

2<sup>nd</sup> UITP Middle-East and North Africa (MENA)  
Congress & Showcase  
**Public transport in the MENA region:  
Turning ideas into reality**

Doha, Qatar  
25-27 October 2009

مواصلات  
mowasalat

Simultaneous interpretation in English  
Interprétation simultanée en Français  
يتوفر ترجمة فورية إلى اللغة العربية



[www.uitp.org/qatar2009](http://www.uitp.org/qatar2009)

Sunday 25 October 2009

CONGRESSES

- 8:30 Registration and welcome coffee
- 11:00 **Opening session**
- Welcome speeches**
  - Jassim Al-Sulaiti, Chairman, Mowasalat, Doha, Qatar
  - Hans Rat, Secretary General, International Association of Public Transport (UITP), Brussels, Belgium
  - Abdulaziz Al-Ohaly, Chairman of UITP Middle-East and North Africa Division, Deputy-Minister of Transport, Saudi Arabia
- Cultural interlude**
- Keynote speech**
- The challenges of public transport under present global trends**
  - Alain Flausch, CEO, Brussels Transport Company (STIB), Brussels, Belgium and UITP President

The global economic context is affected by a number of mega-trends which are influencing individuals' life and business frameworks: financial downturn, uncertainty of energy prices, climate change, growing urbanisation, etc. What about public transport? How is it affected? And how is it reacting to this changing context?
- Official Opening of the Showcase**
- 12:30 Lunch

- 14:00 **Session 1**
- Public transport in Qatar: Policies, organisation and projects**
- Chair:* Jassim Al Sulaiti, Chairman, Mowasalat, Doha, Qatar
- Since it started operation in 2004, Mowasalat has been continuously growing its network and services and has ambitious plans for the short term and long term future. Other projects in Qatar include a metro network and the implementation of local public transport solutions integrated with new land development. Presentations will be given by Mowasalat and other Qatari organisations.
- 15:30 Coffee break
- 16:00 **Session 2**
- City and transport master plans: mandatory twins!**
- Chair:* Abdulaziz Al Ohaly, Chairman of UITP MENA Division, Deputy Minister of Transport, Riyadh, Saudi Arabia
- Integrating transport with urban planning is one essential pillar to ensure sustainable development of cities and regions. This is even more needed in emerging cities such as in the MENA region. Public transport oriented design, mixing of urban activities, urban regeneration, development of high capacity corridors are amongst the approaches to be adopted. Presentations will cover **Abu Dhabi, Amman, Madrid and Singapore.**
- 17:30 **Welcome reception in the Showcase**

Sunday 25 October 2009

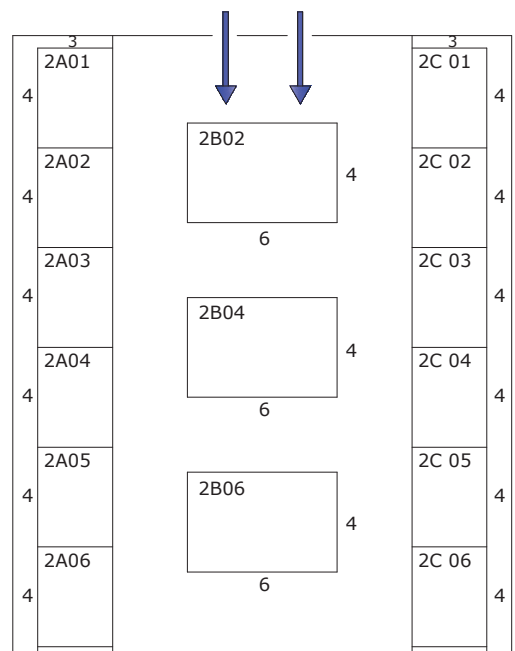
## Showcase

For this second edition UITP together with Qatar Mowasalat are collaborating to produce a joint event consisting of a congress and a show case...



Showcase floorplan

2nd UITP MENA SHOWCASE  
QATAR 25 - 27 October 2009



# Monday 26 October 2009

8:30 Welcome coffee

9:00 **Session 3**

**Industrial solutions for the MENA region**

*Chair:* Huub Hendrickx, Chairman of UITP Exhibition and Business Forum Commission, VOITH Middle-East, Sharjah, UAE

Speakers representing companies exhibiting at the showcase will present the latest technology-oriented solutions available for the MENA market in the field of bus, rail and information technology.

10:30 Coffee break

11:00 **Session 4**

**Rail systems: one mode for diverse contexts**

*Chair:* Chedly Hajri, CEO, Tunis Transport Company (TRANSTU), Tunisia

The MENA region has the second highest annual growth rate in the world for rail systems for 2005-2015. Rail-based systems cover a wide range of technologies and operational approaches that make them suitable for different types and sizes of cities. Underground or elevated metros, light rail, tramways, suburban rail meet a variety of needs and contexts. The session will present different rail policies and technologies from **Dubai, Mashhad, Algiers and Hong Kong**.

12:30 Lunch

14:00 **Session 5**

**Bus systems: stronger than ever**

*Chair:* Khaled Al-Hogail, CEO, Saudi Public Transport Co., Riyadh, Saudi Arabia

With the development of Bus Rapid Transit systems, the bus market is enjoying a strong revival. Moreover, technology improvements, such as low-floor and clean engines, have improved attractiveness yet further. These changes have made buses the solution of choice in several cities worldwide. Presentations will cover **Tehran, Istanbul and Latin America**.

15:30 Coffee break

16:00 **Session 6**

**Efficient and customer-oriented public transport**

*Chair:* Abdulsattar Abu-Hassan, General Manager, Mesk Transport, Amman, Jordan

Potential customers have a range of expectations and behaviours according to their profile and mobility needs. One of the key challenges for public transport is to meet individual requirements with collective transport services. This is only feasible through a comprehensive quality approach and diversification of services.

20:00 **Gala Dinner** (Venue to be confirmed)

## Monday 26 October 2009

... The show case is a dedicated place for the Public transport industry to show their latest innovations, technologies and products directly to the decision makers and purchaser participating in the congress in a light format. Visitors from the region are also invited to visit the show case...



# Tuesday 27 October 2009

8:30 Welcome coffee

## 9:00 **Session 7**

### **Sound business environment: strong authorities and ambitious operators**

*Chair:* Abdalla Al-Zari, Director General, Sharjah Transport, UAE

Public transport is a service which meets public service requirements defined by the public authority. It has also to be attractive and profitable for operators. The greatest challenge is therefore to define a market structure and a regulatory environment that reconciles the commercial interests of the operators with the authority's social objectives and, last but not least, lives up to citizens' expectations. Presentations will cover **Kuwait, Montreal, Saudi Arabia** and review good practice cases in several **emerging countries**.

10:30 Coffee break

## 11:00 **Closing session**

### **Wrap up and future steps**

The closing session will review the main findings and draw lessons from the congress presentations and discussions. A **round table** will discuss the challenges that the MENA region will have to overcome to make public transport the preferred choice for the population and the decision-makers, and how UITP and its members can contribute to it.  
Closing speeches

12:30 Lunch

## 14:00 **Technical Visit**

Mowasalat infrastructure and network:

- Bus depot and workshop
- Training centre
- Taxi call centre

UITP reserves the right to make amendments to the programme or any related activity



# Tuesday 27 October 2009

... Reservation of space in the show case is open to all public transport actors and not limited to the participants in the congress.  
Gain the opportunity now and be part of this successful business format, where your expertise and innovation is valued and essential.



# Foreword

Since the 1<sup>st</sup> edition of the Congress & Showcase that took place in Dubai in 2007, the MENA region has been experiencing significant developments in the field of public transport and 2008-2009 will certainly mark the history of our industry in the region. Indeed, a number of major projects and initiatives have been and are being launched that will have a considerable impact on the future of mobility in our cities. By the end of the year Dubai and Algiers metros will have started operation. Tehran has launched its BRT system and continues to extend its modern metro network. Light rail and tramway systems are being built in several Iranian cities including Mashhad and Isfahan as well as in Rabat, Oran and Constantine while Amman, Casablanca, Riyadh, Kuwait and Qatar have launched detailed studies or started system design. Damascus is designing its first metro line and Tunis is about to start constructing an extensive regional and suburban rail network. And Abu Dhabi has just finalised its multimodal and integrated transport master plan.

These are only a few of the many projects that the MENA region is and will be implementing in the coming years in order to address mobility issues and offer sustainable transport solutions for all. In this context, the 2nd MENA Congress & Showcase will keep public transport professionals informed about the latest developments and offer them the opportunity to identify business potential in one of the most important emerging markets in the world. As for all UITP events, it will be a valuable opportunity for networking, knowledge sharing during the event as well as learning about the latest product developments and public transport solutions through the showcase. See you in Doha!

Hans Rat  
Secretary General  
UITP

Abdulaziz Al-Ohaly  
Deputy Minister of Transport, KSA  
Chairman of UITP MENA Division

Jassim Al-Sulaiti  
Chairman  
Mowasalat Qatar

## The largest public transport event in the MENA region!

With the participation of leading public transport agencies in the region, including:

Ministry of Transport, Saudi Arabia  
Dubai Roads and Transport Authority, UAE  
Ministry of Interior, Morocco  
Greater Amman Municipality, Jordan  
Ministry of Transport, Syria  
Kuwait Overland Transport Union, Kuwait

Abu Dhabi Department of Transport, UAE  
Tehran Urban and Suburban Railways, Iran  
Mashhad Urban Rail Company, Iran  
Tunis Transport Company, Tunisia  
Sharjah Transport, UAE  
Saudi Public Transport Co. Saudi Arabia

And many more guest speakers from all over the world

## Organiser

**UITP** UITP – International Association of Public Transport  
Rue Sainte Marie, 6  
BE – 1080 Brussels, Belgium  
Contact: Samira Mezghad  
Tel: + 32 2 663 66 66 – Fax: + 32 2 660 10 72

## Local Host

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PO box 1186  
QA-DOHA  
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[www.mowasalat.com](http://www.mowasalat.com)

## Congress and showcase venue

Grand Hyatt Doha (5\*)  
West Bay Lagoon, Doha  
Tel: + 974 448 1164 – Fax: + 974 448 1159

## Contacts

Event organisation: Ann Delmiche  
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PLEASE MAKE YOUR RESERVATION DIRECTLY WITH THE HOTEL and mention UITP MENA CONGRESS as reference of your booking. Doha being very busy during that period, we strongly recommend to book the hotel AS SOON AS POSSIBLE.

## Hotel Information

Hotel accommodation is not included in the registration fee.  
All listed room rates are net and applicable to reservations made for UITP Congress 2009 during the period October 24 till October 28, 2009

### Grand Hyatt Doha (5\*)

#### Congress and showcase venue

Reservation should be done by:  
Tel: +974 448 1176/77  
or by email: [reservations.ghdoha@hyatt.com](mailto:reservations.ghdoha@hyatt.com)  
Reservation code: M0123

Grand Room King/Twin: QR1350 (single or double)  
Grand Sea View King/Twin: QR1550 (single or double)

## Registration Information

The congress is open to UITP Members (Full members, Associate and Academic Members, Prospective Members, Honorary Members, Personal Members and Members of all UITP Commissions & Committees) and non-members.

For further details about membership, please contact Mohamed Mezghani, Head of Middle-East and North Africa Office and Adviser to the International Association of Public Transport, [mohamed.mezghani@uitp.org](mailto:mohamed.mezghani@uitp.org)

### Included in your registration fee

- Access to all congress sessions and technical visits
- Visit of the Show Case
- An electronic access to the speakers' presentations through UITP E-Library (Mobi+)
- Lunch and coffee breaks as mentioned in the programme.
- Welcome reception on Sunday 25 October 2009 and Gala Dinner on Monday 26 October 2009.

### 3 easy ways to register

- On-line: [www.uitp.org/qatar2009](http://www.uitp.org/qatar2009)
- By Fax: +32 2 660 10 72 to the attention of Samira Mezghad
- By mail to UITP, Rue Sainte Marie, 6, BE- 1080 Brussels, Belgium, to the attention of Samira Mezghad

### 2 easy ways to pay

- By credit card (Visa - Eurocard/Mastercard - American Express)
- By bank transfer to UITP account N° 210-0117353-35, Swift Code: GEBA BE BB 36A - IBAN Code: BE 57210011735335, at Fortis Bank, Boulevard Anspach, 3, BE-1000 Brussels, Belgium

### Grand Regency Hotel Doha (5\*)

Reservations should be done by calling the reservation department on:  
Tel: +974 434 3113 or +974 434 3112 or by Internet on: [reservations@grand-regency.com](mailto:reservations@grand-regency.com) or [hossam@grand-regency.com](mailto:hossam@grand-regency.com)

To secure reservation, guest must guarantee reservation by credit card at time of reservation.

Deluxe single occupancy: QR850  
Deluxe double occupancy: QR900  
Rates are quoted per room, per night, based on bed & breakfast only