

**PRESS RELEASE**  
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**Vietnam's Premier International Traffic & Land Transport Conference & Exhibition to be staged in Hanoi in October 2008**

*Event to provide exclusive platform for companies to tap into country's vast business opportunities*

**Hanoi, Vietnam, 27 March 2008** - Leading exhibitions organiser, IIR Exhibitions will be hosting Vietnam's Premier International Traffic & Land Transport Conference & Exhibition, **Viet Traffic 2008**, in Hanoi from the 15<sup>th</sup> to the 17<sup>th</sup> of October 2008.

As a trade event dedicated to serving Vietnam's fast-rising road and rail industries, Viet Traffic 2008 provides a timely opportunity for the road / rail and related sectors in Vietnam to access the latest and most relevant solutions available in the global market.

Since joining the World Trade Organisation in January 2007, Vietnam's economic growth has increased dramatically. In recent years, the country's Gross Domestic Product (GDP) has consistently hovered at around the 8% mark, with Foreign Direct Investments (FDI) in 2007 hitting its highest level in 20 years. The economy grew 8.5% in 2007, and Hanoi is targeting an economic growth rate of 7.5 to 8% during the next four years.

Vietnam's robust economic growth is accompanied by an urgent need for good transportation networks and infrastructure. As a result, major projects are underway to build more ports, highways, railways, roads, bridges, tunnels, interchanges, overpasses, car parks and other auxiliary facilities.

Vietnam plans to build 6,000 km of expressways by 2025, with 261 km of expressways designed for high-speed travel planned to be built each year until 2025 at an estimated total cost of 22.8 billion USD.

Upcoming mega-scale projects include the Asian Highway and Trans-Asian Railway, and there are also many national road building projects and urban mass rapid transport systems planned. Demand for road and rail solutions is soaring as these projects get underway. Many opportunities for manufacturers and distributors are opening up as government departments, policy and decision makers source for products, equipment and solutions.

The Vietnamese government has set aside billions of dollars to be invested in numerous mega-scale road and rail projects. In Ho Chi Minh City alone, the total estimated investment capital needed for road, railway and waterway projects planned will be 13.9 billion USD, while Hanoi's total investment into transportation projects is estimated at about 13 billion USD.

In line with this, Viet Traffic 2008 provides an exclusive business environment for networking, knowledge-exchange and market penetration for those wishing to extend their reach into Vietnam.

To date, Viet Traffic has received strong support from the Ministry of Transport, Vietnam; Ministry of Planning and

Investment, Vietnam; the Ministry of Industry and Trade, Vietnam; and Vietnam's Association of Foreign Invested Enterprises.

Commenting on its backing for Viet Traffic, the Ministry of Transport, Vietnam, said, "[we are] delighted to support Viet Traffic 2008. Current growth in Vietnam's economy creates a strong demand for transport technology and the latest products, and Viet Traffic is an excellent platform for our transport professionals to meet international manufacturers".

Delegates, visitors and exhibitors at Viet Traffic 2008 will find networking and business opportunities in key segments such as Railway Infrastructure and Technology, Highway Construction and Management, Roadside Accessories and Public Utilities, ITS for Traffic Management and Safety, Parking Facilities, Systems and Management.

A whole range of exclusive activities have also been lined up for the duration of the event, which includes a conference, exhibition, seminars, workshops, networking events as well as technical site visits.

Mr Adrian Lau, Group Exhibitions Director, IIR Exhibitions Pte Ltd, said, "We are extremely delighted to be staging Viet Traffic this year. The event is a reflection of the current upswing in the Vietnamese economy and the high volume of land transport projects throughout the country. Participants at Viet Traffic will enjoy business interactions with key decision and policy makers, experts and officials from Vietnam. They will also gain an insight into the key issues, trends and opportunities in Vietnam's booming land transport industry".

"Vietnam is ready to move forward with its master plan for road, rail and urban transport development. With so many different projects planned and in the pipeline, demand for products, services and technology is at an all time high. An event like Viet Traffic is an important opportunity for overseas companies to understand the market, and it will help them to make sound business decisions when expanding into this rapidly growing country," he added.

For more information and updates, visit [www.viettraffic.com](http://www.viettraffic.com)

**Facts at a glance:**

Event : Viet Traffic 2008, Vietnam's Premier International Traffic & Land Transport Conference & Exhibition  
Featuring : Exhibition, Conference, Seminars, Workshops, Networking Events & Site Visits  
Venue : Hanoi, Vietnam  
Date : 15<sup>th</sup> to 17<sup>th</sup> October, 2008

**About Viet Traffic 2008**

Viet Traffic is positioned as Vietnam's premier international event for both road and rail industries and serves a wide group of industry sectors including: road/rail infrastructure, bridge construction, tunnel construction, traffic safety, traffic planning and management, parking, toll and charging, intelligent traffic systems and consultancy services. Viet Traffic 2008 provides a face-to-face business environment for networking, knowledge-exchange and market penetration. The event promises to advance market opportunities for delegates, visitors and exhibitors, providing valuable information on current trends, issues and the latest land transport solutions available today. For more information, visit [www.viettraffic.com](http://www.viettraffic.com).

**About IIR Exhibitions Pte Ltd**

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