CANADA Railway & Infrastructure HUB

CANADA TO SOUTHEAST ASIA / 2027

ENGLISH EDITION

Take your rail offer to market.

We coordinate your Canadian presence, prepare your team and bring sector expertise and regional relationships together around your commercial priorities.

ASIA PACIFIC RAIL

Bangkok • 5-6 May 2027 • BITEC

INNOTRANS ASIA

Singapore • 7-9 September 2027



Illustrative pavilion. Final footprint, layout and equipment follow your agreed specification.

01 / PREPARE

We align the market, your priorities and who to meet.

02 / CONNECT

You gain a Canadian base, visibility and shared support.

03 / FOLLOW THROUGH

We help turn conversations into practical next steps.

YOUR INVESTMENT

Choose your presence. Add targeted B2B support.

Every package includes core Hub support. The red column adds MARKET MATCH, our targeted B2B programme around one selected exhibition.

PACKAGE / PER COMPANY / PER EXHIBITION	HUB PRESENCE CAD	WITH MARKET MATCH CAD
CONNECT **Visit or complement your own stand**	**3,000**	**9,900**
REPRESENT **A prepared team represents you**	**5,000**	**Remote scope by agreement**
SHOWCASE **Your 4.5 m² in a shared 9 m² area**	From **10,500**	From **17,400**
DEDICATED **Your exclusive 9 m² within the Hub**	From **19,500**	From **26,400**

CORE HUB SUPPORT

We prepare your participation and provide Hub visibility, the online Exhibitor Planner and shared support. No separate membership or opening fee. Full inclusions on page 3.

MARKET MATCH / + CAD 6,900

We research priority organizations and decision-maker roles, approach approved contacts and coordinate accepted meetings. One company, one exhibition, a 6-8-week cycle. Details on page 7.

Planning prices per company and exhibition, before applicable taxes. Standard design, production and management are included in exhibit prices. Final scope, staffing, location and price are confirmed in your quote. Remote B2B under REPRESENT is scoped separately.

The SHOWCASE planning rate is the same in Bangkok and Singapore. A two-exhibition quote identifies shared preparation and delivery specific to each event.

WHAT IS INCLUDED

What’s in your package?

Every package includes the core programme. SHOWCASE and DEDICATED also include the standard exhibit delivery below.

PREPARE

One 45-minute company meeting, one collective market briefing and an on-site delegation briefing.

BE SEEN

A digital-booklet profile, 12 months on the Hub website and one LinkedIn participant announcement.

USE THE HUB

Online Exhibitor Planner, shared tables, coffee and water. Two seats at one delegation networking event for attending representatives, RSVP.

FOLLOW THROUGH

Collective debrief, summary of Hub-recorded enquiries within five business days and one 30-minute client review within 30 days.

STANDARD EXHIBIT DELIVERY	SHOWCASE	DEDICATED
Gross area for your company	4.5 m² per company	9 m² exclusive
Standard layout + artwork adaptation	Common layout + 1 revision	Common layout + 1 revision
Printed brand panel and counter	1 of each	1 of each
Installation and dismantling	Included	Included
Counter stools	1	2
Meeting furniture	Shared Hub tables	1 table + 2 chairs
Display screen	Shared Hub screen	1 × 32-inch screen
Lighting and standard power	Lighting + 1 socket, up to 500 W	Lighting + 1 socket, up to 500 W
Shared team + supplier coordination	Included	Included
Company registration + exhibitor badge	1 named badge	1 named badge

SHOWCASE: two companies share one 9 m² exhibit area; each has 4.5 m². Gross area includes display and internal circulation. Your own graphics fit agreed brand zones. Extra screens, storage, freight, special power and custom construction are quoted separately.

EXHIBITOR BENEFITS

Shared Hub support. Exhibition benefits included.

SHOWCASE and DEDICATED include registration, the agreed organizer charges and the exhibition benefits below. Each SHOWCASE company receives its own exhibitor benefits.

AT BOTH EXHIBITIONS / INCLUDED BY CANADA HUB
Company preparation, the online Exhibitor Planner, Hub promotion, shared tables, coffee and water, the delegation briefing and two seats at one delegation networking event.

BENEFIT / PER COMPANY	APR / BANGKOK	INNOTRANS ASIA / SINGAPORE
Company registration	Included	Included
Named exhibitor badge	1 per company	1 per company
Official company visibility	Directory listing and logo requested*	Company listing and logo on the official website and app
Networking platform	Full app access included* Direct-booking reference: approx. CAD 413 (USD 295)	1 named access to the buyer-networking programme
Operator-access pass	1 per exhibiting company Organizer-indicated value: at least approx. CAD 1,400 (USD 1,000)	Buyer-networking access described above
Organizer administration	Covered in your package	Covered in your package

* We confirm APR directory fields, app credentials and access terms with the organizer before accepting your exhibit booking. CAD equivalents use CAD 1.40/USD and are reference values, not extra Hub charges. Additional badges are quoted by quantity.

CONNECT and REPRESENT include the core Hub programme; official co-exhibitor status is not automatic. Access does not guarantee meetings. Company materials are approved by you; agency participation does not imply endorsement.

PREPARE / IDENTIFY / CONNECT

Arrive with a plan. Know who to meet.

We prepare your team for planned meetings and the opportunities that arise on the exhibition floor.

BEFORE TRAVEL

We hold one company meeting and one collective market briefing. Together, we clarify your offer, target markets and commercial priorities.

ON SITE / BEFORE THE EXHIBITION

We host a delegation briefing and one pre-exhibition networking event with Canadian delegates and local industry contacts. Two seats per company; light refreshments included, RSVP.

YOUR ONLINE EXHIBITOR PLANNER

Every package includes access before the exhibition. We use your company brief, exhibitor websites and published information to suggest relevant organizations. Filter the online list by company, hall, pavilion and priority, then locate stands on the exhibition floor plan.

ORGANIZATION	LOCATION	PRIORITY	BUSINESS FIT
Target operator	Hall / stand	High	Potential customer
Potential integrator	Pavilion / stand	High	Route to market
Technology partner	Hall / stand	Explore	Technical complement

Illustrative list. Locations follow the organizer directory. The Planner helps identify and plan visits; MARKET MATCH adds active B2B research and outreach. REPRESENT clients may flag organizations for consideration; outreach requires an agreed scope. Event format, venue and guests follow the confirmed programme.

ATTEND OR DELEGATE

A common meeting base. A prepared team for your offer.

CONNECT PACKAGE

CAD 3,000

Visit the exhibition or add the Hub to your own stand. We connect your team to the Canadian delegation, shared facilities and core Hub visibility.

A FLEXIBLE MEETING BASE

Reserve three 30-minute shared-table slots. Welcome contacts as opportunities arise and use available seating between reservations.

YOUR TEAM LEADS

Your team presents its offer and leads commercial follow-up. We coordinate access when the Hub is busy.

PREPARE AND CONNECT

Your company meeting, collective briefings, online Exhibitor Planner and delegation networking event are part of the core programme.

REPRESENT PACKAGE

CAD 5,000

Put your company in the conversation without travelling. A named, prepared member of our shared team presents your approved offer and handles relevant enquiries.

YOU BRIEF OUR TEAM

You name a remote commercial or technical contact who briefs us on your offer, approved messages and priorities, then responds to questions and leads commercial follow-up.

WE KEEP YOU CONNECTED

During exhibition hours, we present your offer, record enquiries and send important questions to your contact as needed.

YOU RECEIVE A CLEAR HANDOVER

We provide a consolidated contact summary within five business days and review next steps with you.

CONNECT uses shared facilities, without an exclusive stand. For REPRESENT, we agree the named team member, coverage, contact channel and response arrangements before booking. We use approved materials and share relevant contact details for your follow-up. Active B2B research or scheduled remote meetings require a separate scope and an available company spokesperson.

TARGETED B2B MEETINGS

Meet the right people. Move conversations forward.

We build your MARKET MATCH programme around one selected exhibition, using local or sector specialists where relevant. Add it to a Hub package or your own stand.

MARKET MATCH

CAD 6,900

Per company • one exhibition
6-8-week cycle, including post-exhibition support

01 WE ALIGN WITH YOU

Together, we define your offer, priority accounts, desired outcomes and the functions and decision-making levels you need to reach.

02 WE RESEARCH. YOU VALIDATE.

We prepare a shortlist of relevant organizations and contacts. You review and approve the priorities before outreach begins.

03 WE APPROACH AND COORDINATE

We approach the approved contacts and coordinate accepted meetings. You approve proposed meetings, attend and lead the commercial conversation.

04 WE SUPPORT YOUR FOLLOW-UP

Within 30 days after the exhibition, we review progress with you and make up to two targeted reconnection attempts to help restart a conversation.

MARKET DEVELOPMENT SPRINT

From CAD 12,500 • 10-12 weeks

For deeper market development: the agreed MARKET MATCH scope, one sector/market workshop, screening of up to three potential local partners and a 90-day action plan. This replaces the MARKET MATCH add-on; Hub participation is quoted separately.

Dates, target accounts and roles are agreed before work starts. Meetings depend on counterpart interest and availability. Your team leads proposals, technical responses and commercial follow-up. Ongoing outreach, negotiation and engineering are separate. Remote B2B requires a named client spokesperson and a specific scope.

DIRECT BOOKING VS CANADA HUB

The space you need. The support around it.

A direct booking starts at 9 m². SHOWCASE gives each company 4.5 m² in a 9 m² bay shared by two companies, with shared Hub services. These are different footprints.

ILLUSTRATION / CAD	DIRECT BANGKOK	DIRECT SINGAPORE	HUB SHOWCASE	HUB SHOWCASE + MARKET MATCH
Your display area	9 m²	9 m²	4.5 m²	4.5 m²
Standard stand + organizer charges[1]	8,666	5,922	Included	Included
Artwork, graphics + AV extras[2]	2,500	3,500	Standard scope included	Standard scope included
Local coordination + company communications[2]	2,500	3,000	Included	Included
Internal coordination value[2] 30 hours × CAD 125	3,750	3,750	Hub coordinates[3]	Hub coordinates[3]
TOTAL RESOURCE EXAMPLE	**17,416**	**16,172**	**10,500**	**17,400**
Booklet, 12-month Hub profile + briefings	Arrange separately	Arrange separately	Included	Included
Shared tables, coffee + delegation networking	Arrange separately	Arrange separately	Included	Included
APR operator-access pass	Optional extra at least 1,400	Not an APR benefit	Included at APR	Included at APR
Targeted B2B + 30-day light follow-up	Not budgeted	Not budgeted	Add 6,900	Included

[1] At CAD 1.40/USD: APR USD 5,400 shell + 495 administration + 295 app = CAD 8,666. Singapore USD 470/m² × 9 = CAD 5,922. APR app value is approximately CAD 413, already counted once. Standard shell assembly is included; no second build is added.

[2] Unquoted planning allowances; internal time is an assumed opportunity cost, not an invoice or payroll. Hub prices cover the standard configuration; options quoted separately. Direct totals exclude travel, full-time attendance, B2B and the optional APR operator pass. [3] Your team still supplies content, attends and follows up.

Your own stand lets you choose among available locations and may suit sector-hall priorities or larger demonstrations. Hub location is collective and confirmed with the organizer. SHOWCASE suits companies that can use a compact display and shared meeting space.

THE HUB ADVANTAGE

An ecosystem working around your business.

We bring Canadian capabilities, regional relationships and local delivery partners together before, during and after the exhibition.



BUILT FROM THE 2026 PILOT

Five companies participated on site or through representation in Bangkok and Toronto: Resologi, Willowglen Systems, Railmetrics/Eddyfi, TISEC and Infrastructure United.

CANADIAN INSTITUTIONS

Canada's Trade Commissioner Service (TCS)
Export Development Canada (EDC)
Investissement Québec International
Ontario's Trade and Investment Office in Singapore

INDUSTRY AND LOCAL PARTNERS

TRACCS and the Infrastructure Council
Eastern Economic Corridor Office of Thailand (EECO): project briefing and institutional engagement

Canadian projects and Canadian export expertise, in one platform. We create a reason for international visitors to engage with the Canadian ecosystem and discover your company.

CANADIAN SUPPORT CONNECTIONS

We connect you with relevant trade and investment resources, according to your priorities and eligibility.

LOCAL AND SECTOR KNOWLEDGE

We bring industry expertise, regional contacts and local delivery partners into your preparation.

ONE COORDINATION POINT

We prepare your team and coordinate the agreed introductions, activities and exhibition delivery.

BEYOND THE EXHIBITION

We review enquiries and next steps with you. Continued market development follows a separate scope.

Organizations above reflect the 2026 experience. Their 2027 participation follows confirmed roles and availability. Agency support depends on priorities and eligibility. Public-project visibility provides no procurement preference.

Read the 2026 pilot project report

YOUR NEXT STEP

Choose the market. Let’s build your plan.

Tell us where you want to grow and what would make the exhibition worthwhile for your business.

01 **LET’S TALK** — We discuss your objectives, market priorities and participation needs.

02 **CONFIRM YOUR PACKAGE** — Together, we confirm the package, scope, total price, delivery conditions and payments in writing.

03 **PREPARE AND ACTIVATE** — You approve your brief and artwork. We coordinate the agreed preparation and delivery.

Travel, hotel, freight, customs, interpretation, special equipment and extra hospitality are separate unless included in your quote. Your brochures, promotional items, product videos and advertising campaigns are outside the standard content scope. Activation depends on confirmed participants, delivery capacity, organizer terms and financing.

Let’s build your 2027 participation plan.

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