



EXPO
Tunnel

BOLOGNA **ITALY**



17 - 20 OCTOBER
2013

SALONE PROFESSIONALE DELLE
TECNOLOGIE PER IL SOTTOSUOLO
UNDERGROUND TECHNOLOGIES
EXHIBITION



THE FAIR

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BOLOGNA **ITALY 2013**

The development of human activities is increasingly requiring use of the **subsurface**. In the past few years, the manufacturing industry linked to the sectors of **tunnelling, drilling, planning and research** has come to know important technological progress.

For the first time in Italy, a trade show is concentrated on underground technologies, with a focus on infrastructure networks in the subsurface, such as **tunnels** and **works systems** for **energy and telecommunications, water treatment, renewable energies, special foundations and containment of the soil**.

It is therefore indispensable to meet the industry, its professionals and its management in order to give them the opportunity for future trading and all-around comparison.

Participating in this event means embarking on a path that, thanks to its potential, can become an important annual occasion with a specialised sector trade-show as a backdrop.

ExpoTunnel does not wish to counter the large exhibitions. Instead, due to its specific nature, it will have its own dimension. The *mission* of **ExpoTunnel** is therefore that of presenting itself as a niche event, providing tailor-made answers to a particular segment of the construction market.

The added value of ExpoTunnel is the goal of awakening **public opinion**, planners and planning authorities to a **culture** that leads to a more systematic use of underground areas, not limited to transport or distribution systems, but aimed at welcoming different types of **infrastructures** to the advantage of better use of urban spaces and preservation of the landscape patrimony, with positive effects on the environment.

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*It is an opportunity to **meet** in a global framework of supply and demand of **high technology** and its field applications, with the chance to learn **new methods**, access state-of-the-art techniques and face the **world market**.*



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COMMITTEES

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Some of the most important sector companies have chosen to support the first edition of ExpoTunnel by joining the Board of Promoters.

BOARD OF PROMOTERS:



THE PRODUCT SECTORS

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The product sectors involved will be many and will range from construction companies to equipment and machines specific for digging and drilling, safety system facilities, as well as all support products for underground building sites.

Following is an initial, non-comprehensive list of categories:

- **Associations, institutions and services**
- **Equipments** (drilling accessories, anchorages, tie rods, hydraulic accessories, extraction machine accessories...)
- **Plant design** (water clarification, treatment and filtering, fire extinguishing systems, ventilation and refrigeration systems...)
- **Enterprises** (general contractors, construction enterprises, maintenance enterprises, machinery and equipments hire companies...)
- **Machines** (excavating machines, crushing machines, special foundation and reinforcement machines...)
- **Materials and Industrial Products** (quoins, explosives, chemicals, geotextile, geocomposite and geosynthetic materials for geotechnical engineering...)
- **Safety** (safety systems and protective products...)
- **Technical Press**
- **Instrumentation** (control and monitoring devices, barriers, geognostic and exploratory survey devices, signs, ...)
- **Building Systems** (systems and procedures for major construction works, no-dig technologies...)

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THE PRODUCT SECTORS

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Associations, Institutions and Services: Insurances, Trade associations, Professional training centers, Certification and regulation institutions, Credit institutions, Institutions, Infrastructure management companies, Professional practises, Universities and research institutes



Equipments: Drilling accessories, Anchorages, Tie rods, Hydraulic accessories, Extraction machine accessories, Welding devices, Railway layout, Tunnel piling equipments, Containers for construction sites, Rail vehicles and equipments, Moulds, cambers and centering, Diamond disks, Platforms, Cable layers and accessories, Transport systems and convoy, Metal structures for major constructions, Non-explosive transformations

Plant Design: Water clarification, treatment and filtering, Fire extinguishing systems, Ventilation and refrigeration systems, Electrical systems, Lighting, Ground containment systems and retaining walls, Subway and railway systems, Disposal and aggregate processing



Enterprises: General Contractors, Construction enterprises, Maintenance enterprises, Machinery and equipments hire companies

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THE PRODUCT SECTORS

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Machinery: Excavating machines, Crushing machines, Special foundation and reinforcement machines, Material transport and processing machines for tunnels, Drilling machines, Track-laying machines, TBM, Special vehicles and accessory equipments



Materials and Industrial Products:

Quoins, Explosives, Chemicals Geotextile, geocomposite and geosynthetic materials for geotechnical engineering, Internal finishing materials

Instrumentation: Control and monitoring devices, Barriers, Geognostic and exploratory survey devices, Signs, Software for geotechnic, geophysics, geology, hydrology, urban planning and environmental monitoring, Geophysical research instruments, Telecommunications



Safety: Safety systems and protective products



Building Systems: Systems and procedures for major construction works, No-Dig technologies



EXPO **Tunnel**

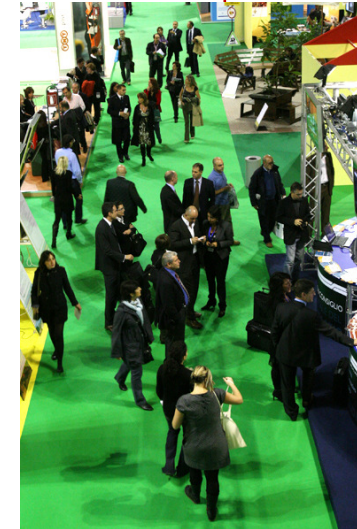
VISITORS TARGET

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The success of a trade show also depends on how it reaches its **audience** of reference, both in terms of **numbers**, but also on a **qualitative level**. We intend to ensure exhibitors meetings with their clientele in order to strengthen existing relations or establish new ones. For this reason all the strategies necessary to guarantee good promotion of the event will be put forward.

Following are the sectors that we wish to reach and which are the **target visitors of ExpoTunnel**:

- general contractors
- construction companies
- design firms
- public bodies and high-ranking institutions
- professionals such as: engineers, architects, surveyors, technical experts
- dealers and distributors of machinery, equipment and various material
- purchasing companies and consortia
- safety technicians
- assistance and service firms
- certifying bodies
- machinery and tool hire companies
- technicians and officers of public administrations and superintendencies
- universities and vocational training centres



EXPO **Tunnel**

COMMUNICATION CAMPAIGN

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ExpoTunnel chose to promote its brand through a **marketing plan** that includes:

Advertising

- technical press
- italian general press: newspapers and periodicals
- radio and tv
- outdoor: circuits of fixed and dynamic billboards
- web: banner and editorial

Below the line

- presence in major trade fairs (campaign 2011 -2013)

Web marketing

- direct email marketing
- social media profiles
- article marketing
- adwords

Press Office

- press releases to major newspapers about the fair and its exhibitors and partners
- event press conference

EXPO Tunnel

EVENTS CAMPAIGN 2011-2013

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The brand ExpoTunnel, the activities of the fair and its partners are also promoted through the presence in key industry events in Italy and abroad:

2011

- IUT, 14-15 september | Sargan | Switzerland
- SAIE, 5-8 october | Bologna | Italy
- MADE EXPO, 5-8 october | Milano | Italy
- Congresso AFTES, 16-18 october | Lyon | France

2012

- Intertunnel/ExpoFerroviaria, 27-29 march | Torino | Italy
- World Tunnel Congress 18-23 may | Bangkok | Thailand
- Innotrans, 18-21 september | Berlin | Germany
- GeoFluid, 3-6 october | Piacenza | Italy
- MADE EXPO, 17-20 october | Milano | Italy
- SAIE, 18-21 october | Bologna | Italy
- Ecomondo, 7-10 november | Rimini | Italy
- Sicurezza, 7-9 november | Milano | Italy
- Asphaltica, 21-23 november | Padova | Italy

2013

- Viatec, 21-23 february | Bolzano | Italia
- Intertunnel/ ExpoFerroviaria, 12-14 march | Moscow | Russia
- Bauma, 15-21 april | Munich | Germany
- Intertraffic, 29 -31 may | Istanbul | Turkey
- Congresso ITA-AITES, 31 may-7 june | Geneva | Switzerland

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THE CONGRESS

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At Expotunnel 2013, the SIG – Italian Tunneling Society will organise the congress entitled:
TUNNELING AND UNDERGROUND SPACE IN EUROPE DEVELOPMENT

Congress Italian Tunnelling Society (SIG)
Chairman

Prof. Ing. Pietro Lunardi

Organizing and Scientific Committee
Chairman

Prof. Ing. Adolfo Colombo

*Past President SIG - Italian Tunnelling
Society*

The political, economic and social expansion of Europe, aimed at creating a new great Nation, requires the proportionate development of ground connection networks, by improving their functionality and interconnection with and through vast and increasingly extensive urban areas.

An essential factor for achieving these ambitious goals is the simultaneous extended use of underground space in its various aspects.



Società Italiana Gallerie
Italian Tunnelling Society

Member of International Tunnelling Association ITA/AITES

The use of underground spaces will contribute more and more to the sustainable expansion of the infrastructures, thus offering the most suitable solutions for saving energy and surface areas, and therefore protecting the natural environment in which man may enjoy the benefits of sunlight.

In this way, the free areas above ground can be used to produce food and healthy recreation, and consequently improve the quality of life.

Under the patronage of



THE CONGRESS

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TUNNELING AND UNDERGROUND SPACE IN EUROPE DEVELOPMENT

The construction industry can and wants to contribute to the creation of **efficient underground infrastructure** systems that respond to economic and social expectations. The new infrastructures in **tunnels** used for transit and transporting substances and people, as well as supply, storage and distribution systems for water and energy, especially underground, must be rapidly planned and built to satisfy social expectations.

Of course, in this context, a crucial if not top priority role is played by both the **development of construction technologies**, to make them suitable for the various types of ground and allow construction work in short but above all definite time spans, with reasonable costs to be competitive with surface works, and the evaluation of construction and operating risks.

On the basis of this viewpoint, the congress will unfold over three days with the presentation of several scientific sessions:

- underground ways and urban transport infrastructures (road, rail, canal)
- major rail hubs: partly below surface networks and new stations
- trenchless technology for underground utilities, pipelines and services
- “underground space” as a resource: sustainability of underground works
- lesson learnt from geological accidents and tunnel collapses
- underground construction technological innovation and development
- safety, inspection and acceptance testing of underground works

EXPO **Tunnel**

VENUE

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BolognaFiere with its modern **fairgrounds**, efficient **halls**, numerous conference **rooms** and large **outdoor areas** as well as its renowned tradition in the construction sector, emerges as the optimum exhibition facility for this event.

The city of **Bologna** is also an ideal venue as it is an important motorway and railway hub (with high-speed rails) together with its well served international airport.



VENUE

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BOLOGNA

Bologna with its oldest university in the world, its 40 km of **porticos** and its **towers**, is a perfect balance between culture and knowledge, hospitality and fine food, ancient tradition and cutting-edge futurism.

A modern city with a well-preserved **medieval center**: churches, museums, theatres, cinemas, over 200 libraries, countless pubs and restaurants, and a **very lively nightlife**.



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CONTACTS

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Organized by



In collaboration with



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Under the patronage of



Ministero delle Infrastrutture
e dei Trasporti

