



The debut of International ITS Conference & Expo Shanghai was successfully held in Oct. 2008. The event has become a platform to exchange views as well as to showcase the latest ITS technology, products and service for companies and units related. It is also the best way to learn or get involve in ITS plan and development in Yangtze River Delta Region even in China as well.

We are looking forward to meeting you at ITS Conference & Expo Shanghai 2010



For a Better Life



Sponsored by: National Development and Reform Commission
Ministry of Transport of the People's Republic of China
State Bureau of Surveying and Mapping
Shanghai Municipal Construction and Transportation Commission
Science & Technology Commission of Shanghai Municipality

Hosted by: Society of Automotive Engineers of China
China Communication and Transportation Association
China Council for the Promotion of International Trade Shanghai Sub-Council

Organized by: Shanghai International Exhibition Co., Ltd.

Co-organized by: Shanghai Road Traffic Safety Association

Supported by: ITS China
Shanghai Municipal Transport and Port Authority
The Bureau of Shanghai World Expo Coordination
Shanghai Environmental Protection Bureau
Municipal Traffic Division of Shanghai Police Bureau
Shanghai Municipal Transportation Information Center

Huge Market Potential in China

To response to Climate Change and its International Impact, Chinese government will develop low-carbon economy with an unprecedented height. Intelligent Transport System is currently not only the forefront of international transportation development, but also the critical field of developing the low-carbon economy, improving industrial competitiveness, rationally planning urbanization, and resolving traffic problems. ITS will be the essential guide of "China National Twelfth-Five Plan" for the development of urban sustainable transportation. China's ITS industry comes to the stage of an unprecedented opportunities and challenges for its development.

As the host city of World Expo 2010, Shanghai accelerates the construction of an international financial and shipping center, and will become China's largest modern integrated transport hub, all of which will provide huge market for ITS applications in the field of comprehensive transportation.

"International ITS Conference & Expo Shanghai 2010" not only serves an ideal platform for ITS policy makers, administration officials, professionals, manufacturers, integrators, service providers etc. to communicate with each other, to showcase the latest technology, products and services, but also to promote the technological integration and coordinated development of ITS and GIS in China.

- Ministry of Transport has launched an ambitious program of transport infrastructure construction with a total investment of CNY 5 trillion (USD700 billion), which starts in 2009 and be implemented within a 5-year period.
- According to the new target, Ministry of Railway has planned to build 40,000 kilometers of railway network with a total investment of CNY5 trillion (USD700 billion) from 2009 to 2020.
- Over 200 comprehensive urban traffic management centers will be set up in large and medium-sized cities across China in next 5 years, demand of telecommunication, monitoring and toll collection system of inter-city expressway is estimated at around CNY70 billion (USD10 billion) for 8 years to come.
- On January 17th, 2010, China successfully launched the third Beidou navigation satellite COMPASS, marking a critical stage in the network construction and laying a solid foundation for application of satellite navigation in the transport industry.
- Shanghai Hongqiao integrated transport hub is planned to cover about 26.26 square kilometers, the first phase of construction is completed by the end of 2009 and put into trial operation in May 2010. It will be the largest hub of its kind in China, providing great business opportunities for ITS applications.

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International ITS Conference & Expo 2010

September 1-3, 2010
Shanghai Exhibition Center

www.ITShanghai.org

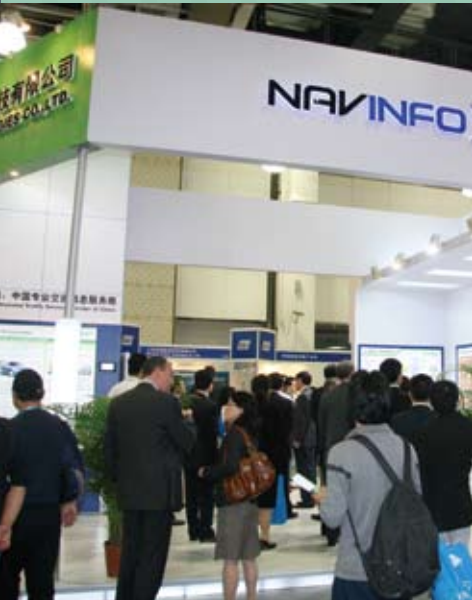
Exhibition



Conference



Features



Delegate



Five Special Zones in the Exhibition

Zone 1: World Expo 2010 involved

Leading companies whose products are strongly recommended and used by World Expo 2010 will be arranged in this area. Showcasing the ITS development and application in China.

Zone 2: Traffic Safety & Traveler's Information Systems

Exhibitors are mainly from ITS related companies or units including providers of ITS solutions & services, ITS R&D institutes, ITS integration and operation companies.

Zone 3: Geographic Information Systems

Exhibitors are GIS involved companies, units or research institutes showcasing GIS equipments, data, soft and hard wares; digital or internet map making, publishing or application, satellite navigation technology etc.

Zone 4: Intelligent Automobiles & RFID

Exhibitors in this area will mainly display car equipped with ITS technology; automobile electronics, safety driving system and in-car navigation systems etc, RFID technology, soft and hard ware, electronic tag, the internet of things technology, intelligent card will be showed in this area.

Zone 5: Parking Management Systems

Exhibitors arranged in this area are parking equipment manufacturers, system integrators, dealers, car park designers, and R & D sectors.

Data: Septemeber 1, 2010

Venue: Friendship Hall Shanghai Exhibition Center

Conference Theme : Low Carbon Mobility---the Opportunity and Challenge of ITS development in China

Subjects:

- 1: ITS and Internet of Things
- 2: GIS - based ITS Infrastructure Construction in China
- 3: Intelligent Public Transport System
- 4: TELEMATICS



Fully supported by government and ITS industry

The exhibition and conference are fully supported by the governments and the industry associations related. With all the help of Traffic Department of Police Bureau from East China Region.

Low-carbon Economy provides new development opportunities

On the theme of "Low-carbon Mobility --- ITS Development Opportunity and Challenge", leaders and experts from government bodies, research institutes and related companies will be invited to exchange views and discuss ITS development policy, plan and opportunity in Shanghai, Yangtze River Delta region and even China as well.

Well-organized professional visitors and Attendees

With its strong government backup, the organizer will widely invite professional visitors and attendees ranging from government administration department, industry associations, trade commissions, research institutes and enterprises in whole chain of ITS industry to visit and attend both exhibition and conference.

Interactive with World Expo

2010 World Expo will serve as a platform fully showing the ITS achievement and application in Shanghai. World Expo traffic planner, experts will exchange views with counterparts from World Expo participating counties. As a key technology, GIS application in ITS and environment protection will be first jointly showcased in the ITS event.

Mainstream media coverage

Organizer will use variety main public and professional media making a full coverage before, during and after the event. Special interview and report will be made for exhibitors to highly build up brand and company's image.

- National Development and Reform Commission, Ministry of Transport, Ministry of Science & Technology, State Bureau of Surveying and Mapping, etc.
- ITS related organizations home and abroad.
- GIS technology, GPS technology, remote sensing technology suppliers and users.
- ITS R&D institutes, ITS products manufacturers and service suppliers.
- Transportation companies.
- System integrators, automobile and automobile electric manufacturers, telecom carriers.
- Universities and science and technology institutes.

