

Second Edition of TranspoQuip Latin America Reflected the Recovery of the Economy

(After the success of 2009, the organizer of the event, Real Alliance, has already started talking to the exhibitors with a view to the 2010 edition of TranspoQuip Latin America, and expects more significant growth, due to the favorable development of the Gross Domestic Product (GDP) which increased by some 5%, and also greater proximity to the 2014 World Cup and the 2016 Olympics.

The second edition of TranspoQuip Latin America had its second edition held at the *Expo Center Norte* in São Paulo, between 17 and 19 November. This Trade Fair, the biggest in the segment of transport infrastructure for roads, railways, stations, ports, river transport ways and airports, welcomed some 3 thousand visitors and had 100% of its exhibition space taken up.

In an assessment made by Real Alliance, the company responsible for the event, the volume of business closed at the Fair has been estimated at some R\$ 500 million, both in the sale of services as also in equipment and supplies for this segment, to be finalized over the coming months and years.

With some 200 exhibitors from Brazil and several parts of the world, TranspoQuip took place amid a feeling of optimism as to the recovery of the economy and also the high possibility of business opened by Brazil's forthcoming hosting of the FIFA World Cup™ in 2014 and the Olympic Games in 2016, which shall mean a need for heavy investment in cities and also in transport infrastructure in general.

"The main motivating factor for our participation in this event is the presence of authorities of the airline segment, as the case of Infraero, as the investments to be made in Brazil in this area rank among the largest in the world and need to get started on an urgent basis", says Renato de Almeida Pereira, the regional manager of Altef Baggage Handling Systems, a French multinational company which is one of the world leaders in airport logistics.

According to the executive, apart from the contacts with the Government, TranspoQuip has also been a kind of meeting point with other segments within the supply chain, whose products are in synergy with those of Altef.

With similar expectations, road systems and technology company Velsis Sistemas e Tecnologia Viária took advantage of TranspoQuip for business meetings, both with representatives of motorway concessionaires as also with other Government authorities with decision-making power within their business areas. According to Guilherme Guimarães Araújo, the executive manager of Velsis, the presence of a highly focused public was one of the main attractions of TranspoQuip 2009. Velsis is one of the most important suppliers of technology for traffic inspection and control in urban areas.

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It was also due to the quality of these contacts provided by TranspoQuip that dozens of companies from Asia, Europe, the United States, Eastern Europe and all parts of the planet have shown up at the event, be it in the expectation of immediate business opportunities or with the prospect of finding opportunities in the future. Some examples of this are Telegra and Effectronics Systems, from Croatia and India respectively. While Telegra has participated in the event for the second time, Effectronics Systems has brought, for the first time in Latin America, their satellite monitoring technology for trains, and also their GPS solutions for traffic control. According to Rama Krisna, the technical director at Effectronics, very few events throughout the world have brought together a public which is so well suited to the company's portfolio. "For us, this is, at the very least, an opportunity to know what is being done throughout the world in the area of transport infrastructure", adds the executive.

Apart from global giants of a wide range of segments, including 3M, Bosch, Philips, Ford, GE and Bayer, TranspoQuip Latin America has also brought together Brazilian companies of different sizes and segments, such as Digicom, Kodo, Seal, Mangels, Hotline, Geotec and Dimensão.

Dimensão, which distributes security, policing and first-aid equipment, has found in TranspoQuip Latin America 2009 an opportunity not only for striking up contacts with local clients, but also with manufacturers from countries interested in their distribution services. "It is very practical to walk around the space of the event and identify a range of different potential partners to enrich our portfolio", states Wander Innocencio, the Marketing and Sales Manager of the company.

During the three days of the event, the visitors and also congress participants were able to check out the most recent launches and trends in technology and supplies for urban infrastructure in some 200 stands distributed around the Exhibition Pavilion of the Expo-Center Norte.

The collective product mix included systems and equipment for the signalling of transport ways, solutions for video monitoring for motorways, railways and ports, and also solutions for tolls, tunnels and also management of urban and air transport, among others.

According to Sebas van den Ende, the president of Real Alliance, the company which organized the event, the growth of TranspoQuip has been a consequence not only of the recovery of the economy as from the start of the second semester, but also of the increase in trust in Governmental investments planned for the PAC on the part of companies, and the adaptation of the cities getting ready for the FIFA World Cup™ in 2014 and then the Olympic Games in 2016.

"The confirmation of these events in Brazil is like a kind of deadline, enforcing a calendar of investments that may no longer be postponed, as had been happening with many of the works projects within the PAC", the executive mentions.

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Together with TranspoQuip Latin America, Real Alliance has also promoted Expo Estádio 2009, the first trade fair in the country to deal in infrastructure for the sports segment and which brought together the different components of the supply chain for the purchase of supplies related to the FIFA World Cup™ in Brazil and the Olympic Games in Rio de Janeiro.

Sebas van den Ende also points out that, even before TranspoQuip Latin America 2009 even finished, Real Alliance has already started negotiations with the exhibitors for the forthcoming edition of the event, believing that the Fair and the Congress shall show significant growth in 2010, mainly boosted by the prospects of a growth of Gross Domestic Product (GDP) of between 5% and 6%, as the analysts have forecast, and also greater closeness to the major sporting events. "Dozens of exhibitors who came this year are already making their reservations for the forthcoming TranspoQuip Latin America in 2010, with some having already participated in the previous edition, in 2008", the director also adds.

Event Brought Together Government and Industry

Apart from having the support of important Government institutions, such as the Ministry for Transport, Ministry for Tourism and Ministry for Cities, TranspoQuip Latin America 2009 has also had the support and the participation from representatives of the most important sector organizations related to the transport infrastructure segment, with this including some international institutions of great prominence in this industry.

The authorities participating in the different debates, which helped to cheer up the Congress, included the Director of the National Civil Aviation Agency (ANAC), Mr Alexandre Barros; the President of the National Water Transport Agency (ANTAQ), Mr Fernando Fialho; the General Manager of the National Land Transport Agency (ANTT), Mr Bernardo Figueiredo; and also the President of the Trade Union for Architecture and Engineering (SINAENCO), Mr José Roberto Bernasconi, as well as many State and Municipal Secretaries.

With some 500 participants, the TranspoQuip Congress discussed proposals and alternatives for leveraging the quality of the transport infrastructure in the country, this including the monitoring, management and security of motorways, ports, airports and railways, and also structure for the Underground.

The list of themes included a wide range of issues which are strategic for the segment, including models for concessions of motorways in Brazil and throughout the world, and future prospects for the development of concessions. With this in mind, the representative of the International Bridge, Tunnel and Turnpike Association (IBTTA) discussed models for concessions throughout the world and also chaired a panel discussion on the proposals currently being considered for the state of São Paulo and also other units of the Brazilian Federation. The panel also had the participation of representatives of some international companies, including Toll Roads, of Spain, and the Orange County Transportation Authority (OCTA), from the United States.

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The Secretary for the National Transport Policy, Mr Marcelo Perrupato, has also led a major debate about financing for the infrastructure segment, analyzing the models for growth in public and private business in this area of activity.

Urban mobility was the issue addressed on the last day of the event and was one of the most sought-after debates, with discussion on the minimum conditions required for the host cities of the FIFA World Cup™ 2014. In the light of the question raised, "what needs to be done in the transport infrastructure area", the President of SINAENCO, Mr José Roberto Bernasconi, and the President of the National Public Transport Association (ANTP), Mr Ailton Brasiliense Pires, sought objective answers in discussions involving representatives of other institutions, including the São Paulo Traffic Engineering Company (CET), the São Paulo Public Transport Company (SPTrans) and the Brazilian Airport Infrastructure Company (INFRAERO).

The Forum held before the end of the event discussed problems regarding Road Safety. The matter was the responsibility of the Director of the National Traffic Department (DENATRAN), Mr Alfredo Peres da Silva, the President of the Brazilian Traffic Medicine Association (ABRAMET), Dr Milton Chagas, and the President of the Brazilian Association of Traffic Sector Companies (ABRAMET), Mr Walter Alberto.

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