

# Europe on show in Beijing

Europe's strong presence in Beijing signals the growing importance of Europe in global ITS markets

Over 60 European companies and organisations – some in joint ventures with Chinese partners – are exhibiting at the 2007 ITS World Congress in Beijing, China from 9-13 October 2007. More than three quarters are in pavilions organised or co-organised by nine European national ITS associations – evidence of their growing importance.

ITS Solutions is pleased to present this reference guide to the European exhibition stands, for which Brintex are sales contractors. (Pavilion participants appear in italics at the end of national ITS association entries.)

## Individual stands

### Alcatel-Lucent (#2010)

Alcatel-Lucent has had significant success in China (eg on Shanghai's Metro lines nos 4 and 9) and across the Asia/Pacific. They aim to increase awareness of their core solutions and enhancements in eg integrated communications and security systems and believe these are especially attractive for improving security and management efficiency in the region where the transportation market is expanding rapidly and population densities increasing. There is an immediate imperative for transportation systems managers to find better means of monitoring and communication.

[www.alcatel-lucent.com](http://www.alcatel-lucent.com)

### Atkins Consultants (Shenzhen) (#11025)

Atkins' exhibit, developed by the Beijing-based Atkins China ITS team, aims to increase the company's profile in China, and offer international experience that is not locally available. The main obstacle to selling consultancy services in China is the lack of realisation, in some areas, of the benefits of paying for a service.

Atkins say they have to convince clients that buying an ITS system involves it being designed, set up,



**EFKON's new-launch CALM technology in an OEM microchip product, designed to bring new, low-cost connectivity into company products and the automotive OEM domain. The company, which specialises in RUC, communications, and multimodal smartcard and traffic management applications, has chosen as its Beijing theme, Connecting The Next Generation – they will expect their systems to be interoperable, and themselves to be as well connected inside as outside their vehicles. (#11011) [www.efkon.com](http://www.efkon.com)**

configured and maintained for each location.

[www.atkinglobal.com](http://www.atkinglobal.com)

### Barco (#11024)

Barco's presence at Beijing is part of their long-standing commitment to providing networked visualisation solutions for ITS in road traffic applications. They will build on their installed base of traffic surveillance centres worldwide to demonstrate their ability to supply inter-control room visualisation solutions for 24/7 operations with extended functionality and seamless interoperability with third-party systems – using eg their Streaming Video Card 2.

A major challenge is that China's local IT infrastructure is not yet sufficiently developed to take full advantage of ITS systems.

[www.barco.com](http://www.barco.com)

### Citilog (#2005)

Citilog, which provides software

designed to add intelligence to video-based traffic surveillance systems, will reinforce the presence of its recently-opened Asia/Pacific regional office in Hong Kong. Chinese contracts include Hong Kong Route 8, the Shanghai Fuxing Tunnel, the Beijing Ring Road and the Chongqing tunnels.

[www.citilog.com](http://www.citilog.com)

### Gewi (#11034)

Gewi is offering specialist software for traffic management and information and looking for a Chinese partner.

[www.gewi.com](http://www.gewi.com)

### Ibeo (#2007)

Ibeo's first exhibition in China offers a platform to showcase laser technology for driver assistance systems. They plan to evaluate the Chinese market potential for the Ibeo LUX laserscanner, in series production from end-2008. Ibeo believe that road safety awareness

in China is not yet as high as in Europe, where traffic rules focus on passenger and pedestrian safety. The Congress will mark significant progress towards increasing awareness of these issues, as well as of traffic efficiency and environmental topics.

[www.ibeo-as.de](http://www.ibeo-as.de)

### IET (#11033)

The Institution of Engineering and Technology (IET) aims to raise the profile of its *IET Intelligent Transport Systems* journal to attract academic submissions and personal subscriptions. It is important for the journal to be represented, given the huge amount of ITS research coming from the Asia/Pacific. The language barrier remains a problem, as is Chinese concern over copyright issues.

[www.theiet.org](http://www.theiet.org)

### Kapsch TrafficCom (#11010)

Kapsch offer a diverse portfolio of standards-based, interoperability-oriented systems, products and services for the RUC and traffic management markets, based on experience including phase 1 of the Czech national truck toll system, which started commercial operation in January 2007. The Chinese ambition to develop a national EFC standard is a new challenge that must be addressed.

[www.kapsch.net](http://www.kapsch.net)

### PTV (#11008)

PTV is showcasing the Strategic Traffic and Transportation Model for the 2008 Beijing Olympics, which has modelled traffic flow and future design options over the 7km distance between the city centre and the Olympic Park. Its new VISUM 10.0, part of the PTV Vision software package, has a strong emphasis on user-friendliness, and a new interface with VISSIM 5.0, designed especially designed for traffic network planning and traffic flow optimisations.

[www.ptv.de](http://www.ptv.de)

**RC Module (#11041)**

RC Module's TrafficMonitor (TM) family of products for real-time traffic data collection classifies up to five vehicle types, measures traffic characteristics, automatically detects incidents and records them on video. TM-C integrates a high-resolution colour camera with day/night capability, high-performance image processing and a wireless interface.

Traffic information is accessible via Ethernet 10/100 or RS-232. TM-E has an embedded web-server enabling convenient access to traffic information.

[www.module.ru](http://www.module.ru)

**Satellitic (#11019)**

Satellitic plans to develop, with Chinese and German partners, a satellite-based RUC system for main-road tolling and urban congestion charging (with a potential pollution-charging element, eg in Beijing), incorporating mobile radio technology and capable of being installed simply and with inbuilt adaptability. With China's ITS market being mainly public-sector driven, Satellitic recognise the need for strong and reliable Chinese partnerships companies that are active in the market.

[www.satellitic.com](http://www.satellitic.com)

**ST Microelectronics (#12010a)**

As the fastest-growing in the world, China's automotive market helps leverage ST's position as its number one supplier of semiconductors for all sectors of the automotive electronics market. As Chinese companies develop their own products, ST can serve them, eg through design-ins, using its global expertise in areas including driver information and entertainment, digital broadcasting, satellite-based navigation, and safety solutions for vehicle bodies and power trains.

[www.st.com](http://www.st.com)

**Telvent (#2001)**

Telvent has extensive experience in the Chinese/Asian market having worked on the advanced traffic control systems for Kuala Lumpur and Ho Chi Minh City, the highways advanced traffic control systems in Putrajaya, Malaysia, and a full contactless AFC system in the Tianjin Metro. The company is currently working on the Beijing Authorities' advanced traffic control centre. Already well known in China, Telvent say that products and customer demands are changing rapidly and the challenge is to detect and track these changes in order to generate opportunities and know-how. The World Congress is not only a suitable place for exhibiting their products but also for an informal exchange of ideas and expertise.

[www.saincotraffico.com](http://www.saincotraffico.com)

## Europe's National ITS Associations ready to share expertise and technology with Chinese colleagues

**ATEC-ITS France (#11014)**

ITS France is hosting French companies for whom Beijing is an integral element in their marketing strategies. They aim to meet key ITS players, reinforce existing commercial relationships and create new partnerships. The support of the French Ministry of Transportation and ITS Bretagne underlines the strength of French public-sector commitment to ITS.

**ITS France:** [www.atec-tec.net](http://www.atec-tec.net)

**ITS Bretagne:** [www.itsbretagne.net](http://www.itsbretagne.net)

**VEOLIA:** [www.veolia-transport.com](http://www.veolia-transport.com)

**CS-Systems:** [www.c-s.fr](http://www.c-s.fr)

**NEAVIA Technologies:** [www.neavia.com](http://www.neavia.com)

**SYSTRA:** [www.systra.com](http://www.systra.com)

**Connekt /ITS Netherlands (#11021a)**

Connekt/ITS Netherlands is hosting a platform for Dutch (and Belgian) participants to promote their products and services in China. Their Congress presence is being followed by a study trip to Beijing, Shanghai and Hong Kong to provide in-depth information on China's transport and traffic situation. Connekt/ITS Netherlands offers an extensive platform of members with enormous expertise in traffic management and safety, infrastructure, town and country planning and logistics.

**Connekt /ITS Netherlands**

[www.connekt.nl](http://www.connekt.nl)

**Telematics Cluster/ITS Belgium**

[www.telematicscluster.be](http://www.telematicscluster.be)

**ARS T & TT:** [www.ars.nl](http://www.ars.nl)

**Intertraffic Worldwide Exhibitions:**

[www.intertraffic.com](http://www.intertraffic.com)

**Province of Noord-Brabant:**

[www.brabant.nl](http://www.brabant.nl)

**Rijkswaterstaat:** [www.rijkswaterstaat.nl](http://www.rijkswaterstaat.nl)

**Traficon:** [www.traficon.com](http://www.traficon.com)

**Vialis:** [www.vialis.nl](http://www.vialis.nl)

**ITS Norway (#11055)**

ITS Norway is presenting Norwegian competence and products in three key areas:

- Interoperable tolling and ticketing payment systems;
- Public databases supporting ITS and business development, especially in traffic safety and transport efficiency; and
- Systems and services for security, preventive action and emergency management.

It aims to promote ITS as a multimodal toolkit, and highlight need for ITS architectures that support interoperability and multimodality.

**ITS Norway:** [www.its-norway.no](http://www.its-norway.no)

**Norwegian Public Roads Administration:**

[www.vegvesen.no](http://www.vegvesen.no)

**Teleplan:** [www.teleplan.no](http://www.teleplan.no)

**Fenrits:** [www.fenrits.com](http://www.fenrits.com)

**ITS Sweden (#11018)**

ITS Sweden is highlighting Swedish (and Danish)

progress in ITS, with an emphasis on the flexibility of high-tech ITS solutions, using established and tested products in cooperative partnerships, in achieving distinct goals. At the same time, we need to be humble and learn from each other.

**ITS Sweden:** [www.its-sweden.com](http://www.its-sweden.com)

**ITS Denmark:** [www.itsdanmark.dk](http://www.itsdanmark.dk)

**Invest in Sweden Agency (ISA):**

[www.isa.se](http://www.isa.se)

**ITS World Congress 2009:**

[www.stockholm2009.se](http://www.stockholm2009.se)

**Kapsch:** [www.kapsch.net](http://www.kapsch.net)

**Logica CMG:** [www.logicacmg.com](http://www.logicacmg.com)

**NetPort Karlshamn:** [www.netport.se](http://www.netport.se)

**SCANIA:** [www.scania.com](http://www.scania.com)

**SENSYS Traffic:** [www.sensystraffic.se](http://www.sensystraffic.se)

**Swedish Road Administration:** [www.vv.se](http://www.vv.se)

**ITS UK (#11011)**

ITS UK's pavilion offers expertise in traffic management, travel information provision, and monitoring and enforcement which has much to offer countries such as China and India, where car ownership and use are growing explosively. It also demonstrates that partnering with local companies and establishing local offices pays off. Over the next two years, we will see if longer-term collaborations bear fruit.

**ITS UK:** [www.its-uk.org.uk](http://www.its-uk.org.uk)

**Department for Transport:**

[www.dft.gsi.gov.uk](http://www.dft.gsi.gov.uk)

**Efkon:** [www.efkon.com](http://www.efkon.com)

**Faber Maunsell:** [www.fabermaunsell.com](http://www.fabermaunsell.com)

**Hyder Consulting:**

[www.hyderconsulting.com](http://www.hyderconsulting.com)

**InnovITS:** [www.innovITS.com](http://www.innovITS.com)

**Logica CMG:** [www.logicacmg.com](http://www.logicacmg.com)

**Mouchel Parkman:**

[www.mouchelparkman.com](http://www.mouchelparkman.com)

**Redspeed:** [www.redspeed-int.com](http://www.redspeed-int.com)

**Serco:** [www.serco.com](http://www.serco.com)

**Techspan:** [www.techspan.co.uk](http://www.techspan.co.uk)

**Traffic Wales:** [www.traffic-wales.com](http://www.traffic-wales.com)

**Transport for London:**

[www.tfl.gov.uk](http://www.tfl.gov.uk)

**Transport Scotland:**

[www.transportscotland.gsi.gov.uk](http://www.transportscotland.gsi.gov.uk)

**TTS Italia (#11014b)**

TTS Italia's pavilion, with the theme of 'Italian Excellence in ITS', aims to give an overview of recent Italian developments in ITS and the most innovative products from Italian companies in the field. TTS Italia is also launching the 2007 edition of its English-language brochure Italian Solutions for ITS.

**TTS Italia:** [www.ttsitalia.it](http://www.ttsitalia.it)

**ATAC:** [www.atac.roma.it](http://www.atac.roma.it)

**Mizar Automazione:** [www.miz.it](http://www.miz.it)

**Octo Telematics:**

[www.octotelematics.it](http://www.octotelematics.it)

**Thetis:** [www.thetis.it](http://www.thetis.it)

**Trafficon (#2003)**

Expanding in Asia is a key business target for Trafficon, which has offices in three Chinese cities. It is targeting its detection systems for traffic measurement and fast incident detection at China's growing traffic volumes.

[www.trafficon.com](http://www.trafficon.com)

**WSP (#2004)**

WSP is promoting its successful Beijing-based Chinese ITS joint venture, the result of a July 2006 co-operation agreement with Beijing UK-China ITS Technology Co Ltd (BUITC). It is offering policy-based ITS and transport modelling capabilities, and expertise in information

services and RUC systems, backed by local capabilities. WSP hopes soon to operate in China without needing external support.

[www.wspgroup.com](http://www.wspgroup.com)

**Xtralis (#11037)**

Xtralis has been in business in China for many years, supplying

the ASIM range of traffic detectors in a local market where avoiding the need for roadworks is important. It wants to reinforce its presence, seeing much more to be done in China's fast-growing economy, and also looking for business contacts in Japan and Korea.

[www.asim.ch](http://www.asim.ch)



# ERTICO make the Chinese connection

ERTICO – ITS Europe has had established roots in China for several years, with a series of EC-supported projects helping foster successful European/Chinese cooperation on ITS. One of these is SIMBA, which aims to enhance research cooperation in road transport between Europe, China, Brazil, South Africa and India.

We are delighted to coordinate the first ITS initiative to straddle four continents - with vehicles as global products, it is important to help ensure that the technology behind them is interoperable. ERTICO – ITS Europe and ITS China have planned their 2007 SIMBA China National Event just before the World Congress, as the setting for signing an EC-China joint statement on road transport research cooperation.

We have already enjoyed a terrific result with the introduction and take-up of TMC (traffic message channel) as the Chinese national standard. Thanks to the DYNASTY ITS cooperation project, a bright new era of TMC has bloomed.

DYNASTY was highly successful in raising awareness of European-developed ITS technologies, as demonstrated and validated by its consortium members. It has made significant inroads into China, where it has pioneered the showcasing of European dynamic traffic information services, TMC tech-

nologies and vehicle on-board navigation technologies.

Thanks to the dedication and support of its European and Chinese partners, the Chinese National ITS Standardisation Committee announced in late 2006 its acceptance of RDS-TMC-based Chinese standards for real-time traffic information broadcasting. Submitted by the Beijing Transportation Research Centre, with the support of ERTICO and the TMC Forum, these standards have been implemented across China since April 2007.

DYNASTY's optimistic outcome has lent a positive impetus to the MOD-IBEC project.

Launched in January 2007, this two-year initiative aims to promote and support RTD cooperation between the EU and China in the field of digital broadcasting technologies, especially in terms of convergence with mobile communications. With strong support from the EC and Shanghai governmental departments and enterprises, it plans to demonstrate DAB/DVB-TMC in December 2007.

[www.ertico.com](http://www.ertico.com)  
[www.itssc.com.cn](http://www.itssc.com.cn)