

Railtex, Infrarail, SIFER and EXPO Ferroviaria united with the launch of a brand new digital event: EuroRail Hub

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For the first time since the exhibitions were launched, Railtex, Infrarail, SIFER and EXPO Ferroviaria are joining forces to bring to life a new digital appointment, catering for the entire European rail industry: EuroRail Hub, scheduled to take place from 24-25 March 2021.

Welcoming exhibitors from various national markets to facilitate new international partnerships and leverage synergies, the event will aim to support the recovery of the European rail market through interactive digital networking opportunities.

Following extensive conversations with stakeholders, Mack-Brooks Exhibitions, organiser of the events, is launching a digital platform to leverage the synergies between the shows and enable exhibitors, partners and visitors to reconnect and increase business opportunities.

This announcement comes one year on from the beginning of the global health crisis, which has impacted the railway sector significantly, especially in passenger transport. Called EuroRail Hub, the event will host

Railtex, Infrarail, SIFER and EXPO Ferroviaria's exhibitors.

It will provide a complete solution to build solid relationships through effective entry points into various European national markets. The platform will provide an early opportunity to conduct business and set the tone for the live events, all scheduled to take place in the second half of 2021.

"With the strategic decision to combine Mack-Brooks Exhibition's rail shows, we want to make a valuable contribution through our networks, to support and encourage cooperation and business in the European rail market," says Olaf Freier, Director of the Transport Portfolio, on behalf of the Organiser Mack-Brooks Exhibitions.

"The umbrella brand, EuroRail Hub, unites the three physical shows, with a digital offering. Embedded within the different marketing strategies, we will also deliver business and leads to all participating companies, especially during these challenging times, with travel and contact restrictions."

A rich programme of seminars and presentations focussed on the exhibition's markets, United Kingdom, Italy and France, will run alongside the two-day event.

Organised in collaboration with key industry partners, which include leading organisations active within the different countries but also across the rail sector, the sessions will offer valuable insights into trends in policy and technology.

Speakers will also tackle modern challenges and share their views and expertise on the latest developments affecting the rail market. Other features will include a matchmaking function, enabling attendees to engage with other industry professionals and provide exhibitors with pre-selected leads.

Successfully organised by Mack-Brooks Exhibitions, the four trade shows have continued to receive strong support from major organisations shaping the European rail market since their first edition, respectively in 1993 (Railtex), 1994 (Infrarail), 1999 (SIFER) and 2004 (EXPO Ferroviaria).

The exhibitions cover all aspects of the railway supply chain and provide an excellent meeting point for decision-makers, government authorities, buyers and engineering companies within the fields of rolling stock and infrastructure technologies. Railtex, Infrarail, SIFER and EXPO Ferroviaria are all scheduled to take place in the second half of 2021 to continue to support the recovery of the European rail market.

Further information on the EuroRail Hub event will be available in the coming weeks