

PRESS RELEASE

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Viet Traffic 2008 Successfully Launched in Hanoi Vietnam

Viet Traffic 2008 well received by Vietnamese Government and High Level Land Transport Professionals

HANOI, VIETNAM, 29 OCTOBER 2008 – Viet Traffic 2008, Vietnam’s Premier International Traffic and Land Transport Conference and Exhibition, was successfully launched in Hanoi Vietnam under the patronage of Mr Truong Van Doan, Vice Minister, Ministry of Planning and Investment, Vietnam.

The three-day event which took place at the Melia Hotel Hanoi from 15-17 October was well received and attended by over 400 Vietnamese Government Officials and Land Transport Professionals including senior level representation from more than 25 countries globally.

Viet Traffic 2008 comprised of a series of exciting events with abundant knowledge sharing and networking opportunities. Attendees at the Viet Traffic conference benefited hearing 25 speakers from over 10 countries share their expertise on road, rail, safety and intelligent transport system issues especially on hot areas in private financing and PPP which generated massive interest.

The Viet Traffic Exhibition provided visitors with a platform to meet face-to-face with international companies offering the latest road and rail management systems and solutions including ITS, infrastructure, construction and management, safety, parking facilities and systems.

Response to the Viet Traffic Roundtable Exchange held on the first day of the event was overwhelming and met its objective of being an interactive knowledge sharing platform for attendees. The exclusive Viet Traffic Speed Networking Exchange on the second day saw maximum exposure and networking opportunities for delegates as well as specially invited professionals and experts from the Vietnam Bridge and Road Association (VIBRA) while the Viet Traffic Networking Evening was a fun and casual gathering of exhibitors, speakers and delegates and VIPs to celebrate the successful launch of Viet Traffic 2008.

“What makes Viet Traffic unique is the gathering of land transport professionals in Vietnam where transport infrastructure is growing tremendously” stated Ms Rosalind Ng, Managing Director (Asia), IIR Exhibitions, the organiser of Viet Traffic 2008. “According to Vietnam’s Ministry of Planning and Investment Vietnam, total capital for transport infrastructure from 2001 to 2008 has reached USD 714 million with road system accounting for USD 627 million. Up to date, there are about 80 BOT (Build-Operate-Transfer) projects with a total capital of USD 382 million allocated to transport projects. This signifies a major demand for infrastructure support to cater to this rapid development of transport projects in Vietnam. Viet Traffic 2008 serves as a timely event for land transport industry professionals to secure a piece of this growing infrastructure business.”

Concurring with Ms Ng, Mr Nguyen Thanh Bien, Vice Minister, Ministry of Industry and Trade Vietnam added, “I strongly believe that Viet Traffic allows Vietnamese officers, policy makers, businesses and investors to meet and exchange with their foreign counterparts, explore business and investment opportunities in land transport in response to the socio-economic development, industrialisation and modernisation.”

Building on the foundation of this year’s successful inaugural launch, Viet Traffic 2009 in Hanoi, November 2009 will continue to anchor as Vietnam’s premier international traffic and land transport exhibition and conference where land transport experts meet.

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

Facts at a glance:

Event : Viet Traffic 2008, Vietnam's Premier International Traffic & Land Transport Conference & Exhibition

Featuring : Conference, Exhibition, Seminars, Networking Events & Site Tour

Venue : Melia Hotel, 44B Ly Thuong Kiet Street, Hanoi, Vietnam

Date : 15th to 17th 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.

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Press Contact:

Vietnam:

Ms Cung Minh Tu

IIR Exhibitions Pte Ltd
Country Director (Vietnam)
Representative office in HCMC
Room 1E - Valentina Court
124 Dien Bien Phu St., Da Kao Ward, Dist. 1, HCMC, Vietnam
Tel : +84 8 8206131/5 (ext: 118)
Fax : +84 8 8206141
Email: minhtu.cung@iirx.com.sg

International:

Ms Charmaine Chin

Marketing Manager
IIR Exhibitions Pte Ltd
205 Henderson Road
#03-01 Henderson Industrial Park
Singapore 159549
Tel : +65 6517 4200
Fax : +65 6319 2669
Email charmaine.chin@iirx.com.sg