

Intertraffic INDONESIA

Accelerating connections for
today's and tomorrow's mobility challenges

INFRASTRUCTURE • TRAFFIC MANAGEMENT • SMART MOBILITY • SAFETY • PARKING



Focus on traffic technology

Intertraffic Indonesia highlights the importance of technology utilization in the Indonesian traffic management and IoT industries. In conjunction with organizing partner Tarsus, the event brings together international and national exhibiting companies whom present their latest products to the region. The free-to-attend conference and matchmaking programme provide extra opportunities to learn and network.

2018 at a glance

3,830 Attendees
74 Exhibiting companies



28 Visiting nationalities
18 Exhibiting countries



88% National visitors
71% International exhibitors



Intertraffic Indonesia 2018 was officially opened by the President of Republic Indonesia. The opening ceremony hosted 500 dignitaries, government officials, key industry players, and construction workers, emphasizing the support of the government in developing the country's infrastructure.



Organised by:

rai
AMSTERDAM

Tarsus
INDONESIA



www.intertraffic.com



The launch edition of Intertraffic Indonesia presented itself as a truly international event. 34 nationalities across five continents were in attendance. The event attracted industry professionals with a high purchasing authority. 66% of visitors were decision makers. The ITSUP event for smart mobility startups had a dedicated area as part of the 3,915 sqm exhibition space at Jakarta International Expo. Five mobility startups connected with suitable partners.

Top 5 company types

- ➔ Agent/Distributor/Supplier
- ➔ Construction/(Sub-)Contractor
- ➔ Manufacturer
- ➔ Government
- ➔ Software & IT

Top 5 visiting countries

- ➔ Malaysia
- ➔ Singapore
- ➔ China
- ➔ Australia
- ➔ Philippines

Main reasons to visit

- 82% Collecting information about new products, services and/or technologies
- 62% Establishing contacts with new relations
- 58% Obtaining a general overview of the market and market developments



Key visitor statistics

- 90% achieved visiting objectives
- 86% intends to visit the event in 2019



Key exhibitor statistics

- 71% achieved exhibiting objectives
- 85% intends to exhibit again in 2019



Top 3 reasons to exhibit

- ➔ Sell current products to new customers
- ➔ Meet with distributors/agents
- ➔ Promote company/image in the region

"The event is great to see the latest solutions and be side to side with likeminded professionals that encounter the same challenges when looking at the future of traffic and mobility."

Visitor 2018

"This exhibition has been a great experience for our company as we found what we were looking for: high quality partners to expand our business in this region."

Managing Director of Zehntner, Swiss

Intertraffic Indonesia is part of the global Intertraffic event portfolio

AMSTERDAM - NL

BEIJING/SHANGHAI - CN

JAKARTA - ID

MEXICO CITY - MX

ISTANBUL - TR

Save the date for the next edition: **6 - 8 November 2019**

For more information about Intertraffic Indonesia: intertraffic@rai.nl

Details of local offices and agents worldwide can be found on our website.

Intertraffic Indonesia is co-located with Indonesia Infrastructure Week and Konstruksi Indonesia.

Organised by:

