

PRESS RELEASE

PIONEERING FOR CUSTOMER HAPPINESS: UITP PREPARES FOR MENA TRANSPORT CONGRESS AND EXHIBITION

BRUSSELS, 6 DECEMBER 2017

UITP is pleased to announce that the [MENA Transport Congress & Exhibition](#) is due to take place in Dubai (23–25 April, 2018) under the theme “Pioneering for Customer Happiness”.

Customers are at the heart of successful public transport systems. How does public transport and shared mobility respond to changing customer behaviour?

The MENA Transport Congress & Exhibition will discuss expectations, digitalisation, emergence of new technologies and services, heightened environmental awareness, pressures on urban infrastructure and continued budget constraints.

Attaining customer satisfaction and happiness is to truly engage customers and to embrace an innovative and integrated approach to enhance customer experience.

Among the Congress topics will be SMART Mobility and Integration, Embrace New Customers, Health and Happiness and Optimize!

The Congress Programme will consist of Plenary, parallel and expo forum sessions.

This is the premiere and most attended public transport event in the Middle East and North Africa region with an ever growing number of participants, increased technical expertise, networking opportunities and an extensive exhibition of who's who in the public transport industry in MENA.

Organised by UITP and Dubai's Roads and Transport Authority (RTA), this edition will be an ideal opportunity for you to get insights on the latest developments in the region and make new contacts, and nurture existing business links.



The 2018 edition builds on the success of previous events and also comes at an important time for public transport globally - especially so for the MENA region.

The final programme will be available on [the website](#) by 15th April 2018.

Download the MENA Transport Congress & Exhibition [brochure](#) now.

For more information on MENA please visit the [dedicated website](#).

NOTE TO EDITORS

The International Association of Public Transport (UITP) is a passionate champion of sustainable urban mobility and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. We have 1,500 member companies giving access to 16,000 contacts from 96 countries. Our members are public transport authorities and operators, policy decision-makers, research institutes and the public transport supply and service industry. Visit our website www.uitp.org. Follow us on Twitter: [@UITPpressoffice](https://twitter.com/UITPpressoffice)

CONTACT

SCOTT SHEPHERD | PRESS & MEDIA MANAGER
+32 2 663 66 39 | SCOTT.SHEPHERD@UITP.ORG