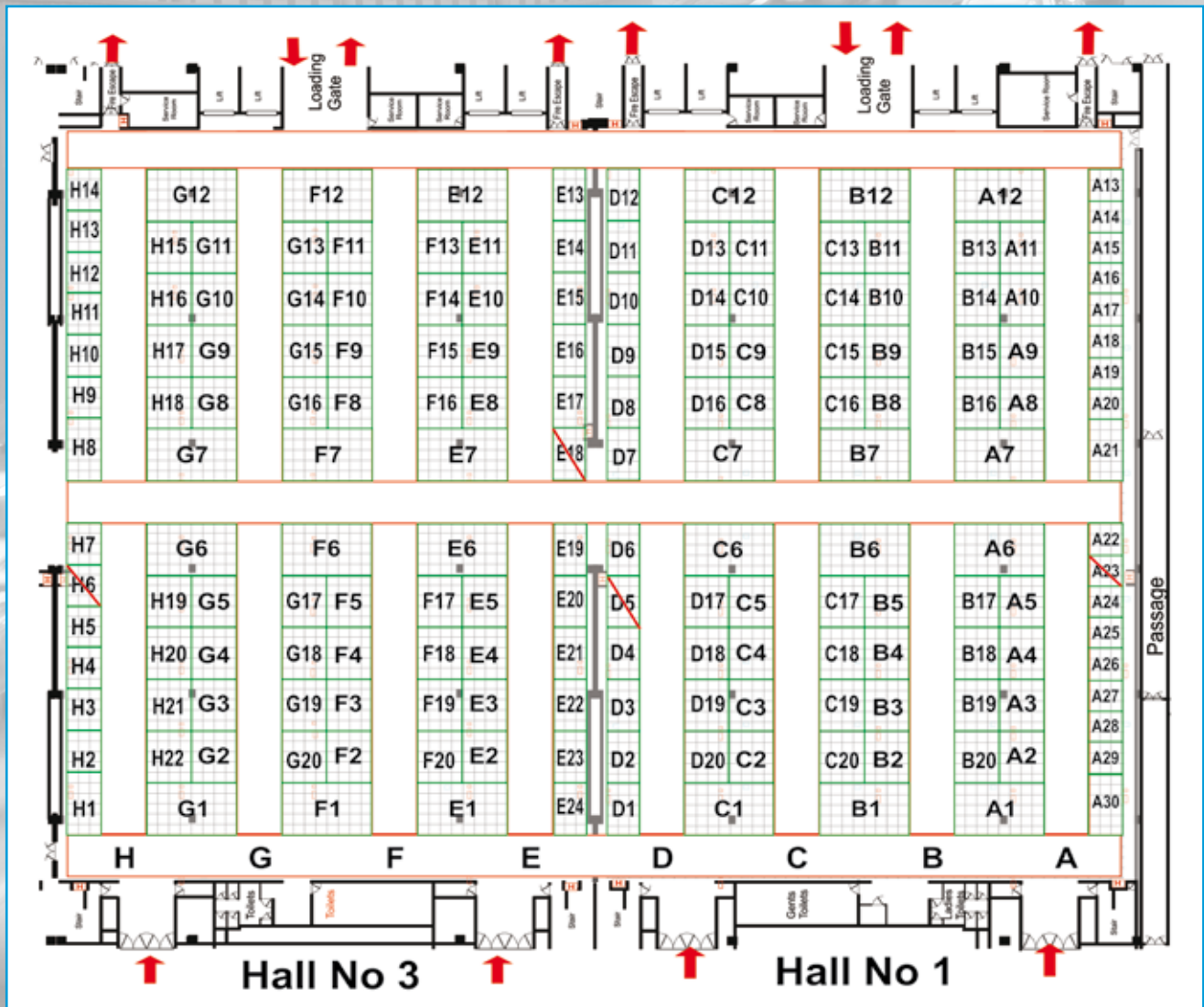
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## VISITOR OPENING HOURS

Thursday 3 October - Saturday 5 October, 10.00 – 18.00

International Road Federation - India Chapter  
208, Ashirwad Complex, D-1, Green Park, New Delhi - 110016, India  
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## GROUND FLOOR PLAN - HALL NO 1 & 3, INDIA EXPO CENTRE



\* Few stands are crossed due to fire hose cabinet

## SIZE OF STANDS (in sqm)

- A1,6,7,12; B1,6,7,12; C1,6,7,12; E1,6,7,12; F1,6,7,12; G1,6,7,12 - 40 sqm
- A2-5, A8-11; B2-5, B8-11, B13-16, B17-20; C2-5, C8-11, C13-16, C17-20; D13-16, D17-20; E2-5, E8-11; F2-5, F8-11, F13-16, F17-20; G2-5, G8-11, G13-16, G17-20; H15-18, H19-22 - 20 sqm
- A21, A30; H1, H8 - 18 sqm
- D1-12; E13-24 - 15 sqm
- H2-7, H9-14 - 12 sqm
- A13-20, A22-29 - 9 sqm

## EXHIBITION PARTICIPATION COST

	Rupees (per sqm)	Euro
Bare Space (minimum 36 Sqm)	14,000	225
Shell Stand (minimum 12 sqm)	17,500	300

In addition to space booking amount given above, the exhibitor will be required to make following payments:

1. Service tax as applicable
2. Catalogue entry charges ( ₹ 35,000 or Euro 495)