

المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 176 February 2023

DIPMF promotes leading UAE experiences worldwide

Phase II of the Traffic Incidents Management Project launched

RTA's Strategic Plan 2023 - 2030 endorsed



Vision

The world leader in seamless & sustainable mobility.

Mission

We provide seamless and safe travel with innovative, sustainable mobility solutions and services to make every journey in Dubai a world-class experience.

A Global Platform



Since launched in 2014 under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince, Chairman of the Executive Council, the Dubai International Project Management Forum has made huge successes and shaped into a global platform that brings together international experts to highlight the best practices and creative solutions in the field of project management.

The underlying objective of the forum is to showcase the pioneering standing of Dubai in driving development across the region besides spotlighting its role as a leader in applying/ implementing top international standards in a series of mega projects that had captivated the attention of the globe. The forum also cements the image of Dubai as a platform for sharing experiences and ideas between global thought leaders, which fits well with its profile as an Arab city with an international orientation.

Project management is an effective tool for running and streamlining the business of public and private sectors. The fast-paced technological advancements have become a game-changer in the management of projects, business, and the economy. The forum seeks to implement smart, sustainable and innovative

project management practices to achieve optimal results.

Over the past eight editions, the forum made considerable successes by attracting more than 13 thousand participants from 45 countries and holding over 230 sessions and keynote speeches as well as training workshops and conducting technical visits.

The latest edition of the forum, which was held in January 2023, was themed: 'Fostering Wellbeing' in line with the UAE's strategy to foster wellbeing of community members. It attracted over 2000 participants and 55 international and regional speakers who took part in 50 sessions, discussion panels and keynote addresses covering key topics related to the future trends of project management and their role in enhancing residents and visitors quality of life. On the side-lines of the event, several masterclasses were held featuring issues like agile transformation, management of project portfolios, artificial intelligence, and management of big data.

The Dubai International Project Management Forum will continue to enrich corporate and individual knowledge about the latest requirements for achieving excellence and success in managing infrastructure projects.

H.E. Mattar Al Tayer

Director General, Chairman of the Board of Executive Directors

المسار almasar

Strategic Map For AlMasar Magazine Team

Vision

The Pioneer
Government
Magazine in Dubai

Mission

To work in the spirit
of team in presenting
achievements, enhance
Success , and document
roles of RTA.

Core Values

Transparency &
Credibility
Corporate Reputation
Excellence
Spirit of Team
knowledge Sharing

Reciprocal Ads Initiative

Al Masar magazine Editorial Board offers the Reciprocal Ads initiative whereby a space for an advert is allocated to strategic partners and other government entities against allocating the same space in the magazine of the beneficial entity during the same month for the benefit of the RTA.

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بقعة ضوء للإعلان والإعلام
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Under the patronage of Hamdan bin Mohammed .. **Mansoor bin Mohammed opens the 8th Dubai International Project Management Forum**

Under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council of Dubai, His Highness Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum, Chairman of the Dubai Border Security Council, today opened the 8th Dubai International Project Management Forum (DIPMF).

منتدى دبي العالمي
لإدارة المشاريع
DUBAI INTERNATIONAL
PROJECT MANAGEMENT FORUM



The Forum is organised by Dubai's Roads and Transport Authority (RTA) in collaboration with the Project Management Institute (PMI), Dubai Electricity and Water Authority (DEWA), DP World, and education partner, the International Institute for Learning (IIL).

Under the theme 'Fostering Wellbeing', the 8th DIPMF features more than 2,000 participants, 55 international and regional speakers, and 50 sessions, including a panel discussion and a keynote address. The event addresses several issues, including emerging trends in project management and their impact on enhancing wellbeing among residents and visitors.

Upon his arrival at Madinat Jumeirah, His Highness was received by His Excellency Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors of the RTA. A

host of dignitaries, top officials of government departments and private entities, and top international experts and specialists in project management attended the Forum's opening ceremony.

During the inaugural session, His Highness was presented with a cinematic production highlighting the progression of Dubai as a leading international centre for finance and commerce. The film also gave an overview of the evolution of the Forum throughout the years. The Forum brings together global experts with diverse perspectives, viewpoints, and new ideas that are essential to the successful execution of large-scale projects.

After the opening session, Dr. Peter H. Diamandis, Founder and Executive Chairman of XPRIZE, discussed the key technologies driving transformation across industries during

his keynote address. He emphasised the significant progress in computing power, communications and the emergence of 5G and 6G satellite network technologies.

Dr. Diamandis talked about the latest developments in AI, including the use of language models like ChatGPT, the trend of AI becoming more human-like, the use of robots to solve skilled labour shortages, and biotechnologies such as genome sequencing for gene therapy and the potential of technology to improve human health.

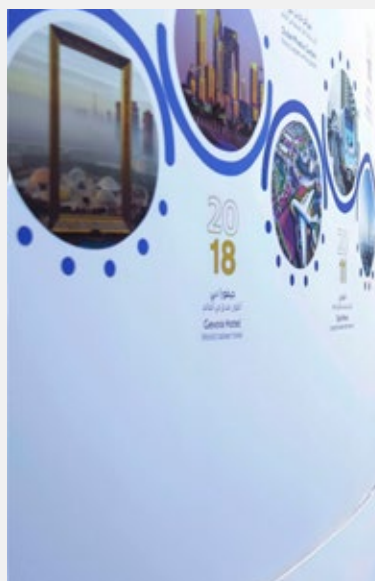
Sponsors honoured

HH Sheikh Mansoor bin Mohammed, accompanied by Al Tayer, felicitated the event's co-organisers, including the PMI, DEWA, and DP World. He also recognised the event's strategic sponsors ENOC Group and Nakheel, and Platinum Sponsors Dubai Municipality, Al-Futtaim Auto and Machinery Company (FAMCO), and Qatar Insurance Company. Gold Sponsors Etisalat by e& and Wade Adams, Silver Sponsors Khatib & Alami, CDM Smith, and Dollar Rent A Car were also honoured.

Other entities honoured in various categories included SAS Institute, United Motors & Heavy Equipment, Al Zarouni International Equipment, RTC Road & Traffic Engineering, Technology Sponsor Planisware, and Education Partner International Institute for Learning (IIL), as well as Dr. Peter H. Diamandis, the keynote speaker.

Inspection tour

During a tour of the exhibition, His Highness Sheikh Mansoor bin Mohammed viewed a mural featuring images of 15 notable projects in Dubai that were recognised in the Guinness World Records. These iconic projects included Ski Dubai, the world's largest indoor ski resort; Dubai Mall, the world's largest shopping mall; Burj Khalifa, the world's tallest building; Dubai Metro, the world's longest driverless metro network;



Mattar Al Tayer: The Forum shows how to apply smart, sustainable and innovative practices in project management to optimise the results achieved.

The Forum will see more than 2,000 participants and features 55 international and regional speakers across 50 sessions that include a panel discussion and a keynote address

Dubai Miracle Garden, the world's largest natural flower garden; Gevora Dubai, the world's tallest hotel; the Dubai Frame, the world's largest architectural structure in the form of a picture frame; the Palm Fountain, the world's largest fountain; and the Office of the Future, the first fully functional 3D-printed office.

The list also includes Deep Dive Dubai, the world's deepest diving pool, Ain Dubai, the world's largest and tallest Ferris wheel; Aquaventure Waterpark, the world's largest waterpark, with the most extensive collection of waterslides; Jebel Ali Power Plant and Water Desalination Complex, world's largest single-site water desalination facility; and Al Qudra Cycling Track, the world's longest continuous cycling path. The mural also included information on the past seven editions of the DIPMF, which together spanned 26 days and attracted 11,000 attendees from 45 countries.



Sponsors

DIPMF is privileged by the sponsorship of several entities that include: ENOC and Nakheel (Strategic Sponsors), Dubai Municipality, FAMCO and Qatar Insurance (Platinum Sponsors), Etisalat by e& and Wade Adams (Gold Sponsors), Khatib & Alami, CDM Smith, Dollar Car Rental (Silver Sponsors). Other sponsors include United Motors & Heavy Equipment LLC, SAS, Al Zarouni International Equipment LLC and RTC Road and Traffic Engineering, Planisware (Technology Sponsor).







Mansour bin Mohammed meets CEO of 2022 FIFA World Cup in Qatar

His Highness Sheikh Mansour bin Mohammed bin Rashid Al Maktoum, President of the Dubai Sports Council, said the excellent hosting of the 2022 FIFA World Cup in Qatar is an Arab success story and a source of pride for the countries of the Gulf Cooperation. What this exceptional version presented to the whole world, in terms of image. A supervisor that reflects the capacity of the countries in the region, the organizational experience, the great potential and professional opportunities that your children have in all areas.

This came during a meeting with His Excellency Nasser Fahd Al-Khater, Executive Director of the FIFA World Cup Qatar 2022, during which they discussed Qatar's track record of success in hosting an exceptional tournament in World Cup history. Mundo and its efforts to deliver an exceptional experience that encompasses all standards, including the construction and management of sports facilities, and the implementation of projects that cater to the major sporting event in its first competition in the region, in the presence of His Excellency Matar Al Tayer , Vice President of the Dubai Sports Council and Said Hareb, Secretary General of the Council.

His Highness, President of the Dubai Sports Council, extended his heartfelt congratulations to the sister state of Qatar for hosting what is considered the best version of the FIFA World Cup in history. Prepare the infrastructure of institutions and sports facilities, which are among the most modern in the world, allocate resources to support the different sports,

train national staff who can manage the sports sector, initiate initiatives and set up organizations and companies specialized in this sector. become one of the sectors that contributes more and more to the GDP of countries.

His Highness Sheikh Mansour bin Mohammed bin Rashid Al Maktoum confirmed that the main international sports federations and organizations have fully realized the capabilities and capabilities of the countries in the region in the field of sport, which is evident in their welcome and organization. Important international tournaments in various sports, His Highness highlights the importance of cooperation between the members of the Cooperation Council of the Arab States of the Gulf, the exchange of experiences and successful experiences in the area, which will contribute to the rise of the countries. . The region ranks first on the world sports map.

For his part, Nasser Fahd Al-Khater expressed his joy at meeting His Highness Sheikh Mansour bin Mohammed bin Rashid Al Maktoum and emphasized that the UAE and the State of Qatar have achieved many organizational successes in organizing and hosting major international sports. events and tournaments. praises the sporting renaissance that Dubai is witnessing. With its economic and cultural reactivation, as well as the great care and attention that Dubai dedicates to the dissemination of sports culture, to the forms of its practice in society and to the consolidation of its noble values. and ethics as an integral part of human life and daily practice.



Sessions and speakers

The 8th Dubai International Project Management Forum features 35 sessions, 5 discussion panels, 3 keynotes, 6 parallel sessions, 4 onstage interviews, 6 masterclasses, and 6 technical site visits. It is set to see more than 2,000 participants and 55 international and regional key figures representing diverse economic and commercial sectors.

Notable speakers at the Forum include Her Excellency Hessa Buhumaid, Minister of Community Development; His Excellency Omar Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy and Remote Work Applications; His Excellency Saeed Mohammed Al Tayer, Managing Director & CEO of Dubai Electricity & Water Authority; His Excellency Nasser Al Khater, CEO of the FIFA World Cup Qatar 2022; His Excellency Eng. Ramy Ismail Jelli, Deputy Minister For Projects & Public Health Ministry of Municipal Rural Affairs & Housing, Kingdom of Saudi Arabia; and His Excellency Eng. Sharif Al Olama, Undersecretary of the Ministry of Energy and Infrastructure for Energy and Petroleum Affairs.

The list of prominent speakers also includes His Excellency Sultan Ahmed bin Sulayem, Group Chairman and CEO of

DP World; Her Excellency Mona Ghanem Al Marri, Vice-President of the UAE Gender Balance Council; His Excellency Ahmad Abdulkarim Julfar, Director General of the Community Development Authority; Her Excellency Salama Al Ameemi, Director General of the Authority of Social Contribution (Ma'an); Abu Dhabi; His Excellency Khalfan Belhouli, CEO of Dubai Future Foundation; His Excellency Omran Sharaf, Assistant Minister for Advanced Sciences and Technology Affairs; and other speakers from top local and international companies.

International speakers

Besides keynote speaker Dr Diamandis, who has been named one of Fortune magazine's World's 50 Greatest Leaders, other notable international speakers include Professor Jeremy Bailensen, Founding Director of Virtual Human Interaction Lab at Stanford University; Antonio Nieto-Rodriguez, Thought Leader, Author, Practitioner, and Professor in Project and Strategy Implementation; Jennifer Tharp, Chair of the Board of Directors of the Project Management Institute; Dr. John O'Shea, Chief Technologist at Dell Technologies; Marga Hoek, Business and Sustainability Author; and Professor Carlo Ratti, Director at MIT Senseable City Lab & Founding Director at Carlo Ratti Associati.

Participants in Community Development and Improved Wellbeing: The UAE prioritised wellbeing

Participants in the opening session of the 8th Dubai International Project Management Forum (DIPMF) that took place from January 23-26 at the Jumeirah Hotel in Dubai, held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Dubai Executive Council, indicated that the UAE leadership has dedicated top attention to people, community development, and improvement of wellbeing for citizens as well as residents.

Attendees included Her Excellency Hessa Bint Essa Buhumaid, Minister of Community Development, His Excellency Ahmad Abdulkarim Julfar, Director General of Dubai Community Development Authority, and Salama Al Ameemi, Director General of the Authority of Social Contribution (Ma'an), which was hosted by the journalist Mays Alharbi.

Best Countries

Her Excellency Hessa bint Essa Buhumaid, Minister of Community Development, said, "The UAE prioritises the development of individuals and the achievement of well-being for its citizens and residents. Humans are at the heart of policies that the country has put in place since the establishment of the union by the founding leader Sheikh Zayed bin Sultan Al Nahyan. The UAE has made considerable advancements in global competitiveness indicators and topped the world in achieving 156 global indices. It ranked among the top 10 countries that achieved 432 indices related to well-being and community development.

Policymaking

His Excellency Ahmad Abdulkarim Julfar, Director General of the Community Development Authority (CDA), Dubai, highlighted the key elements of community development among CDA's priorities and how it directly impacts the well-being of individuals. He emphasised the importance of considering the overall well-being of individuals when making any developmental, economic or social decisions and policies, and stated that community development is an all-encompassing concept that covers various factors that contribute to the overall well-being of individuals.

"CDA strongly emphasises protecting, integrating, and empowering the most vulnerable groups within society, particularly in areas such as education and rehabilitation. The goal is to provide them with the necessary resources to enter the labour market according to their



Hessa Bu Humaid: We have policies dedicated to wellbeing 120 executive directors in government departments concerned with wellbeing

Ahmad Julfar: RTA prioritises protecting, integrating, and empowering the most vulnerable segments of social life

Salama Al Ameemi: The UAE has strong points for achieving the wellbeing highlighted by public satisfaction and happiness.

abilities and empower them to become productive members of society, contributing to sustainable development rather than being dependent on others," added Julfar.

Competitive Indicators

"The Emirate of Abu Dhabi recognises the strong connection between community development and overall wellbeing, and places equal emphasis on both infrastructure and economic development, as well as community development, as fundamental to promoting wellbeing," said Her Excellency Salama Al Ameemi, Director General of the Authority of Social Contribution (Ma'an).

"The UAE has achieved significant success in promoting overall wellbeing, as evidenced by survey results showing over 90% safety indicators and a 71% satisfaction rate with quality of life. These results demonstrate the country's strengths in fostering well-being, with a high level of general satisfaction and happiness being one of the key factors.

DIPMF reviews Future directives of AI and advanced technologies in the UAE

The sessions of the 8th Dubai International Project Management Forum (DIPMF) (2526- Jan 2023) saw intense participation and significant interaction of participants and visitors from the UAE and the world over. The first day included a conversational session titled: The Future directives of AI and advanced technologies in the UAE, with His Excellency Omar bin Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy and Remote Work Applications.

Al Olama opened the session by recalling the initiative of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, Ruler of Dubai to set up the eGovernment, which was transformed over several years to become a smart government driven by innovation and AI. “The principles laid down by His Highness in this regard are viewed as a roadmap that ensures top quality services and wellbeing of all community members,” said Al Olama. “Those using AI have taken the lead in envisioning the future as the next few years will see fast-paced developments in this field, which has become part of all sectors across the nation, including public transport, health, education, entertainment, services as well as the energy sectors like oil, gas and renewable energy. “The UAE has a great interest in AI and undertook several initiatives, including the establishment of Mohamed bin Zayed University of Artificial Intelligence, rendering it the first ever university of its kind in the region and the world. Before that, the UAE launched the National Artificial Intelligence Strategy in 2017, which prompted the



Omar Al Olama: UAE established the world's first AI University

government sector to innovate in providing public services. Accordingly, this drive thrived the private sector, which in turn started to innovate, likewise the government sector,” commented Al Olama.

He concluded by affirming the UAE’s commitment to attracting global talents in artificial intelligence and the digital economy to work in the UAE and enjoy this unique work environment that will help them showcase their talents and creativity and take advantage of the huge opportunities that the UAE had provided in this area.

In October 2017, the UAE launched the National Artificial Intelligence Strategy, which ushers in a new era after the smart government. The services, sectors, and future infrastructure will revolve around this strategy in line with the UAE Centennial 2071, which seeks to rank the UAE the best in the world in all fields.

The UAE has effectively implemented sustainability and environmental preservation

Abu Dhabi and Dubai have the ability to produce hydrogen and clean energy from solar and wind energy

The participants in a session titled «Sustainability in Project Management» held on the final day of the 8th Dubai International Project Management Forum, under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, emphasised the UAE’s commitment to sustainability and environmental preservation through practical, legislative, and leadership initiatives that were realistically translated by the declaration of His Highness Sheikh Mohammed bin Zayed Al Nahyan, President of UAE of the 2023 as The Year of Sustainability.

The participants which included His Excellency Saeed Mohammed Al Tayer, MD & CEO of Dubai Electricity and Water Authority (DEWA), His

Excellency Engineer Sharif Al Olama, Undersecretary of the Ministry of Energy and Infrastructure, and the Business and sustainability author Marga Hoe, highlighted that the UAE has rapidly advanced in recent years towards sustainability in projects, including their continuity and preservation, as well as success in managing them. They also discussed future initiatives aimed at establishing a green economy, complete carbon neutrality, «zero carbon», production of clean and renewable energy, and commitment to environmental protection through the use of technology and trending methods to reach its goals quickly.

Road Map

His Excellency Saeed Mohammed Al Tayer, MD & CEO of Dubai Electricity and Water Authority (DEWA), emphasised that Dubai has a

clear strategy and roadmap to reach 100% energy production capacity from clean energy sources by 2050. Replying to a question about examples of DEWA's sustainable projects that support Dubai's economy, Al Tayer said, "We are guided by the vision of the wise leadership of the UAE in shaping the future. In Dubai, we have clear strategies, including the Dubai Clean Energy Strategy 2050 and the Dubai Net Zero Carbon Emissions Strategy 2050, to achieve 100% clean energy sources by 2050. DEWA uses the Independent Water and Power Producer (IWPP) model for the Mohammed bin Rashid Al Maktoum Solar Park and the Hassyan desalination complex using Reverse Osmosis (RO) technology. This model has attracted AED 40 billion of investments."

Clean and renewable energy

Al Tayer explained that all DEWA's projects contribute significantly to sustainability. He noted that the power capacity of the Mohammed bin Rashid Al Maktoum Solar Park, the largest single-site solar park in the world, will reach 5,000 megawatts (MW) using photovoltaic solar panels (PV) and Concentrated Solar Power (CSP) technologies. It will be commissioned in stages until 2030 with investments totalling AED50 billion. When completed, it will reduce 6.5 million tonnes of CO₂ emissions annually.

Al Tayer noted that DEWA is implementing a 250MW pumped-storage hydropower project in Hatta. It will have 1500-megawatt hour storage capacity and a lifespan of up to 80 years. This is the first of its kind in the region with capital investments of AED 1.42 billion. It will be commissioned in 2024.

Al Tayer said that DEWA established Etihad Energy Services (Etihad ESCO) to promote energy efficiency in Dubai. The company has so far managed to retrofit 7792 existing buildings in Dubai. The company aims to retrofit more than 30,000 buildings in Dubai by 2030 to ensure energy efficiency.

To encourage green mobility, DEWA established a new infrastructure for electric vehicles. So far, DEWA has installed 351 EV Charging stations (630 charge points) across Dubai, with plans to reach 1,000 EV Charging stations (1830 charge points) by 2025. These efforts contributed to reducing CO₂ emissions by 21% by the end of 2021, exceeding the target of 16% set in the Dubai Carbon Abatement Strategy.

Realising net-zero goals

Replying to a question about DEWA's plans to achieve the net-zero target, Al Tayer said, "We work to achieve the vision and directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to turn Dubai into a centre of excellence in essential new technologies to achieve net-zero



by 2050. This is in line with the Dubai Clean Energy Strategy 2050 and the Dubai Net Zero Carbon Emissions Strategy 2050 to provide 100% of Dubai's total power capacity from clean energy sources and achieve zero carbon emissions by 2050. Programmes and mechanisms have been developed for the energy and water, transportation, industry, buildings and waste sectors as well as all necessary enablers, regulations & R&D."

Al Tayer explained that the Emirates District Cooling Establishment (Empower), of which DEWA has a majority share ownership, is the world's largest district cooling company by connected cooling capacity (1,405,271 Refrigeration Ton "RT"). With Dubai Airport to be connected shortly, Empower's connected cooling capacity will reach 1,475,011 RT. District Cooling reduces more than 40% of electric energy consumption. Preparing Emirati capacity

Strategic Priority

His Excellency Engineer Sharif Al Olama, Undersecretary of the Ministry of Energy and Infrastructure stated that the UAE leaders placed sustainability among the five priorities of the UAE Government 2023. "The is planning, designing, implementing and operating projects to minimise the harmful environmental impact to the maximum. One of the most important projects in the United Arab Emirates, which is the largest solar power plant in the world, will soon be operational in Abu Dhabi. It will increase solar energy capacity to approximately 3.2 gigawatts, and reduce carbon dioxide emissions by more than 2.4 metric tons annually. Moreover, the Mohammed bin Rashid Al Maktoum Solar Park, the largest single-site solar park in the world, will generate 5,000 megawatts by 2030.

50,000 Studies

Business and sustainability author Marga Hoek has utilised 50,000 studies on sustainability in her work, showcasing the successful efforts of countries to achieve sustainability, preserve the environment and reduce waste in the face of large population growth.

In conversation with DP World, a success story despite challenges

In a session during Dubai International Project Management Forum, HE Sultan Bin Sulayem, CEO and Chairman of DP World, emphasized that the business sector is currently experiencing significant transformations and obstacles. The commercial sector has been greatly impacted by the pandemic, facing disruptions and challenges with absorptive capacity and container availability, which have posed significant obstacles worldwide. “Despite the significant disruptions and challenges caused by the pandemic, issues with supply chains have been overcome through collaborative efforts and the utilization of advanced technology, allowing for smooth, efficient, and secure delivery of goods and commodities to companies and businesses globally,” said Bin Sulayem.

Bin Sulayem emphasized the importance of partnership between the public and private sectors in countries where DP World operates, citing Senegal as an example. DP World has been working in Senegal for 15 years and partnered with the government to develop



a port, which has led to a 10% increase in GDP. He highlighted the correlation between freight operations and GDP, where a 1% increase in GDP results in a 3% increase in freight operations, which is achieved through investments in port development and infrastructure and the use of modern technology in the field.

Qatar is moving ahead with hosting more sports events, projects are on the go after FIFA World Cup

His Excellency Nasser Al Khater, CEO of the FIFA World Cup Qatar 2022, who addressed a session about the Management of Mega Sports Projects on Day 2 of the Dubai International Project Management Forum, which is concluding today in Madinat Jumeirah, Dubai, said that the total infrastructure investments in Qatar since the announcement of winning the hosting of 2022 FIFA World Cup has reached \$220 billion, including the cost of hosting the tournament.

In a session moderated by sports journalist Mustafa Al-Agha, Al Khater said, “Some media reports tried to exaggerate the figures of Qatar’s hosting this tournament. They overlooked the fact that Qatar made these investments in implementation of the 2030 infrastructure development strategy, and not only for the World Cup.”

Hosting Concept

Al-Khater pointed out that the idea of Qatar hosting FIFA World Cup began with hosting the Youth World Cup in 1995 and several other successfully held international sporting events. “From there emerged the idea of hosting the World Cup. In 2010 FIFA officially announced the event, and there were huge challenges, such as the infrastructure. Since



2006, Qatar developed a comprehensive strategy for infrastructure in line with the World Cup strategy, which included the metro, transportation lines, road network, and housing among others,” he explained.

“Changing the date of the tournament, which is usually held in the summer, was decided earlier, as Qatar pledged to air-condition all stadiums, and order to give both the audience and players a seamless experience during the matches, the date was changed to winter. This experience will open the door to hosting these events in the winter instead of the summer in the future,” said Al Khater.

UAE leadership's vision to empower women ensured women are equal participants in nation's sustainable development

Mona Ghanem Al Marri, Vice President of the UAE Gender Balance Council, said that the leadership's vision to empower women has ensured that women are equal participants and major contributors to the nation's sustainable development journey.

The leadership's confidence in the competencies of women has enabled the nation to be a global leader in gender balance, she noted, while speaking at the 8th Dubai International Project Management Forum (DIPMF), being held under the patronage of H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council, from 23rd–26th January at Madinat Jumeirah.

The rapid progress that the UAE has achieved in gender balance is demonstrated by the country being ranked first in the Arab world and 11th globally on the Gender Inequality Index (GII) of the United Nations Development Programme's Human Development Report 2022, Al Marri said. The country has jumped 38 positions on the Gender Inequality Index since the establishment of the UAE Gender Balance Council seven years ago. The UAE was also ranked first for the second consecutive year both in the World Bank's 'Women, Business and the Law 2022' report and the World Economic Forum's Gender Gap Report 2022, she added. Al Marri said the year 2022 saw the country's private sector further strengthening its involvement in initiatives to accelerate the implementation of the United Nations' Sustainable Development Goal 5 (SDG 5). A total of 56 local and international companies based in the UAE have joined a national initiative to raise the percentage of women occupying senior leadership positions to 30 percent by 2025. Some companies have already increased the percentage of senior women leaders in their organisations to 27 percent, Al Marri noted.

She also said that by demonstrating their capabilities in various fields, women have gained the confidence of the UAE leadership. Women comprise 27.5 percent of the UAE cabinet and 50 percent of the UAE Federal National Council, and hold key positions as members of the diplomatic corps. "UAE women have made substantial contributions in various sectors and play vital leadership roles in accelerating the growth and sustainable development of the nation," she added.

Since its establishment, the efforts of the UAE Gender Balance Council have been instrumental in raising Dubai's rankings in various global gender balance reports and indices.

Highlighting the remarkable role of H.H. Sheikha Fatima bint Mubarak, Chairwoman of the General Women's Union (GWU), President of the Supreme Council for Motherhood and Childhood, and Supreme



Chairwoman of the Family Development Foundation (FDF), in promoting women's development, Al Marri said the 'Mother of the Nation' worked tirelessly to ensure that women became equal partners in the UAE's development process.

Guided by the leadership of H.H. Sheikha Manal bint Mohammed bin Rashid Al Maktoum, President of the UAE Gender Balance Council, President of the Dubai Women Establishment, and the wife of H.H. Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister and Minister of the Presidential Court, the Council continues to foster close collaboration with leading local and international organisations to achieve its goals, Al Marri said. The Council has launched many projects and initiatives including the Global Gender Circle, and the UAE Gender Balance Index to encourage adoption of gender balance best practices. She further noted that the UAE Gender Balance Council constantly reviews existing practices and legislation to recommend new policies to enhance the growth, participation and wellbeing of women. From being ranked 49th in the UNDP's Gender Inequality Index in 2015, the UAE rose to the 18th place in 2020, and 11th in the 2022 edition of the Index. The growth in rankings is aligned with the goals set by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai, to advance gender balance.

Al Marri further said the UAE Gender Balance Council's selection as the World Economic Forum's knowledge partner to advance gender balance globally, recognises the nation's pioneering and influential role in advancing the gender balance agenda in the Arab world. In partnership with the World Bank, the UAE Gender Balance Council has set up a Centre for Excellence in the country to share the UAE's expertise in the field and provide assistance to countries in the region to bridge the gender gap.

Al Marri commended the Dubai International Project Management Forum 2023 for including gender-balance related topics in the event's agenda.

She called on the private sector to play a bigger role in advancing gender balance as part of the leadership's broader vision for women's development and empowerment.

DIPMF discusses Industry and Innovation

A session entitled Industry and Innovation during the first day of the DIPMF discussed the infrastructure, industry, innovation and technology along with their role in human advancement and how could it support wellbeing.

The session, which was moderated by the journalist Richard Dean, was attended by His Excellency Khalfan Belhoul, CEO of Dubai Future Foundation; His Excellency Omran Sharaf, Assistant Minister for Advanced Sciences and Technology Affairs, and Professor Carlo Ratti, Director of the «Sensible City» Laboratory of the Massachusetts Institute of Technology and co-founder of the Office Carlo Ratti Association.

His Excellency Khalfan Belhoul spoke about how innovation can be widely employed in Dubai and that innovation requires human efforts to provide research continuously. Belhoul also spoke about the importance of virtual assets and the workforce (human resources).



Hope Probe

His Excellency Omran Sharaf focused on always working to link foreign policies with regional and national priorities. He reviewed the UAE's experience in innovation through the Emirates Mars Exploration Project – the Hope Probe, which launched its mission on July 20, 2020.

Project Economy Discussion Panel

The two speakers emphasized the use of the latest technologies such as artificial intelligence and robots for the success of project management, customer-centricity, work passion, and adaptability to change.

Dubai – Roads and Transport Authority. January 26, 2023:

A discussion panel titled Project Economy, which was the penultimate session on the closing day of the Dubai International Project Management Forum 2023, featured two speakers: Eng. Mohammed Rashid, Chief Project Officer at Nakheel Properties, and Antonio Neto Rodriguez, author, practitioner and university professor.

Rodriguez began his speech by praising the forum, describing it as the most important event in this field in the region and the world. He explained that the term Enterprise Economy emerged 5 years ago, when it was devised through the concept of the macro economy, and from this standpoint, since then, it has had a special term, which is the project economy.

«To achieve the best results in the project economy, the elements of projects must be automated through the use of modern technologies such as artificial intelligence, robots and remote work to meet the most disruptive challenges facing project managers,” he said.



Rodriguez stressed that if companies undertaking projects wanted to make more achievements, they must start training and adapting their old leaders first before their young cadres because training old leaders on modern technologies is the biggest challenge. It requires changing mentalities to suit the development taking place in the world.

Mohammed Rashid stressed that companies and institutions must adopt successful strategies to attract talent and adopt modern technologies such as artificial intelligence.

DIPMF discusses mega regional projects

A session about Managing Mega Projects in the Region on Day 2 of the Dubai International Project Management Forum discussed how to successfully manage mega projects besides attracting and empowering human resources. The session also looked into the challenges faced and how to benefit from the latest technology in tracking projects and ensuring the realisation of their objectives.

The session, which was moderated by the MEED Editor Colin Foreman, featured the participation of Rami Al-Jali, Undersecretary of the Ministry for Projects, Public Health and Housing in the Kingdom of Saudi Arabia, Joseph Jabara, CEO of CAT Group, Ian Williamson, Chief Executive Officer for Project Implementation, The Red Sea Development Company, and Howard Smith, Chief Operating Officer, London Rail, Elizabeth line.

Vision 2030 and Wellbeing

Engineer Rami Al-Jali, Undersecretary of the Ministry for Projects, Public Health and Housing in the Kingdom of Saudi Arabia, said, “The ministry is seeking to deliver on the Vision 2030, which supports successful mega projects in Saudi Arabia by providing infrastructure, and building bridges, tunnels and public facilities at world-class standards.”

Striking Balance

Joseph Jbara, CEO of CAT Group spoke about the successful experience of CAT Group in Africa, where the company worked in the fields of civil construction, refrigeration, gas pipeline projects, and facilities management.



Speaking about the challenges faced and overcome, Joseph Jabara said, “Before undertaking mega projects, project owners must strike a balance between stakeholders and the society.

Economic Opportunities

Ian Williamson, Chief Executive Officer of The Red Sea Development Company's projects, said, “The Red Sea project directly contributes to achieving the goals of Saudi Arabia 2030, as it seeks to highlight the huge potentials of the Kingdom and create new economic, cultural and social opportunities. The project aims to create new opportunities for tourism in Saudi Arabia, and establish a world-class community that attracts tourists from inside and outside the Kingdom. As such it will contribute to the growth of the economy and the advancement of new sectors.

DIPMF session identifies experience, flexibility and knowledge as success factors of project portfolio management

In a session focused on the management of investment projects, participants in a discussion panel at the DIPMF underscored the importance of the experience and skills of individuals while relying on technology, the flexibility of procedures and laws besides the courage of making enlightened decisions to ensure successful project portfolio management.

In the session which was presented by Ramia Faraj, participants included Dr. Ricardo Vargas, global leader in project and business management, Frank Ryle, Senior Trainer and Consultant at the



International Institute of Education (IIL), and Juan Carlos Sahdala, Head of Planning and Projects, DP World.

The participants stressed that meeting minds, collaboration and the added administrative value are key factors for the success of project portfolio management. They called for simplified

procedures, the proper approach to problem-solving and the appreciation of the environmental rights related to any project. They identified three skills for the success of any programme or portfolio namely: communication, knowledge and qualification of individuals.

8TH Dubai International Project Management Forum highlights Future Project management Trends

Jennifer Tharp, Chair of the Board of Directors, PMI shared thoughts on the 'Future PM Trends' at the 8th Dubai International Project Management Forum whose theme this year is 'Foster Wellbeing'.

Ms. Tharp highlighted that DIPMF is very close to her heart as the forum is very good at centering the experience of the project manager and ensuring that they are able to have that impact and thus make their ideas a reality. Dubai is the future and is the centre for global trends.

While shedding emphasis on the mega trends, Tharp mentioned that every year PMI raises a report on the mega trends happening globally that will have the most profound impact on organisations and that project managers need to be aware of. In the most recent report, some of the trends highlighted included 'Digital Disruption, Climate Change, Economic Shifts, Demographic Shifts, Labour Shortages, as well as Civic, Civil and Equality movements.

She added, "While taking examples of one of the identified trends like Digital Disruption, where today people talk about the changes in AI, or changes in technology as a project manager one needs to know how such changes will impact work, how AI could be used in construction and how could such changes be harnessed to make the project impactful.



Similarly, new tools need to be adopted which will help enhance project efficiency."

When asked if Digital Disruption will ever take over the role of the project manager, Jennifer said that that wouldn't happen as project management is about communication, collaboration while technology is very automated making the project manager's role very strategic and time effective in terms of making the right decisions for the project.

DIPMF hosts keynote speaker Professor Jeremy Bailenson on 'Into the Metaverse'

The 8th DIPMF edition concluded with an insightful keynote from Professor Jeremy Bailenson, Founding Director of Virtual Human Interaction Lab, Stanford University. Prof. Jeremy commenced his keynote on what 'Metaverse' exactly means and its application in four key areas which included 'Collaboration and Education', 'Project Training', 'Empathy and Diversity' and 'Telepresence'.

While sighting examples how Metaverse has today become part of everyone's life he spoke about Dubai's first-of-its-kind physical NFT shop which opened at Mall of the Emirates and the Emirate's Metaverse strategy which will open up to 4000 jobs thus revealing a promising future for the city and its people.

According to Prof. Jeremy Metaverse is an alternative universe of 'People,

Place and Things’ which can be used as a useful tool for corporate training and many other relevant areas. In 2021, a metaverse classroom was set up at Stanford for 15 months where 500 students participated and 400k minutes were shared. Important factors like hardware, platform, the daily schedules, the VR Content, privacy and the data to be collected were planned. The downsides of VR were also highlighted which included sickness and distractions while on the positive side where small group discussions were much more impactful. The most positive outcome is where students weren’t confined to a particular space size but could expand their boundaries making training interesting and exciting.

Prof. Jeremy added that the training can be expanded to corporate world- ‘Project Training’ where it is proven through companies like Walmart and Bank of America that VR training through the metaverse has been very impactful yet time and resource saving.



DIPMF participants visit Dubai landmarks

The Dubai International Project Management Forum (DIPMF) organised technical field visits for 240 participants to several Dubai landmarks and mega projects such as Al Infinity Bridge, Deep Dive Dubai, Museum of the Future, Enterprise Command and Control Centre (EC3), Mohammed Bin Rashid Library, and the Geographic Information Systems Centre in Dubai Municipality.

These visits aims to acquaint the participants in the forum with Dubai’s prominent projects, and the details relating to the management of the construction of these projects. During the visits the participants were also acquainted with Dubai’s impressive record in constructing mega projects on schedule and at top-quality standards. They were also

familiarised with the nature of the projects and their uniqueness and management as well as the current and future directions to achieve sustainability.

Masterclasses

The participants in the DIPMF attended several masterclasses presented by expert trainers and consultants at the International Institute of Education (IIE). The classes related to project portfolio management, artificial intelligence, big data in project management, leading individuals through change, agile project management office, agile business transformation, and project value delivery system.



DP World co-hosts 8th Dubai International Project Management Forum



Dubai's Roads and Transport Authority (RTA) has signed a Memorandum of Understanding (MoU) with DP World to co-host the 8th Dubai International Project Management Forum (DIPMF), which is being held under the theme: Fostering Wellbeing. The signing of the MoU crowns the excellent relationship between the two entities and is a tribute to the huge success of the Forum over the past editions.

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority signed on behalf of RTA, and His Excellency Sultan Ahmed bin Sulayem, Group Chairman and Chief Executive Officer of DP World signed on behalf of DP World.

Al Tayer expressed his delight with the signing of the MoU with DP World as a co-host of the Forum, which is privileged by 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. Dubai is considered one of the top metropolitan cities in project management

and adopts world-class standards in constructing iconic property developments," said Al Tayer.

"The forum has cemented its standing as a global platform for the best practices and coming up with creative project management solutions, thanks to the participation of international experts with creative visions that contribute to the successful delivery of mega projects.

"Over the previous editions, the forum was very successful in attracting about 11,000 participants from 45 countries. Topics discussed ranged from engineering and construction project management to future leadership, sustainable management of the digital economy, artificial intelligence, agile project management as well as technical, sports, energy and sustainability projects, future foresighting, and innovation among others.

His Excellency Sultan Ahmed bin Sulayem, Group Chairman and Chief Executive Officer of DP World, said, "Being the leading provider of integrated smart logistics solutions, DP World Group recognises the huge growth potential of the Middle East and we are adopting the world's best practices of managing mega projects that are of great importance to us as well as the public and private sector companies which rely on innovation as a driver of their business growth.

RTA's Route 2020 project wins Mega Projects Award

Dubai's Roads and Transport Authority (RTA) won the Mega Projects Award from the American Project Management Institute (PMI) for Route 2020 project. His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA received the award from Jennifer Tharp, PMP, Cdir, Chair of the Board of Directors of the Project Management Institute on the sidelines of the 8th Dubai International Project Management Forum.

Route 2020 clinched PMI's Mega Projects award in recognition of the exceptional competency demonstrated in applying the top practices

standards and governance techniques adopted by the PMI. The award recognises the entities that deliver brilliant performance in project management practices.

Route 2020 covers extending the Dubai Metro Red line 15 km from Jebel Ali Station to the site of Expo 2020. The route encompasses an elevated track of 11.8 km and an underground rail of 3.2 km. the route includes 5 elevated stations and 2 underground stations.

The project serves densely populated areas such as The Gardens, Discovery Gardens, Al Furjan, Jumeirah Golf Estates, Dubai Investments Park and the Expo. The estimated population served by this route is about 270 thousand persons, and the journey from the Dubai Marina to the Expo takes 16 minutes.



With its new line Route 2020, Dubai Metro adds a future dimension to life in Dubai and enhances the city's profile as a global destination. It is considered an architectural masterpiece thanks to 7 stations that extend from Jebel Ali Station to Expo 2020 Station to connect people to their favourite places, homes, and workplaces, featuring the gorgeous urban landmarks of Dubai.





Thank you to all our co-organizers and sponsors for contributing to the success of Dubai International Project Management Forum 8th edition



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RTA launches Phase II of Traffic Incidents Management project spanning 15 roads, 425 km in collaboration with Dubai Police

The selection of roads is based on the traffic intensity and the rising number of incidents and broken vehicles on the roads

The initiative contributed to reducing incidents, improving traffic flow, and speeding up the clearance of vehicles affected by incidents

Dubai. Roads and Transport Authority. 29 January 2023 Dubai's Roads and Transport Authority (RTA), in collaboration with Dubai Police General Headquarters, announced the start of the second phase of the Traffic Incidents Management project as of the middle of this month. The project covers 15 highways and vital streets in Dubai extending 425 km over the period 2023-2025. Operating Phase II crowns the huge success of the initial phase of the initiative, which contributed to reducing secondary injury-related incidents, improving traffic flow and considerably speeding up the clearance of vehicles affected by incidents in line with top international practices. His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority, said: "The Traffic Incidents Management project is

Al Tayer: Highway locations for rapid intervention vehicles to ensure reaching the incident site within 10 minutes

Al Marri: The project adds to the strategic partnership with RTA

undertaken by RTA in cooperation with Dubai Police. It aims to ensure a rapid intervention to remove vehicles involved in traffic incidents or breaking down on roads, to ease traffic congestion, streamline the traffic at incident sites, and cut the time of clearing vehicles involved in incidents. It also avoids the triggering of secondary incidents because of sudden congestion and supports Dubai Police in managing traffic during severe incidents."



Sites

“In the middle of this month, RTA started the operation of Phase II of the project on 7 roads, planned to be covered in 2023, namely: Sheikh Zayed Road (Sheikh Rashid Street, Al Ittihad Street), Al Khail Road (Phase I), Dubai-Al Ain Road, Al Yalayer Road, Sheikh Mohammed bin Zayed Road, Al Ribat Road, and the Airport Road. Four additional roads will be covered in 2024: Al Khail Road (Phase II), Emirates Road, Jebel Ali – Lehabab Road, and Sheikh Zayed bin Hamdan Al Nahyan Road. Four other roads will be covered in 2025: Dubai-Hatta Road, Umm Suqeim Street, Expo Street and Hessa Street. The selection of roads was based on certain criteria, such as the traffic intensity, particularly during peak hours, and the rising numbers of incidents and vehicles break-down on those roads,” he added.

Rapid Intervention

“We have identified several central points for positioning rapid intervention vehicles on highways and key roads to ensure the quick arrival of vehicles to the scenes of incidents on those roads within specific times according to the approved performance indicators of the project. The Traffic Incidents Management Unit will cater to vehicles involved in incidents or breaking down, provide rapid management of traffic incident sites and neighbouring streets, handle minor incidents that do not require the

attendance of police officers, and restore traffic to normal. The unit carries out traffic diversions at incident sites and surrounding roads assists road users, supports the police during severe incidents, protects parked vehicles, and provides traffic support during events,” elaborated Al Tayer. Al Tayer stressed that the Traffic Incidents Management service will greatly benefit road users in Dubai by enhancing their safety and saving their time through reducing the negative impact of the journey time resulting from traffic incidents.

Continued Success

His Excellency Lieutenant-General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police, said that the operation of Phase II of the Traffic Incidents Management project in Dubai crowns the success of the initial phase, which delivered important results that proved the feasibility of the project and its ability to curb secondary injury-related incidents and improve the traffic flow during incidents.

“The project adds to the strategic partnership between Dubai Police and RTA in Dubai, which is based on establishing integrated systems that support the future visions and the approved traffic safety plan of the emirate. Eventually, it contributes to achieving the strategic objective of making Dubai a safe and stable city that caters to the protection of lives and properties,” added Al Marri.



Endorsing Strategic Plan 2023 - 2030 aligned with Dubai Urban Plan 2040

The Supreme Committee for Strategic Planning and Corporate Transformation at Dubai's Roads and Transport Authority (RTA) chaired by His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of RTA, approved RTA's Strategic Plan 2023 - 2030. The plan is aligned with the Dubai Urban Plan 2040, Dubai Plan 2030, Dubai Government Directives and the UAE Government Vision, We the UAE 2031.

RTA has revamped its mission, corporate values and strategic objectives. The new strategic plan defined RTA's Vision as: 'The World-leader In Seamless and Sustainable Mobility' and a Mission to provide seamless and safe travel with innovative, sustainable mobility solutions and services to make every journey in Dubai a world-class experience. The Corporate Values promote competitiveness, pioneering thinking, teamwork, tolerance, collaboration and pioneering. The new strategy set five key strategic goals: Seamless and Innovative Mobility, Sustainability, Health, Safety and Security, Customer Happiness and Future-Proof Organisation.

Matching Global Trends

"Revamping RTA's Strategic Plan is in response to the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE, Ruler of Dubai, and His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, to focus on envisioning the future, undertaking strategic projects in support of the economy, wellbeing & happiness of residents and visitors, keeping pace with the global and future trends of roads and transport, supporting innovation, sustainability and envisioning the future efforts, and rendering Dubai a provider of pioneering services for various community members," Al Tayer.

"Revising RTA's Strategic Plan 2023 - 2030 is also attributed to the local, regional and global developments. It attaches due consideration to the deliverables of the Dubai Urban Plan 2040, Dubai Plan 2030, Dubai Government Directives and the UAE Government Vision, We the UAE 2031," he commented.

5 Goals

RTA's Strategic Plan 2023 - 2030 has five objectives.

The first is Seamless and Innovative Mobility which aims to facilitate the development of roads and transport systems based on a 20-minute community. This system is linked to world-class transport services, smart mobility solutions and the optimal utilisation of the right-of-way.

The second strategic goal is Sustainability. It involves comprehensive concepts and elements of social, financial and environmental sustainability. It seeks to expedite the migration to zero-emission mobility means by 2050, and promote social responsibility, rendering Dubai a global model in the field of sustainability.

The third strategic goal focuses on health, safety and security. It seeks to promote mobility safety, provide a safe environment for the community, support the integration of mass transit means, ensure safe and smooth mobility, and promote business continuity.

The fourth strategic goal relates to customer happiness to provide integrated, smooth and valuable services, and achieve proactiveness.

The fifth goal of the new strategy relates to a future-proof organisation to build corporate capacities in developing leading R&D and innovation, adopt soft business models, and forge effective partnerships. It also calls for promoting the profile of RTA in digital migration along with connected and instant systems to support the decision-making process based on a scientific and systematic manner.

Top Practices

The Supreme Committee for Strategic Planning and Corporate Transformation reviewed the top global practices in roads, transport and future mobility means. It carried out

benchmarking studies with several cosmopolitan cities and entities such as the SFMTA San Francisco in the USA, LTA in Singapore, Transport Authority in Hong Kong, and BVG in Berlin, Germany.



Vision

The world leader in seamless & sustainable mobility.



Mission

We provide seamless and safe travel with innovative, sustainable mobility solutions and services to make every journey in Dubai a world-class experience.

Strategic Goals and Objectives



1 Seamless and Innovative Mobility



2 Sustainability



3 Health, Safety and Security



4 Customer Happiness



5 Future-Proof Organization

Corporate Values



1 Preserve Reputation



2 Strive for Pioneering



3 Leadership and Teamwork



4 Promote Tolerance and Collaboration



5 Be Pioneering and Challenge Conventional Thinking

Opening Phase I of Sheikh Rashid bin Saeed Corridor Project

The sector opened extends from Bu Kadra to Nad Al Hamar intersection

Dubai's Roads and Transport Authority (RTA) opened Phase I of the Sheikh Rashid bin Saeed Improvement Corridor Project extending from the intersection of Ras Al Khor with Dubai-Al Ain Road (Bu Kadra intersection) to the intersection of Ras Al Khor Road with Nad Al Hamar Road. Works included widening the road from three to four lanes in each direction over a 4km sector, and opening all bridges leading to Dubai Creek Harbour extending 1730m, with a capacity of about 10,600 vehicles per hour.

"Sheikh Rashid bin Saeed Corridor Project is one of the strategic roads improvement projects undertaken in response to the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE and Ruler of Dubai. It is part of an ongoing process to enhance the capacity of the infrastructural components to support the strategic objectives of the emirate and serve development across the board," said His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors, RTA.

"Sheikh Rashid bin Saeed Corridor Improvement Project is one of the biggest projects currently undertaken by RTA. Works under Phase I and II of the project involve widening Ras Al Khor Road in a sector extending 8km from the

intersection of Ras Al Khor with the Dubai- Al Ain Road up to the intersection with Sheikh Mohamed bin Zayed Road in addition to bridges extending 2km in total and a service road on both sides of the road.

"Upon the completion of the two phases, the capacity of Ras Al Khor Road will jump to 10,000 vehicles per hour, and the travel time will drop from 20 minutes to about 7 minutes. The project will enhance traffic safety and flow and eliminate the existing overlapping traffic spots. The project serves a host of major development projects inhabited by 650k persons namely The Lagoons, Dubai Creek, Meydan Horizon, Ras Al Khor, Al Wasl, and Nad Al Hamar Complex. In future, the project's scope will cover the construction of Sheikh Rashid bin Saeed Crossing,



which crosses over the Dubai Creek and links Al Jadaf in Bur Dubai with the road separating Dubai Creek Project and Dubai Festival City,” added Al Tayer.

Phase I

“The initial phase of the project, which has been opened in full, included widening Ras Al Khor Road from three to four lanes in each direction, and constructing a 2-lane service road along Ras Al Khor Road stretching 4.2 km. it also included the construction of two main bridges. The first consists of three lanes that extend 740m and serves the traffic inbound from Dubai-Al Ain Road and Al Khail Road heading east to Dubai Creek with an inward capacity of 7,500 vehicles per hour. The second is a 2-lane bridge with slopes extending 990m and a capacity of 3,100 vehicles per hour to serve the traffic coming from Dubai Creek Harbour heading to Ras Al Khor Road. Works also included the construction of a new 1.5km road of four lanes in each direction in addition to entry and exit points of the newly developed areas to ease the traffic movement coming from the intersection of Nad Al Hamar Road and Ras Al Khor Road,” explained Al Tayer.

Phase II

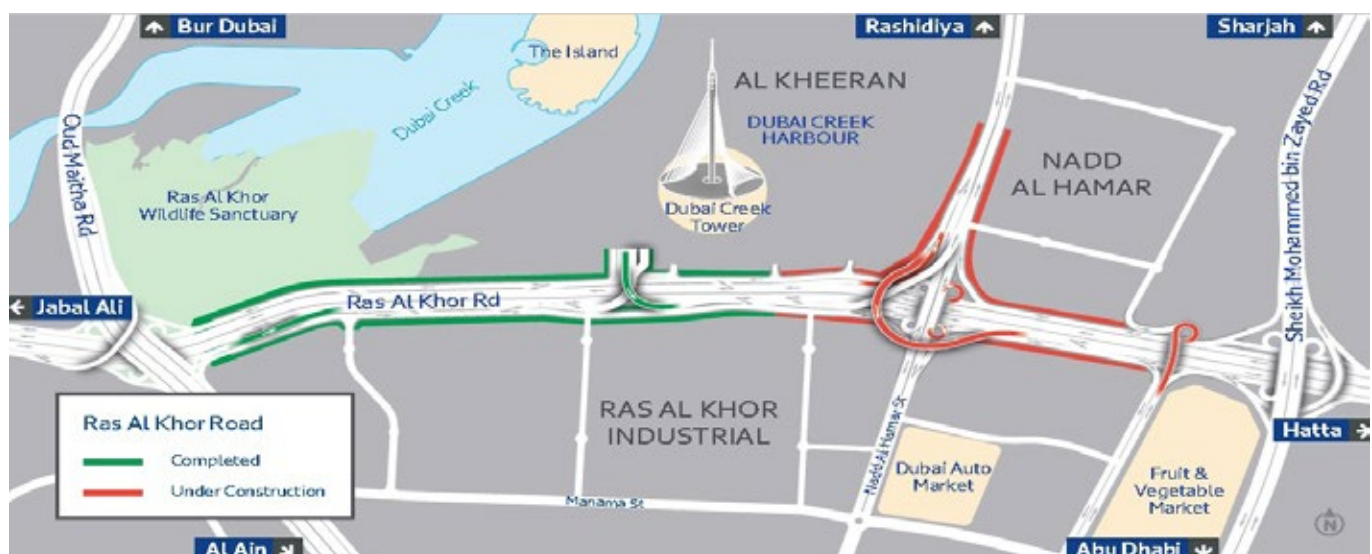
“The second phase includes improving the intersection of Nad Al Hamar Road and Ras Al Khor Road such that the capacity of the intersection will increase to 30,000 vehicles per hour through constructing a 2-lane bridge extending

988m to provide free left turn for traffic inbound from Nad Al Hamar Road heading to Sheikh Mohamed bin Zayed Road.

“It also includes the construction of another two-lane bridge extending 115m to serve the traffic incoming from Nad Al Hamar Road to Ras Al Khor Road in the direction of Dubai-Al Ain Road along with a two-lane underpass extending 368m to provide right-turn for traffic coming from Ras Al Khor Road heading to Nad Al Hamar. Additionally, works also include widening the existing turns as well as Ras Al Khor Road in the sector extending from Nad Al Hamar Road intersection to Sheikh Mohamed bin Zayed Road intersection.

Creek Harbour

The Dubai Creek Harbour project highlights the new vision of Dubai and reflects a blend of creativity and innovation. At the heart of the project, rises the sparkling Dubai Creek Tower, which was designed to be a global symbol of the 21st century. The tower is an outcome of a creative vision and innovation as well as excellence in construction. It constitutes a unique addition to the Dubai skyline and lifts the city’s profile among the leading modern cities of the future. It contains an array of commercial towers and a variety of residential units.



Opening Sheikh Zayed bin Hamdan Street Improvement Project & two 2 bridges of 4 lanes in each direction

The intake of the street rises to 14,400 vehicles per hour

Dubai's Roads and Transport Authority (RTA) opened the Sheikh Zayed bin Hamdan Al Nahyan Street Improvement Project extending 3 km from the intersection with the Dubai-Al Ain Road up to the Academic City Roundabout. RTA also opened two 120-metre bridges at the intersection of Dubai Silicon Oasis, comprised four lanes in each direction. These improvements will raise the capacity to 14,400 vehicles per hour in both directions and ensure a smooth traffic flow in both directions of Sheikh Zayed bin Hamdan Al Nahyan Street.

The project serves Dubai Silicon Oasis, over 25 universities and colleges, and a student population of 27,500 in addition to the surrounding development projects. In the future, RTA plans to improve Sheikh Zayed bin Hamdan Al Nahyan Street in the sector from the Academic City to the intersection with Al Awir Street.

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), said, "Sheikh Zayed bin Hamdan Al Nahyan Street Improvement Project has been undertaken in response to the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum,

Vice-President, Prime Minister of the UAE, Ruler of Dubai, to accelerate the completion of road and transportation projects to keep pace with the ongoing development across Dubai."

"The project is part of RTA's master plan to improve roads, bridges, crossings, and tunnels to accommodate the growing traffic volumes and ease mobility across the emirate. It is also in line with RTA's strategic plan for developing the infrastructure of Dubai's roads and public transport networks and developing integrated solutions for roads and marine networks that are safe for users, capable of matching the development plans and demographic





growth, as well as encouraging the development and investment in the emirate.

“The Project works include improving the entrances and exits of Sheikh Zayed bin Hamdan Al Nahyan Street by connecting with the intersection of Dubai-Al Ain Road, widening the Street to four lanes in each direction in a sector extending 3 km, and constructing two 120-metre bridges at the intersection of the Dubai Silicon Oasis, comprised of four lanes in each direction. The Works also include constructing a signalised intersection beneath the two bridges that serve 20 lanes in all directions with a capacity of 8,000 vehicles per hour to ensure a seamless traffic flow to Dubai Silicon Oasis and Zayed University. It also encompasses traffic improvements at the Academic City Roundabout and highway street lighting services.

“The improvement of Sheikh Zayed bin Hamdan Al Nahyan Street eastward in the direction of Al Awir complements RTA’s efforts that started with the widening of Sheikh Zayed bin Hamdan Al Nahyan Street to 4 lanes in each direction over a 25 km stretch from the intersection of Dubai-Al Ain Road to the existing roundabout on Al Yalayer Street.”

“Works involved constructing several intersections with roads in the area, including a flyover at the intersection of

Sheikh Zayed bin Hamdan Al Nahyan Street with Latifa Bint Hamdan Road nearby the entrance of the Global Village for traffic inbound from Emirates Road, signalised Round-About at the intersection with Al Qudra Road, and a signalised surface junction with Hessa Road. The traffic solutions undertaken are temporary and will be upgraded in the future with an array of final traffic solutions,” concluded Al Tayer.



Completing the on-site installation of solar power project this April

The installation of solar power systems on the buildings and facilities of Dubai's Roads and Transport Authority (RTA) has reached 75%. The Buildings and Facilities Department has embarked on this project to instal solar panels on several RTA buildings and facilities in partnership with the Dubai Carbon Center of Excellence (Dubai Carbon). The project is aligned with the vision of the Dubai Government, the 'Shams Dubai' initiative, and the Dubai Clean Energy and Integrated Energy Strategy.

"We expect the solar power production to reach 21 megawatts (21 MWp) monthly, which will slash about 50% of the electricity bills for the listed buildings. "The project has been undertaken as part of a 20-year agreement with the Dubai Centre of Excellence for Carbon Control to power buildings with clean energy in line with the policies of the Shams Dubai initiative," said Eng. Abdul Rahman Al-Janahi, Director of Buildings and Facilities, RTA. Reflecting on the progress of the project, Al Janahi said: "Work is currently underway to instal solar panels on 15 out of 22 listed buildings and facilities, which include bus depots and multi-level parking terminals. "We are working with the concerned bodies to endorse the designs for the installation of

solar panels on the rest of the sites, and the project is set to be completed by the end of April 2023."

Sites

The installation of solar panels is currently underway in many sites that include Al-Ruwyyah Bus Station, Al-Khawaneej Bus Station, Al-Quoz Bus Station, Jebel Ali Bus Depot, Al-Qusais Bus Depot, Naif Car Park, the RTA Data Centre at Al-Muhaisnah, the RTA Data Centre at Umm Ramool, Al-Sabkha Car Park, Al-Ghubaiba Car Park, Al-Jafiliya Car Park, Al-Awir Bus Depot, Oud Metha Bus Station, and Al-Satwa Bus Station, and the Drivers' Accommodation at Muhaisnah, are also being installed.

Scooping an Award of Green Building for Route 2020

Dubai's Roads and Transport Authority (RTA) has won the Middle East and North Africa (MENA) Green Building Award in the category of the Green Building Project of the Year, which went to Route 2020 Stations. These stations had been awarded a gold certification from the U.S. Green Building Council under the Leadership in Energy and Environmental Design (LEED) programme.

Dubai's RTA ranks number one worldwide in the number of LEED gold certificates awarded for transportation projects and facilities constructed at top-class specifications. Such specifications are governed by certain criteria highlighted by selecting an appropriate location, applying energy and water consumption-saving strategies, reducing carbon emissions, using suitable and recyclable building materials, curbing construction waste, and applying modern and green

building technologies.

The stations have been designed to be coherent with the environmental design of green buildings. These seven stations include an interchange station with the Red Line, an iconic station at the site of Expo 2020, three elevated stations and two underground stations.

Green Building Award

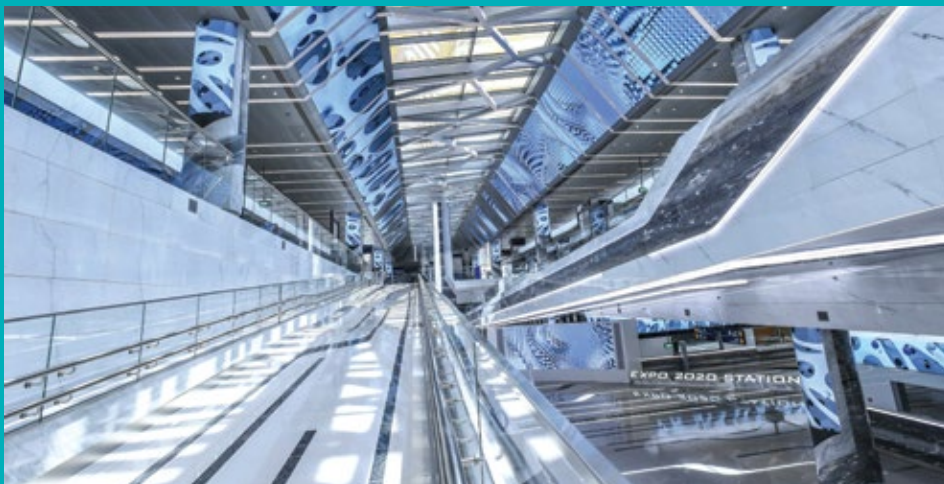
The MENA Green Building Award is organised by the



Space Study

A study is being conducted currently studying on proposed designs, which include spaces that are commensurate with the criteria for distributing solar panels to achieve the required savings. The sites include Al-Rigga Car Park, Al-Sufouh Tram Depot, Al-Rashdiya Metro Depot, Jebel Ali Metro Depot, Al-

Qusais Metro Depot, Al-Rashdiya Metro Station Parking, and Nakheel Metro Station Car Park. To ensure the success of the project, RTA is in continuous coordination with the concerned authorities to avoid delays in works that may impact the operations, besides considering other spaces in new buildings that meet the required standards.



Emirates Green Building Council and aims to honour excellent entities and practices in the fields of the sustainable urban environment. The scope of the award covers the design, construction and operation of construction projects in the Middle East and North Africa region. The criteria of the award include: selecting environmentally

friendly products and materials, adopting green standards in design and operation, and using green technology.



Dubai Metro and Tram obtain International Customer Experience Standards certification

Dubai's Roads and Transport Authority (RTA), represented by the Rail Agency and Keolis-MHI (the operator of Dubai Metro and Tram) has obtained International Customer Experience Standards (ICXS) certificate for the Dubai Metro and Tram.

RTA achieved a rating of 87.20%, which conforms to the international standard of the ICXS certificate. This achievement cements RTA's leading role in improving customer experience in public transport across the region. Defining the business process and service delivery standards has helped Keolis-MHI to deliver world-class services to riders, which contributes to maintaining and improving these standards. The ICXS is the only standard in the world that focuses on optimising the entire passenger journey while focusing on individual interaction and interface points, which is essential for a multi-system. Keolis-MHI honoured its commitment to obtaining the ICXS accreditation by the end of its first year and plans to retain it throughout its partnership with RTA. ICXS is an important accreditation that allows companies to maintain the highest standards in customer experience, thereby enhancing customers' loyalty and happiness index.



RTA Excellence wins the Highest EFQM Award Right from the First Participation

Dubai's Roads and Transport Authority (RTA) has won the European Foundation for Quality Management's (EFQM) Excellence Award with a seven-star rating. The award ranks among the highest worldwide. The excellence model EFQM is used to figure out the position of the entity in its excellence journey, facilitate the exchange of information and ideas, and enhance corporate efficiency.

"RTA won the award in the Vision Realisation and Strategic Planning category. Achieving this award is a testament to the Innovation and Pioneering Department's commitment to strengthening RTA's leading position across various sectors,"

said Fatima Almandooos, Director of Innovation and Pioneering at RTA's Strategy and Corporate Governance Sector.

"We define excellence as a daily work plan based on well-thought-out strategies that all RTA employees join hands in

Bagging ICXA's Best Digital Transformation Award

Dubai's Roads and Transport Authority (RTA) has been named Golden Winner at the International Customer Experience Awards (iCXA) 2022, under the Best Digital Transformation category. The ICXA awards, which honours exceptional practices in customer experience, recognised RTA's S'hail app, launched in 2017 for public transportation riders in the Emirate of Dubai.

The S'hail app empowers users to seamlessly plan their trips by providing access to all necessary navigation data and real-time updates on trip times for all 11 modes of transportation offered. It also presents cost options along with the available balance in nol accounts, traffic updates and a feature that determines the best route to reach a destination.

App Services

"The S'hail app was justly awarded the golden award thanks to the vast array of features and services it offers to all users, which are designed to offer a personalised customer experience tailored to individual preferences and needs. It also offers round-the-clock support through its chatbot feature, and a system for measuring customer satisfaction, besides other services that cater to the needs of people of determination," said Meera Al Shaikh, Director of RTA's Smart Services.

"The S'hail app was expertly crafted utilising the most recent corporate agility practices to seamlessly align with the needs and expectations of its customers. It also supports the first and last-mile strategy and offers real-time information about all forms of

transportation in proximity to the customer, including fare prices for various modes of transport," added Al Shaikh.

Journey Planning

"The S'hail app greatly simplifies bus trips by utilising a response code system. By scanning the code at the station, customers can easily access information about bus destinations. Riders also have the ability to plan trips in advance, navigate throughout the Emirate of Dubai, and locate points of interest in their vicinity. Additionally, the app offers a feature that highlights places of interest and a news feed that keeps riders informed about updates in transportation within the emirate," explained Al Shaikh.



implementing it. By nurturing a positive workplace environment, we promote excellence and leadership mentality that raises individual and corporate efficiency," she noted.

"RTA became the first entity to achieve an all-time high score as a first-time participant in the history of the award. A score this high affirms RTA's pioneering status in a myriad of excellence fields, in addition to its commitment to developing and implementing international standards," added Almandooos.

The European Foundation for Quality Management recognised RTA as one of the world's leading entities responsible for infrastructure and transportation and praised its commitment to improving customer service and continuing the development of services. Members of the jury expressed their gratitude for



the initiatives taken by the RTA to establish sustainable excellence standards.

One million plus riders use the Bus-On-Demand service

The Bus-On-Demand service run by Dubai's Roads and Transport Authority (RTA) has served more than one million riders since launched in Feb 2020:

"This service proved popular among the community, especially as it covers key areas in Dubai such as Al-Barsha, Academy City & Dubai Silicon Oasis, and Al Nahda. The service also connects Al Nahda and Al-Barsha Metro Stations, thus contributing to the integration of the public transport network as well as the safe and smooth mobility of riders to their destinations," said Adel Shakeri, Director of Planning and Business Development, Public Transport Agency, RTA.

"13 minibuses are currently deployed to run this public service. These buses offer convenient services befitting the public and are easily accessible. They have flexible routes that render them more suitable for certain categories. The service is tailored to serve low-demand areas, and contributes to reducing the operational expenses, thanks

to the flexible service schedules," he added.

The service contributes to integrated public transport services, supports the first and last-mile strategy, and reduces customers' waiting time. Also, its accessible through the Bus-On-Demand app in Apple Store and Google Play. The fare is AED 5 per single rider and AED 4 per additional rider in the same booking. Payment can be made via credit or nol cards.

These 10-seater buses operate on flexible routes and schedules. Drivers can interact with the service requesters through the app to reach the nearest points.

Other benefits of the Bus-On-Demand service relate to the customer, operation, and the environment. These buses contribute to reducing the walking and waiting time of clients and offer them better services on high-class buses.

Trial vehicle testing service throughout the week

Dubai's Roads and Transport Authority is launching technical testing of vehicles service throughout the week on a trial base for two months starting from 8th January 2023, at two centres namely Al Mutakamela Vehicles Testing and Registration Centre, and Tasjeel's Used Car Market Centre.

"We launched this initiative on a trial basis and it would be through monitoring and measuring the impact and extent of its demand by customers in order to expand its provision on a larger scale and

The service will be run through Al Mutakamela, Tasjeel Used Car Market centre



These buses are smaller in size compared to big buses operating on regular routes. They consume lower amounts of fuel and have a smart scheduling system that reduces

wasted mileage. The initiative contributes to reducing carbon emissions and the journeys of private vehicles within the service coverage areas.

more centres at the level Emirate,” detailed Jamal Al Sadah, Director of the Vehicles Licensing Department at the Licensing Agency at the Roads and Transport Authority.

Al Sadah explained that the working hours in these two centres on Sunday’s during the trial period, during the two months, will be from (2:00 pm) to (10:00 pm). The service provided will be limited to the technical inspection of vehicles.



Honouring best suppliers, investors in 2021

His Excellency Mattar Al Tayer, Director-General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) honoured the best suppliers and investors of RTA in 2021 amongst the private companies and SMEs that supported RTA's efforts in delivering infrastructure and transportation projects. Several CEOs and directors of RTA were in attendance together with representatives of service providers who were honoured.

"RTA is one of the pioneering government entities that are keen to develop and implement a roadmap to enhance partnerships with the private sector over the next five years. It always seeks to support small and medium enterprises and celebrate them annually.

"Honouring suppliers and investors stem from RTA's investment strategy focused on forging close relationships with private companies, and diversifying investments in infrastructure services and mobility means through developing innovative business models," commented Al Tayer.

"This felicitation is a manifestation of our commitment to enhancing our cooperation with private partners whom we view as supporters of RTA efforts in delivering various projects. It is also a gesture of appreciation for the efforts of these entities that had delivered immense projects that contributed to achieving RTA's aspirations," added Al Tayer.

Award Winners

Al Tayer decorated the winners in the engineering consultancy category. Parsons Overseas Limited, Dubai



Branch was the winner, RTC Roads and Traffic Engineering Company was the runner-up, and FTI Consulting Solutions (Dubai Branch) came third.

In the category of the best contracting company - major projects category, Al Nabooda Contracting Company was the winner, Western Bainoona Group for General Contracting was second, and Bin Hanif Electromechanical Works was third.

In the category of the best contracting company - major projects category, Al Nabooda Contracting Company won first place, Western Bainoona Group for General Contracting came in second place, and Bin Hanif Electromechanical Works came in third place.

In the category of the best contracting company - small projects category, the winner was Al-Qaro Roads Contracting LLC, the second was Ortana Intelligent Transportation Systems Trading Company, and the third was Evacu Safe Technical Works Company.

Keolis MHI Rail Management and Operation was the winner in

the category of the best mega company in supporting SMEs.

In the category of the best Dubai SMEs, the winner was Cross Connect Technologies, the runner-up was Danat Alkhaleej for Safety Consultancy, and the third-place finisher was The Caterer Company for Catering Services.

Askari Transport by Luxury Motor Vehicles Services and Mai Dubai were the winners in the best investor company's category.

In the management consultancy category, KPMG Lower Gulf Limited was the winner, Protiviti Member Firm (Middle East) came second, and Ethos Integrated Solutions Dubai Branch finished third.

Rolta Middle East - Free Zone, and the United Computer and Management Consulting Company won the best supplier of goods and services category.

In the category of the best RTA agency or sector in supporting SMEs, the Public Transport Agency was the winner, the Corporate Administrative Support Services Sector came second, and the Traffic and Roads Agency finished third.



Al Tayer: We are keen to foster relationships with private entities providing infrastructure services, and mobility means through innovative business models



RTA grants ONPASSIVE naming rights of Al Safa Metro Station for 10 years

Dubai's Roads and Transport Authority (RTA) granted the Naming Rights of Al Safa Metro Station to ONPASSIVE, one of the leading AI Technology Companies globally. Al Safa Metro Station will be fully rebranded as ONPASSIVE Metro Station for 10 years. The station, which is on the Red Line of the Dubai Metro, is strategically located on Sheikh Zayed Road.

Abdul Mohsen Ibrahim Kalbat, CEO of Rail Agency, RTA, said, "Through partnering with ONPASSIVE, RTA is keen to showcase the high profile of Dubai as a city that appeals to international investments and matches the aspirations of entrepreneurs seeking to enhance their presence and competitiveness in the emirate. We are thrilled to see one of the global companies taking the naming rights of Al Safa Metro Station in a perfect move poised to raise its brand visibility and presence in the economic map of Dubai and the UAE in general.

"Dubai is shaping into a benchmark in the quality of infrastructure, where RTA is an integral part thereof. Dubai Metro stations are among the key mass transit means that boast strategic locations in the emirate and serve hundreds of thousands of riders every day. These facts are key contributors to attracting foreign capitals, which always seek feasible and sustainable revenues over the long run, which is exactly provided by RTA," added Kalbat.

Mr. Ashraf Mufareh, founder and CEO of ONPASSIVE, commented: "our partnership with Dubai's Roads and

Conducting Travel Behaviour Survey – Screening Questionnaire

Dubai's Roads and Transport Authority (RTA) launched a Travel Behaviour Survey – Screening Questionnaire of individuals and families residing or working in Dubai, as well as companies based in the Emirate. This step is part of RTA's efforts to revamp its strategic roads and transport plans, enhance roads and public transport networks and services to provide a smooth and safe transportation experience for the public and keep up with the urbanisation of the Emirate in line with the Dubai Urban Plan 2040.

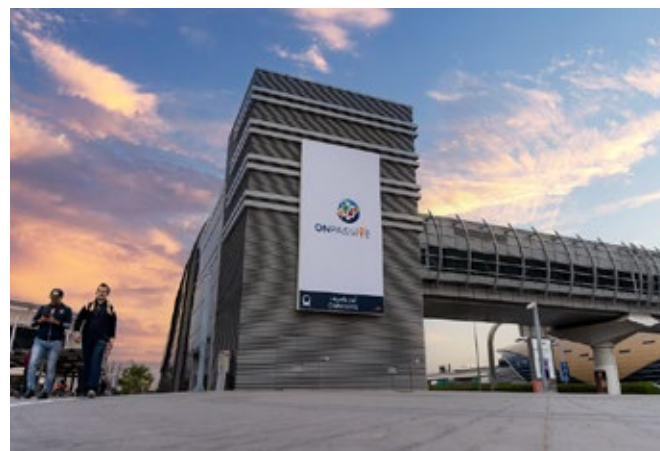
The survey, which ran from January to June 2023, covers more than 7,000 samples of the population of Dubai and the neighbouring emirates. It covers 5,000 families (citizens and residents), 1,500 individuals visiting or working in Dubai, and 500 cargo transport companies operating in Dubai.

"Over the next few days, RTA would launch a survey to measure the mobility trends and behaviours of

residents and visitors of Dubai. Communication channels with the public would include home questionnaires, field visits, personal interviews, and online interviews including smart apps. The process involves the use of artificial intelligence technologies to reach the largest possible number of individuals," said Muna Al Osaimi, Director of Transportation Strategic Planning, Strategy and Corporate Governance Sector, RTA.

Transport Authority is one of many future steps aimed at spreading the use of artificial intelligence in the service of humanitarian causes, as Dubai is one of the most attractive destinations for multi-nationals from around the globe, with more than 8 million tourists arriving last year. Therefore, we strive to provide our best-in-class services, and we strive for excellence and innovation by providing the best smart services to Dubai Metro passengers and the broad public in the country and the world”.

Mr. Mohammad Nazzal, Chief Marketing Officer of the company, said, “This fruitful and constructive cooperation will help ONPASSIVE to provide many of its smart digital services to the UAE community and will serve as a good opportunity to support artificial intelligence services in the country because the Metro is one of the most widely used means of mass transportation in the UAE and that the number of its users is constantly increasing and reached more than 12 million users in the first months of last year, which means that this partnership reflects ONPASSIVE’s marketing vision to serve all customers”.



From January to March 2023, RTA will rename the station on the external as well as the indoor and outdoor directional signage. The new name will also be updated on the smart systems and RTA’s public transport apps along with the onboard audio announcements before and at the time of arriving at the station. RTA calls upon the metro riders to note this change of name of the station. In the meantime, clients can request assistance from RTA’s teams at the stations to give further explanations.



“The results of the survey will be collected, analysed, and studied in a professional and transparent manner to conclude the best findings. Such deliverables will assist RTA in updating its strategic and operational plans for the

The survey runs from Jan to June 2023 and includes 7,000 diverse samples from residents of Dubai and the neighbouring Emirates

road network and mass transport systems, including the Dubai Metro and Tram, public buses, marine transit means as well as individual and soft mobility means. “The public is a major partner in our efforts to improve transport services in the Emirate. Therefore, we invite the public to respond and cooperate when asked to take part in the survey. Such feedback will help us to make the appropriate decisions and develop optimal plans to upgrade roads and public transport systems across the emirate,” concluded Al Osaimi.

Those interested in participating in this survey can do so via the link provided below (RTA Travel Behavior Survey - Screening Questionnaire 2023).



Participating in the sixth Quality and Excellence Best Practice Forum in Riyadh

Dubai's Roads and Transport Authority (RTA) took part in the Sixth Quality and Excellence Best Practice Forum hosted recently by King Abdulaziz Quality Award, Riyadh, Saudi Arabia under the theme: "Excellence in the Pursuit of Universality".

Participants highlighted the best local practices and successful regional and international experiences in a variety of fields that included quality & corporate excellence, sharing experiences and promoting the culture of quality & corporate excellence.

RTA's Pioneering Standing

"RTA's participation in this regional event underscored its keenness to share knowledge and showcase its role as a pioneer of corporate excellence at the regional and global levels," said Fatima Al Mandoos, Director of Innovation and Pioneering, Strategy and Corporate Governance Sector, RTA.

She continued: "The event also spotlighted RTA's efforts

and achievements in this vital field in line with its vision as the world leader in seamless and sustainable mobility, and its Mission to provide seamless and safe travel with innovative, sustainable mobility solutions and services to make every journey in Dubai a world-class experience.

"In a session entitled: The Regional Distinguished Experience on Day 2 of the forum, RTA presented a paper reviewing its experience as part of the government agencies participating in the European Foundation for Quality Management (EFQM) Global Award. The event, which was held in Riyadh, Saudi Arabia, over two days (January 17-18, 2023) attracted an elite cast of award-winning entities in the field of excellence and leading figures in quality and corporate excellence.



Diamond Award

It is noteworthy that RTA had achieved EFQM 7 Diamonds rating, scoring from the inaugural participation the highest result among all global participants in the history of this award, which underscores the high global standing that RTA had reached in excellence and corporate leadership.

Rolling out programme for certifying delivery motorbike riders

Dubai's Roads and Transport Authority (RTA), represented by the Licensing Agency, announced a programme for certifying motorcyclists of delivery companies in the emirate. The step aims to improve the performance of delivery motorbike riders and accordingly improve the services offered to a wide range of consumers and customers in Dubai. Such certification will also enhance the daily delivery operations in the emirate.

RTA stresses that delivery companies have to note that all motorcyclists associated with them must fulfil the requirements of obtaining a driver's qualification certificate available through electronic platforms and applications.

Based on its strategic directions, RTA continuously seeks to raise the efficiency of the delivery business and the safety of delivery riders. A comprehensive practical and theoretical training programme has been developed for this purpose. The programme highlights the basics of defensive driving, safety requirements, and the periodic maintenance of bikes among others.

RTA is making unremitting efforts to meet the needs of this vital sector by rolling out several initiatives. Certificates will be issued to bikers after ensuring that they meet the

professional requirements, and can mitigate the associated risks besides raising traffic safety.

Accordingly, companies must register their riders at one of the nine institutes accredited by RTA, which are: Al Ahli Driving Centre, Belhasa Driving Centre, Bin Yaber Driving Institute, Dubai Driving Centre, Emirates Driving Institute, Emirates Transport Driving Institute, Excellence Driving and Galadari Driving Centre. All companies operating in this business must register riders to avoid violations of the applicable laws and regulations.

RTA calls on all companies working in the delivery sector to cooperate out of their social responsibility to raise the efficiency of this vital economic and service sector and at the same time maintain the safety of their riders.



Hatta offers year-round unique tourist experience, and entertainment services that meet the needs of all community spectrums



With its scenic nature, cool mountain environment, excellent geographical location and environmental diversity in terms of Aflaj, valleys, dams and lush farms, Hatta, that charming city of Dubai, is buzzing a variety of activities and events that turns it into a splendid spot for those intending to experience ‘The World’s Coolest Winter’.

Hatta, The Highlands of Dubai campaign offers a unique experience for residents and tourists descending on the city from all countries. It boasts recreational services that meet the needs of all community segments related to adventures, mountain sports, mountain nature, and heritage to make the region a year-round tourist destination, especially with the wide-scale development of services and tourism infrastructure.

Closer than you would Imagine

The campaign launched attractive promotional ads through various media channels, starting with the missing letter H. A person visits the city and discovers that the letter is missing from the name and finds it in a 12-meter-long model in the Dubai Mall Garden, amid excited visitors who are keen to know what the letter means and its association with HATT.

The campaign invites visitors to enjoy the pleasant atmosphere of Hatta characterised by certain themes like: Are you ready

for expeditions in Hatta?, “Choose your activities in the winter of Hatta and camp beside tall mountains,” “Ride a bike at the backdrop of Hatta mountains”, “Let’s Kayak around Hatta Dam”, “Let’s go kayaking together and discover the treasures of Hatta”. There are other stylish and captivating ads via social media, other channels and outdoor. They invite everyone to visit Hatta, under the theme “Hatta is closer than you would imagine.” The campaign invites people to visit Hatta to explore



Picturesque nature and a distinct mountain environment

Natural treasures and exceptional mountainous adventures

Wonderful camping and hiking experiences in a pristine nature

Uplifting the city's infrastructure to enhance the wellbeing

its mountains, wonderful natural sceneries, and amazing wild atmosphere. Hatta off-road track and the Magic Trails with Hatta Products offer a unique experience in the region. It provides the first hotel trailer that enables guests to camp on the banks of Hatta Dam in a luxury trailer.

Prepare for your next adventure, and visit Hatta to live an unforgettable experience. You will be exploring the city and its surroundings including Hatta Dam, mountains, garden and picturesque nature. You will experience an amazing journey in the bosom of nature that lifts you more than you would imagine.



Discover the Treasures and Culture of Hatta

Discover the culture of Hatta in its breathtaking nature. Enjoy visiting the heritage sites of falaj, dams, towers, forts, the ancient city, the heritage village, bee farms, and many other landmarks to learn about the natural treasures of Hatta, to live an unparalleled experience of tradition and cultural heritage.



2 Bus Routes

As part of Hatta's mass transit system, RTA operates two public bus routes: a direct express line connecting Dubai with Hatta, and a domestic line within the area. The first route (H02), Hatta Express, starts from the Dubai Mall Bus Station and heads to Hatta Bus Station at a frequency of two hours using deluxe coaches at a fare of AED25 per rider per journey.

The second route (H04), Hatta Hop on Hop off, is a tourist service operating within Hatta. This circular route starts and ends at Hatta Bus Station and passes by four tourist landmarks (Hatta Wadi Hub, Hatta Hill Park, Hatta Dam, and the Heritage Village). The service runs at a frequency of 30 minutes at a fare of AED2 per rider per bus stop from 07:00 am to 09:00 pm.

Operating these two vital routes initiative aims to support the public transport services between Dubai and Hatta and within the neighbourhood of this growing area, which is witnessing a significant growth in the number of domestic and overseas

tourists and visitors, especially in these days when tourism is peaking in the UAE in general and Dubai in particular.

Cycling and Scooting Tracks

The infrastructure of Hatta has been configured to enhance wellbeing and encourage mobility by non-traditional means such as cycling and scooting tracks linked with the key attractions like the bus station, parks and Hatta Dam. Mountain bikes are also provided and pathways connected with the existing mountain paths have been paved along with docking stations for electric scooters and bicycles.

Rest stops are also available for bikers equipped with seats, bike racks, waste bins, and shaded mobility centres for individual mobility means with seats and directional signage.

Investment Spaces

Hatta's infrastructure has been prepared to offer investment spaces for food carts and commercial stores. The area features green spaces and shaded walkways. Improvements include the Hatta entrance on the main street, landscaping of the main street, murals with the Hatta logo, directional signs along the path, and safe crossing points and car parks near public areas such as Hatta Park, Heritage Village, Bus Stop, and Hatta Dam in addition to a bus stop in Wadi Hub and many other services.





Let's go kayaking together and discover the treasures of Hatta

Experience biking in Hatta's mountainous nature and kayaking around the dam

Parking

In addition to the parking spaces in Hatta Dam, Hatta Valley, and Dubai Municipality Park, a service road and additional parking spaces were constructed in front of shops near the bus station. The capacity of the existing road has been increased by adding



a lane for vehicles heading from the Hatta Fort roundabout to the bus station. Six soft mobility hubs have been constructed with the main Mobility Hub next to the bus station.

Activities and Events

The 'Hatta, The Highlands of Dubai' campaign will host numerous unique festivals, activities, and events as part of the broader World's Coolest Winter campaign. It will be organised in cooperation with concerned bodies such as Dubai Culture & Arts Authority, which will host Hatta Cultural Nights and Dubai Municipality's Hatta Community Centre, which will be home to the Hatta Honey Festival. The Dubai Shopping Festival is also convened at Wadi Hub in coordination with The Dubai Festivals and Retail Establishment.

Numerous sports activities are also held in harmony with the





A bus every two hours from Dubai Mall and a domestic journey every 30 min

Are you ready to explore the adventures in Hatta?

Choose your activities in the winter of Hatta and camp beside towering mountains.



surrounding environment, such as HERO Dubai, which will take place at Wadi Hub in coordination with the Dubai Sports Council. In this initiative, mountain biking enthusiasts can enjoy the scenery and compete on a mountain track that was designed to build excitement in competitions.

Also, on the agenda is hosting Hatta Triathlon at the Hatta Sports Club on 19 February in coordination with Dubai Sports Council. This is an exceptional opportunity for swimmers, cyclists, and long-distance runners who wish to participate in these Olympic Games that require physical fitness. Triathlon sports are divided into stages that start with swimming, then cycling, and finish with running. In coordination with the Dubai Sports Council, Hatta Hills Run will be held on 5 March at Hatta Fort Hotel, along with other exciting and interesting events related to Hatta's nature.

Outdoor Adventure

During the past few days, visitors to the Hatta region experienced a fun atmosphere and wonderful adventures in the open air in the shape of the COREUNITY festival hosted by Core Direction, a company renowned for creating wellness experiences in some of the UAE's most popular spots. As part of the community festival, which is also run by Dubai Holding and the Dubai Shopping Festival, inspiring health, fitness and wellness talents across the region are invited to promote an active lifestyle. In a wonderful artistic and musical setting, international trainers deliver a daily programme of exercise, yoga, and high-intensity training sessions amidst a wonderful musical artistic atmosphere that everyone enjoyed.





Reduced Speed

Dubai's Roads and Transport Authority (RTA) has reduced the speed limit on Dubai-Hatta Road in the sector extending between Dubai, Ajman and Al Hosn Roundabout from 100 km/h to 80 km/h, covering approximately 6 kilometres, beginning today 12th January 2023. Existing speed limit signs showing 100 km/h were replaced with 80 km/h signs, and red lines will be marked at the start of the speed reduction zone to alert drivers according to the traffic safety standards in place.

The speed reduction was made in coordination between RTA and Dubai Police Headquarters, based on a study which took into consideration Hatta Master Development Plan. The study detailed improvement opportunities for Dubai-Hatta Road and a forecast for future traffic volumes on the road. The speed limit zone covers approximately 6 kilometres, and red lines were marked at the start of the zone, a customary practice on Dubai roads.

Supreme Committee to Oversee the Development of Hatta

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, issued a resolution to form the Supreme Committee to Oversee the Development of Hatta. The Commissioner-General for Infrastructure, Urban Planning and Wellbeing Pillar chairs the Committee, and the Director General of Dubai's Department of Economy and Tourism serves as his deputy.

Members of the Committee include the Managing

Director & CEO of Dubai Electricity and Water Authority (DEWA); the Director General of Dubai Municipality; the Director General of Dubai Culture and Arts Authority; the CEO of the Engineering Office; the CEO of Dubai Municipality's Planning & Governance Sector as well as representatives from the General Secretariat of The Executive Council of Dubai and Dubai's Roads and Transport Authority (RTA).

The resolutions set the roles and responsibilities of the committee which include drafting the general policy of the Hatta Master Development Plan and overseeing the implementation, governance and development of projects, initiatives, programmes, activities and events to serve the needs of Hatta, its residents and visitors. The Committee is also responsible for overseeing the planning and implementation of the Hatta Master Development Plan in coordination with the concerned bodies, tracking the progress of the Plan according to a set of key performance indicators, and ensuring the Plan adheres to the government priorities and directives and meets the objectives approved for it.

