Hamdan bin Mohammed: Dubai sets global platform for sharing innovative ideas
**Vision**

Safe and Smooth Transport for All

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**Mission**

Develop and Manage integrated and sustainable Roads and transportation systems at a world-class level, and provide pioneered services to all.

Stakeholders for their happiness, and support Dubai’s vision through Shaping the future, preparing policies and legislations, adopting.

Technologies and innovations, and implementing world-class practices and Standards.
DIPMF, a truly global platform of PROJECT MANAGEMENT

The 6th Dubai International Projects Management Forum (DIPMF) has ticked all the boxes of another successful edition of this progressive global gathering of project management professionals. The event was honoured by the presence of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince, Chairman of the Executive Council, who felicitated the winners of the 3rd Hamdan bin Mohammed Award for Innovation in Projects Management on the final day.

Held under the theme ‘Cultural Diversity,’ the sixth edition of the Forum was a fitting finale of 2019; which was announced by His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, as the ‘Year of Tolerance.’ The theme also goes in line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai, to transform the UAE into a global reference for the culture, policies, laws and practices of tolerance.

Sessions held focused on the impact of cultural diversity on projects management. Participants tackled an array of industry issues along with their impacts on project management such as cultural diversity, implementation of the 4th industrial revolution technologies, and flexible management concepts. Discussions also touched on challenges of attracting talents in advanced fields of project management. Overall, the Forum evolved into a global platform for sharing innovative ideas and exhibiting high-class skills of project management.

The past six editions of the forum were extremely successful in terms of attendees, speakers and topics discussed. About 10,000 participants representing 40 countries took part in the previous rounds, and 280 speakers delivered speeches in 200 sessions. Topics discussed covered experiences and success stories of top global experts in various fields of project management such as infrastructure, transportation, economy, sport, art, healthcare and innovation.

Eventually, we gratefully thank His Highness Sheikh Hamdan bin Mohammed Al Maktoum for honouring winners of the Hamdan bin Mohammed Award for Innovation in Project Management. We reaffirm our commitment to muster all efforts and work as a team to continue with the development drive of Dubai under the leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum.

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Dubai Crown Prince honours winners of Hamdan bin Mohammed Award for Innovation in Projects Management

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, has felicitated winners of the 3rd Hamdan bin Mohammed Award for Innovation in Projects Management (HBMAIPM) at the closing session of the 6th Dubai International Projects Management Forum (DIPMF). The awards-distribution ceremony took place held at Madinat Arena, Madinat Jumeirah in the presence of key executives from public and private entities.
His Highness and attendees watched a movie about DIPMF recapping the fast-paced development drive and rise of Dubai. Another movie was shown highlighting the HBMAIPM aimed at rewarding innovation in projects management, providing a database for best practices and models of projects management, and setting a platform for sharing innovative ideas amongst industry influencers.

Afterwards, His Highness, accompanied by HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) and Chairman of the Board of Trustees of the Award, honoured the winners of the HBMAIPM.

In the Individual category, the winner of the Innovative Project Manager award was Michael Rogers, from Lam Research Corporation, USA for a project named: Service Products Order Fulfillment. The project enabled the ordering, assembly, and fulfilment of a new service product for Lam Research Corporation, a leader in semiconductor wafer-fabrication-equipment manufacturing. A team was utilised for software development using other agile techniques to build financial and logistics processes. Michael’s methodology innovations ensured that the most effective project management and leadership methods were used during each phase and sub-project. The implementation of the project increased the usage of the product by over 10% and have reported greater than 30% increases in their own productivity.

In the Innovative PMO Manager award, the winner was Maged El-Hawary from ASGC. The company started transforming its operations to accommodate bigger & more complicated projects. More reliable ways and standard processes for projects’ planning were needed which marked the need for project controls function. The virtual design, construction and animation of the project created a single comprehensive model consisting of 3D model combined with time (construction schedule), cost (project budget) and realistic construction methodology. The company used Augmented and Virtual Reality tools in the construction process, drones for progress tracking, and Automated Reporting System.

His Highness also honoured the winner of the Innovative Project Team award; which went to the 3D-ePMO Project Team, Ministry of Health (MoH) - Saudi Arabia. The ePMO model was customised specifically to best fit the Ministry of Health. It managed to build a strong foundation capable of ensuring all projects and initiatives are well managed and efficiently tracked. The system linked 20 regional directorates with the headquarter. The team managed to deliver the project in a creative style by using the Design Thinking Methodology.

Sheikh Hamdan honoured the winners of the Organizations category. The first was Projectize Group from the USA for its next-generation approaches to organisational project management. The project implemented the DNA of strategy-execution innovation; which generated new competitions to drive innovation. It resulted in a number of benefits such as 78% improvement in business case realisation, resulting in a direct bottom-line impact of $15 million. Overall, there was a 10% faster cycle time from start to delivery compared to the past.

The runner-up was MHPM Driver from Canada for Calgary Central Library project; one of the most frequently used library systems in North America. DP World finished third for
its Smart Traffic Management System. The system uses Artificial Intelligence and Emotional Intelligence concepts for Vehicle Booking System to deliver and receive the containers and trace complex requirements.

Dr. Huda Almadhoob won the award for Innovative Use of Project Management Practices in the Academic category for the Self-Organising Networks in Complex Infrastructure Projects: the Case of London Bank Station Capacity Upgrade Project, carried out in Great Britain.

Dr. Ghadeer Alfandi won the award for Research in Innovative Project Management Practices in the Academic Category for Investigating Risk Management Capability of Construction Firms in the GCC Countries, which was commissioned in Great Britain. The researcher used several research methods for addressing the research aim and objectives comprising of a pilot study and two questionnaire surveys for professionals from construction organisations in the GCC countries in addition to conducting six case studies from real-life projects. The research investigated and analysed construction organisations and projects in the GCC region, through comprehensive surveys and case studies.

Finally, the patron of the event honoured co-organisers and sponsors of the DIPMF for contributing to the success of the Forum. His Highness then posed for photos with members of the board of trustees and judges committee of the award. His Highness then inspected mock-ups of two projects RTA is undertaking shortly. The first is Sky Garden Project, a new footbridge extending 380 metres and rising 60 metres spanning an area of 3422 square meters. With its iconic and stylish design linking several city landmarks on both shores of Dubai Creek, the bridge promises to be a new attraction for Dubai residents and visitors.

The second is the Sunset Beach Project; a new beachfront spanning an area of 80,000 square metres for family entertainment connected to Jumeirah Beach Walk. It includes beach areas and unique models of several floating islands near the Dubai Water Canal covering a total area of 107 thousand square metres. It has modern designs of green hills, sandy hills, parking lots, public facilities and retail spaces.

6th Dubai International Projects Management Forum Gets Underway under the patronage of Hamdan bin Mohammed

Under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, the sixth edition of the Dubai International Projects Management Forum (DIPMF) has kicked off today (Monday). The event, which is held this year under the theme ‘Cultural Diversity,’ is organised by Roads and Transport Authority (RTA) and co-hosted by DEWA, DP World, Emaar Properties and PMI. The main session saw the presence of a strong lineup of top government and private executives as well as global experts of the projects management industry.
“In the opening speech of the Forum, HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, said, “In line with the resolution of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, designating 2019 as a Year of Tolerance, and the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to transform the UAE into a global model in the culture, policy, laws and practices of tolerance, we were keen on inculcating the impact of cultural diversity on projects management in the sessions of this Forum. “We were also keen on highlighting key issues and challenges such as the impact of cultural diversity as well as the fourth industrial revolution on the concepts and structures of projects management. Sessions will also shed light on the concept of agile projects management and challenges of attracting talents in sophisticated fields.

“The UAE government is keen on keeping up with the global trends and encapsulating them in strategies and plans to overcome challenges in hand. Such strategies include UAE Centennial 2071, UAE Strategy for the Fourth Industrial Revolution, artificial intelligence, energy and advanced skills.

“Dubai Government is equally keen on aligning its plans with the policies of the federal government to keep pace with global affairs. The Emirate has recently unleashed several strategies including Smart Dubai Strategy, Dubai Strategy for Self-Driving Transport 2030, Dubai Clean Energy Strategy 2050, and Dubai Future Labs,” commented Al Tayer.

**Sustained Successes**

“Over the past five editions, DIPMF has made huge successes in terms of attendees, speakers and topics. More than 8000 participants from 40 countries and 250 global speakers took part in about 150 sessions. They shared the crème of their expertise and success stories in various spheres of projects management such as infrastructure, transportation, economy, sports, art, healthcare and innovation.

“It also witnessed the launch of the Hamdan bin Mohammed Award for Innovation in Project Management (HBMAIPM) aimed at identifying, rewarding, promoting and empowering innovation in projects management. The award is focused on setting up a database for the best practices and business models of projects management besides providing a platform for sharing innovative ideas and training on projects management skills.

“The past editions of the forum have concluded to recommendations that contributed to solutions for contemporary challenges of projects management. For instance, it stressed that organisations have to implement the principles & skills of projects management and consider them an integral part of their corporate business. Leading organisations understand mistakes and view them as key elements of learning, and advocate the values of transparency and knowledge-sharing. Organisations have to embrace innovation and sophisticated technologies in projects management to be successful and cope with various challenges. Start-ups have to focus on delivering innovative services rather than making quick gains,” added Al Tayer.
Fast Growth

“The UAE in general and Dubai, in particular, have posted fast growth rates in all fields; which have accelerated since the announcement of Dubai as a host of Expo 2020. Several projects are currently underway to meet the needs of hosting this global showpiece including a network of roads and public transport projects such as Route 2020 for extending the Red Line of Dubai Metro 15 km to the site of Expo.

“Dubai Government departments and government-owned companies are working on other projects to fulfil Dubai Strategic Plan 2021 highlighted by Mohammed bin Rashid Al Maktoum Solar Park, Dubai Silk Road, and Dubai Creek Project. DIPMF is a great meeting point for project management executives and officials to share expertise, ideas, future challenges and how to benefit from the leading experiences in this regard,” concluded Al Tayer.

Sessions

Sessions of the first day of the Forum started by discussing several projects related to visionary leadership, economic diversity, and future of mobility. Sessions will also discuss Dubai A Land for Talent and the successful experiences in the HBMAIPM such as the specifications of the millennium project manager, future trends of projects management, design thinking, agile project management, project management of megaprojects, human resources, hybrid projects, remote project management, and asset management. Specialist masterclasses will be held on the sidelines of the forum covering agile projects management, benefits management, artificial intelligence, modern technology projects management, and corporate projects management and governance.
HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), revealed that 90% of Dubai taxis would be electric or hybrid by 2026 and that RTA had already started trials on electric buses. “Fast changes and technological advancements triggered by the fourth industrial revolution, demographic growth experienced by metropolitan cities and the associated traffic intensity have forced governments to revise the principles of town planning as well as transport and roads infrastructure to keep pace with future needs,” said Al Tayer in a speech delivered to the main session on Day 2 of Dubai International Projects Management Forum (DIPMF). Other speakers in the session included Laurence Batlle, Chairwoman of RATP Dev, and Bryn Balcombe, Chief Strategy Officer, Roborace. The media specialist Laura Bakewell moderated the session.

“In implementation of Dubai Self-Driving Strategy to transform 25 of total journeys in Dubai into journeys on self-driving transit means by 2030, RTA has launched several projects and initiatives to address future mobility needs. Such projects are built on the concepts of artificial intelligence, and big data thanks to the launch of Enterprise Command and Control Centre, which handles about 75 million information per day. Work is currently underway in the construction of Traffic Control Centre at Al Barsha; which will be operated in the middle of 2020. RTA has also run bus on-demand service and started trials on electric buses.

“In collaboration with Careem, RTA launched Hala e-hailing service; which reduced the waiting time for taxis from 12 to 3.5 minutes. Through the free WiFi service, we have overcome the language barrier by providing instant interpretation in the preferred languages of clients,” explained Al Tayer.

“There are still challenges and unknowns in the business of transportation over the next 20 years. Technology is moving at a fast pace and dealing with such a situation warrants using case scenario analysis to plan the future. We need to revise the principles of town planning and the planning of transport and roads infrastructure to address future needs and develop the appropriate work structures.

“There is a pressing need for coordinated efforts of all concerned sectors to develop future scenarios to support decisions impacting the future of Dubai, monitor global trends, and chart out a proper work plan.

Laurence Batlle, Chairwoman of RATP Dev, Paris, stressed the importance of cooperation between public and private sectors in drawing up sustainable mobility solutions. “RATP Dev aims to transform 5000 buses into environmental-friendly buses by 2025. It has designated certain routes for buses to enhance the role of public transport in the mobility of people in Paris,” she added.

Bryn Balcombe, Chief Strategy Officer, Roborace explained the efforts of ADA, a specialist in the use of AI applications, towards minimizing road accident fatalities, which were estimated as 1.5 million cases, by 50% by 2050. He also spoke about the sustainability of mobility, which should serve the needs of various community segments, especially the people of determination.
In a key lecture delivered by HE Saeed Mohammed Al Tayer, MD & CEO of Dubai Electricity and Water Authority (DEWA), at the six editions of Dubai International Projects Management Forum (DIPMF), Al Tayer spoke about A Land for Talent principle. He stressed that the UAE will not reconcile with anything short of the Number One position. “Dubai is the perfect destination of talents and we work in an integrated structure to deliver innovative solutions and envision the future,” he commented.

“DEWA is working tirelessly to boost the concept of A Land for Talent. It has 1700 Emirati engineers and an unprecedented number of female engineers. We hold high-class training workshops to polish the skills and abilities of our staffs. We have a package of motivators to entice the best intellects to uplift our corporate performance. We aim to measure up with the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, in this regard,” added Al Tayer.

Al Tayer made a visual presentation about Mohammed bin Rashid Al Maktoum Solar Park; the biggest of its kind in the world with a capacity of 5000 megawatts and investments in excess of 50 billion dirhams. It contributes to reducing carbon emissions by as much as 6.5 million tons. He also highlighted key initiatives of DEWA such as 10x for redefining the concept of service organisations, energy storage technologies, and expanding the use of artificial intelligence. The presentation also covered the sustainable airport project; which is powered by solar energy generated from sound, movement and air among other projects and initiatives contributing to the principle: A Land for Talent.

Effective communication, technology, innovation and continuous learning are key drivers of Remote and Collaborative PM

A session entitled Remote and Collaborative PM on the first day of Dubai International Projects Management Forum (DIPMF) held by RTA (7-10 December) stressed the importance of several key factors highlighted by the effective communication between team members in various places. It also emphasised the importance of diversity in the qualifications, cultures, innovation of the working teams as well as their continuous learning and obtaining professional and academic degrees. Other key factors also include the interest of employees in projects management of such working environments.

Dr Khaled Hamdi, RTA PM Advisor, moderated the session which also saw contributions from Engineer Engineer Ahmed Arab, Deputy Governor for Strategy, Saudi General Investment Authority (SAGIA), Frederik Haentjens, Founder & Organisational Designer of Boxologist; Rebecca Fox, Head of Membership, Association for Project Management.

Future Trends of Project Management revealed by PMI at the 6th Edition of DIPMF

With its promise of getting bigger and better each year, DIPMF hosted Sunil Prashara President & Chief Executive Officer of the Project Management Institute (PMI) who addressed a keynote on the future trends in project management. Sunil praised Dubai for its unprecedented growth over the last twenty five years. This is reflected in
is a lecturer at Johns Hopkins University, delivered his speech at the Arena Hall at Madinat Jumeirah Convention Center. “There are various types of economic diversities such as social, industrial and cultural diversities. However, the economic diversity is a top priority of nations due to the ongoing emigrations impacting the cultural and social diversities; and resulting in a different economic diversity,” said Broadman.

He stressed the strong correlation between social & cultural diversity and growth; which is often based on events and changes rather than documented information.

**Harry Broadman: Cultural Diversity key driver, product of economic diversity**

In a keynote speech delivered on the second day of Dubai International Projects Management Forum (DIPMF) held under the theme (Cultural Diversity), which concluded yesterday, Harry Broadman, CEO & Managing Partner, Proa Global Partners, confirmed that Cultural Diversity is a key driver of economic diversity. Equally, he says, economic diversity is a key driver of cultural diversity as it attracts multicultural societies looking for a better and stable life and living.

Broadman, an author of several books and professional articles has led to tremendous growth and has contributed to people living a very comfortable and secure life. However, along with the growth comes challenges. The population in the Middle East is expected to double to 750 million people by 2050. Around 34 percent of the population in the UAE then will be below 25 years and this is not only an opportunity but a challenge.” Mr.Prashara said.
The 6th edition of DIPMF closed with a keynote from world’s leading expert in Design Thinking as well as an Olympic silver medalist John Coyle. While simplifying the process of how Design and Thinking can be applied for any project, he highlighted five major principles which included; Accept, Define, Emphasise, Ideate, Prototype.

Application of Design Thinking revealed at the 6th DIPMF

RTA names DEWA co-organiser of DIPMF 2020-2022

Roads and Transport Authority (RTA) has signed a Memorandum of Understanding (MoU) with Dubai Electricity and Water Authority (DEWA) whereby the later will continue its role as co-organiser of Dubai International Projects Management Forum over the period 2020-2022. The step culminates the huge successes of the past editions of the forum.
HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, and HE Saeed Mohammed Al Tayer, MD & CEO of DEWA on the sidelines of the sixth renewal of Dubai International Project Management Forum (DIPMF).

HE Mattar Al Tayer was delighted with the continued partnership with DEWA in co-hosting DIPMF 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 realising the objectives of the Forum in showcasing the pioneering development model of Dubai under the leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. The forum is privileged by the follow-up of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council as well as His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Dubai Ruler of Dubai and 1st Vice Chairman of the Executive Council. Dubai is among the leading metropolitan cities in projects management and adopts the highest standards in delivering megaprojects such as Burj Khalifa, Palm Jumeirah, Dubai Metro, Dubai Tram, airports, ports and iconic architectural projects,” said Al Tayer.

“Over the past years, the Forum has cemented its standing as a global platform for rolling out the best practices and innovative solutions of projects management. It attracts visionary global experts sharing ideas contributing to the successful implementation of big projects. The number of participants exceeded 8000 over the last five editions of the forum,” he added.

“We are pleased that DEWA is partnering with the Dubai Road and Transport Authority in organising the Dubai International Project Management Forum (DIPMF). This supports our commitment to achieving the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council of Dubai, to promote Dubai’s position as a global economic model and a hub for the best practices and experiences. These practices have become benchmarks for international organisations in implementing engineering, construction, infrastructure, and renewable and clean energy projects, as well as initiatives for anticipating and shaping the future,” said HE Saeed Mohammed Al Tayer, MD & CEO of Dubai Electricity and Water Authority (DEWA).
Over its past cycles, the DIPMF has succeeded in consolidating its position as a global platform that brings together prominent specialists in project management from all over the world. It contributes to developing strategies and innovative solutions that highlight key successful experiences, and the best standards for project management. During our participation in the forum, we highlight DEWA’s most significant projects, especially in renewable and clean energy, sustainability, innovation, and anticipating and making the future. This supports our efforts to contribute to making Dubai the smartest and happiest city in the world,” added HE Saeed Al Tayer.

**RTA signs two agreements designating Aramco as strategic sponsor, British APM as partner of DIPMF**

Roads and Transport Authority (RTA) has signed two separate agreements; the first provides for naming the Saudi Aramco Oil Company as a strategic sponsor of the 6th Dubai International Project Management Forum (DIPMF). The second names the British Association for Project Management (APM) as a partner of the Forum, which kicked off on December 7th 2019 under the theme Cultural Diversity. The Forum is co-hosted by DEWA, DP World, Emaar Properties and PMI, and it is the first time Aramco and APM are associated with this thriving global event.

Ms. Moaza Al Marri, Executive Director, Office of the Director-General and Chairman of the Board of Executive Directors, Chairperson of the Organising Committee of DIPMF, signed on behalf of RTA. Fahad Al-Ammari, General Manager, Saudi Aramco Project Management Organisation, signed on behalf of Aramco; and Rebecca Fox, Head of Membership, APM, signed for APM.

Al-Marri was excited over the strategic sponsorship with Aramco as it reflected the strong relationships with the Saudi giant Aramco Company. “Such strategic cooperation ushers a new era with extensive positive bearings on the national, regional and global economies. The significance of this agreement is underlined by the global weight of Aramco, which owns refineries, oil tankers, and research centres spreading across the world as well as a workforce of about 65 thousand employees,” said Al Marri.

“We are pleased with the association of Aramco as a strategic sponsor of the current edition of DIPMF. We view the Forum as a global destination for identifying innovative ideas in projects management, especially as our company has a rich global experience in this regard. Our sponsorship stems from the global competence of the Forum and its proven ability to captivate the attention over the past five editions. The agreement we made today boosts the relationships between RTA and Aramco, thus nurtures favourable opportunities for the business and finance sector,” said Al Amari.

“Our agreement with RTA will support DIPMF by applying the experience and services of APM in this regard. Dubai has a whole host of spectacular projects and high ambitions for bringing more successes to the Forum. It is here the APM will be endeavouring to make a significant contribution,” said Fox.

6th Dubai International Project Management Forum (DIPMF)
HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, received HE Sunil Prashara, President & CEO, Project Management Institute (PMI). The two leaders discussed cooperation between RTA and PMI as well as future trends of projects management.

Al Tayer also received HE Christian U. Haas, CEO of PTV Group. The meeting discussed revamping Dubai’s strategic transportation model to include future transit means, and benefit from big data and artificial intelligence in upgrading the model.

Moaza Al Marri, Executive Director, Office of the Director-General and Chairman of the Board of Executive Directors, Chairperson of the Organizing Committee of DIPMF, said, “The sixth edition of DIPMF has attracted 13 sponsors topped by the Saudi giant oil company Aramco, which has made the headlines with its recent initial public offering amongst global investors from all over the world. Aramco will be the strategic partner of DIPMF.”

“Falcon City of Wonders, China State Construction Engineering Corporation, and Al-Futtaim Auto & Machinery Company (FAMCO) have also been added as strategic sponsors. Alstom will be the delegate bag sponsor, and Parsons is the lanyard sponsor. Etihad Rail, Systra and Larsen & Toubro will be silver sponsors. The Blanes Ware is named as a technology partner, and the International Institute for Learning is named as an education partner. Emirates Society of Engineers and Construction Week magazine have also been designated as partners,” she added.
Thank you to all our co-organizers and sponsors for contributing to the success of Dubai International Project Management Forum 2019
‘Legacy of Ancestors’ during RTA’s National Day celebrations
Festivities include heritage events, diving wall and fishing lyrics

His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) attended RTA’s celebrations of the 48th National Day. This year’s edition is themed “Legacy of Ancestors,” in veneration of the true heritage of the UAE, and unique features of Emiratis.

Events kick-off with the UAE’s National Anthem after which Al Tayer toured the events held at RTA’s premises. This year’s celebrations echo the identity of traditional Emirati homes with stylish touches replicating this year’s theme. Al Tayer then attended an event organized by children of RTA’s employees inspired by the good old days of Quranic Teachers ‘Mutawaa,’ traditional braids for kids and face-painting reflecting the identity of Emirati girls. Al Tayer and several CEOs and directors sat at the guesthouse, a symbol of the Emirati etiquette.

Al Tayer also attended the Golden Occupations sideshow, which included Diving, Falconers and traditional neighbourhood vendors. HE also attended a traditional singing performance and a pottery workshop as well as a Burqa making workshop held by Emirati women, among others.

RTA’s officials, employees and staff were later treated to a number of breath-taking activities reflecting our ancestors’ legacy and replicating the ‘Heritage of Ancestors’ including traditional dishes, lute playing, Harbiya Dance bands, folklore games, henna corner, caricature, and many more.

As part of the National Day celebrations, RTA’s Traffic & Roads Agency (TRA) staged an awareness event entitled ‘For the UAE, We Celebrate in Love & Safety’. Awareness posters were distributed to 230 schools, in addition to 10,000 messages from students to their parents entitled ‘To Mam and Dad,’ reminding them to abide by traffic safety rules when driving their loved ones to and from schools. TRA’s campaign also included theatrical and awareness-raising performances held at Dubai School for Modern Education, where scores of multi-national students delivered speeches, epitomizing the value of tolerance.
Marking Commemoration Day
We pride ourselves on the sacrifices of our valiant soldiers

His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), stated that the sacrifices of our brave soldiers in defending the prestige and dignity of the nation would remain a source of pride and inspiration for all of us.

The Commemoration Day, which falls on 30th November each year, is a memorable day in the history of the UAE. It is an occasion to recall the sacrifices of our heroic soldiers who have given their lives to perform their duties in defending legitimacy and coming to the rescue of the aggrieved in Yemen.

Under the leadership of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE and Supreme Commander of the Armed Forces; His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai; and His Highness Sheikh Mohammed bin Zayed Al Nahyan, Abu Dhabi Crown Prince and Deputy Supreme Commander of the Armed Forces; the UAE has set a model for honouring those who have laid down their lives in the course of defending and protecting the nation. It is a day to remember and honour their sacrifices and send a message to future generations to learn the values of sacrifice and love for the nation. It is a day to reflect on the feats and heroic actions of Emiratis in serving and defending their nation.

“The 2nd of December is an occasion to renew the pledge to our leaders to achieve more successes for the UAE”: Al Tayer

On the advent of the 48th National Day of the UAE, His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), extended his warmest felicitations to His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE; His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai; HH Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the Armed Forces; Members of the Supreme Council of the Federation and Rulers of the Emirates; and Crown Princes as well as the people & residents of the UAE.

“The second of December will always remain etched in the hearts and memories of UAE citizens as a source of pride and glory. This day witnessed the announcement of the Federation of the United Arab Emirates in 1971, thanks to the efforts of the founders led by the late Sheikh Zayed bin Sultan Al Nahyan, who laid the foundation of a modern country. He set sight firmly on building and developing talent & infrastructure, and achieving socio-economic and urban development, which enabled the UAE to enjoy such high global standing. The UAE pursued a wise approach to foreign policy and forged regional and international relations on the principles of goodwill friendliness and respect besides lending support to countries around the world to alleviate their sufferings on humanitarian grounds,” added Al Tayer.
Dubai Culture and RTA sign cooperation agreement to strengthen Dubai’s global cultural position

Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of the Dubai Culture and Arts Authority, today signed a cooperation agreement with His Excellency Mattar Mohammed Al Tayer, Director General and Chairman of the Board of Directors of the Roads and Transport Authority (RTA) in Dubai.

The agreement is part of Dubai Culture’s ongoing mission to establish the Emirate as a global centre for art and culture, position the city as an incubator for creativity and ensure the city remains a thriving hub for talent. It will further consolidate the Emirate’s reputation as a leading international cultural destination that fosters innovation and provides rich cultural and artistic experiences.

Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum stressed the importance of enhancing synergies between various authorities, noting that Dubai Culture seeks, through its cooperation with government and private entities, to achieve Dubai’s vision of maintaining a robust cultural sector. She said the Authority is keen to play multiple
Destination Land Art Project to be launched as part of cooperation

Cooperation agreement also covers rehabilitation of Zabeel High School

Partnership will focus on developing the road network surrounding Al Fahidi Fort

roles, based on its social responsibility, in line with the directives of Dubai’s leadership to make the city a place that enhances intellectual and human convergence. Her Highness said: “With the implementation of Dubai’s new cultural vision, we have set in motion a comprehensive cultural movement that brings together several entities to invest in the cultural richness that our country possesses in order to enhance its position as a global centre for culture and creativity. This agreement is another step in enhancing the Emirate’s position on the global cultural map, promoting the growth of creative industries, and showcasing our cultural and artistic assets, which will contribute to making Dubai a global centre of culture, an incubator for creativity and a thriving hub for talent.”

His Excellency Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) thanked Her Highness Sheikha Latifa for giving RTA the opportunity to contribute to achieving Dubai’s new cultural vision, which is set to usher in a fresh phase of cultural growth in Dubai and the UAE. He said the new vision supports the country’s development across sectors, especially the cultural sector.
His Excellency said: “RTA is honoured to contribute to initiatives and projects that support Dubai’s new cultural strategy, which is in line with the aspirations of the emirate to be a key player in shaping the future of the region and the world. The agreement with Dubai Culture opens the door to unlimited opportunities for collaboration and new initiatives for raising Dubai’s status as a global cultural and innovation hub.

Under the framework of the agreement, Dubai Culture and RTA are collaborating on the launch of the ‘Destination Land Art’, an integrated project that will be an innovative art tourism attraction. Under the umbrella of the project, artists of different nationalities will come together to create a series of public land-based artworks that symbolises the inherent tolerance of Dubai’s society and the cultural integration that characterises the city.

The agreement also includes the rehabilitation of Zabeel High School to preserve the architectural history of the school and highlight it as an iconic historical building. The two organisations will work together on transforming the building into a cultural center that will include a permanent exhibition within the school, making it a tourism destination and a platform for young people to practice cultural activities and express their creativity.

The agreement will also support the development of the road network surrounding Al Fahidi Fort, a historical district founded in 1787. The infrastructure development is part of a wider plan to rehabilitate the area as part of the historical Dubai Development Project. The project is aimed at developing the road network adjacent to the area of Dubai Museum to provide a better experience for visitors.
Inviting private sector to submit proposals for constructing 1500 bus shelters

Roads and Transport Authority (RTA) has invited private companies in the UAE and abroad to submit proposals for constructing about 1500 bus shelters for the convenience of passengers awaiting public buses in several districts of Dubai. The step is part of RTA’s ongoing efforts to promote the use of public transport and improve the infrastructure needed. The step also contributes to people happiness and the delivery of better services to bus riders, especially during the scorching heat of summer.

“This initiative is in line with the vision of our leaders to promote public-private partnership (PPP) to increase people happiness and improve their living standards. With the rising urbanisation and development drive in Dubai, RTA is keen on extending and improving the level of service to residents and visitors of the Emirate, especially public transport users, to offering them safe & smooth transit experience,” said HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA.

“This strategic initiative has great potentials for interested private firms. It engages them in the construction of about 1500 bus shelters for waiting bus riders at new districts, over 2-3 years. The prospective developer will cater to the operation and maintenance of these shelters for 10 years, renewable to a similar period, against the use of advertising rights in those shelters,” explained Al Tayer.

RTA invited specialist local and international firms to submit proposals for innovative revenue models including, but not limited to, advertising. Such models have to integrate with the right-of-way and the smart city drive to ensure an enhanced customer service experience.

Submissions will be sorted based on technical and financial capabilities of bidders and proposed revenue plans. Bidding documents are available at RTA’s website (www.rta.ae), and the process will be in line with the applicable practices of e-tenders.
Our Services

Extending migration of booking through Taxi Dispatch Centre to Hala e-hailing taxi service to Jan 15, 2020

The Roads & Transport Authority has announced the extension of the date of fully migrating their services from the Booking and Taxi Dispatch Centre to Hala e-hailing platform (a joint venture between The RTA and Careem) to January 15, 2020. The step is taken to avail clients more time to gradually prepare for this migration from the interactive voice response system to the new e-hailing ride using Careem App. The shifting is driven by the improved quality and the massive uptake of Hala ride since launched in on 29 August 2019.

“Extending the start of the full shifting of the booking centre services to the new system using Careem app technology from 7 December to 15 January aims to prepare clients to the new system and give them ample time to familiarise with the change. The step is part of RTA’s efforts in support of the Smart City initiative, especially with the completion of about two million bookings a few days after the launch of Hala service on 29 August 2019,” said Ahmed Bahrozyan, CEO of Public Transport Agency, RTA.

Comparing the old and new systems, Bahrozyan said, “Hala customers will get a booking confirmation in about 10 seconds which was 23- minutes under the old system and get a taxi in an average of 3.5 minutes (11 minutes under the previous system), while keeping the fare unchanged. Hala offers its customers a smarter way to get around Dubai by knowing their fare upfront along with driver’s details. They can pay in cash or link their credit cards with the app to ease the payment of the fare. Customers can also benefit from Careem’s loyalty points system and earn rewards for the most frequent riders among other promotions. They can also rate the service by the of their journeys, which will offer input about client’s needs

Etisalat Metro Station gets 5G connectivity, first time in MENA

UAE telecom operator Etisalat announced that Etisalat Dubai Metro Station had been enabled with the superfast 5G connectivity, becoming the first 5G-enabled metro station in the Middle East and North Africa.

Etisalat Metro Station is the eastern terminus of Dubai Metro’s Green Line, which opened to the public in September 2011. The telecom company aims to provide metro users with a unique 5G experience riding on superfast uploading speeds of more than 1Gbps, offering them unprecedented experiences such as live streaming with 4k resolution and response time with latency less than 1 millisecond. The 5G technology is 20 times faster than 4G with ultra-low latency.
Advanced Applications

Etisalat’s 5G coverage enables several advanced applications driven by the stunning technological capabilities of the network such as the virtual reality, augmented reality, cloud gaming, robotics, autonomous vehicles, and 3D printing among others. Covering Etisalat Metro Station by the 5G coverage adds to a series of achievements cementing the pioneering role of the company in using edge-cutting telecom technologies and data in the region.

Etisalat embarked on its 5G journey in 2014 and was among the first telecom providers in the world to experiment the 5G network with international partners. Etisalat was the first - in the region - to launch the first commercial 5G wireless network on May 14, 2018, in the UAE. Expo 2020 was also the first major commercial customer in MEASA to partner with Etisalat on 5G and Expo site promises to be one of the most connected places in the planet.

RTA’s 103rd open auction for licensing plates fetches AED 19.7 million

The 103rd open number plates auction Roads and Transport Authority (RTA) organised at InterContinental Dubai Festival City Hotel on Saturday 21 December has raised AED19.751 million.

Plate (S 70) was the sales topper and was exchanged for AED1.9 million followed by (AA 99) which was sold for AED1.82 million ahead of (H 333), which brought back AED970 thousand.

RTA offered about 90 fancy plates for bidding in this auction comprising of two, three, four and five-digit plates of categories (AA-H-I-K-L-M-N-O-P-Q-R-S-T-U-V).

Through offering distinctive licensing plates at open or online auctions, RTA is seeking to provide a neutral and transparent platform that avails fair opportunities to all bidders. Such plates are appealing to passionate clients as they symbolise important events in their lives.

These auctions are also of great importance to RTA as they serve the needs of a wide range of customers. RTA tends to hold auctions according to market needs with the objective of maximising customers’ satisfaction and improving the level of service. Such auctions are marked by wide participation and positive rivalry of passionate bidders.

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Launching Digital Coach for training public transport drivers

Dubai’s Roads and Transport Authority (RTA) has launched the Digital Coach project for training public transport riders. The move is in line with the UAE Strategy for Artificial Intelligence, and the technology is the first of its kind in training drivers worldwide.

This robot is configured to train both novice and professional drivers in need of further exposure to traffic awareness. The robot is loaded with all the information related to training materials and can respond to all the relevant queries trainee drivers might raise during theoretical lectures. The robot is fitted with artificial intelligence technologies that enables it to run interactive training that keeps drivers focused. The digital coach will be used as an advanced training tool in delivering drivers training modules. Accordingly, it will contribute to refining the skills of drivers and improving training deliverables.

The technology contributes to achieving RTA’s vision and several strategic objectives. It marks an unprecedented breakthrough for RTA and Dubai worldwide by inaugurating a digital coach in the field of transport and using AI technology to improve the qualification and quality of trainees in the transport sector. RTA plans to upgrade the use of this robot to make it capable of handling future improvements in training materials.

Our annual sustainability reports lead internationally

Roads and Transport Authority (RTA) has once again maintained its ground-breaking achievement of publishing the 2018 sustainability report compatible with the global standards for sustainability reporting (GRI standards), which merited RTA the prestige of being the first global roads and transport entity to achieve this billing. The achievement is certified by the Reasonable Assurance Statement of the Norwegian DNV GL; a specialist organisation in the assessment of sustainability reporting of firms and government entities.

Nasir Abu Shehab, CEO of Strategy and Corporate Governance, Head of the Higher Committee for Sustainability as well as Energy and Green Economy Committee, RTA, was delighted with this statement issued in accordance with the International Standard on Assurance Engagements (ISAE) 3000 using DNVGL VeriSustain protocols. “This statement reflects the transparent and rigorous scientific principles adopted and the accurate data and statistics presented in RTA’s Sustainability Report 2018,” he noted.

“In 2016 RTA obtained such a statement in respect of the first-ever sustainability report prepared by an entity in the field of roads and public transport worldwide compatible with GRI standards, which underscored RTA’s commitment to playing a leading role in sustainability reporting. In 2018,
RTA certified as Innovative Organisation

Dubai’s Roads and Transport Authority (RTA) has made an excellent international achievement by obtaining the Organization Maturity Certification (OMC) from the Global Innovation Management Institute (GIMI), Boston, USA. The certification acknowledges the huge steps taken by RTA towards maturity of innovative processes in its scope as a government body responsible for transport and related services.

Nasir Abu Shehab, CEO of RTA’s Strategy and Corporate Governance was proud of this certificate as it reflects RTA’s efforts in developing innovative solutions for improving services. “The step acknowledges the efforts made to nurture an environment conducive to innovation such as labs and workshops for leaders and employees to develop the best and viable ideas capable of driving and innovating RTA’s processes,” he noted. “RTA has delivered a portfolio of innovative projects built on sound pillars of information, technology and knowledge with the aim of realizing the objectives of leaders to rank the UAE amongst the top 20 in the Global Innovation Index. RTA’s current and future plans are aligned with the National Innovation Strategy. We do not look at innovation as an option or luxury, rather a lifestyle characterising our projects and services,” he added.

“RTA is keen on analyzing the future global trends of innovation in various fields, which will enable us to develop creative solutions to transport challenges in Dubai. We will make every effort to make these solutions a common practice in all our projects,” confirmed Abu Shehab.

Dr Hitendra Patel, CEO of Global Innovation Management Institute congratulated RTA on becoming the first entity in the region to achieve this certificate. “The awarding of this certificate underlines RTA’s compliance with all standards in place and certifies the adoption of innovation as a model in all operations and services,” he added.

RTA upgraded its sustainability structures paving the way for bringing in excellent expertise and adopting the highest global practices, heralding a turning point in boosting our sustainability drive. More efforts are being put to raise the awareness of our employees about their role in achieving our sustainability ambitions,” added Shehab.

In line with its strategic goal (financial sustainability), RTA exceeded the target by cutting costs in 2018 by 14% and maximizing revenues by 5% of the approved budget for the same year.

On the social front, customers and employees happiness and community development figure out in RTA’s key goals,. RTA contributed more than AED 5 million to 85 social responsibility initiatives. Cooperation is in hand with public and private entities to benefit more than 300 thousand members of the community.

In the environmental aspect, RTA is aware of its responsibility towards conserving the environment for future generations. This drive is translated into environmental-friendly practices, improved monitoring levels, and exercising a higher control over the impacts of RTA’s processes, especially carbon emissions. RTA’s efforts in this regard contributed to reducing carbon emissions in 2018 by 1.71% compared with 2017 thanks to the implementation of energy-saving initiatives such as replacing conventional lights by LED lights, introducing solar energy to power operation sites, and recycling 65% of waste and 86 tons of aluminum used in licensing plates in cooperation with recycling companies.
Our bus operation leads globally at 89%, breaking World Bank Record

Dubai’s Roads and Transport Authority’s (RTA) public buses have clocked an operation rate as high as 89%; a top global rating that surpasses corresponding rates achieved by some advanced metropolises such as London, Paris, Barcelona, Berlin, Madrid, Dublin, Hong Kong, Montreal, Rome and Sydney, and for the third year running.

“The World Bank considers the achievement of 85% in bus operations as ideal considering all conditions, and this standard rate is even dropped to 75% for developing countries. Thanks to RTA’s relentless efforts, we were able to achieve a bus operational rate of 89%,” said Abdullah Al Mazmi, Director of Maintenance and Services, Public Transport Agency, RTA.

“The figure achieved exceeds the global record. RTA buses work round-the-clock and undergo maintenance surpassing excellence worldwide. The RTA Public Transport Agency makes every effort to monitor and implement the best global practices in the management, maintenance and operation of the bus fleet to achieve the highest operational efficiency of assets,” he added.

Al Maazami credited the achievement to RTA’s care for maintenance workshops and the implementation of the 5 Ss principles, which had improved and modelled the work environment, reduced risks and assisted the workflow. Such compliance had paved the way for obtaining a 5-star audit rating as per the standards of the British Safety Council.

“The use of maintenance techniques and strategies hinges on striking a balance between cost and asset performance, and achieving operational efficiency that caters to the cost and risk elements. The use of automation and technology in the testing of buses aims to prevent the occurrence of errors, enhancing accuracy, and ensuring leadership as well,” he commented. Over the past three years, RTA bus fleet had lifted about 450 million riders and travelled over 372 million km; a clear indication of RTA’s efforts to increase the role of public transit means and cut the use of private vehicles. Such a strategic drive also aims to alleviate traffic congestions, increase safety, conserve the environment and contribute to the happiness of people.

RTA’s Procurement & Supply operations excel internationally

Roads and Transport Authority (RTA) has obtained a certificate of excellence from the UK-based Chartered Institute of Procurement & Supply (CIPS) for its procurement and supply operations. As such, it has become the first government entity in the field of roads and transport to obtain this certificate; which is viewed as a vote of confidence in RTA’s management of contracts and supply chains.

“The awarding of this certificate followed strict scrutiny of RTA’s procurement and supply procedures under CIPS assessment programme; which examines businesses in five key areas: leadership & organisation, strategy & policies, people, operations & systems, and performance management,” said Saeed Al Marri, Director of Procurement at RTA’s Corporate
Administrative Support Services Sector.

“It is the only independent and comprehensive assessment programme worldwide designed and run by a bunch of elite supply and procurement international experts. It awards certificates of excellence and competency in supply and procurement processes proving that entities have smooth, simple and efficient procurement & supply chains,” commented Al Marri.

“We have designed our procurement and supply operations to be simple, transparent and comprehensive. They enable suppliers in any part of the world to bid competitively for RTA tenders. CIPS is an international non-profit organization, based in the United Kingdom. It aims to develop the standards, skills, capabilities and performance of contract and supply chains. CIPS awards certificates to individuals and businesses that have made considerable progress in applying excellent standards in this field,” he added.

“RTA is making tireless efforts to make consistent improvements in its procurement and supply operations through continuous assessments and serious efforts to achieve targeted deliverables. RTA’s focus on maintaining excellent procurement and supply operations is worthy of this acclaim. Congratulations to all team members on this great achievement,” said Sam Achampong, CEO of Chartered Institute of Procurement & Supply.
Honouring winners of Safety and Green Economy Awards 2019
DEWA named top strategic partner

His Excellency Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has honoured winners of Safety and Green Economy Awards 2019. The awards are granted by RTA to strategic partners in government departments, service providers, suppliers, contractors, consultants and students as well as agencies and sectors of RTA. The awards are granted in recognition of contributions of honourees in support of health and occupational safety, green economy and power-saving practices.

Several directors of public departments, CEOs of RTA and executives of contractor and consultancy firms attended the ceremony which was held in RTA’s Al Wasl Auditorium. Al Tayer presented the winners with Green Frond trophies. Dubai Electricity and Water Authority (DEWA) won the green economy award as the best strategic partner, and the Emirates Driving Institute won the best service provider award. Belhasa Six Construct LLC won the best contractor award, and Dubai Taxi Corporation won the best RTA sector/agency award together with the best project award. Student Tasneem Al Amari won the green economy award for students, and Ms. Noor Dawood award won the same in the category of RTA employees. Al Tayer also honoured Mohammed Sufian in the category of the promising environmental ambassador aged eight years and below. He also honoured Saif Ghaleb, Ranad Hamza Amarneh, Ali Omran and Abdullah Ghaleb in the category of the promising environmental ambassador aged nine years and above. Al Tayer felicitated winners of the best three drawings: Omar Mahmoud, Murtada Akhlaqi and Sharifa Al Tuhami.

Safety Award

Al Tayer honoured winners of Safety Awards presented by RTA to lament the best safety practices of agencies, sectors, firms and individuals in the entire operations of RTA. Dubai Taxi Corporation won the best safety initiative award. Parsons Overseas Ltd won the best safety consultant award, and Parsons-Sistra Consortium came second. Belhasa Six Construct won the best safety contractor award (large firms), and Serco, the Metro operator, was second. Al-Dobawi Tire Company was the winner of the best safety contractor award (small firms).
Valabel was third. In best bus driver category, Gurbaksh Singh was the winner, and Abdullah Hussein Ibrahim came second. The best maritime transport operator award was won by Mastaba Mugimathubada.

At the end of the ceremony, Al Tayer honoured members of the two judges’ panels of safety and green economy programmes as well as RTA’s team overseeing the safety and green economy awards.
Opening Mother & Child Corner

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA) has opened Mother & Child Corner coinciding with the Universal Children’s Day (20 November). The initiative contributes to the corporate resiliency and empowerment of working women through nurturing an exceptional working environment for them to do perfect jobs.

“Establishing Mother & Child Centre is a big boost to fostering a working environment that caters to the requirements of both the job and motherhood, besides addressing the psychological concerns of working moms,” said Ms. Moaza Al Marri, Executive Director, Office of the Director-General and Chairman of the Board of Executive Directors, Chairperson of Women Committee, RTA.

“The new facility has a different role from ‘My Child’s Nursery’. It is focused on external emergency conditions experienced by children of working mothers, which might have a direct impact on their mothers’ performance due to mental distraction. As such, the establishment of this facility within RTA’s Head Office enables our female employees to be close to their children while working till the emergency condition is over,” explained Al Marri.

“The Mother & Child Corner is a pioneering initiative across government entities to support working women. Corners are designed to the top international standards encompassing office logistics and integrated working tools, besides edutainment means befitting children ranging from infants to 10 years. Registration procedures for the facility are so simple thanks to the use of edge-cutting technologies.

“All RTA's initiatives are driven by humanitarian, civilized and ethical principles. These values are aligned with the vision of our leaders and directives of RTA's Director-General, who lends generous support to female employees considering them true drivers of growth and prosperity,” concluded Al Marri.

Offering Emiratis specialist training on traffic and roads

Roads and Transport Authority (RTA) has launched a specialist programme for training Emirati employees on a wide spectrum of fields including traffic, roads, safety, pedestrians, technology and others related headlines.

Rolling out this programme is in line with the national drive to invest in nationals by giving them exposure to customised training on relevant fields to enhance their knowledge, skills and competency. The ultimate objective is to groom and empower them to support the development efforts in Dubai and the UAE.

Qualifying Emirati staff on matters related to roads and traffic fits well with the high global standing and competitiveness of the UAE in the quality of roads and infrastructure. Enhancing abilities of local staff also contributes to the seventh principle of the 50-Year Charter of Dubai (A Land for Talent).

The programme has been designed following the recent signing of an MoU between Eng. Maitha bin Adai, CEO of Traffic and Roads Agency; and Patrick Sankey, President & CEO of the International Road Federation (IRF). It covers the training of 60 Emirati employees from the Traffic and Roads Agency on 10 fields covering 45 topics. It includes 35 training days run on two phases over 9 months from October 2019 up to July 2020.
Topics include offering proper understanding of roads and traffic, identifying information for supporting decisions on road issues, optimising the use of high technology to analyse conditions for safe traffic passage, and examining the quality of materials used in the construction of roads.

They also include sorting out issues relating to construction of roads, applying big data to understand road dynamics, setting out priorities for road asset investment strategies, and upgrading the infrastructure of information technology used in traffic planning.
To this effect, an agreement has been signed between RTA, Transport Security Department and the UITP in Pullman Hotel, Dubai. Mohammed Obaid Al Mulla, RTA Board Member, signed on behalf of RTA; His Excellency Obaid Al Hathboor, Director of Transport Security Department in Dubai, signed for the Department; and Mohamed Mezghani, Secretary General of UITP, signed on behalf of the Association.

Al Mulla was delighted with the establishment of the first security committee in the MENA region responsible for improving the skills of individuals involved. The step is driven by the utmost importance of the security element to the daily mobility of public transport riders, and the need to develop advanced initiatives in this regard.

“The agreement is aligned with the vision and ambitions of our government to ensure the safety of public transit means and facilities for the happiness of riders, be it residents, visitors or tourists. The initiative is part of RTA’s continuous efforts to rank Dubai amongst the top metropolises in various respects including this vital field,” commented Al Mulla.

“Establishing this security committee for the MENA region in Dubai speaks volumes of the confidence reposed in this vibrant global city, which is increasingly becoming a hub for investors, business leaders and talents from all over the world. Such a profile is credited to the safety, security and robust infrastructure of all sectors in Dubai, including public transport; a key driver of prosperity.

“The selection of Dubai as a headquarter for the first security committee in the MENA region, was endorsed during UITP Congress held in Stockholm, Sweden last June,” added Al Mulla.

“The Transport Security Committee encompasses members from all entities concerned with the security of transport in the MENA region. This initiative is an
achievement for the public transport security sector in the UAE. It epitomizes the tireless efforts of the Transport Security Department in Dubai since established in 2009. The Department is keen on implementing the highest levels of transport safety and security,” said His Excellency Obaid Al Hathboor, Director of Transport Security.

“The establishment of the committee is in line with the strategic plan of the department for boosting the security of transport in Dubai. They aim to be the first advisory platform for UITP members in the MENA region. It will offer them access to cumulative experience and enable them to share knowledge about the best global practices such that preventive measures can be taken to tackle potential security threats in the transport sector.

“This initiative seeks to ensure maximum security and exchange the best expertise and practices of the transport security industry. It was decided to set up specialist teams for investigating transport security accidents, develop technical standards for the security of transport sector, improve procedures and plans for combating disasters and share intelligence with the concerned bodies to ensure a pioneering global role in the security of this sector,” he added.

The agreement involves a partnership between the Transport Security Department and the UITP, and endorsing a security training programme in collaboration with the MENA Centre for Transport Excellence in Dubai. It will be the first programme of its kind in the world for grooming competent security personnel specialized in the security of public transport. The programme seeks to train individuals at various levels and realises the vision of Transport Security Department (The Leading Global Power in the Transport Sector).

The Department held meetings with a variety of organisations, universities and specialist institutes of transport security to accredit the training and innovation centre as a specialist training centre in the transport sector worldwide.

Al Hathboor also revealed that the Department would build the first and biggest metro test (demo) station with full details. It spans an area of 3225 square feet and rises 8 metres in height. “Through building this station, the department aims to provide practical and simulative training replicating the reality by using artificial intelligence for theoretical and practical training. Training includes detecting strange items and suspicious samples to handle them at stations. It will also enable the training of specialist teams on handling suspects in the station and developing tactical plans accordingly. This strategy for qualifying and training of human resources is at part with the highest training standards in preparation for hosting Expo 2020,” he explained.

“Dubai is an advanced global model to be emulated in various aspects including public transit means, which serves more than 500 million riders per year, according to RTA statistics. We, in the Transport Security Department, act as an integrated security system working around-the-clock out of our keenness to ensure the safety and security of public transport users. We also seek to raise the standing of Dubai as one of the safest cities in the world,” concluded Al Hathboor.

“Ensuring the safety of public transport riders is a key pillar of service delivery. The safety of riders is a top priority of the UITP and various committees. The increasing stress on security and safety in the light of the rising security threats to public transport systems warrants developing plans and programmes to cope with these challenges. It also requires trained personnel to curb the impacts of such risks and ensure the service continuity for the benefit of millions of users,” said Mohammed Al Mezghani, UITP Secretary General.
Kiswat Khair reconditions 50 thousand outfits
Apparels were blazoned with art matching the spirit of the Year of Tolerance

Roads and Transport Authority (RTA) has launched the third edition of Kiswat Khair (Clothes for Good) initiative at the Celebration Walk at the Global Village in Dubai. The initiative aims to diffuse the spirit of volunteering in the UAE community through unconventional means by reconditioning used clothes and distributing them to the needy in sisterly and friendly countries.

“The inaugural edition of Kiswat Khair initiative had reconditioned about 20 thousand pieces of clothes, and the number increased to 35 thousand pieces in the second edition, which was enough to record a Guinness World Record,” said Ms. Rowdah Al Mehrizi, Director of Marketing and Corporate Communication at RTA’s Corporate Administrative Support Services Sector.

“The third renewal aims to recondition as much as 50 thousand outfits using apparels of parking and taxi inspectors as well as technical staff, thanks to the volunteering efforts of RTA employees and the support of various entities including Dubai Police, Dubai Municipality, Civil Defense, Dubai Ambulance Services, Dubai Health Authority, Dubai Taxi Corporation, Dubai Healthcare City, and Serco. Visitors of the Global Village also received open invitation to support the campaign. Clothes will be distributed in collaboration with Dar Al Ber Society,” she explained.

“The timing of this edition coincides with the International Signing MoU for experimenting ‘Digital Plates’ to improve safety

Roads and Transport Authority (RTA) has signed a Memorandum of Understanding (MoU) with Reviver Auto Accessories Trading Company (Regional Office of the American Reviver Auto Company) calling for experimenting the use of digital vehicle plates. Such plates are fitted with features such as monitoring traffic congestions, and licensing-related matters as well as road safety and security.

The MOU was signed by Abdullah Yousef Al Ali, CEO of Licensing Agency at RTA and Patrick Allainguillaume, General Manager & Senior Vice President, EMEA for Reviver.

“These smart plates will be gradually introduced in Dubai on a trial base, and the technology is set to revolutionise the concept of transportation technology, control and safety. The plate plays a key role in connecting modern technologies and systems and is considered a game-changer in enabling government and semi-government bodies concerned with transport safety and security to connect with vehicles,” said Al Ali.

These digital plates come with a lot of features such as a central electronic control enabling changing plate numbers and design, displaying expiry dates of insurance/licensing, and registering details of trips, vehicle and type of driver. The technology eliminates the stealing of plates and vehicles and connects with the paid parking system and toll gates.

“It displays notifications and messages on the plate in case of emergency or accident to slow down or change the route. It enables the display of traffic congestions on the dashboard of monitoring agencies and control rooms, thus eliminating the need for using cameras. The smart plate can connect with
using colour spray to make drawings reflecting the identity and culture of recipient countries and accordingly communicate the spirit of tolerance to intended users. The reconditioning process involved sorting, cleaning, cutting, adapting, tailoring and pressing those items before packing them in a style befitting the humanitarian goals. The entire process is aimed to reflect RTA’s social responsibility in a visible and effective manner,” concluded Al Mehrizi.

Government’s drive for envisioning the future. It serves the Smart City initiative as well as several strategic goals of RTA including Smart Dubai and Advance RTA,” concluded Al Ali.

“We are proud to partner with RTA through the signing of this MoU. The step renders Dubai the first city in the world to implement the digital transformation of the entire vehicle licensing process and sets the base for a digitally connected vehicles platform. The technology enables the digital communication of vehicles and offers motorists unprecedented and growing access to services and solutions,” said Patrick Allainguillaume.
Renewing ‘Naming Rights’ of Mall of the Emirates and City Centre Deira Metro Stations

Roads and Transport Authority (RTA) and Majid Al-Futtaim (MAF) Group recently renewed their partnership for the naming rights of Mall of the Emirates and Deira City Centre Metro Stations. The renewal is a clear testament of the benefits reaped by both parties over 10 years of a fruitful partnership.

Abdul Mohsen Ibrahim Younes, CEO of RTA’s Rail Agency was delighted with the extension of the partnership agreement following a decade of success since the naming of Mall of the Emirates and Deira City Centre after the Metro Stations.

“RTA is always keen on striking successful partnerships with the private sector as it plays a vital role in stimulating national economic growth. Such a successful public-private partnership (PPP) facilitates the sharing of knowledge and expertise, generates employment prospects in a variety of fields, and paves the way for the private sector to support the government drive in this regard.

The partnership between RTA and MAF Group has been instrumental in increasing the number of metro riders as well as visitors of Mall of the Emirates and City Centre Deira Stations on the Red Line of Dubai Metro.

“RTA had reached advanced stages in renewing agreements for naming rights of metro stations with existing partners and is keen on the continuity of this initiative. More announcements about extensions as well as new agreements will be unveiled in future,” concluded the CEO of Rail Agency.

Fuad Mansoor Sharaf, Managing Director for Majid Al Futtaim Properties, Shopping Malls (UAE, Bahrain & Oman) said: “At Majid Al Futtaim, we believe that effective public private partnerships are vital to our success as they underpin long-term relationships with our stakeholders. Our collaboration with the Roads and Transport Authority (RTA) is a representation of a successful partnership that has enabled us to engage with, and benefit, the people of Dubai directly. We are honoured to

Launching in-house knowledge enrichment programme

Dubai’s Roads and Transport Authority (RTA) has launched a ‘Knowledge Enrichment’ programme to identify employees’ knowledge and encourage them to share their expertise with their colleagues. The step is part of a strategy to maximise employees accumulated knowledge and realise the concept of ‘Learning Organisation.’

“The programme aims to identify the expertise of current employees by designating certain employees as experts in their respective fields of knowledge. RTA seeks to capitalise on such expertise and share it with other employees in a bid to broaden the scope of education and knowledge,” said Nasser Abu Shehab,
have Mall of the Emirates and Deira City Centre metro stations named after our respective malls. Over the past ten years, the metro stations have helped stitch each mall into the fabric of Dubai, being major access points for residents, shoppers and tourists alike. We are delighted to renew Majid Al Futtaim’s partnership with RTA and in doing so, renew our commitment to creating great moments for everyone, every day.

It is noteworthy that RTA launched the metro naming rights initiative in 2009 and was the first of its kind worldwide. Since then, the initiative resulted in stunning successes for partners. Thanks to the initiative, several brands have become extremely popular such as Mall of the Emirates and City Centre, Deira.

CEO of Strategy and Corporate Governance, RTA.

“The programme consists of field and professional knowledge tracks, each has three levels corresponding to the cognitive abilities of nominated employees. A knowledge assessment card will be used to assess nominees where points will be assigned to each criterion fulfilled, such as research capabilities, leadership skills and certificates of relevance.

“After joining the programme, members will be assessed by other criteria including knowledge-sharing efforts and plans, knowledge-related initiatives, qualifications obtained through assessment courses, professional certificates, viable improvement proposals made, and studies published in RTA’s Scientific Research Award or other academic magazines, among others.

“To encourage knowledge sharing, programme members will be celebrated and rewarded for their excellent efforts. The programme contributes to realising the seventh Principle of Dubai Government ‘A Land for Talent’ aimed to turn Dubai into a rich environment for talented and skilled individuals to boost community development,” concluded Abu Shehab.
RTA uses smart technique for testing and detecting faults of bus tyres

Dubai’s Roads and Transport Authority (RTA) has introduced a smart system called DOR that tests bus tyres and keeps air pressure intact. The state-of-the-art technique enhances bus road safety and improves the performance of bus operation.

“Improving the techniques of bus testing and maintenance is part of RTA’s efforts to keep pace with Dubai Government drive to be innovative in all fields,” said Abdullah Al Mazmi, Director of Maintenance and Services of RTA’s Public Transport Agency.

“Using this smart system in testing and assessing the condition of bus tyres will cut down potential cancellation of trips due to faults on road, and enhance the overall bus road safety. It will also reduce fuel consumption by maintaining the required tyre air pressure all the time and elongate the lifespan of tyres. The procedure contributes to automating tyre inspection, which in turn reduces the testing and repair time of buses and contributes to realizing RTA’s vision of safe and smooth transport for all. After all, public buses are a key component of the public transport network in Dubai,” he commented.

“Vehicles are fitted with smart devices enabling sensors to measure tyres pressure and the thickness of the tyre’s tread. These data are analysed and a detailed report about tyres soundness is generated and forwarded by e-mail. The device can inspect and report the tyre’s conditions in just 20 seconds. A green smiley face pops up on the driver’s screen meaning that the bus is good to go. Otherwise, a red and sad face appears, indicating an issue with tyres,” explained Al Mazmi.

The system has been installed in Jebel Ali Station and it was reported that bus faults on road have dropped by 58% between May and July this year, compared with the same period last year. This technology supports RTA’s Smart Dubai Strategy, Asset Sustainability and Advance RTA.

RTA inspects 917 school buses, reports 538 offences

Roads and Transport Authority (RTA) has recently run an inspection campaign on school buses aimed to verify the compliance of schools with the rules and regulations governing students and roads’ safety. The campaign covered 917 school buses in 50 schools, resulting in 538 offences.

These campaigns are part of an annual inspection plan targeting schools vulnerable to offences to analyse their reports of the past academic year. Offences issued were related to the incompliance with operators’ responsibilities, failure to display the bus permit where specified, and issues relating to bus drivers.

Such campaigns also aimed to verify the efficiency of female bus attendants to ensure that they are properly licensed for the job and the compliance of drivers with safety rules. The school transport sector is very much under government attention and RTA is committed to ensuring maximum security and safety of students, bring happiness to parents, and encourage community members to switch to school transport service.
Dubai Taxis now fully fitted with security cameras

Dubai's Roads and Transport Authority (RTA) has fitted the entire Dubai Taxi fleet with surveillance cameras to monitor the conduct and compliance of taxi drivers with the ethical and professional standards of their occupation. The step also contributes to RTA's strategic goal (People Happiness) and the Smart City initiative.

“Security cameras have been installed in 10,684 taxis comprising the entire taxi fleet in Dubai. The move aims to ensure the compliance of taxi drivers with the ethical and professional principles of their business. It also prompts them to stick to exemplary attitudes when dealing with taxi riders,” said Khaled Al Awadi, Director of Transportation Systems at RTA’s Public Transport Agency.

Camera feed would be examined if violations were detected or reported during taxi rides, which in turn would reduce complaints and remarks by service beneficiaries. The camera system has sensors that automatically activate the camera once the customer steps into the vehicle. The system is in line with RTA’s goal of maximising people’s happiness and Dubai Government’s Smart City initiative.

RTA accomplishes 1.5m accident-free operation hours of marine transit modes

Roads and Transport Authority (RTA) revealed that Dubai’s marine transit modes have completed 1.58 million accident-free operation hours since January 2015. During this period, these modes have made 781,535 journeys and served 6,251,837 riders.

“Completing 1.58 million accident-free operation hours of marine transport means over a five-year period is a clear illustration of RTA’s award-winning safety systems in place. Our marine transport services are accredited by ISM certification from the French BUREAU VERITAS; a company accredited in the classification of ships by IACS international maritime safety organisation,” said Ahmed Bahrozyan, CEO of Public Transport Agency, RTA.

“Marine transit modes are fitted with automated advanced firefighting equipment, life-rafts & jackets, SOS signalling system and tracking equipment linked with the control centre. Marine Transport Department has carried out a series of preventive measures to enhance transport safety including 15 drills for rescue and safety undertaken in conjunction with RTA’s Safety, Risk, Regulation and Planning Department.

“It has also completed 122 hours of diverse internal training for operators and sailors, prepared five operational manuals, and charted 11 procedures for risk-related operations to ensure the implementation of effective safety measures. The Department has also listed 53 risk cases, set out preventive, proactive, corrective as well as theoretical & practical assessments of maritime crews to ensure they are familiar with maritime security and safety procedures.
Dubai Creek Icon

Like a river, Dubai Creek splits Dubai into two core parts; Deira and Bur Dubai. Dubai Creek was the first of giant projects kicked-off by the late Sheikh Rashid bin Saeed Al Maktoum in the 1950s. It was his intention to transform Dubai into a key trading centre in the region. Dubai Creek itself has now turned into an iconic landmark of Dubai.
happy new year

2020

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