

MAKE THE MOST OF YOUR PRESENCE AT INTERTRAFFIC AMSTERDAM 2004 ON INTERTRAFFIC.COM

With just eight months to go before the start of the Intertraffic exhibition in Amsterdam, you will be busy with your preparations soon. Intertraffic has become the sort of fair in which companies invest considerable time and energy to ensure they are presented in the most professional way possible. Only then can you be sure of getting the most out of your participation.

Recognizing your efforts, we'd like to remind you that Intertraffic.com, the official website from

Intertraffic, also offers you a great way of increasing the success of your participation. In the first six months of 2003, Intertraffic.com was consulted over 110.000 times. Research has shown that more and more Intertraffic visitors do their preparation via the internet.

Intertraffic.com is the perfect vehicle to reach your target group at exactly the right moment: when they are preparing for their visit to the exhibition on our website. As you are aware, in addition to your stand

at Intertraffic, all exhibitors have been given a year-long online company presentation on Intertraffic.com. Completely free of charge, you can use your unique username and password to keep this information up-to-date, 24 hours a day, 7 days per week, 365 days per year.

Exhibitors should have already received their username and password for Intertraffic.com. If you forgot your access code or have any questions on this or any other issue, please send an e-mail to support@intertraffic.com

INTERVIEW

with Mr Milton Carrasco, President, Transoft Solutions Inc., Canada



Finding business partners at Intertraffic

Take a North American company developing software for road designers, trying to expand its business to other parts of the world, especially in Europe. Being used to one country, one language, and homogeneous design standards, Transoft now faces 25 countries, a perfect Babel and national do's and don'ts. To Transoft Solutions it's no nightmare but a challenge!

Software as core business

Transoft Solutions develops traffic engineering software for designers, engineers, architects and planners. "Our software helps engineers to design road sections, roundabouts, intersections etc", says Milton Carrasco. "Our flagship product, CAD-based AutoTURN® enables the designer to simulate vehicle turn manoeuvres quickly and easily accounting for vehicle speed, super-elevation, lateral friction and turn radii. The programme can be used for standard, specialized and custom vehicles. Another programme, GuidSign™, can be used for optimizing signposting systems, producing the actual layout of the signs, the lettering, distance indication and symbols."

Focus on Europe

Carrasco sees great opportunities in Europe. "Our main goal is to reach the large European market. Therefore, we have opened an office near Rotterdam that is supporting our local agents in Europe. Although this market is far from homogeneous, concepts like TERN (the Trans Europe Road Network) will be a stimulus to bring about more harmonization." Even though most engineers in Europe have a reasonable knowledge of English, design standards and rules vary by country. Accordingly, Transoft Solutions customizes its products to comply with the national situation. The company has completed the adaptation for most of Western Europe, including developing French, German and Spanish versions of AutoTURN®.

and we had more than 200 leads. The more well known you are, the more traffic you get. But what is important for the long term: in Amsterdam we made contact with a Mexican company that currently represents Transoft Solutions in Latin America. That is why we attended the very first Intertraffic in Mexico City this year and we were very well received there."

Intertraffic, what more?

"It may be clear that we find Intertraffic the single most important international trade fair in our field", says Carrasco. "But I strongly believe that Intertraffic can provide added value in at least four different ways. First, it is important that Intertraffic set up a section dedicated to software and software-related products and do not disperse it throughout the exhibition. Secondly, the role of medium can be enhanced by organising even more and well-announced meetings where companies can host an 'open house'. Here producers and potential agents or distributors can sit down and chat to determine whether there are mutual business opportunities. Such meetings have taken place in the past, but I am sure there's a need for a more structural approach. In the third place, I would suggest to provide a central area where companies can demonstrate their products. And last but not least, try to attract even more attendance from the larger European countries and other major international areas such as China, Japan, Australia etc."

Transoft Solutions has one dream: to become an important player in the international field of road design products. Intertraffic is a prime medium to make dreams come true, according to Carrasco. ○

QUOTES ON INTERTRAFFIC LATIN AMERICA 2003

Traficon (B)

For us, it was the ideal place to have face-to-face discussions with Latin American decision makers. A splendid opportunity to convince potential customers of the quality of our video detection system!

T/Signs-Trinity (MEX)

The fair met our expectations and we had many visitors. With half of the visitors at our stand coming at our invitation, this was a very good opportunity for us to stay in touch with our clients and prospects. We had traffic at our booth during 90% of the opening hours!

Mabyc (E)

A successful show with contacts already proving lucrative. We feel that the change from Brazil to Mexico is positive and will definitely participate in future editions.

