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Leading land transport industry professionals from around the world will be arriving in Hanoi this October to attend Viet Traffic 2008, Vietnam's premier international traffic and land transport conference & exhibition, held from the 15th to the 17th of October.

High-level representatives from Siemens AG, International Road Federation, United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), and the World Bank are just some of the people speaking at the Viet Traffic 2008 conference, aimed at providing an insight into key issues affecting the industry in Vietnam today.

Delegates to the Viet Traffic conference can expect to learn more about local and international case studies, urban transport planning and sustainability, technology advancements, transport financing and investments, intelligent transport systems, road safety, as well as gain critical insights into Vietnam's road and rail development plans, its opportunities, and challenges.

The Viet Traffic conference is supplemented by an exhibition which features solutions and technologies for railway infrastructure, highway construction and management, roadside accessories and public utilities, ITS for traffic management and safety, parking facilities and systems & management. In addition, visitors to Viet Traffic can meet face-to-face, international companies offering a multitude of relevant land transport products and services available for the Vietnam market. Some of the international companies that have confirmed their presence at Viet Traffic include Borum, Herrenknecht, Larius S.R.L, LED Vision and Siemens AG.

Expressing confidence in Viet Traffic, Ms Christina Krogh Skoffer, Marketing Manager of Borum, said, "We have chosen to participate in Viet Traffic 2008 because we believe in the opportunities of the Vietnamese market. With the big investments in road infrastructure, there will be a need for professional road marking machinery and equipment, which Borum can supply".

Vietnam's need for transport infrastructure has seen a significant increase as a result of its tremendous economic growth over the years. Since joining the World Trade Organisation in January 2007, the country's Gross Domestic Product (GDP) has consistently hovered at around the 8% mark, with Foreign Direct Investments in 2007 hitting its highest level in 20 years. The country's increasing success is accompanied by an urgent need for good transportation networks and infrastructure. Reflecting this, major projects are underway to build more ports, highways, railways, roads, bridges and tunnels, interchanges, overpasses, car parks and other auxiliary facilities.

Viet Traffic 2008 is the direct result of this major demand for transport infrastructure and is set to be a timely platform for land transport industry professionals.

Other activities held at Viet Traffic 2008 include a networking evening for specially invited buyers to meet exhibiting companies and government personnel, and a technical site visit to a highway and bridge project which is currently underway in Vietnam's Ninh Binh province, about 91km (1.5 hrs) south-east of Hanoi.

Mr Adrian Lau, General Manager of IIR Exhibitions said: "Vietnam's vast market potential cannot be ignored and this is reinforced by the strong interest that many companies have shown for Viet Traffic. We are also encouraged by the clear backing for Viet Traffic from various international bodies and local ministries for the event. The comprehensive lineup of activities makes this event the ideal meeting point for all professionals involved in the land transport industry within and beyond Vietnam".

To date Viet Traffic has received support from Vietnam's Ministry of Transport, Ministry of Planning and Investment, Ministry of Industry and Trade, Vietnam's Association of Foreign Invested Enterprises and the Vietnam Association of Construction Contractors. The International Road Federation (IRF) and the Institution of Railway Signal Engineers (IRSE) have also lent their endorsement to the event. Organisers IIR Exhibitions expect more industry support towards the buildup of the event with market leaders signing up as delegates, visitors and exhibitors.

For more information and updates, visit www.viettraffic.com