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PRESS RELEASE

MENA TRANSPORT CONGRESS & EXHIBITION 2018: ONE MONTH TO GO!

Brussels, 19 March 2018

With only one month to go until the [MENA Transport Congress & Exhibition](#) (Dubai, 23-25 April, 2018) – if you have not already, now is the time to register for this leading public transport event.

With the 2018 theme '*Pioneering for Customer Happiness*' recognising the customer as the core of public transport services, we have an outstanding selection of international speakers and a world-class programme for this year's edition.

Congress sessions will address how innovation and smart technologies can enhance customer happiness, discuss the business models for achieving this, and highlight mega public transport projects in MENA.

"This is an exciting time for public transport in the MENA region, as Dubai introduces cutting-edge innovation to increase the market share of public transport and to offer door-to-door mobility. UITP is delighted to advocate for the very best public transport for users in MENA under the Congress theme: 'Pioneering for Customer Happiness'. Happier customers benefit from effective public transport services that are safe, smart, convenient, reliable, environmentally friendly, and integrated."

Mohamed Mezghani
UITP Secretary General

The programme also features sessions on today's hot topics such as autonomous mobility, new mobility services, meeting the climate challenge, safety and security of public transport, as well as gender considerations, and how to reintroduce non-motorised transport into today's car-dependent cities, and much more.

Speakers and panellists contributing to the congress include Laurence Battle, President of the Executive Board of RATP DEV, Dr. Aisha Bin Bishr, Director General of Smart Dubai Office, Khalid Alhogail, Chairman of MENA Executive Board, Managing Director and CEO of the Saudi Public Transport Company (SAPTCO), and Bibop G. Gresta, Chairman of Hyperloop Transportation Technologies. Mohamed Mezghani, UITP Secretary General, and UITP President Pere Calvet will also speak during the Congress.



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UITP and RTA are pleased to host the MENA Transport Congress & Exhibition 2018 edition under the Honorary Patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al-Maktoum, Dubai Crown Prince and Chairman of the Dubai Executive Council.

The MENA Division of UITP aims to promote public transport throughout the MENA region, to provide opportunities for UITP members in the MENA region to share experience and information, and to study issues related to their specific needs and to reinforce the voice and involvement of the MENA on the development of public transport on a world-wide level. Our world-class event will reinforce all of these aims by bringing together the best minds from public transport to discuss the sector.

Please view our detailed Congress programme [here](#)

For more information on speakers and attendees please visit [our newsroom](#) in the coming weeks.

For all the information you will need on the 2018 MENA Transport Congress & Exhibition please visit our [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 18,000 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: [@UITPpress](#)

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