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# HIGH-SPEED RAIL

*The Right Speed For Our Planet*

EXHIBITION AND SPONSORSHIP OPPORTUNITIES

11<sup>TH</sup> UIC HIGH-SPEED CONGRESS

PALAIS DES CONGRES - MARRAKECH - MOROCCO

7 - 10 MARCH 2023



  
**HIGH-SPEED RAIL**



## MOHAMED RABIE KHLIE

DIRECTOR GENERAL OF ONCF  
VICE-CHAIR OF UIC AND PRESIDENT OF THE UIC AFRICA REGION

Ladies and gentlemen,  
Dear colleagues,

It is with great honour and real pleasure that the Kingdom of Morocco will host the 11th UIC World Congress on High-Speed Rail at the Palais des Congrès in Marrakech, from 7 to 10 March 2023. This edition, which has adopted the slogan: "High-Speed Rail: the right speed for our planet", will offer the many decision-makers, experts, professionals, researchers, operators and industrialists who will attend from all four corners of the earth, the opportunity to come together at this major event; a date in the diary for all aficionados of this wonderful technology.

The main theme of this edition speaks to us on several levels. At the top level, as this Congress is happening at a time when these topics are more important than ever before, it is vital to highlight how the railway in general, and high-speed in particular, are helping to resolve climate issues and tackle land management. This awareness has been notably reawakened by the events that have impacted our lives in recent years: Covid-19 and the geopolitical situation. More than ever before, environmental imperatives, changes in customer mobility behaviour, energy transition, etc. have made the need to find sensible, rapid, inclusive, equitable and sustainable mobility solutions a huge priority.

At the level of Morocco, thanks to the policy of supporting large-scale projects, initiated and led by HIS MAJESTY KING MOHAMMED VI, may God be with him, it has been possible to redraw the face of the Kingdom as an emerging nation, complete with high ambitions and impressive achievements. It is in this perspective that the Moroccan railway sector has executed its major transformation, demonstrating its effective contribution to the radical socio-economic evolution of the Kingdom. By taking the enormous step into high-speed, Moroccan rail triggered the shift towards revival. Three years after Al Boraq, the first high-speed train on the continent, began operation, its success has only increased, and this success story marks the very start of an incredible adventure and a promising future. The most important high-speed rail event of 2023 will be unique. There can be no doubt that the charms of the red city will inspire our experts, ensuring that discussions on high-speed mobility will find the ways to provide our planet with the best legacy, for present and future generations.



## FRANÇOIS DAVENNE

DIRECTOR GENERAL OF UIC

Ladies and gentlemen,  
Dear colleagues,

On behalf of the UIC, I invite all key stakeholders in the mobility chain from the five continents to take part in this unique event in Marrakech. This congress is the perfect way to gather the best ideas and allow the railways to offer value to society. This congress in Marrakech is promising, as high-speed still has much to offer in providing solutions as worldwide mobility demands continue to grow.

Despite the COVID-19 lockdowns having a positive effect on pollution levels, this was short-lived and the fight against climate change, now more than ever, remains a priority.

This is why trains, and especially high-speed trains, continue to be an important asset and efficient mode of transport for medium and long-distance travel. Fortunately, the pandemic did not prevent the expansion of high-speed railways with their total length going from 44,000 km in 2020 to approximately 59,000km in 2022, an increase of over 1/3.

Moreover, the number of countries making use of high-speed railways is only increasing, as additional countries are in the process of developing projects.

Therefore, it is clear that speed was and still is the key to passenger rail success.

We need to consider the socio-economic benefits to be gained from high-speed railways, and how they may engender a modal shift from roads and air transport to railways. But, at the same time, we need to ensure that a certain synergy remains between these forms of transport, as they each have their own area of importance.

It is also time to assess what forms of technological progress are contributing to the climate emergency. These topics are what UIC and the ONCF wish to discuss during the 11th World Congress on High-Speed Rail.

This gathering will also be an opportunity to discover the latest technological innovations in this field and to exchange views with the sector's decision-makers from around the world.

Your support to overcome these challenges is essential to every stakeholder, and you will have unparalleled visibility in this unique event, either as a sponsor or as an exhibitor.

We hope to see many of you there and look forward to welcoming you and sharing knowledge and expertise.

## ORGANISERS, UIC

Founded in 1922 and headquartered in Paris, UIC (International Union of Railways) is the most important organisation and platform for international railway exchange and cooperation in the world.

UIC comprises 200 members in 95 countries and promotes rail transport globally with the objective of responding effectively to current and future challenges relating to mobility and sustainable development all over the world.

UIC's main areas of work and functions include International Railway Solutions, railway research and cooperation, international conferences, talent trainings, communication and exchange among members.

The Intercity and High-Speed Committee is part of the Global Passenger Forum and is in charge of co-organising the World Congress on High-Speed Rail with ONCF.



## ORGANISERS, ONCF

Created in 1963, ONCF (the Moroccan National Railways Office) operates under the aegis of the Moroccan Ministry of Equipment, Transport and Logistics.

Over the past 20 years, the railway sector in Morocco has been the subject of remarkable transformations. To modernise and develop its network, ONCF has implemented an ambitious investment programme and initiated major construction works.

The construction of a high-speed line (HSL) has enabled Morocco to unlock huge improvements when it comes to land development, increased mobility, service quality for passengers, and the reduction of journey times.

As the first African country to benefit from an HSL, it is only natural that Morocco should host this year's UIC World Congress on High-Speed Rail.



## MARRAKECH, A MAGICAL CITY !

The history of Marrakech, the jewel of the most ancient imperial cities of the Kingdom of Morocco, goes back more than ten centuries. Founded in 1062 by the valiant Almoravid king, Yusuf ibn Tashfin and his lovely and brilliant wife, Zaynab an-Nafzawiyyah, the city has seen several dynasties come and go - Almohad, Marinid, Wattasid - until the advent of the Alaouites.

Nestled at the foot of the Atlas Mountains, the shimmering red city of Marrakech has seduced its visitors from time immemorial, thanks to its subtle fragrances of jasmine, verbenas, and orange and almond blossom. Writers, artists and intellectuals of all types and from all over the world have found unparalleled inspiration in the charms of the red city.

The world of arts has flourished in the spellbinding atmosphere of this veritable treasure chest, and many famous people have chosen to spend a beautiful chapter of their lives here, often producing beautiful works of art: Henri Matisse, Jacques Majorelle, Colette, Josephine Baker, Edith Piaf, to name but a few. Marrakech, described by Winston Churchill as “the most lovely place in the whole world”, welcomes each and every visitor in the pure tradition of the Moroccan way of life and offers an interlude filled with the pleasures and dreams of a thousand and one nights.

Marrakech, the “Venice of Morocco, a place outside of time” as the famous couturier Yves St Laurent liked to refer to it, is also the crossroad city of a thousand flavours, balanced between a glorious past and a promising future. Both authentic and cosmopolitan at the same time, its abundant beauty fulfils dreams of adventure and life’s deepest desires.

A combination of modernity and historical heritage, Marrakech is proud to follow Philadelphia, Tokyo and Ankara in providing a warm welcome to the participants of the next UIC World Congress on High-Speed Rail.

## AN OUTSTANDING EVENT

The World Congress on High-Speed Rail is a UIC event which is held every 2-3 years. The Congress has been successfully convened for ten times since its first edition in 1992, and now is renowned worldwide as the most prominent and a large-scale global event on high-speed rail addressing both HSR operation and technology issues.

Participants include representatives from international railway organisations, government officials, executives of world-leading railway enterprises, senior HSR experts and managers, researchers and scholars, etc. The Congress will review and look at the current development of global HSRs, exhibit the latest state-of-the-art HSR technologies and form a vision on HSRs tomorrow. It will also provide a platform for dialogues and exchanges of HSR countries and set the direction for future HSR research and development, which will exert a profound influence on the future of HSRs.

The Congress will be organised around 3 main blocks: round tables and parallel sessions, where participants may have in-depth discussions and exchanges on the latest technologies and achievements of HSR planning, construction, technology & equipment, operation management and safety, etc. One entire day will be devoted to technical visits.

## WHAT IS UIC WORLD CONGRESS ON HIGH-SPEED RAIL?

The world's largest congress on high-speed rail

- Over 1500 m<sup>2</sup> exhibition showcasing the best from the rail industry
- Four-day event: three days of conferences gathering experts, researchers, and rail professionals from all around the world and one day of exceptional technical visits
- Cultural and entertainment events

## WHY IS UIC WORLD CONGRESS ON HIGH-SPEED RAIL UNIQUE?

- The event reaches more than 1,500 participants from 40 countries
- It provides a high-speed rail forum for high-level decision makers
- It is set in the prestigious city of Marrakech in Morocco
- Two exhibit areas: Marrakech train station and Convention Center

## WHO WILL YOU MEET?

This high-speed rail forum is the highest level for political decision-makers, transport authorities, railway companies and key players in intermodality, infrastructure managers, industrialists, financial institutions, customers, study and research institutes, universities.

## BECOME A SPONSOR

- Develop new partnerships, investments and innovative projects by being at the forefront of our networking opportunities.
- Demonstrate your leadership in a competitive market by presenting your opinion on where the sector is heading.
- Showcase your achievements and innovation in front of a global audience keen to know the latest developments.
- Maximise the visibility of your brand by linking it to a well-established event that attracts the key influencers in urban mobility.



## CORE SPONSORSHIP PACKAGES

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## PLATINUM PACKAGE

**100 000 €**

### BEFORE THE EVENT

- An article targeted at the industry (announcing your sponsorship) published as a UIC e-News article. This article will also be posted under the "News" tab on the dedicated Congress website.
- Your name included in press releases.
- Your company's logo and a 300-word message in the Congress programme.
- Your company's logo on homepage of the UIC High-Speed website with one link to your company profile (300-word message) and another to your company's homepage.
- Your company's advert on one full page in the Congress programme.

### DURING THE EVENT

- Your logo on the large banner at the entrance to the Congress centre and at the entrance to the exhibition area.
- Your logo projected onto the screen before and after the opening ceremony.
- Your logo on the mobile app.

- A 3-minute video presenting your achievements shown during breaks and lunches.
- 6 free Congress registrations for your representatives or customers.
- Possibility to freely book a meeting room.
- A prime 36 m<sup>2</sup> location in the exhibition hall.
- The option of giving out (at your expense) gifts to all Congress participants when they register.
- The option of sending out your company brochure to all Congress participants when they register.
- Your logo on the wall thanking sponsors (most prominent).
- Your logo or name as event sponsor (most prominent) in the closing video presented at the closing ceremony.

### AFTER THE EVENT

- Your logo or name as sponsor (most prominent) on post-event communications (articles, newsletter, social media posts, etc.) during 3 months after the event.

## GOLD PACKAGE

**50 000 €**

### BEFORE THE EVENT

- An article targeted at the industry (announcing your sponsorship) published as a UIC eNews article. This article will also be posted under the "News" tab on the dedicated Congress website.
- Your name included in press releases.
- Your company's logo on the invitations (2nd position).
- Your company's logo and a 300-word message in the Congress programme.
- Your company's logo on homepage of the UIC High-Speed website with one link to your company profile (300-word message) and another to your company's homepage.

### DURING THE EVENT

- Your logo on the large banner at the entrance to the exhibition area.
- Your logo projected onto the screen before and after the opening ceremony.
- Your logo on the mobile app.
- 4 free Congress registrations for your representatives or customers.
- A prime 24 m<sup>2</sup> location in the exhibition hall.
- Your logo on the wall thanking sponsors (2nd position).
- Your logo as event sponsor (2nd position) in the closing video (presented at the closing ceremony and in all communications after the event).

### AFTER THE EVENT

- Your logo or name as sponsor (2nd position) on post-event communications (articles, newsletter, social media posts, etc.) during 3 months after the event.

## SILVER PACKAGE

25 000 €

### BEFORE THE EVENT

- Your name included in press releases.
- Your company's logo and a 150-word message in the Congress programme.
- Your company's logo on homepage of the UIC High-Speed website with one link to your company profile (150-word message) and another to your company's homepage.

### DURING THE EVENT

- Your logo on the large banner at the entrance to the exhibition area.
- Your logo on the mobile app.
- 2 free Congress registrations for your representatives or customers.
- A prime 12 m² location in the exhibition hall.
- Your logo on the wall thanking sponsors (3rd position).
- Your logo as event sponsor (3rd position) in the closing video (presented at the closing ceremony and in all communications after the event).

### AFTER THE EVENT

- Your logo or name as sponsor (3rd position) on post-event communications (articles, newsletter, social media posts, etc.) during 3 months after the event.

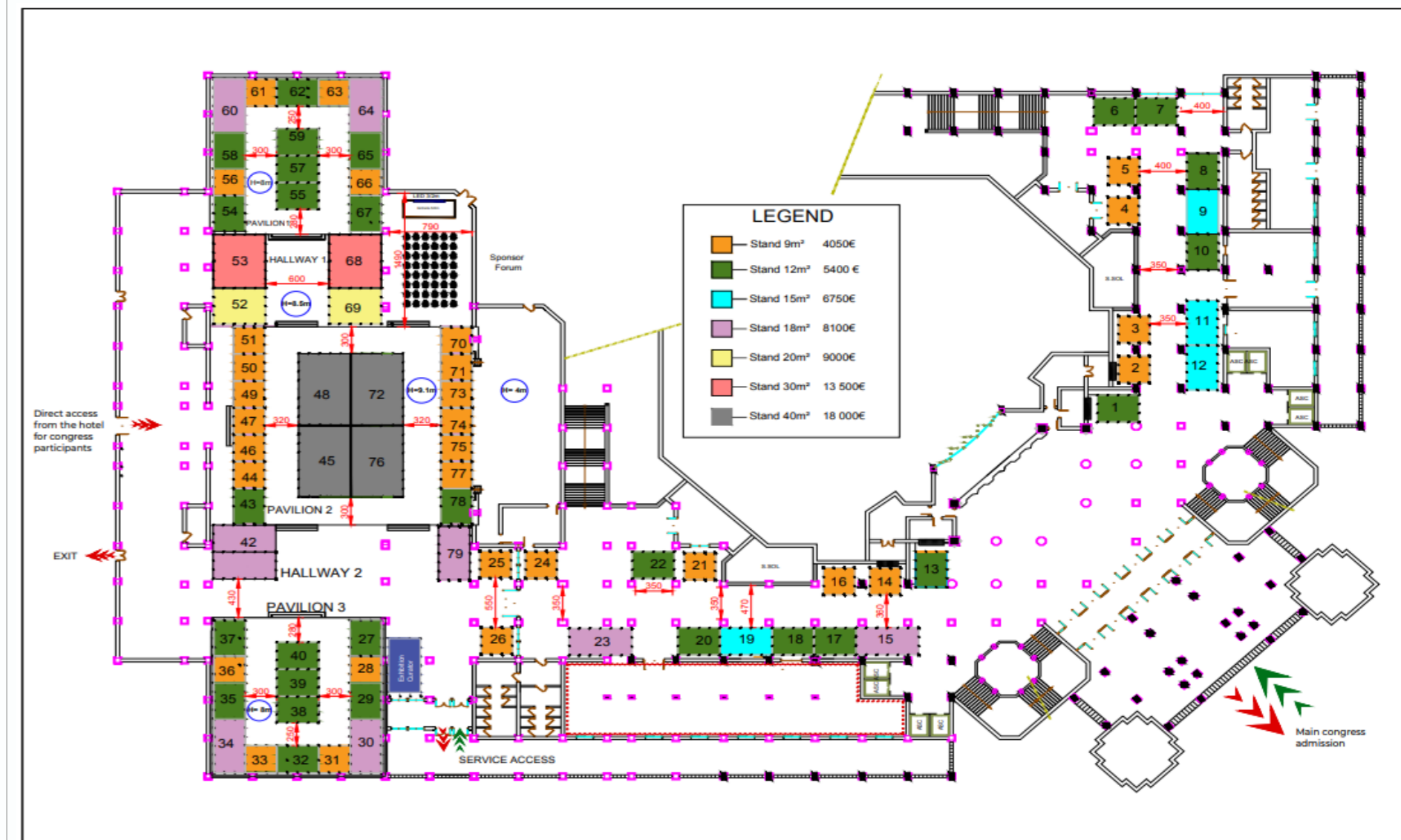
## SPONSORSHIP PACKAGES

Services included	Platinum 100 000 €	Gold 50 000 €	Silver 25 000 €
<b>Full visibility of brand/logo/company</b> (on all adverts, publications, invitations, electronic newsletters and promotional material)	x	x	x
An <b>introductory speech</b> during the plenary session and at your exhibition stand	x		
<b>Prime location in the exhibition hall</b> (surface)	36 m²	24 m²	12 m²
Increased visibility in the press kit: an article targeted at the industry (announcing your sponsorship) published as a UIC eNewsarticle. This article will also be posted under the "UIC e-News" tab on the dedicated Congress website	Main position	2 <sup>nd</sup> position	3 <sup>rd</sup> position
Logo and description of your company on the event <b>website</b> (including a company profile and/or message)	300 words	300 words	150 words
<b>Entrance banner</b> (logo on the large banner at the entrance to the Congress Centre)	x		
<b>Banner</b> (logo on the large banner at the entrance to the exhibition space)	x	x	x
Free congress registrations for your representatives or customers	6	4	2
<b>Exhibition catalogue and final programme</b>	1 page	½ page	½ page
Company logo and promotional text in the <b>electronic newsletter</b> about the congress (UIC e-News)	x		
Option to include the <b>company brochure</b> and a <b>gift</b> in the welcome pack given to participants	x		
<b>Promotional corporate video</b> (3 minutes) (shown during breaks and lunches)	X + opening	X + closing	
<b>Photo wall featuring the logos of the main sponsors</b>	x	x	x



## EXHIBITION PLAN

TOTAL AREAS OF STANDS = 11 000 M<sup>2</sup>



TOTAL AREAS OF STANDS : 1100 M<sup>2</sup>