

Press release – Bern, 15.10.2009

Switzerland becomes Europe's transport hub for four days

The preparations for the international trade fair for public transport from 11 to 14 November 2009 in Bern are in full swing. Visitors to suisse traffic can expect a very varied programme with a representative cross-section of current innovations from all sectors of public transport. Over 160 exhibitors occupying 20,000 m² of space, fascinating conferences and a well-supported Symposium make suisse traffic this year's central market platform in Europe. Interested parties already have the opportunity of making a virtual visit to the trade fair at visit.suissetraffic.ch and setting up important contacts with exhibitors.

This autumn, Switzerland will become Europe's central public transport hub for four days: suisse traffic from 11 to 14 November 2009 in Bern is the only international trade fair which brings together the railway and bus technology sectors and tunnel construction, as well as research, development, training and further education in the public transport domain. They will be offering trade visitors countless innovations from all areas of public transport – from complete buses to micro-technical solutions in the railway automation field. Overall, suisse traffic offers a representative cross-section of all sectors of public transport.

Conferences with expert speakers

The final preparations for suisse traffic are currently in full swing. Of particular interest to international trade visitors are the four conferences "ICT in the vehicle and the company", "Infrastructure routes", "Railway technology – energy optimisation" and "Railway technology – interoperability/concessions". Here, renowned specialists from the industry will discuss the latest technological developments and how public transport can be sustainably further developed in future. You can register online at www.suissetraffic.ch/conferences_e.

Centre of expertise – career planning in public transport

Training and further education also represent an important part of suisse traffic. On 14 November, industry specialists and educational institutions will provide detailed information on the various professions, as well as career, training and further education options in public transport. This special event provides an ideal platform for making

contact with appropriate institutions and employers. Students with a student, apprentice or school ID can go into the exhibition free-of-charge on this Saturday.

Special display of developments in bus transport

The view from suisse traffic goes well into the future. However, fans of historic public transport vehicles will also be treated to a few special treats. In a special display, they will be able to see a large number of buses from the years 1924 to 1981 which take visitors on a trip into the past, tracing the development of scheduled public bus services.

visit.suissetraffic.ch – to meet people even before the show opens

In order for trade visitors to prepare in advance for the trade fair, BEA bern expo AG has set up a unique interactive meeting place at visit.suissetraffic.ch. All those interested can get to know exhibitors here before the exhibition actually starts, set up their first appointments, as well as, for example, calling up detailed information on the various products and services on show. New products are also just a mouse-click away on this portal. This new facility enables you to prepare your visit to this international trade fair with over 160 exhibitors. visit.suissetraffic.ch is the online portal that brings together exhibitors, visitors and those with an interest in the public transport industry, even before the trade fair opens.

Special tickets: travel to suisse traffic by public transport at special rates

Swiss Railways leisure subsidiary RailAway in collaboration with BEA bern expo AG is offering special tickets for suisse traffic at reduced rates (10% discount on the return journey to Bern, 20% discount on the transfer to the exhibition site and 40% discount on admission to the exhibition). Special travel cards are available with immediate effect and valid throughout the trade fair from all railway stations. *RailAway suisse traffic Kombi*: valid for a single train journey to Bern and back, transfer to the exhibition grounds and including admission for 1 person. The RailAway suisse traffic-Kombi is a valid admission ticket and does not have to be exchanged at the exhibition ticket office. *RailAway suisse traffic-RailTicket*: for visitors who are already in possession of a visitor ticket or free admission ticket. Valid for a single train journey to Bern and back, transfer to the exhibition grounds, but excluding admission to the trade fair. *Liberio-Messekombi*: valid for one journey by public transport to the exhibition site and back, incl. 1 exhibition admission (www.railaway.ch/messen).

Media service

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suissetraffic at a glance

International trade fair for public transport

Event location: BEA bern expo AG, Bern, Switzerland
Fair dates: 11 to 14 November 2009
Opening times: Wednesday to Friday, 10.00 to 18.00 hours
Saturday, 10.00 to 16.00 hours
Website: www.suissetraffic.ch

Key features of the exhibition

Railway technology, railway infrastructure, transport IT, transport services, goods handling/logistics, buses and bus technology, track and tunnel construction, training and further education

suissetraffic Symposium: "Rail and bus solutions and developments up to the year 2030"

Wednesday, 11 November 2009, 10.30 – approx. 16.30 hours

One of the exhibition highlights will be the suissetraffic Symposium. Leading representatives from the worlds of politics, industry and public transport in Europe will discuss their solutions for "Rail and bus 2030" in a transport market that is very eventful. The speakers will include the Swiss Minister of Transport Moritz Leuenberger, Georg Jarzembowski, member of the European Parliament 1991–2009, SBB CEO Andreas Meyer, as well as several leading representatives from large industrial concerns.

Registration at www.suissetraffic.ch/symposium_e

suissetraffic conferences

The increase of passengers and freight being transported on the railways makes necessary new design developments, increases in efficiency and the repair and maintenance of rolling stock and infrastructure. Energy optimisation and the entire subject of ICT management also have an increasingly important role to play here. At the suissetraffic conferences, experts from the fields of industry and science will present and discuss their approaches to various solutions.

Wednesday, 11 November 2009

10.00 – 13.00 hours: ICT "in the vehicle and the company"
14.00 – 17.00 hours: Infrastructure "routes"

Friday, 13 November 2009

10.00 – 13.00 hours: Railway technology "energy optimisation"
14.00 – 17.00 hours: Railway technology "interoperability/concessions"

Register at www.suissetraffic.ch/conferences_e

suissetraffic special event "Careers in public transport"

Saturday, 14 November 2009, 10.00 – 16.00 hours

Note to editors:

suissetraffic – International trade fair for public transport – 11 to 14 November 2009 in Bern.

Further information and a logo to download can be found on the Internet at www.suissetraffic.ch> Media service

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