## 2007 Beijing (China)

<table>
<thead>
<tr>
<th>Congress Theme</th>
<th>ITS for a Better Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>9 - 13 October</td>
</tr>
<tr>
<td>Venue</td>
<td>Beijing Exhibition Centre</td>
</tr>
<tr>
<td>Countries</td>
<td>43</td>
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<tr>
<td>Attendees</td>
<td>42,000</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>162</td>
</tr>
<tr>
<td>Organizing Committee Chair</td>
<td>Mr. Jianli Cao</td>
</tr>
<tr>
<td></td>
<td>Vice Ministry of Science and Technology</td>
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<tr>
<td>BOD Chair</td>
<td>Mr. Xiaojing Wang</td>
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<tr>
<td></td>
<td>Deputy Director-General, Research Institute of Highway, Ministry of Communications</td>
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<tr>
<td>IPC Chair</td>
<td>Dr. Katsushi Ikeuchi</td>
</tr>
<tr>
<td></td>
<td>Professor, The University of Tokyo</td>
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</table>
The 14th World Congress on Intelligent Transportation Systems
http://www.itsworldcongress.cn/

The 14th ITS World Congress will, for the first time, take place in Beijing, China from October 9-13, 2007 with the theme of “ITS for a Better Life”.

Being the world’s largest ITS event of the year, it will bring together officials from Government and related organisations as well as technicians, consultants, specialists and industry leaders from around the globe.

The Congress is enthusiastically supported by the Chinese Government, with the Ministries of Science and Technology, Communication, Construction, Public Security and the Beijing Municipal Government together hosting the event. The Chinese government hopes through the World Congress to learn more about the latest cutting edge technology and to promote international exchange.
Cavendish Group

Over the last 8 years Cavendish Group Intl has built up an enviable reputation as the number one publisher of Western technology magazines in China. As the publisher of Road & Rail Technology, we are supported by the Ministry of Transport and the publication is targeted to a network of public authorities, traffic and transit organisations, highway authorities, as well as consultants and ministries and more besides.

Cavendish is known throughout the industry by offering unique insights into latest technologies and developments from the west and how those developments could impact on China.

http://www.cavendishgroup.cn
The Following organisations are supporting the publication.

Ministry of Science and Technology  
Ministry of Communications  
Ministry of Public Security  
Ministry of Construction  
People’s Government of Beijing Municipality  
Department of Transport  
Ministry of Railways  
Chinese Academy of Railways Sciences  
Urban Rail Transit Committee of China Communications & Transportation Association  
Ministry of Foreign Trade and Economic Cooperation, (MOFTEC)

Daily News will be distributed not only to the ITS World Congress attendees, but also to the main governing bodies and industry organizations involved in ITS industry development in major Chinese cities like Beijing, Shanghai, Shenzhen, Guangzhou. Up till now, more than 5,000 people have registered for this congress, and over 200 enterprises and 50,000 visitors are expected to attend it. The congress, affecting 34 provinces and regions
Daily News

The Daily News publication will be published on all four days of the exhibition and provide a comprehensive analysis on the highlights of the previous day. It will be distributed, free of charge, to all delegates and visitors that enter the hall and provide a fantastic platform for advertisers to increase the visibility of your organisation.

7,000 copies/day
4 Days

**ITS China** will send 1,500 copies/day to their special readers
Ministries of Science and Technology, Communication, Construction and Public Security will give interview in the magazine
Content

Intelligent Transport Systems             Transportation
Automobile                             Construction
Communication                         Information Technology
Services                               Operation Control and Information Display
Tracking and position monitoring systems
Vehicle-Infrastructure cooperation
Safety and Security                    Operation
Environment/Energy                     Standards and Architecture
ITS Policy                             Payment/Tolling Systems

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National government officials
Municipal authority members
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Media representatives

Presidents, CEO, general managers, owners of enterprises
Decision-makers of public and private sectors
Technical specialists and experts
Consultants
City Planners
ITS users
14TH WORLD CONGRESS ON INTELLIGENT TRANSPORT SYSTEMS

Daily News

Tuesday 9 October

IT'S For a Better Life

封 面 设 计
水的启发
Inspired by water

水是生命之源，同样也是科技的灵感之源。来自世界各地的科学家们在研究过程中，经常受到水的启发，创造出各种创新的技术和产品。比如，通过模仿水的流动和形态，人们设计出了更加高效的冷却系统，以及更为节能的能源转换器。水的自清洁效应也启发了环保型表面处理技术的发展，使产品在使用过程中能够自动清洁，减少了维护成本。

空中列车缓解交通堵塞
Airtrain beats congestion

来自中国的一则新闻报道，2003年1月10日起，台湾桃园国际机场正式启用了一条全新的空中列车系统，即“空中列车”（Airtrain）。这项创新的交通系统利用了空中列车的技术，将乘客从机场航站楼直接运送到出发大厅，极大地缩短了旅客的等待时间。

据机场官员介绍，空中列车的运行速度达到了每小时150公里，比传统地面交通系统快得多。此外，空中列车还具有低噪音、低污染的优点，对环境的影响明显降低。项目启动后，机场方面预计每年可为旅客节省近20小时的出行时间，大大提升了旅行体验。

泊车便利的智能卡
Smart cards ease parking

除了空中列车，泊车方式的创新也带来了显著的改变。智能卡的广泛应用，使得停车变得更加便捷。用户只需将卡放在指定读卡器，系统即会自动识别车辆信息，支付相应的停车费用，无需再进行人工操作。

More than 25,000 detectors worldwide! 20 years of field proven experience!

Trafcon has a quick eye for safer and smoother traffic

Trafcon is a leading company in traffic detection. Our products are designed to provide accurate and reliable traffic information, helping to improve road safety and traffic flow. Trafcon's innovative solutions are used in various applications, from traffic monitoring to incident detection.

Visit us at stand P34!
<table>
<thead>
<tr>
<th>Rate Card</th>
<th>Price (£)</th>
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<tr>
<td>Full Page</td>
<td>£1,400</td>
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<td>Half Page</td>
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<tr>
<td>¼ Page</td>
<td>£800</td>
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<td>IFC/OBC/IBC</td>
<td>£2350</td>
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*Discounts available when booking advertising over more than one day*
ITS in China

China has rapidly become a powerful force in the development of ITS.

With the rapid economic development and urbanisation in China, the Government is paying more attention to the transportation system. They hope to improve the city traffic and transportation system by using advanced and intelligent information technology.
Ceremony
Ceremony
Exhibition
Showcase
Showcase
Session