

المسار almasar

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Mohammed bin Rashid opens Dubai Water Canal



Vision Mission

Vision

Safe and Smooth Transport for All

Mission

Develop integrated and sustainable transportation systems and provide distinguished services to all stakeholders to support Dubai's comprehensive growth plans through preparing policies and legislations, adapting technologies and innovative approaches, and implementing world-class practices and standards



H.E. Mattar Al Tayer
Director General and Chairman of
the Board of Executive Directors

The New Face of Dubai

/11/2016... on this day Dubai accomplished a new project that redefined its map, gave it a new face and added another dimension enriching its lifestyle and reaffirming it as the "Pearl of the World."

On this historic day, His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai opened the Dubai Water Canal, after the water flow that crossed the stream of it completed to connect the Business Bay area with the waters of the Arabian Gulf.

The joy of His Highness Sheikh Mohammed bin Rashid Al Maktoum over this achievement of civilization and development, which contributes to the happiness of the population was immense.

This project achieved the dream, initiated by the builder of Dubai the late Sheikh Rashid bin Saeed Al Maktoum of increasing the depth of Dubai creek in 1959, and then His Highness Sheikh Mohammed bin Rashid Al Maktoum, came to complete this journey by linking the Dubai Creek with the Arabian Gulf across Dubai Water Canal and with the Business Bay at 12 kilometers long. His Highness said:

"The new Canal is considered an important addition to the landmarks of modern Dubai. It reminds us of the glories the founding generation made, especially with the launch of the late Shaikh Rashid bin Saeed Al Maktoum of creek expansion project that the historians rate as the first station from which the development drive of Dubai started down to what it has become today in terms of the position that made it the focus of admiration and receptiveness of the world."

The accomplishment of the Dubai Water Canal project as per the time specified was ensured thanks to the guidance, support and follow-up of His Highness Sheikh Mohammed bin Rashid Al Maktoum who personally oversaw the various stages of the work progress in the project. This was also done with the support and patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council and HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, Vice-chairman of the Executive Council. This project also was also achieved thanks to the efforts of the RTA team and its strategic partners of Meraas Holdings, Meydan, and Dubai Holding, who exerted high efforts and capabilities to serve the nation and to achieve its goals. They overcame challenges to accomplish this project, which adds a new aesthetic dimension to the city of Dubai.

This project will have numerous positive impacts including the contribution to the improvement of the water quality in Dubai Creek, Business Bay and Dubai Water Canal by 33%. It will further enhance the position of Dubai as a distinctive destination for tourism, uplift Dubai's international competitiveness power, upgrade the value of lands and properties, and activate the role of marine transport.

Mattar Al Tayer

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”The UAE at the forefront of countries supporting the creative thought“, Mohammed bin Rashid H.H opened DWC



قناة دبي المائية
DUBAI WATER CANAL

His Highness Sheikh Mohammed bin Rashid Al Maktoum ,UAE Vice President, Prime Minister and Ruler of Dubai ,confirmed that the UAE is keen to always be in the ranks of distinctive nations retaining its position at the forefront of countries supporting the creative thought ,which represents the vehicle of evolvement and an important basis of the foundations of development .His Highness expressed his happiness and satisfaction with the pace of the achievements within the various sectors ,which are reassuring and confiding that the people of the UAE have the capabilities that enable them to continue to make quality successes and achievements support the overall development goals ,in in a way that establishes the name of the UAE on the map the civilized world .It also confirms its leadership as a unique development model that puts happiness for the community at the forefront of its priorities ,and mobilize the energies and capabilities to give everyone living in the UAE dignified and stable life ,and honoring the visitor a unique experience ,stay that remains in his memory to come back again as dear honored guest.







This came during the His Highness inauguration of the second and final phase of the Dubai water channel ,with a total cost of 3.7 billion dirhams for the channel full ,on the extension of 12 kilometers ,starting from Dubai Creek, until the Arabian Gulf .The inauguration took place in the presence of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum ,Crown Prince of Dubai ,HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai

Development ongoing

His Highness says: “the continuing development of local economic capacity requires encouraging creative thinking and to create a supportive environment for it and it requires looking at all the ideas, especially the young ones, no matter how unconventional they are or whatever they look away from the possibility of the application. All ideas must be subject to research and study in view of the fact that creativity is thinking beyond the traditional, which is putting a very delicate line between success and excellence.”

”Each achievement we celebrate and each success we achieve is an incentive for us to look forward with determination and resolve to go farther in the race for excellence and to challenge ourselves to release the best of our ideas .We reach the limits of creativity ,and that young people always firmly in the heart of the work system .The idea of big ambitions and positive energy ,which we see as a major driver to development ,so we get what we hope from highest degrees of glory and progress and our accomplishments are always to be a reason in the happiness of citizens ,residents and visitor alike “,he added.

Praise

His Highness praised the accomplishment of the Dubai Water Canal ,speed and the model manner in which the project has been implemented ,His Highness said” :The new channel is an important addition to the landmarks of modern Dubai ,remind us of the glories the founding generation made ,especially with the launch of the late Shaikh Rashid bin Saeed Al Maktoum expansion project of the creek ,which is rated by historians as the first step

that kicked off the march ,including the development of Dubai ,down to what it has become today ,and its position that made it the focus of admiration and respectfulness of the world.

Attending the project inauguration ceremony ,which was held on the peninsula near the Jumeirah Beach Park inauguration ,His Highness Sheikh Ahmed bin Saeed Al Maktoum ,President of the Civil Aviation Authority in Dubai, and Chief Executive of Emirates Group ,Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum ,Chairman of Mohammed Bin Rashid Al Maktoum Foundation ,and HH Sheikh Mansour bin Mohammed bin Rashid Al Maktoum, HE Mohammed Abdullah Al Gargawi ,Minister of Cabinet Affairs and Future and Chairman Dubai Holding ,HE Mattar Al Tayer ,Director General and Chairman of the Board of Executive Directors of RTA ,and Said bin Humaid Al Tayer ,Chairman of the Board and Chief Executive Officer of Meydan ,Abdullah Ahmed Al Habbai ,Chairman of Meraas Holding and a number of dignitaries ,media and economic figures in the UAE ,and the heads and directors of agencies and government departments and institutions. The opening ceremony began with the national anthem, and then started the celebration with an aerial hanging show by international artists on the waterfall ,entitled:)million drop makes the oceans .(The show included presentations of traditional features.

The New Face of Dubai

Then ,His Highness and the audience watched a short film entitled” :Dubai Water Canal the New Face of Dubai“ highlighted the canal project ,which aims to achieve the dream started by the builder of Dubai the late Sheikh Rashid bin Saeed Al Maktoum of deepening the creek in in 1959 to facilitate traffic ,as well as the implementation of the Al Maktoum Bridge and Shandagha tunnel and Garhoud Bridge .After him ,His Highness Sheikh Mohammed bin Rashid Al Maktoum ,UAE Vice President ,Prime Minister and Ruler of Dubai came to complement this march by the implementation of development projects that made Dubai a cultural center and economic hub of the world, where he launched this project linking Dubai Creek with the Arabian Gulf via the water canal through Dubai ,Business Bay at 12 kilometers long.

The film included footage of various stages of progress of work on the project that included the implementation of the three bridges linking the two sides of the canal ,for the transit of vehicles on Sheikh Zayed Road ,interfaces ,and Jumeirah ,where it was the opening of the canal bridge on Sheikh Zayed Road ,with a capacity of eight lanes in each direction It was opened on 9 January .2016 Al Wasl Bridge with a capacity of three lanes in each direction was opened on 1 June ,2016 and then Jumeirah Bridge ,which





has three lanes in each direction ,was opened on 9 July of this year opened.

The project also included the implementation of five pedestrian bridges ,including three bridges in distinctive designs reflecting the two sides of the canal.

On 27 October ,construction works completed in the Dubai Water Canal ,to let the waters flow passing the city in the stream of the canal to link the Business Bay with the Arabian Gulf waters ,declaring the achievement of another epic to redraw the map of Dubai and give it a new face, adding another dimension to the beauty of the city.

Following that ,His Highness Sheikh Mohammed bin Rashid Al Maktoum ,UAE Vice President ,Prime ,Minister and Ruler of Dubai put his mark on an electronic board, signaling the opening of the Dubai Water Canal ,and the launch of the first marine trip to show huge mockup Burj Khalifa from which laser lights beamed along the Dubai Water canal from Sheikh Zayed Road along the Jumeirah Beach.

His Highness and his company then boarded the” Dubai Water Canal “1 on a tour through Canal .A group of marine transport modes surrounded the Yacht .The canal turned into an open theater ,which included four scenes ,presented on giant screens set up on the side of the canal .In the first scene showed a glance of Dubai maritime heritage

and diving trips ,in which Fateh and Zabeel Boats partook; they are and two boats used by the late Sheikh Rashid bin Saeed Al Maktoum to visit the first oil well in Dubai ,and in fishing trips.

The second scene threw light on the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum ,in the completion of a project linked the Dubai Creek with the Arabian Gulf via Dubai Water Canal and Business Bay at 12kilometers long .The third scene showed the splendor of life and development of civilization and projects on the banks of the Dubai Water Canal .The fourth scene was entitled) :Dubai Water Canal in numbers .(At the end of the tour he met with a group of children who came to thank His Highness on this huge achievement ,which transformed the region into a global cultural landmark.

After that ,,he went on a walk in the walkway up to the venue of the inauguration of the monument of the canal where he received from HE Mattar Al Tayer ,Director General and Chairman of the Board of Executive Directors of the RTA ,a pearl he placed on the inauguration platform to show the monument as three-dimensional cylindrical mockup inside of which heavy waters flowing in the forms representing the marine environment of Dubai .Then, fireworks cracked on the Canal Bridge ,on Sheikh Zayed Road ,and at the Safa Park .Burj Khalifa has been lit and



declared the opening of the Canal.

Memorial pictures of His Highness Sheikh Mohammed bin Rashid Al Maktoum have been captured with the RTA team ,who oversaw the implementation of the project, Dubai Holding ,Meydan and Meraas Holding.

His Highness extended his thanks to the team work of the Canal saying” :Thanks to the team work of the Dubai Water Canal ,Roads and Transport Authority ,Dubai Holding, Meraas and Meydan .His Highness said to them” :our trust in you growing every day“.



Five Contracts

Due to the massive works of the Dubai Water Canal project, and challenges, construction works of the project have been split into five contracts; the first carries a cost of 580 million dirham, comprising the construction of a bridge of 8 lanes in each direction on the Sheikh Zayed Road above the course of the Canal in a way allowing free navigation round-the-clock. It also included modifying lanes of impacted roads to ensure integrated traffic movement between the two banks of the Canal, noting that an 800 meter-long sector of the Sheikh Zayed Road will be impacted. The project also included shifting the existing utility lines impacted by the route of the Canal, in addition to lighting works and water fountains on the bridge.

In view of the massive nature, complexities and challenges of the project, works have divided into five contracts. Four main contractors have been appointed in addition to 60 subcontractors and the project employed about 4600 workers. The first contract covered the construction of an -8lane bridge crossing the Sheikh Zayed Road extending 570 meters, rising 8,5 meters to allow free navigation 7/24. The paths of impacted roads have been modified to ensure integrated traffic movement between the two shores of the Canal. The contract also included shifting the existing utility lines impacted by the course of the Canal, smart lighting controlled via smart apps, and waterfalls on the bridge.

The second contract covers the construction of bridges and intersections at Al Wasl and Jumeirah Roads. The Jumeirah Bridge comprises three lanes in each direction and extends 414 meters, and a bridge had been constructed on Al Wasl Road comprising three lanes in each direction in addition to a 370 meter ramp of three lanes linking Al Athar Road with Al Hadeeqa Road, enabling full traffic movement. A bridge will also be constructed to lead to the proposed peninsula to the south of Jumeirah Park. The Contract also covers shifting the utility lines underneath the Canal and laying alternative ducts to meet anticipated future requirements.

The third contract covers drilling works of a water canal linking the Business Bay Canal with the Arabian Gulf extending 3,2 km. The Canal starts from the Sheikh Zayed

Road, passes through Al Safa Park and Jumeirah 2 and terminates at the Arabian Gulf. It includes the construction of three pedestrian bridges with unique designs rising 8,5 meters above the water level linking the two banks of the Canal at locations carefully selected to ease the mobility of residents and visitors in order to encourage the use of public transport means. It also covers the construction of five marine stations, and landfilling works of an artificial peninsula along the stretch of Jumeirah Park; which doubles the Park beach and areas, and offers the potentials of adding additional recreational facilities.

The fourth contract covers construction works of the main Walk, the infrastructure of the Canal area, shifting utility lines impacted by road works and providing irrigation water pumping stations.

The design and construction of bridges boasts of iconic engineering design. For example the Canal bridge on the Sheikh Zayed Road is fitted with water fall and creative lighting.

Three bridges have been constructed to link both sides of the Canal with unique aesthetic specifications resembling the history, present and future of Dubai. To ensure maximum integration of mobility elements and convenience to visitors, all bridges are fitted with electric elevators and escalators on both sides. One the bridges is fitted with a concrete slope to serve cyclists.

Dedicated footpaths, running track, and plazas have been provided and fitted with interactive screens, and sitting areas overlooking the Canal.

In order to fulfill the requirements of the smart city needs, smart electric poles controllable with a smart app have been used.

Decorative & creative lighting and landscaping works have been provided on both sides of the Canal.

The marine transport stations have an eye-catching modern design integrated with other aesthetic elements of the Canal facilities. The stations design is inspired by fishing nets and is compatible with the green building standards. They are connected with the quay and have shaded outdoor patios.

Vehicle Bridges: 3 footbridges + Ramp

Location	Number of Lanes	Length of Bridges
Bridge on Sheikh Zayed Road	16 lanes (8 in each direction)	570 meters
Bridge on Al Wasl Road	6 lanes (3 in each direction)	530 meters
The Ramp between Al Athar Street and Park Street	3 lanes	370 meters
Bridge on Jumeirah Road	6 lanes (3 in each direction)	414 meters

5 Footbridges: 3 with unique architectural designs

Location	Number of footbridges
Crossing the Canal	3 footbridges
Crossing Al Wasl Road	1 footbridge
Crossing Park Street	1 footbridge

Marine Traffic:

Navigational clearance	8.5 meters
Boats Maximum Speed	7 knots
Canal depth	4 meters at the lowest ebb 6 meters at its highest tide
Boat length	Up to 32 meters

AED30 billion worth of real estate investments on the banks of the canal

Dubai Water Canal 12 Km long, cost AED3,7 billion and its banks are linked with 3 vehicular bridges on Sheikh Zayed, Al Wasl and Jumeirah Roads, 5 pedestrian bridges, 3 of them are luxuriously designed

Al Muntazah on the banks of the canal with an area of 50,000 square feet and 16 parks with water facilities, playing grounds and interactive equipment

Marine Traffic:

Location	Dubai Water Canal	Business Bay
Number of stations:	5 Water Taxis, including 2 ferry services	4 Water Taxis including 3 ferry services
9		

Walkway running & cycling tracks:

Elements	Length	Display
The Walk	6 km	7 meters
Running Track	3 km	3 meters
Cycling Track	12 km	3 meters

Marine transit services calling at nine stations along Dubai Water Canal, Business Bay

HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, has directed to provide marine transport services along the Dubai Water Canal and the Business Bay once the Canal is open to link with the service in Dubai Creek and coastal areas of Dubai. In implementation of these directives, the Board of Executive Directors of Roads and Transport Authority (RTA), has approved in a meeting chaired by HE Mattar Al Tayer, Director-General and Chairman of Board of Executive Directors of RTA, a plan for operating marine transport services in nine new stations. The service, which will start on the day following the official opening of the Canal, will call at five stations along the Canal, namely Sheikh Zayed Road, Safa Park, Al Wasl, Jumeirah, Dubai Canal stations. It will also call at four stations along the Business Bay namely Dubai Design District, Al Wajeha Al Maeyah, Marasi, and the Business Bay stations. Thus, the total number of marine transport stations and stops in Dubai will rise to 42.

“The service will be available on demand on board the Water Taxi from 10 am to 10 pm in all new stations. The Dubai Ferry will offer service in five stations, two at the Dubai Water Canal, and three at the Business Bay. There will be three newly scheduled two-way daily services for the Dubai Ferry from Al Jaddaf Station calling at Dubai Design District, Al Wajeha Al Maeyah, and Marasi stations in the Business Bay; and the Sheikh Zayed Road and the Dubai Canal stations in the Dubai Water Canal. The services will start at 10 am, 12 midday and 05:30 pm. The current line of the Dubai Ferry shuttling between Al Ghubaiba Station and Marina Mall Station will be modified to call the Dubai Canal Station. Thus, the Dubai Canal Station will link between Al Ghubaiba, Marina Mall, Business Bay and Al Jaddaf. Due attention has been given to the integration of other transit modes (buses, trains and taxis) in order to provide a smooth and safe service for commuters,” explained Al Tayer.



Fare

“The fare of the tourist class of the Dubai Ferry will be AED15 to one station, AED25 to two stations, AED35 to three stations, AED45 to 4 stations, and AED50 over the entire line. The fare of the gold class will be AED25 to one station, AED35 to two stations, AED50 to three stations, AED60 to 4 stations, and AED75 over the entire line. The fare of the Water Taxi will range from AED55 to AED205, and the cost of charting the Water Taxi for one-hour amounts to AED400,” added Al Tayer.

“The marine transport sector is set to undergo a quantum shift in the number of transit modes, stations and riders with the operation of the new stations following the link between the Business Bay and the Arabian Gulf beaches via the Dubai Water Canal. The marine transit modes will be the ideal choice of considerable numbers of citizens, residents, tourists in moving around and enjoying the picturesque tourist & urban facilities at the two sides of the Dubai Creek, Business Bay and the Dubai Water Canal.

“The Marine transport sector is an integral part of the mass transit network in the Emirate with estimated ridership



Water Taxi

Water Taxi is characterized by its ergonomic design combining the traditional shape of the abra, and the modern design of the roof inspired by the design of the Dubai Metro Stations and the latest technologies in this field. Water Taxi has a Catamaran Low Wash dual base, sleek roof, air-conditioned interior and comfortable seats similar to aircraft's Business Class seats, equipped with remotely controlled LCD monitors fitted at seatbacks, a reclining seat up to 45 degrees and a food tray. Water Taxi can accommodate 11 passengers + the driver, and a bespoke design for the disabled where 20% of the seats are dedicated to this category. Such seats are foldable thus provide ample space for the smooth entry and exit of wheelchairs while maintaining a firm & safe grip in the cabin's floor. Water Taxi service is available on demand through booking via phone or smart app and the rider has to wait at the agreed station. Disembarkation is allowed at any stop of the Water Taxi. The Water Taxi can also be chartered for tourist purposes.

in the tune of 13 million riders per annum. In view of the importance of this sector as a vital transit mode, RTA has developed a master plan for upgrading marine transport systems in the Emirate including the operation of Dubai Creek lines, coastal line alongside the Jumeirah Beaches, new islands service lines, in addition to the Business Bay and Dubai Water Canal lines. Over the past few years, RTA embarked on the operation of a number of electricity-powered traditional abras. These abras are deployed at some tourist destinations such as the Dubai Mall Lake, Global Village, Atlantis Hotel, and Mamzar Beach. It has also opened Al Jaddaf Station that links between Dubai



Dubai Ferry

Dubai Ferry is one of the key marine transit means operated by RTA. It features a fabulous design, a dual base structure (Catamaran Low Wash), air-conditioned interior, convenient seats for about 100 passengers (84 seats in the Silver Class, 14 seats in the Gold Class and 2 seats for the disabled). The Ferry is fitted with 4 LCD and DVD monitors, 3 toilets (men, women and for the disabled), and has a corner dedicated for selling gifts and snacks," he added.

The Ferry extends 32 meters in length, and 7.6 meters in width and can travels at a speed up to 24 knots. It weighs about 20 tons and is fitted with two diesel-powered engines of 1400 hp. The Ferry is used as a quick marine transit mode to serve new areas not covered by the marine transport system. The Ferry operates in several locations in Dubai Creek, the coastal stretch along the Jumeirah Beach, Dubai Marina and the waterfront projects.

The number of stations, stops of marine 42 transport in Dubai rises to

Creek, the Business Bay, and the Dubai Water Canal," explained Al Tayer.

"RTA has also operated the air-conditioned traditional abra, which boasts of spectacular design combining the traditional shape of the Abra, and the use of the latest technologies along with a panoramic roof, air-conditioned passenger cabin, and convenient seats for 20 riders. The abra has a single-base low-wash fiberglass body, and two eco-friendly engines powered by high-octane gasoline with minimal gas emissions," he added.

**Third of
November is
a day of our
pride, as the
flag keeps
fluttering a
high**



As part of the Flag Day celebrations, which took place across the UAE on 3rd November, the Roads and Transport Authority (RTA) spared no efforts either. The Flag Day was held in response to the national initiative rolled out in 2012 by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, in concurrence with the anniversary of HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, taking office the Flag Day initiative calls for hoisting the state flag on November 3 each year in all premises of organizations, public facilities and houses all over the UAE.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA, hoisted the national flag in the Head Office of the RTA in the presence of CEO, Directors and scores of employees of the RTA.

Al Tayer expressed his delight and pride as it reflects the coherence of citizens as well as the sense of belonging and loyalty to our leadership; which has set the ingredients of a modern country. The UAE has thus become a banner for each Emirati and a model country of unity & development for nations worldwide.

“The third of November each year will remain a prominent day etched in our lives & hearts, and the UAE flag will re-



main a symbol of our pride as a competent state among civilized nations. November will also remain a month to remember, as it has been blessed with the Martyr's Day on Nov 30th in a gesture replicating the heroic role of our nation in maintaining the pride and defending the people of Yemen. It is meant to be a day for honoring the precious blood shed by the sons of our land for the noble causes of Arab dignity & unity and shared destiny,” said Al Tayer. “The Flag Day will remain a symbol of our belonging to a nation that has granted us security, safety, happiness and sweeping developments. We will remain committed to the path of the union charted by the late Sheikh Zayed bin Sultan Al Nahyan, and the late Sheikh Rashid bin Saeed Al Maktoum; which encompasses all citizens, residents and visitors,” he added.



DEWA ,Emaar ink MoU with RTA as key partners over next three editions of DIPMF



Al Tayer and Al Abbar sign MoU

RTA has culminated its third DIPMF ,organized under patronage of H.H Shaikh Hamdan bin Mohammed Al Maktoum ,Dubai Crown Prince and Chairman of the Executive Council ,with signing two MoUs with Dubai Electricity & Water Authority) DEWA (and Emaar Properties for continuing their roles in co-organizing the Dubai International Project Management Forum) DIPMF (over the next three years .(2017-2019) Starting from the next edition ,the Forum will see the decoration of winners of the Hamadan bin Mohammed Project Management Innovation Award .The signing of the MoUs culminates the successful partnership between the RTA ,DEWA and Emaar Properties over the past three editions.(2014-2016)

The MoUs were signed on the sidelines of the DIPMF, which was concluded yesterday ,by HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA on behalf of the RTA ;HE Saeed Mohammed Al Tayer ,Managing Director and CEO of DEWA on behalf of DEWA ;and HE Mohammed Al Abbar ,Chairman of Emaar on behalf of Emaar.

Al Tayer was pleased with the MoUs that signal the continuation of partnership in organizing the DIPMF ,which is held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum ,Crown Prince of

Dubai and Chairman of the Executive Council” .This partnership contributes to realize the objectives of the Forum which showcases the pioneering upswing seen by Dubai emirate under the wise leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum ,Vice President and Prime Minister of the UAE and Ruler of Dubai.

Dubai is one of the leading cities worldwide in ensuring project management and adopting the highest international standards in constructing mega projects such as Burj Khalifa ,Palm Jumeirah ,Dubai Metro ,Dubai Tram ,Dubai Airports and giant ports ,besides utilizing the outcomes of



Al Tayer and Saeed Al Tayer sign MoU

this Forum for future projects such as Expo ,2020 which is expected to attract 25 million visitors, 70% of them will come from outside the UAE, and set to create more than 277,000 jobs.

Al Tayer pointed to the great success of previous DIPMF editions in terms of perfect organization, and huge attendees exceeding 2,000 participants per event. He also highlighted the various topics addressed such as engineering, construction, project management, sports, energy, environment, sustainability, future shaping, and smart cities, among others. DIPMF crowned its success by launching Hamdan bin Mohammed Award for Innovation in Project Management, and winners will be honored in the 2017 edition.

For his part, HE Mohammed Al Abbar, Chairman of Emaar Properties, said: "DIPMF is a leading platform in showcasing the exceptional achievements made by Dubai thanks to adopting the best practices in undertaking mega projects."

"DIPMF reflects the wise vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai aimed at cementing the standing of Dubai as a global hub for innovation in constructing infrastructure that shape the future of smart cities," noted Al Abbar.

Based on Dubai Strategic Plan 2021 and Dubai Smart vision, the emirate has succeeded in delivering unprece-

ented projects that have become a source of pride, epitomizing the true values of dedication and unlimited ambition thanks to the auspices of Emaar Properties to the event, as an organizing partner.

HE Saeed Mohammed Al Tayer, Managing Director and CEO of Dubai Electricity and Water Authority was pleased with continuity of partnership with the RTA to ensure further cooperation, enhance the global reputation of the DIPMF and further up the leading standing enjoyed by the emirate of Dubai worldwide in this vital field.

"We are pleased to continue our close cooperation with the RTA to achieve the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE and Ruler of Dubai, to enhance the prestige of global standing enjoyed by the Emirate of Dubai in the fields of finance, business, tourism, green economy and sustainability. The partnership with the RTA in organizing this Forum is part of our endeavors to achieve innovation in project management, especially green projects through sustainability of resources, besides nurturing clean, healthy and sustainable environment & green solutions, enhancing energy consumption & efficient management of solid waste, saving resources, establishing sustainable communities, and focusing on research & planning to consolidate sustainable development," elaborated the Managing Director and CEO of Dubai Electricity and Water Authority.

Challenges and factors of the success of “future cities”



Al Tayer and Al Abbar with McDermott and Langley on the Future Cities session

H.E Mattar Al Tayer ,RTA’s Director General and Chairman of the Board of Executive Directors confirmed that transformation to smart city represents the optimal solution to overcome the challenges accompanying the growth and development the cities are facing and transform them to sustainable and environment friendly places” .Dubai is moving towards ensuring the objective H.H Mohammed bin Rashid Al Maktoum ,UAE Vice-president ,Prime Minister and Ruler of Dubai has drawn to transform to the smart city that ensures happiness to its population by.2017

This came in the discussion panel that had been held at the DIPMF entitled) Future Cities (where Mohammed Al Abbar ,Chairman of Emaar ,Bill McDermott ,CEO and Executive Director of SAP ,Mark Langley ,President and Executive Director of PMI .Dr .Alaa Zeitoun ,Chairman of BM Solutions ,managed the session.

Smart Mobility

Al Tayer said that RTA contributes to making Dubai a smart and happy city in the future by providing smart mobility network entitled intelligent ,integrated and sustainable transport ,and completed the body of many projects and initiatives in this regard ,including the completion of the longest Metro driverless 75 kilometer-long 47 ,sta-

tions ,and will be expanded cross-project) path(2020 length of 15 kilometers and seven stations ,as well as to start the pilot operation of smart self-driving vehicle that can accommodate ten passengers ,and soon will begin running leasing vehicles in hours) Smart Car Rental ,(and the system of rapid transit buses

He added :the Authority is on the implementation of the unified control center ,which will be the center of the project a central ,integrated control connects various subsidiaries operating institutions control centers in the body of the Dubai Metro and Dubai Tram and public transport and taxis ,the Centers for traffic systems control ,and the project will be accomplished in the month of May,2017 as the Commission is currently working on an integrated platform project for mobility in the Emirate of Dubai, which allows customers access to all means of transport in Dubai ,through a single window) the application of intelligent ,(and will be the platform accomplished in the month of March ,2017 and projects also development project-oriented transport) Oasis Union (and multimedia stations) Ghubaiba.(

Turning HE Mattar Al Tayer ,in his interview with projects for sustainable transport ,such as equipped with engines matching the specification of the Euro 4 and ,5 and50%



conversion of taxis in Dubai to hybrid vehicles buses) hybrid (by ,2021 as part of a comprehensive plan to reduce carbon emissions in the taxi sector by ,2% as the RTA is working in cooperation with the Dubai Electricity and water Authority ,the electric vehicle initiative ,the initiative includes building 10 charging stations in the roads and transport Authority facilities ,and the development of Emirati standards for electric vehicles ,and sustainable projects as well as the operation of 17 electrical lesson ,and one works solar-powered ,and implementation of bike paths along the-175 kilometer ,rising to 450 kilometers in ,2020 and to 1,000 kilometers in.2030

Technology and Sustainability

And accept HE Director General and Chairman of the Board of Directors RTA efforts in intelligent switching, where he was converted 173 service to the smart services are delivered over phones and tablets ,and contributed to this shift in the cut dealers centers visits by 50% in the past two years ,as well as the employment of large service data Authority to support decision-making positions. He said that cities need integrated strategies to achieve a balance between technology and sustainability ,where the RTA aligning technology to support green and sustainable economy .For example ,Dubai Metro contributed to reducing carbon emissions by up to 306 thousand tons in,2015 while Dubai Tram contributed reduce carbon emissions by about 2800 tons in the same period ,and in the field of roads body began to use a diode system ,light emitting)LED (lighting the roads in Al Barsha ,and contribute to the lighting in the provision of 380 thousand kilowatts annually hour ,also started in the smart lighting pilot project in bridge channel Dubai on Sheikh Zayed Road ,pointing out that the Commission began in 2014 implementing the

conversion of traffic signals from halogen lighting system to a dual light emitting LED system plan) LED (and will be completed by the plan in ,2018 and will contribute to this initiative is to provide one million kilowatt annual hours.

Youth

For his part ,HE Mohammed Al Abbar said :The major projects going through many changes during the implementation phase ,the project has to be at the end of significantly different from what was initially planned ,and on projects to adapt and deal with these variables managers ,pointing out that some companies laid off managers projects have ,because they were unable to adapt to the changes and the employment of modern technology.

He added :We invested in a small company in Lebanon to provide medical consultation service through modern techniques ,and during a short period and found that50% of the dealers have received guidance and proper medical counseling to deal with their condition without having to visit the hospital ,pointing out that he works to create a new company to attract staff under the age of 25 years ,as worthwhile in dealing with modern technology ,and with the needs and requirements of their generation.

HE Mohammed Alabbar emphasized that companies put profit as a top priority ,so is the need to simplify procedures and provide appropriate administrative environment and speed in the completion of the project ,explaining that he had met one of the officials of the Chinese companies, which hired more technology innovation in the world to build a tower in a record period of time not more than30 days ,stressing that the next stage requires us to move quickly ,and to expand the investment in the digital world, and we must build our services ourselves ,our movement and to be economically feasible.

Shaping the future of the green economy in the UAE

And it characterized the session) project management in the field of sustainability ,(debates fun and interactive highlighted the most prominent achievements of the state in the field of green economy ,clean energy ,and the rationalization of expenditure ,and other practices and strategies that promote sustainability in all areas of life ,and happy people from all segments of society.

The meeting included five speakers were HE Sheikh Dr. Abdul Aziz Al Nuaimi ,environmental adviser in the government of the emirate of Ajman ,HE Engineer Suhail Al Mazroui ,the Minister of Energy in the state ,His Excellency Dr .second Zouaydi ,Minister of climate change and the environment in the state ,and Saeed Al Tayer ,Managing Director and CEO of DEWA Dubai ,and Mr .Mark Langley, President and Executive Director of the global Institute for project management.

He opened the meeting by Mr .Mark Langley word highlighted through which the most prominent in the field of sustainability of project management features ,citing the global experiences of institutions and global companies have not been canceled and one project for decades.

The first speaker was HE Saeed Al Tayer ,which highlighted the achievements of the Dubai Electricity and Water Authority based on the Vision 2020-2021 and part of sustainability in energy strategy ,he said ,all the challenges underestimate and can be overcome by a vision ,wisdom and leadership support in the state ,also he pointed to the establishment of) green box (with a capital of 100 billion dirhams.

Al Tayer stressed the participation of women in the projects sustainability and green economy active participation ,including the presence of 600 Emirati engineer in the transport ,water and energy ,including renewable energy and other vital areas.

In turn ,Dr .second Zouaydi stressed the importance of green projects ,particularly in the climate change ,which is taking place in the world through global warming) 1.3) one degree Celsius ,therefore ,is the best green solutions to address this global problem troubling.

As Sheikh began after Aziz Al Nuaimi ,speaking of pride in all the departments and entities ,institutions and compa-

nies operating in the green field ,expressing at the same time pleased and gratified because the countries of the world refers to the achievements of the UAE in this area, which touched on visits to foreign participation.

Al-Naimi said :The work in the field of green economy and clean energy and sustainability projects requires creative and innovative and distinctive not routine work because environmental problems do not require routine and conventional solutions because it is directly related to people's lives ,and the implementation of these projects requires reducing operational cost and enhance the eco-efficiency and environmental effectiveness ,as it should creating new opportunities in economic and social terms.

He pointed out that it must implement preventive programs in an innovative and creative.He stressed Naimi need to achieve leadership in the transfer of knowledge from the companies and institutions ,which have extensive experience in sustainability ,and most importantly ,to achieve sustainability in the creation of new and promising business opportunities ,as Al-Naimi said that the submission of an upscale and advanced services in this area a beautiful response to this generous country.

And cross-Suhail Al Mazroui ,he is very happy to participate in the Forum ,directed sincere thanks and gratitude to the RTA for the opportunity to speak at this event ,which he described Balaalmi par excellence.

Said Al Mazroui :The Vision is not born of the moment ,but developed by more than (17) years ,and the evidence that we have begun the implementation of projects to create a clean and sustainable environment ,such as natural gas projects ,as well as the diversification of energy sources, green energy ,including nuclear energy.

Al Mazroui pointed to the nuclear power plant in Abu Dhabi project ,which began its work in 2017 and will be completed in 2017 at a cost of 20 billion dollars.

"we have made great strides unprecedented achievements in reducing green energy costs ,and the best witness to these achievements is the Dubai tram project and its effective role green project ,but the journey is still long ahead of us ,and the most prominent themes of this journey ,for example ,but not limited to the rehabilitation of buildings the list to be green and sustainable buildings", added Al Mazroui.

Langley calls for uniform concept, objectives of PM in 3rd DIPMF

HE Mark Langley, President and Chief Executive Officer of the Project Management Institute (PMI), called for standardized Project Management concept that speaks one language about the benefits, profitability and objectives of PM. Langley made this statement during a lecture he delivered in the 3rd edition of the Dubai International Project Management Forum (DIPMF) in which he tackled the profitability through the PM concept. The PMI, he says, has conducted three studies to define profitability and how to achieve it as well as the project sustainability till the start of operation.

“Among the challenges encountered is that each organization is looking for profits without an obvious responsibility for realizing such an objective. Everyone can make a good performance, but 31% of projects, according to the CIO Report, are not based on benefits. According to McKenzie Report, 17% of IT projects have failed in maintaining the values of the concerned businesses. This is related to strategy & leadership as the lack of coherence between the two concepts results in the lack of realizing benefits. “One of the studies compiled by the PMI found that 75% of projects examined were not ideal at the startup phase, though good. 54% of projects can identify benefits at the



Langley delivering a lecture

mid-term of the project, and 50% of firms appreciate the importance of PM and make no benefits up to mid-term of the project operation. 20% of organizations don't have the ability to identify the responsibility of making benefits; which results from the lack of adopting a unified approach or understanding agreeable to all about the concept of PM, benefits, profits and objectives.”

Langley discussed in detail the role of the project manager in terms of efficiency and the extent of support accorded by the executive patron of the project. “Achieving benefits of any project is geared to the entity and employee relations management top-down and vice-versa,” he added.

DIPMF spotlights supporting education, role of youth in Mars Probe,' cutting carbon footprint

The First session of youth projects at 3rd DIPMF, held at Madinat Jumeirah yesterday, addressed three themes, the first of which was delivered by Sir Walter Jiniffery, Educational Foundation at PMIEF, member of Communal Communication Committee. He reviewed Italy's experience in studying schools requirements in 21st century how to support it, and how to establish positive ties between the project management Institute and all other parties, in a bid to support education. He pointed out that the Institute had offered \$100 million to support education institutions worldwide, in addition to numerous scholarships.

Jiniffery underscored the importance of addressing the requirements of education in terms of academic cadres, critical, creative and communicative thinking, and solving all

the curricula-related problems be it in science, geography, music or others. He also stressed the importance of training trainers in this vital field, and grooming open-minded instructors. He noted that project management tools were translated into 14 global languages, including Arabic, thereby opening wider utilization prospects.

Mr. Omran Sharaf, from Mohammed bin Rashid Space Center, Director of the UAE Mars Probe Mission 'Misbar Al Amal,' outlined the young Emirati-inspiring expedition to Mars, which is more than 600 million kilometers away from our planet. He noted that the project was not aiming to land on Mars but to build a knowledge-based Emirati economy. This echoes the directive of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice Pres-



«مسيار الأمل» وتقليل البصمة الكربونية.

ident and Prime Minister of the UAE and Ruler of Dubai that science is innovation not iteration.

The UAE's project to explore Mars includes more than 60% Emiratis aged below 30, which opened various choices for the Emirati varsity students who now opt for scientific, technological and space disciplines. Sharaf pointed to the partnerships with Mohammed bin Rashid Space Center to establish laboratories, thanks to our sufficient know-how to engage strongly in this project.

Delivering the third part of the session and reviewing the role played by youth in minimizing carbon footprint, Dr. Yousef Al Akraf, Executive Vice CEO – Business Support and Human Resources Sector at the Dubai Electricity and Water Authority, said: “The Carbon Ambassadors Program is a key step to materialize the national long-term initiative launched by His Highness Sheikh Mohammed

bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE and Ruler of Dubai, under the slogan “Green Economy for Sustainable Development, which aims at nurturing an economy that preserves the environment, and supporting varied knowledge & innovation-based economy.

Al Akraf further added: “The Carbon Ambassadors Program comprises 80 students, striving to implement the concept of sustainability, how to spread it at schools and homes level, and disseminating the culture of environment conservation in order to achieve the UAE Vision 2021. This would promote Dubai 2021 Plan, and Dubai Integrated Energy Strategy 2030, which aims to reduce energy consumption by 30% by 2030, given the climate change that resulted in rising the earth's temperature by 2°C.”

DIPMF shapes the future in academia

The first session of Day 2 of the 3rd Dubai International Project Management Forum was kicked off under the theme: PM in Academia. The event drew participation of a stellar bunch of professors & academicians from the British University of Dubai, Manchester University in the UK, Dubai Electricity & Water Authority (DEWA), Projects Management Institute (PMI), and Earnest & Young Middle East; a leading financial & PM consultancy firm. The workshop was attended by Ms. Laila Faridoon, Chairperson of the Organizing Committee of the Dubai International PM Forum cum President of Project Management Institute, UAE Chapter.



مستقبل إدارة المشاريع.

Faridoon delivered an opening speech in which she highlighted the importance of grooming youths through well-rehearsed and solid future-shaping strategies. “It is very important to qualify undergraduates to enter the PM industry through constant cooperation with the academic institutions including universities, colleges, as well as national, regional and international institutes who have long and diverse experience in awarding Master’s and Doctoral degrees in Project Management. This would promote the business sector and ensure the flow of young experts who work tirelessly in shaping the future; which is very much the objective sought by the UAE.”

The workshop was launched by Abdullah Al Hammadi, Vice President for Strategy and Performance Management at the Dubai Electricity and Water Authority, and Lindsay Hawkins, Director of Programs at Earnest & Young. The theme of the session was ‘A Corporate Perspective on the Need for Project Management Education Implications for Academia’. Both speakers reviewed the key capacity-building elements in Programs and Projects Management, and stressed the need to groom (champs) from young university graduates who are keen to engage themselves in the PM industry. They highlighted the need for creativity and innovation in this regard without strict adherence to all elements which may lead to failure of the project and loss of money and effort. The two speakers highlighted the global trends of PM and their impact on capacity-building. They noted that the program & project management methods witnessed radical changes, given the mega development seen in technology, means of

communication and smart apps.

Professor Halim Bosabin, from the British University of Dubai, made a visual presentation entitled ‘Academic Programs in the UAE’, where he outlined the history of program and the management of projects portfolio. Dr. Halim explained that the British University in Dubai, attached special attention to PM in the UAE as evidenced by developing curricula and educational programs in this field. Mr. Callum Kid, from Manchester University, spoke in a session entitled ‘Project Management Programs and Benefits of GAC Accreditation’. Kid addressed a number of topics including an overview of PM, its curriculum, knowledge transfer among other key topics in the field of programs and projects management.

Ms. Leslie Higham, a specialist in academic accreditation programs at the Global Accreditation Center, made a visual presentation. She stressed the importance of global academic accreditation of educational programs including curricula and certificates related to project management. Ms. Higham also noted that the Center does not pose as an absolute master of law enforcement; on the contrary it is flexible and understanding when it comes to educational institutions to the best interest of students and the business sector.

It is noteworthy that the PMI is considering to establish a division to offer free education to students in the field of Programs & Projects Management. The division will be named: Academia Management and will function under the social responsibility domain of the PMI.

DIPMF discusses governance in corporate PM

A morning session themed ‘Governance in Corporate Project Management,’ at the 3rd DIPMF 2016, witnessed interactive debates focusing on three factors to improve governance in projects.

Corporate governance is one of the core pillars of economic growth, and also mirrors the strength of the economy. The economic crisis had attracted more focus on effective governance at the regional and global levels alike. Ms. Theresa Schneider, a project manager at the Center of Excellence in Project Management at IBM kick started the session highlighting the importance of excellence in proj-

ect management in the light of corporate governance and the role played by excellence in achieving deliverables of the program and project management. “Excellence and innovation should be governed by a solid corporate governance taking into account excellence and innovation.

Ms. Sue Kershaw, Director of Programs in the Consulting Management at KPMG Company, UK, delivered the second visual presentation entitled “Corporate project management and compatibility with project portfolio management”. She reviewed the role of governance in managing projects’ portfolios, since it deals with financial assets that



require management that is more discreet.

Dr. Saadi Azra, CEO of SRL Advisors delivered a visual presentation, titled 'Integrated Framework for Project Management Life Cycle,' reviewing issues related to project management phases, which play a vital role in the success of the project.

Sound corporate governance would strengthen the mechanisms of accountability, and open channels of communication within markets and other related entities. Consequently, the public sector can be more effective in

achieving specific results, and at the same time shall be responsible for methods through which these results are achieved.

Sound corporate governance would also lead to sound management, better management of public wealth & sound management of public affairs, and ultimately achieves better results for citizens. All institutions should strive to meet the highest levels of governance, therefore, all arrangements for governance must always remain intact.

Dubai witnesses spectacular growth

The closing day of the Dubai International Project Management Forum (DIPMF), which was held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, at the Conventions Center, Madinat Jumeirah, featured the speech of Mr. Morten Sorensen, Advisory Executive at Advisory Services Company for Programs Management. He was excited with the spectacular development seen by Dubai in the past 20 years.

In his speech entitled 'Ways of Achieving Benefits – Framework, Tools & Risks to be Avoided,' in a session themed 'Achieving Benefit from Projects,' Mr. Morten Sorensen, who assumed leading positions over the last 20 years, all associated with corporate ITC services cited his personal experience in IT services, accounts & services management, program management, project management offices, professional services, product management, among others.

According to Morten, the outputs of projects are either



services, products or profits, stressing the importance of avoiding causes of failure throughout the project's life cycle, highlighted by misunderstanding the mechanism to achieve benefits.

Carlos Serra, Director of the Project Management Office in Jazirom Marketing Land Trading Company, delivered a speech entitled 'Strategy to Achieve Benefit from Project at Corporate Level: Way to Success in Implementing

Business Strategies.’ He highlighted three basic principles to utilize projects: improving performance, value-added work, as well as viable, achievable and assessable work. He pointed out that assessable improvement process includes improving results, appropriate reason to invest in this area and increase benefits, enhance the company’s standing or even change procedures, if necessary. He also highlighted the need to assess the motives and incentives. Carlos cited his experience of 14 years in project management where he traversed different countries and assumed many positions. He boasts of 16 year-experience in proj-

ect management at both large and small companies, which focus on national and international projects.

Trevor Jones, Vice President for Delivery of Projects Affairs in the United Kingdom and Ireland at DHL Company delivered a speech under the title: ‘Projects Face Potential Failure! The Best Methods to Acquire Success Factors and Achieve Optimal Utilization.’ He cited his personal experience, as an expert in project management, and as a Fellow in Project Management Association with extensive experience at all DHL business sectors.

Upgrading PPP’s partnership

The Dubai International Project Management Forum, held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, at the Convention Center, Madinat Jumeirah, called for fostering partnership between the public and private sectors by upgrading its principles, rules, mechanisms and policies so as to serve the interest of both parties and the community at large, and avoid any losses.

The Public-Private Partnership session of the DIMPF, which is organized by the RTA, in collaboration with the Dubai Electricity and Water Authority, Emaar Properties, and Project Management Institute (PMI), called for studying PPP’s contract with utmost attention by conducting feasibility studies compiled by both parties, focusing on potential variables, and seeking legal guidance from experts. The session drew the participation of a powerful line-up of 35 international speakers, including ministers, heads of agencies and institutions, major company executives, and an elite panel of international experts specialized in project management, which represents the backbone of development strategies, and one of the key pillars of modern management science, which would have a positive bearing on forming the frameworks that ensure success of development efforts in various fields. Speaking about PPP in new and emerging markets; as well as the common risks that should to be avoided, Willy Shunibari, Managing Director and CEO, Shunibari Consulting, said: “Economic feasibility and previous studies are crucial to establishing PPP. Anticipating prices, which



may rise in the future and inflict losses to the private sector rendering it unable to fulfill obligations, thus ensuring a strong and successful PPP. Both tendering and bidding processes require professionals to rule out any obstacles that may hinder the execution of the project in the future.” Under the headline of “Managing public-private sectors contracts partnership, Upon Business Start,” David Baxter, CEO at Public-private sectors Partnerships (ip3), focused on PPP contracts. “A common problem that faces either or both parties is the lack of qualified personnel capable of drafting a balanced contract in line with the applicable laws, taking into account market competition and equal opportunities.” Baxter called for training contracts personnel so that they produce the best PPP contracts. Baxter stressed the importance of PPP supervisory team, execution of contracts, and ensuring contracts’ efficiency. He noted that building strong teams that fully understand their roles in each project is better than a strong manager lacking a strong supporting team.

Al Tayer honors 50 best cabbies ,most frequent public transport riders as part of Public Transport Day

HE Mattar Al Tayer ,Director-General and Chairman of the Board of Executive Directors of the Roads and Transport Authority) RTA (attended part of the public transport events which corresponds to the first of November each year ,the day the RTA was established back in.2005

The festivity ,which took place in Dubai Ice Rink ,Dubai Mall ,featured the recognition of the two winners selected from a pool of most frequent riders of public transport means ,by awarding them AED50,000 each .RTA also honoured 50 cabdrivers from the DTC's franchise companies operating under the tutelage of the RTA ,as part of the Excellence in Taxicabs ,organized annually by the RTA to select the best cabbies and franchise companies.

The Award aims at upgrading services on offer to taxi riders ,and raise the competitive edge among franchise companies to ensure quality services ,improve traffic safety, heighten awareness levels ,bring happiness to taxi users,

and motivate drivers to achieve excellence and show job &customer service commitment.

The festivity also featured a contest named :Finding the Treasure .Here 20 ,teams of RTA public transport users were selected ,each team comprising 3-5 individuals. To participate in the contest ,each team had to work out a strategy for amassing the largest number of points as quick as possible in order to rank among the winners. Three winning teams were named where a prize money of AED 15,000 was given top winners ,AED 10,000 to the runner-up ;and AED 7,000 to the third ,not to mention the commemorative gifts were offered to the public.





Awareness and education

HE Mattar Al Tayer was thrilled with the great communal interaction with the public transport day initiative ,hailing the response of public & private entities ,educational institutions ,and various community segments for their contribution in making the initiative a success .This reflects the RTA's keenness to educate community members on the importance of using public transit modes .HE reiterated the RTA's efforts in this regard ,including public transport initiatives ,which have contributed to promoting awareness and disseminating culture of using public transport. The population has started to savor the benefits and advantages of using mass transit such as psychological& physical comfort to the passengers ,cost savings ,and high safety levels ,besides cutting expenses such as vehicles usage ,fuel ,maintenance ,etc .The share of public transport rose from 6% in ,2006 and 15% in ,2015 putting the emirate on track to meet a target of 20% by ,2020 and 30%in.2030

"The strategic and operational plans for roads & transport drafted by the RTA are based on achieving the principle of integration amongst the various public transport means, rendering them the preferred mobility option for popu-

lation in the emirate .To this effect ,the RTA has provided integrated solutions such as upgrading and widening roads and bridges networks ,rejuvenating the mass transit systems including the metro ,the tram ,buses and marine transport ,besides renovating traffic technological systems to optimize utilization of mass transport systems. The RTA has also adopted policies capable of lowering private vehicle use and raising public transport usage ,enabling individuals to car-pool a single vehicle to and from their workplaces which is ideal for Dubai where every two individuals have one car “,added Al Tayer.

The Public Transport Day initiative aims at displaying the role of the Emirate in supporting efforts towards improving the environment ,achieving sustainable development ,encouraging residents to use mass transit means ,and improving ridership levels .This requires raising the awareness of users about the benefits of public transport ,and highlighting RTA's modern mass transit means including the metro, buses and marine transit modes .The event is also intended to step up the integration of mass transit modes ,and boost the pioneering role of Dubai in general and the RTA in particular in raising the profile of public transport means.

Dubai Taxi operates first Ladies Limo through Careem



Increasing trips of Dubai metro on Red & Green Lines

The Roads and Transport Authority (RTA) increased the number of Metro trips on the Red & Green lines in reply to the growing demand for the services from the public from different social segments in Dubai, especially the metro riders in early morning, during various peak hours. In total, 276 new trips are added on weekly basis, 154 on Red Line and 122 on Green Line. The Winter Timetable was operational 23rd October, 2016.

To address the early morning passengers, three additional short trips would operate each day from Saturday to Thursday and 5 additional trips on Friday on the Red line. "From Sundays to Thursdays, two trips will operate towards Rashidiya bound & one trip will operate towards UAE Exchange bound. The 1st trip starting at 6:07 AM from the Dubai Internet City (DIC) station and reaching the Rashidiya station at 6:55 AM. The 2nd trip would start at 6:27 AM from the Al Jafiliya station and reach the Al Rashidiya station at 6:50 AM. The 3rd additional trip

will operate on the Red Line, starting at 6:02 AM from the Burjuman station and reaching the UAE Exchange station at 6:52 AM" according to Abdul Mohsin Ibrahim Younes," CEO of RTA's Rail Agency.

"On Fridays, five additional trips would operate on the Red Line of which three will operate towards Rashidiya bound & two will operate towards UAE Exchange bound. The 1st trip will start at 10:14 AM from the Dubai Internet City (DIC) station and reach the Al Rashidiya station at 11:02 AM. The 2nd trip will start at 10:23 AM from the

RTA's Dubai Taxi Corporation (DTC) has signed a cooperation agreement with Careem, the leading online booking provider of taxi & limousine services, whereby DTC will operate Ladies Limo service for the first time via Careem App. The agreement also provides for DTC to run ladies-dedicated service on deluxe limo driven by highly experienced female chauffeurs.

Dr. Yousef Al Ali, CEO of DTC signed the agreement on behalf of DTC and Mudassir Sheikha, Founder and Managing Director of Careem signed it on behalf of Careem. An announcement to this effect took place during a special event held at the premises of DTC in the presence of several senior officials.

"Launching the new exclusive Ladies Limo service is a further evidence that DTC is committed to delivering best-in-class services to customers, and enriching the 5-star experience to unprecedented levels. The service will be appealing to VIP ladies in quest for privacy & comfort aboard deluxe transit means," said Al Ali.

"Partnering with DTC is pioneering step taken by Careem. Launching Ladies Limo service, branded as Ami-

ra, enhances the presence of Careem in Dubai through offering exclusivity to ladies and families service," said Mudassir.

"Launching Amira service through Careem is a game changer of customers' service experience. The agreement epitomizes the directives of our leadership to transform Dubai into the smartest city in the world, and uplifts the caliber of services to live up to the Happy Dubai concept," said Abdullah Ibrahim Al Meer, Director of Business Development at DTC.

"This initiative aims to leverage the operational efficiency of DTC by ensuring the optimal utilization of assets, and adding new services through the existing resources of DTC," he added



Business Bay station and reach the Al Rashidiya at 10:56 AM. The 3rd trip would operate on the Red Line, starting at 10:31 AM from the Burjuman station and reaching the Al Rashidiya station at 10:51 AM. The 4th trip would operate on the Red Line starting at 10:05 AM from the Deira City Center (DCC) station and reaching the UAE Exchange sta-

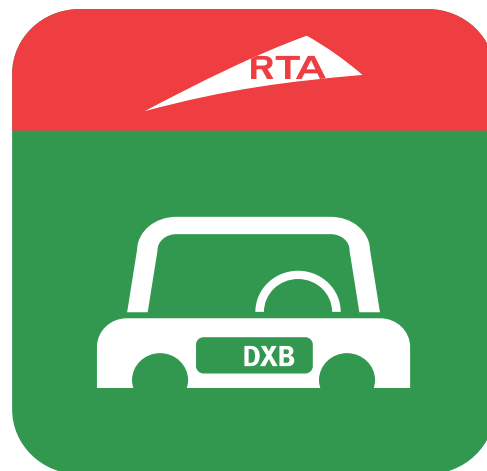
tion at 11:02 AM. The fifth trip would operate on the Red Line, starting at 10:06 AM from the Al Jafiliya station and reaching the UAE Exchange at 10:56 AM. 2 short trips are already operated starting from Burjuman station at 10:19 AM & 10:25 AM and reaching Rashidiya station at 10:39 AM & 10:45 AM. Hence, in total, 7 short trips will operate on Friday early morning," explained Younes.

"On Saturdays, three additional trips would operate on the Red Line. The first one would start at 6:03 AM, from the Dubai Internet City (DIC) station and reach the Al Rashidiya station at 6:51 AM. The second trip would start at 6:21 AM, from the Al Jafiliya station and reach the Al Rashidiya station at 6:44 AM, while the third additional trip would start at 6:02 AM, from the Burjuman station and reach the UAE Exchange station at 6:52 AM," he said.

"RTA has always been seeking to apply the world's best practices and harness the most sophisticated technologies to make the public transport modes commuters happy and satisfied with our excellent services on daily basis," concluded the CEO of RTA's Rail Agency.

Full gradual electronic transition of 4 drivers licensing services

The Roads and Transport Authority (RTA) has confirmed the full gradual electronic transition of four drivers licensing services and has ceased offering them through front-end employees. The step is part of RTA's endeavours to save the time & effort of customers, and enable them to process their transactions without requiring visiting RTA's Head Office or even customers' happiness centers. Such services can only be processed via RTA App, Drivers & Vehicles App, Self-Service Machines, Smart Kiosk, (website) www.rta.ae, Call Center (8009090) or the approved testing centers.



Ahmed Bahrozian, CEO of RTA's Licensing Agency, RTA explained, "The four services to be processed through the mentioned channels are renewing driving licenses for those under 21 (starting from October 16th 2016), issuing driving licenses in replacement of lost or damaged ones (starting from October 30th 2016), issuing driver experience certificate (starting from November 13th 2016), and renewing driving license for those over 21 (starting November 27th 2016).

"These services used to be delivered via e-channels, smart apps as well as front-end employees, but, our initiative is intended to bring added convenience and happiness to customers in implementation of our first & third strategic goals: Smart Dubai, and People Happiness. The automation of our services is an ongoing process, especially as our government ranks customers satisfaction as a top priority, and all RTA's initiatives are based on the objectives outlined by the Dubai Government," added Bahrozian.

Dubai Taxi offers free WiFi in Limos

The Dubai Taxi Corporation (DTC), Roads and Transport Authority (RTA) has introduced free WiFi service on board all its limousine fleet with the aim of enhancing customers' satisfaction and happiness. All limos have been fitted with the service which will gradually be broadened to cover all DTC taxicabs.

Dr. Yousef Mohammed Al Ali, CEO of Dubai Taxi Corporation, said, "Limousines of the DTC offer a great and unique service tailor-made to the needs of our clients in the tourist sector such as hotels, airline companies

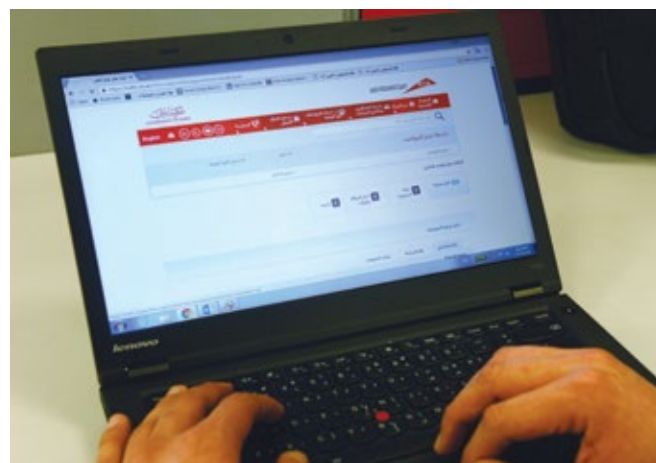
and other related public or private entities. The service is available from Dubai to all other Emirates 24/7.

"The DTC has signed an agreement with a specialist provider of WiFi services in limos such that clients could

‘Enjaz’ service executes 11 thousand e-booking of appointments for vehicle testing

The Roads and Transport Authority (RTA) has processed about 11 thousand online bookings of appointments for testing vehicles until the end of August. The service, which has slashed vehicles registration steps from 14 to 9, is part of RTA’s endeavours to save time & efforts of customers, realize its third strategic goal of People Happiness, and living up to the Smart City initiative of the Government.

Detailing the above, Sultan Al Marzouqi, Director of Vehicles Licensing, RTA’s Licensing Agency, said “Enjaz services has managed to process 11 thousand e-booking of appointments for testing vehicles through the internet or smart apps. The service has multiple benefits including finalization of e-selling via approved showrooms where the sales agreement can now be made through the traffic system of the showroom. The customer will accordingly have an appointment booked online at the showroom without visiting our service centers. Once the original Emirates ID is presented at the testing center, the examiner will retrieve details of the vehicle online without involving any papers. Quicker processing of testing as 50% of the process is already done by auto showrooms marks such an exercise. Enjaz service also enables the tester to use a tablet to enter data digitally, without involving papers, which ensures accurate details and saves time & effort of both the motorist and the tester.



“Enjaz service is launched in the context of RTA’s keenness to streamline car selling & buying process and expedite the booking of appointments for testing through a wide range of approved showrooms. It also underscores RTA’s attention to customers’ convenience through applying the highest standards for their happiness,” added Al Marzouqi.

avail free WiFi on board our 113 limousines during transit. The service is part of RTA’s endeavours to open new horizons and set new trends in offering high-quality services. It replicates the policy of the DTC in offering services befitting & enhancing the tourist credentials of Dubai, fulfilling the needs of all residents & visitors of the Emirate and gearing up for Expo 2020. Such a drive is consistent with the ambitious plans of our leaders, contributes to the realization of RTA’s third strategic goal (People Happiness), and echoes DTC’s vision of Pioneers in Passengers Transport Services,” added Al Ali.

