



Why Eurasia Rail is a part of CRRC's brand strategy

Company Overview

With its leading technologies, CRRC is one of the world's largest supplier of rail transit equipment. The company supplies products and services that offer energy-saving, cost efficiency, intelligence, speed and comfort, and has 46 wholly-owned & majority-owned subsidiaries and over 180,000 employees in the world. CRRC's product portfolio is ever-growing and includes high-speed trains, locomotives, urban rail vehicles, metro cars, commuter trains, passenger coaches, freight wagons and related parts. Ever since it was founded, the company has been loyal to its mission and vision of providing sustainable rail solutions, top quality service and connecting the world through better mobility.



“ Eurasia Rail is one of the three biggest railway exhibitions in the world. It is part of our brand strategy to collaborate with Eurasia Rail to build our brand awareness, maintain existing business relationships and create new collaborations in this market. ”

Up until now, the company established one wholly-owned subsidiary, one joint venture and one office in Turkey under CRRC ZELC – one of CRRC's core subsidiaries and is planning to continue their localization strategy to manufacture trains, purchase parts and build maintenance and service locally in Turkey to enhance long-term cooperation in the market.



By exhibiting at Eurasia Rail, CRRC:

- Showcased their latest developments
- Met new customers seeking cooperation
- Built brand awareness in the region
- Improved their business both in private and public sectors

Exhibiting at Eurasia Rail and gains in the market

According to Alice Sheng, CRRC's Brand Marketing Manager, it is part of their brand strategy to collaborate with Eurasia Rail to build their brand awareness, maintain existing business relationships and create new collaborations in the Turkish market.

Talking about some of their current operations within the market, Sheng says: "Railway networks constitute the essential part of Turkey's Middle Corridor Initiative and China's Belt and Road Initiative. So far, CRRC set up the joint company to locally manufacture, purchase, and maintain the vehicles in Ankara, providing job opportunities for 85% of the total employees. We partnered with Karabuk University for the R&D of new products, technical support, and technology transfer in 2018. It will serve as the incubator to cultivate innovation, talent and the center for the high-tech exchange. Our commitment has been in the promotion of localization of rail equipment technology."



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When asked about the visitors to the 2019 edition of Eurasia Rail, Sheng says that they were satisfied with both local and international attendees to the event and adds: "We liked the hospitality of Turkish people and all their engagement in the event. We are especially delighted to build partnerships with the local suppliers to create the industry chain and deepen the degree of local cooperation via Eurasia Rail...We identify Eurasia Rail as one of our key events to develop activities for existing and further projects."

Sheng also says that they would definitely recommend the show to other suppliers and manufacturers in the rail industry and that the event has a natural competitive advantage due to Turkey's location as a bridge between Europe and Asia. "I believe all the key players in the rail industry will feel a sense of necessity to attend...the attendance rate is very high..."

Business and trade shows in the post-Covid-19 era

According to Sheng, trade shows are the professional community platforms where trusted in-person relationships are built offline with real-time physical presence and their unique function in society are irreplaceable. "Above all, trade shows stimulate the spend on accommodation, transportation, catering and travelling. In a time of global economy recession, trade shows may serve as a "stimulus package" for the economic recovery for all countries in the post-Covid-19 era. Secondly, trade shows will continue to bring people together as striking up business relationships will always require face-to-face contact and technology insights will need a direct way of knowledge exchange. One more thing for the role of the trade show is the online platform built on big market data by which event organizers can also keep B2B contacts stay connected."

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eurasia rail 

a Hyve event

To enquire about exhibiting, visit:
www.eurasiarail.eu

For more information about CRRC, visit:
www.crrcgc.cc