



**3<sup>rd</sup> UITP MENA Congress & Showcase and  
1<sup>st</sup> UITP International Tax Conference**

**26<sup>th</sup> to 28<sup>th</sup> March 2011**

**A Success Story**

## Event Brief

UITP had a successful 3<sup>rd</sup> MENA Congress & 1<sup>st</sup> International Taxi Conference in Abu Dhabi, UAE with the kind support of The Department of Transport under the theme *"Integrating Public Transport for the Next Generation."* from March 26<sup>th</sup> to 28<sup>th</sup> 2012. The event was attended by H.E. Abdulla Rashed Khalaf Al Otaiba, Chairman of the Department of Transport, Alain Flausch Secretary General of the UITP, Dr. Abdul Aziz Al Ohaly Deputy Transport Minister of the Kingdom of Saudi Arabia, Jassim Saif Al-Sulaiti, Chairman and Managing Director, Mowasalat – Doha Qatar and Ousmane Thiam President of the UITP.

The Middle East and North Africa (MENA) Region has been facing challenges in the transport sector due rapid population growth and development across all sectors and the event covered discussion with 80 experts, 400 delegates, 40 countries, 50 papers, 14 specialized sessions & 500 exhibition visitors solving the transportation challenges in the MENA region. The congress assumes added significance because of the focus on taxis, which play a major role in the public transport supply chain in the MENA region. The opening ceremony launch movie impacted the attendees with a strong message to use Public Transport to have effective and sustainable future of Earth.

The 8G concept was launched during the event and awards were presented to the key members who have contributed to the public transport sector of their respective countries. Among the winners were H.E. Mattar Al Tayar, Chairman, RTA, Dubai-UAE, H.E. Abdulaziz Al Ohaly, Deputy Minister of Transport, KSA, H.E. Jassim Al Sulaiti, Chairman and Managing Director Mowasalat, Doha Qatar, Mr. Mohsen Hashemi, Advisor to Tenrah Metro, Iran, Mr. Abdallah Mohammed Al Zari, Director General, Sharjah Transport UAE, MR. Abdellatif Chadali, Director of Planning & Equipment, Ministry of Interiors Rabbat-Morocco, Mr. Jamil Mujahed, Director General Land Transport Regulatory Commission Jordan & Mr. Abdulla Sultan Al Sabbagh, Executive Director Cars Taxi, Dubai-UAE.

During the closing ceremony PTX2 awards were presented to Roads & Transport, Init, ZF, MAN, Qatar Railways, Urban Planning Council, SAPTCO & Land Transport Regulatory Commission in categories such as Urban Planning, Enabling Technologies, Funding, Public Engagement Program & Regulation.

The event was also supported by our partners such as Al Dafra, Adnoc, RTA, Init, MAN, Voith, ZF, Etihad Rail, VDL, Al Naboodah, Emirates National Group & Mercedes.

## 1. Knowledge transfer:

The implementation this last decade of new integrated urban mobility projects from Morocco over Egypt, the Gulf region up till Iran provided a lot of different experience.

**Recommendation: The local Public Transport expertise must be consolidated together with the state-of-the-art from around the world to be shared with all actors involved in urban transport and urban development in the MENA**

*UITP MENA Action: Bring together the expertise of the MENA members in the region, put them in reports and other publications and prepare professional training programs with the Center for Transport Excellence.*

## 2. Regulation:

Background: The MENA transport market is a rapidly growing and changing sector. Many traditional formal and informal transport actors, do not fit with the new demand for mobility. Also new actors have difficulties to find a stable operating environment as a clear legal and institutional environment is not being offered.

**Recommendation: Defining and implementing good and fair regulations and organizing clearly the institutional framework is the basis for the so much needed development of the sector. The enforcement of the regulation is an entire part of it.**

*UITP MENA Action: Share regulation and organizational models between members from the MENA region, as well as with the members from the global UITP Transport Organizing Division.*

## 3. Enabling technologies:

Background: Fast economic and urban growth, as well as societal and demographic changes make that the demand for mobility is constantly changing in the cities of the MENA region.

**Recommendation: The wide spread new technologies provide a tremendous opportunity to integrate different transport modes in one smooth transport offer and to increase dramatically the flexibility of the transport offer provided on the inflexible transport infrastructure, so to match the offer with the rapidly changing mobility demand.**

*UITP MENA Action: Take the subject of new technologies up in the all different UITP MENA working groups and share the cost-efficient opportunities.*

## 4. Marketing:

Background: Public Transport and other sustainable transport modes like walking and cycling are not much practiced in the MENA region. Even though and is not part of the culture, having marketing as a tool in promoting the use of public transport can expand the outcome of public transport.

**Recommendation: Design and Share successful marketing tools and campaigns that work in the MENA region to bring customers to Public Transport and that do convince citizen to walk, cycle and where needed use taxi's as an alternative to the private car.**

*UITP MENA Action:*

Prepare a toolbox of successful marketing tools and campaigns in the MENA region to be shared with all MENA members.

## **5. Funding**

Funding public transport project is one of the most important perspectives to make the projects happen. In many cases the financial means are not available for the different sustainable transport modes or no proper financial plan to implement the projects as required is available, whereas too often huge budgets are being spent to road infrastructure.

**Recommendation: Make sure that the available funding is appropriately distributed over the different modes to guarantee the most optimal and fair use of the financial resources available by the community**

*UITP MENA Action: Involve organizations such as the World Bank, Saudi Fund, Qatar Fund in UITP for those who do not have the financial means and provide the global UITP Financing toolbox for helping the MENA members who need support for the financial planning.*

## **6. Urban Planning:**

Background: In absolute terms these last decades, the population of the cities in MENA region has been quickly growing, but the demand for transport has nearly literally exploded.

**Recommendation: Urban Planning and Transport infrastructure Planning must be fully integrated using all experiences gained over thousands of years from around the world and in particular the MENA region. Cities and their transportation systems must be planned oriented towards people and not towards cars or buildings, so to offer an appropriated mix of transport to optimise the quality of city life.**

*UITP MENA Action: Start monitoring and benchmarking projects to evaluate the transport policies*

## **7. Planning and Operational Standards:**

Background: Urban transportation is a profession with its own working methods and tools, in which the MENA region has its own operational environment with its own specificities, but a lot of efforts and synergies are lost because several actors try to reinvent the wheel.

**Recommendation: Define clear standards and develop consistent tools and frameworks that work for the realities of the MENA region**

*UITP MENA Action: Through the Center for Transport Excellence and the UITP MENA working groups it will support, develop toolboxes and standards that are applied to the operational environment of the MENA region.*

## **8. Public Engagement**

Background: The MENA citizen love their cars, but in order to keep the rapidly growing economies and cities in the MENA alive the future generation must give up this strong love affairs.

**Recommendation: The Citizens of the MENA region must be made aware of limitations of private car as a structural solution for mobility in our cities and the risk and the unsustainability of a mobility system based on private car.**

*UITP MENA Action: Set up awareness campaigns and dedicated actions (e.g. MENA Car free day) for the general public with a focus on the younger generations.*

## **Taxi Conference: recommendations**

UITP International Association of Public Transport organised 1st International Taxi Conference between 26-29 March 2012 in Abu Dhabi – United Arab Emirates with the participation of Taxi sector professionals coming from different parts of the world. Hot topics of the sector were discussed in sessions and experts had exchanged of their views for the future of Taxi business.

The experiences from the different cities, as well as from the examples presented

on this workshop show that:

1. Mass transit needs Micro Transit for sustainable urban mobility. Taxis as Micro Transit; Connects first and last mile, provides individualised service, at convenience and call, anywhere to anywhere, which even surpasses private cars.
2. Taxis and other combined mobility systems are part of urban mobility puzzle and it should be considered together with public transport. Combined Mobility should be integrated with public transport in terms of technology and infrastructure.
3. Right governance model, clear organisational structure and sufficient legal framework are essential success factors for taxi sector. Sound regulation & monitoring by authorities is needed for taxi services and the formalisation of combined mobility is crucial for better urban mobility.
4. Asset management is key to deliver effective and high performing asset operation and enhanced asset value for Taxi organisations. Asset Management Strategy should form the basis for the delivery of the Taxi Master Plan and detailed plans for fleet utilization, maintenance, life extension and retire of taxis.
5. Effective use of technology will help make the taxis of tomorrow even more attractive for passengers. Only the use of the latest technologies and the implementation of new concepts will allow taxis to compete with private cars. The presence of such innovations helps create positive riding experiences, which translate into positive revenue results. Technology also provides authorities to have better performance management, monitoring and regulation.

6. Taxi operation is a people's business. All taxi authorities & operators should recognize the importance of the human factor in the taxi business. Human factor in taxi operations should be taken into consideration from both the driver's perspective and the customer's perspective, including the issue of personal security.

7. Increasing the accessibility of the vehicles and the usage of alternative fuels like natural gas & electricity for taxis are important elements should be taken into consideration by authorities & operators during the definition of vehicle specifications for increased service quality and environmental sustainability. New financing schemes should be developed for replacing the taxi fleets in cities.

### 3<sup>rd</sup> MENA Congress Awards:

UITP recognised those members who have contributed in their own way according to the 8G strategy that was launched during the 3rd UITP MENA Congress & 1st UITP International Taxi Conference.

Nominations for the awards were based on the following category:

1. **Knowledge Transfer Award:** the nominee for this award shall demonstrated efforts in promoting knowledge transfer and capacity building at the institutional and technical level's in public transport, including mentoring of young professionals, establishment of training programs.
2. **Regulation:** the nominee for this award shall provide evidence of playing a key/leading role in crafting/shaping the regulatory framework with clearly defined rules to control and streamline the conduct of the public transport system in the region.
3. **Enabling Technologies:** the nominee shall demonstrate evidence of promoting/fostering innovative applications of technology to enhance the performance, efficiency, reliability and passenger comfort.
4. **Marketing:** the nominee will need to show concerted efforts in promoting sustainable lifestyles through the mainstreaming of public transport throughout the MENA region. Demonstrated leading role in changing the perception of public transport to foster a lifestyle shift from the heavy auto-dependent society.
5. **Funding:** the nominee shall demonstrate contribution to the development of innovative financing schemes and harnessing the potential of modern markets and financial tools in delivering key major capital transportation projects.
6. **Urban Planning:** the nominee for this award shall demonstrate contribution to sustainable development and people-oriented city planning from a holistic perspective, and the ability to marry contemporary urban designs while preserving national heritage and identity.
7. **Planning and Operational Standards:** the nominee shall demonstrate concerted efforts in streamlining the performance of the transport sector through harmonizing standards and specifications.



8. **Public Engagement Program:** the nominee shall demonstrate evidence of playing a key role in championing public engagement to raise awareness and promote public transport to society.

**Winners of the awards:**

<b>Award Category</b>	<b>Organisation</b>
Funding & Public Engagement Program Award	Roads & Transport Authorities, Dubai -UAE
Urban Planning Award	Urban Planning Council, Abu Dhabi – UAE
Enabling Technologies Award	Init, Dubai - UAE
Enabling Technologies Award	Qatar Railway Company, Doha Qatar
Enabling Technologies Award	ZF Middle East, Dubai – UAE
Enabling Technologies Award	MAN Middle East Bus & Coach – UAE
Enabling Technologies Award	SAPTCO, Kingdom of Saudi Arabia
Regulation Award	Land Transport Regulatory Commission, Jordan