

Meet the Scandinavian market  
at Public Transport in Göteborg,  
15-17 October 2008

**NEXT  
STOP  
SCANDI-  
NAVIA**

October 2008 will see the Swedish Exhibition Centre in Göteborg hosting Public Transport 2008, Scandinavia's biggest and most important fair, conference and meeting event for the public transport sector. The event will be a three-day explosion of serious business and pleasant social activities. All the players will be on the spot to make decisions, do business and make valuable contacts.

## New features at Public Transport 2008

- The fair will host the Scandinavian Public Transport Meeting. This Scandinavian focus will be of great interest to decision-makers from the whole of Scandinavia.
- To make it more convenient for bus and coach companies to come to the Swedish Exhibition Centre in Göteborg, the fair has been rescheduled to take place Wednesday through Friday.
- The fair will feature special sections for several focus areas: railbound traffic, IT, safety, environment, and coach tourism.

## Activities at the fair

- Industry-wide congress
- Scandinavian Public Transport Meeting
- Interesting activities at Bus Stop
- Competitions
- Auctions
- Two party evenings:
  - Wednesday, festive mingle on the fair floor
  - Thursday, big trade fest at a super venue

BOOK NOW TO BE SURE OF GETTING A PLACE AT  
PUBLIC TRANSPORT 2008!

## What does Public Transport mean to your members?

**ANNA GRÖNLUND**  
Secretary General, Swedish Bus & Coach Federation (BR)



»The Public Transport fair is one of the few events that gives exhibitors and visitors from all of Scandinavia the chance to familiarise themselves with developments, meet key people, and get up to speed on the

experiences of the whole industry. And all under one roof. Public Transport 2008 will be no exception. My advice is quite simple: come to Göteborg and take the opportunity to show your products and services to the Scandinavian market.»

**CHARLOTTE WÄREBORN-SCHULTZ**  
Managing Director, Swedish Public Transport Association (SLTF)



»The Public Transport fair is an important event. It's where representatives from the industry meet, exchange experiences, and learn about new products and services. We aim to make Public Transport 2008 the best ever of its kind, an event that will continue growing

and developing as the given meeting place for the public transport industry.”  
“We're more than pleased to be hosting the Scandinavian Public Transport Meeting. It's very important to the growth in Scandinavian collaboration, which is already in progress in new payment systems, IT and several other fields.»

## Public Transport attracts the whole industry

The Public Transport fairs are the established venues for the whole of the public transport industry. In line with this, Public Transport 2008 will be heavily marketed prior to the event. Our information on visitors who attended Public Transport 2006 and other related trade fairs, and our wide knowledge of the industry, provide a solid source of data for effective direct mail shots to potential trade fair visitors. These will be supported by advertising campaigns, PR, press canvassing and intensified marketing throughout Scandinavia.

### Visitor opinions

80% of trade visitors at Public Transport 2006 rated Public Transport as the most important fair to attend. All of 75% said that they intended to visit the 2008 event.



## Facts

**Public Transport 2008 will enable you to meet:**

- Public transport principles and senior management
- Public transport executives (railbound, domestic ferries)
- Taxi operators
- Tourist/charter service operators
- Decision-makers from public administrations
- Drivers
- Workshop staff

**Public Transport will feature:**

- Buses, coaches and other vehicles
- Railbound vehicles
- IT
- Traffic information systems
- Traffic control systems
- Ticketing systems
- Safety/security systems
- Environmental technology
- Bus/tram stop shelters
- Vehicle equipment
- Special transport services for the elderly, disabled and school children
- Coach tourism
- Spare parts, service
- Workshop equipment
- Other services



INFORMATION AND STAND BOOKING

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Media partners



PUBLIC TRANSPORT 2008 IS BEING ORGANISED BY THE SWEDISH EXHIBITION CENTRE IN CONJUNCTION WITH THE SWEDISH BUS & COACH FEDERATION (BR), AND THE SWEDISH PUBLIC TRANSPORT ASSOCIATION (SLTF)