UITP MENA DIVISION MEETING AND SEMINAR

FROM PLAN TO IMPLEMENTATION: MAKING PUBLIC TRANSPORT WORK!

19 FEBRUARY 2019
JEDDAH, KSA

PROGRAMME
DESTINATION INFORMATION

Jeddah, population 4 million, is the main Saudi seaport on the Red Sea. The city’s architecture is a mixture of ancient mud houses, historic souks that sell everything from automobiles parts to the best chocolates imaginable, and multiple shopping malls with the latest designer products. Add this to the 30 km boardwalk – The Corniche - along the Red Sea, and you have a city which is exotic and yes, romantic.

Jeddah is hot and humid during most of the year, but one gets used to temperatures of between 30- 40 degrees Celsius. During cooler months, families picnic along the Corniche, where the lights of the city and of anchored ships illuminate the night.

In addition to Scuba Diving (some say, the best in the world), there are a large number of recreational options: desert hiking and desert camping trips, tennis, team sports (e.g., baseball, soccer, rugby, cricket, etc.), swimming, horseback riding, etc.
Public Transport Authority organizes, supervises & regulates the public transport industry in the Kingdom of Saudi Arabia. Our Vision keeps eyes on safe, effective, integrated and environmental friendly transport, for a consistent development. From this, we adopted the Mission of regulating, organizing and developing land, maritime and railway transport in order to facilitate a safe transport environment with high quality and moderate cost, relying on modern technology and supporting investment to fulfill economic & social development goals according to Kingdom Vision 2030.

The PTA is proud of its partnership with UITP, as we see this partnership of noticed value to enrich expertise of young Saudi transport specialists and for opportunities to collaborate for the good of our sincere aim to transform the Kingdom to become a global logistic hub, linking the three continents, by 2030.

I welcome you all and hope that the seminar will contribute to the further development of public transport in KSA and the whole region.
Welcome Message

Mohammed MEZGHANI
UITP Secretary General
Brussels, Belgium

Khalid ALHOGAIL
Chairman UITP MENA Division,
MD and CEO SAPTCO,
Riyadh, KSA

Dear Participants,

On behalf of the International Association of Public Transport (UITP) and its 1600 members in 99 countries worldwide, it is with great pleasure that we welcome you to the UITP MENA Division meeting and Seminar: From Plan to Implementation: Making public transport work! In Jeddah. This seminar is kindly hosted by the Public Transport Authority KSA. The event is part of our commitment at the UITP MENA division to serve our members and bring international knowledge and best practices to support public transport initiatives shaping mobility across the region.

Several major public transport initiatives are underway in Saudi Arabia, including mega public transport projects in Riyadh, in addition to progressive development in regulation and policy. The PTA has emerged as an effective and leading public transport authority setting a successful example in the MENA Region and beyond.

This main objective of the seminar is to highlight success factors, including political will, proper organization, capacity building, and sustainable financing to make public transport projects a success. We will also hear about the progress of Saudi public transport projects. We will be also presenting main MENA activities and achievements for 2017 – 2018 and introduce the new Executive Board.

We look forward to your participation.
PROGRAMME
Venue: Ezz ballroom 1 & 2 the Ritz-Carlton

REGISTRATION
8:30 - 9:00 Registration and Welcome Coffee

OPENING CEREMONY
9:00 - 9:45
- H.E. Dr. Rumaih AL RUMAIH
  President, Public Transport Authority, Riyadh, KSA
- Khalid ALHOGAIL
  Chairman UITP MENA, MD and CEO SAPTCO, Riyadh, KSA
- Keynote Speech: Mohammed MEZGHANI
  Secretary General UITP, Brussels, Belgium
- Sponsors Recognition

DIVISION UPDATES 2017 – 2018
9:45 - 10:30
- Achievement in 2017 - 2018 and plan for 2019 - 2020
  Ayman SMADI, Director UITP MENA & CTE, Dubai, UAE
- Introduction of the 2019-2021 UITP MENA Executive Board

10:30 - 11:00 COFFEE BREAK

SAUDI PUBLIC TRANSPORT: PROJECT UPDATES
Several major public transport initiatives are underway in Saudi Arabia, including mega public transport projects in Riyadh. This major transformation provides an international showcase and had to be supported by a progressive vision, effective policy, adaptable regulations, and of course funding.

CHAIR: Abdulaziz ALOHALY, Former President of Saudi Arabia Public Transport Authority and Former Chair of UITP MENA Division

11:00 - 12:30
- Public Transport in Saudi Arabia
  Meshaal ALGURASHI, Civil Engineer, Planning and Development Sector, Public Transport Authority, Riyadh, KSA.
- Haramain High Speed Railway Project
  Rayan ALHARBI, HHR Operation and Maintenance Director, Saudi Railway Company (SAR), Riyadh, KSA.
- Riyadh Mass Transit Project
  Hasan ALMOUSA, Assistant Director of Transportation Planning Department, Arriyadh Development Authority, Riyadh, KSA.
- Jeddah Mass Transit Project
  Osama ABDOUH, CEO, Metro Jeddah Company, Jeddah, KSA.
- Makkah Mass Transit Project
  Abdullah BINMARSHAD, Chief Engineering and Technical Officer, and Mohammed Noor SAIT, Assistant Manager of Service Planning and Bus Scheduling, Makkah Mass Rail Transit Company, Jeddah, KSA.
- Transportation to and from the Holy Mosque during Ramadan and Hajj
  Salah SAGR, Secretary General of the High Commission for Monitoring the Transportation of Pilgrims, Makkah, KSA.
CHANGING LANDSCAPE OF URBAN MOBILITY

Public transport is now more than a traditional alternative to respond to growing traffic congestion, but rather an integral part of urban development. Mobilizing the economy, improving urban life, and protecting the environment, this is an exciting time for public transport. Innovation, new players, and more emphasis on customer expectations are shaping public transport services of the future.

CHAIR: Jerome POURBAIX, Senior Director Global Growth, UITP, Brussels, Belgium

14:00 - 15:00
- Ride-hailing and ride-sharing: the global picture
  Kaan YILDIZGOZ, Senior Director – Membership, Marketing & Services, UITP, Brussels, Belgium.
- Win-win with TNCs: Lessons Learned from Dubai
  Mohammad ALMULLA, Member of the Board of Directors, RTA, Dubai, UAE.
- Promote Routing Apps as part of Integrated Mobility
  Abdulmajeed ALTASSAN, Assisting Vice President for Land Transport Development and Quality Assurance, Public Transport Authority, Riyadh, KSA.

HOW TO MAKE IT WORK?

For public transport to deliver on its promises, it requires some key ingredients: political will, proper organization, and capacity building, to the most obvious, sustainable financing. International best practices emphasize how a transport authority provides the foundation for the success of public transport.

CHAIR: Tammam NAKKASH, Managing Partner, Team International, Beirut, Lebanon

15:00 - 16:00
- Organizing for successful delivery
  Jamil MUJAHED, Land Transport Advisor, Public Transport Authority, Riyadh, KSA.
- Developments in Maghreb
  Nabil BELABED, Director General, CASA Transports SA, Casablanca, Morocco.
- New tools for financing
  Jerome POURBAIX, Senior Director Global Growth, UITP, Brussels, Belgium.
- KSA Fare Policy and Its Impact on Public Transport
  Ahmad AL-AKHRAS, Transport Planning Advisor, Public Transport Authority, Riyadh, KSA.
- How does Dubai do it?
  Abdulaziz MALIK, Advisor, CEO Office, Strategy & Corporate Governance Sector, Road and Transport Authority, Dubai, UAE.

16:00 - 16:30 WRAP UP AND CLOSING

16:30- 18:30 TECHNICAL VISIT: HARAMAIN HIGH SPEED RAILWAY
PROGRAMME

KEY SPEAKERS AND SESSION CHAIRS

H.E. Dr. Rumaih AL RUMAIH
President
PTA
Riyadh, KSA

Mohammed MEZGHANI
Secretary General UITP
Brussels, Belgium

Khalid ALHOGAIL
Chairman UITP MENA,
MD and CEO SAPTCO
Riyadh, KSA

Meshaal ALGURAISHI
Civil Engineer, Planning and Development Sector, PTA
Riyadh, KSA

Salah SAGR
Secretary General of the High Commission for Monitoring the Transportation of Pilgrims, Makkah, KSA

Rayan ALHARBI
HHR Operation and Maintenance Director, Saudi Railway Company (SAR), Riyadh, KSA

Osama ABDOUH
CEO, Metro Jeddah Company, Jeddah, KSA

Ahmad AL-AKHRAS
Transport Planning Advisor, PTA
Riyadh, KSA

Meshaal ALGURAISHI
Civil Engineer, Planning and Development Sector, PTA
Riyadh, KSA

Rayan ALHARBI
HHR Operation and Maintenance Director, Saudi Railway Company (SAR), Riyadh, KSA

Hasan ALMOUSA
Assistant Director of Transportation Planning Department, Arriyadh Development Authority, Riyadh, KSA

Mohammad ALMULLA
Member of the Board of Directors, RTA
Dubai, UAE

Abdulaziz ALOHALY
Former President of Saudi Arabia PTA and Former Chair of UITP MENA Division

Abdulmajeed ALTASSAN
Assisting Vice President for Land Transport Development and Quality Assurance, PTA
Riyadh, KSA

Abdulaziz ALOHALY
Former President of Saudi Arabia PTA and Former Chair of UITP MENA Division

Mohammed Noor SAIT
Assistant Manager of Service Planning and Bus Scheduling, Makkah Mass Rail Transit Company, Jeddah, KSA

Nabil BELABED
Director General, CASA Transports SA
Casablanca, Morocco

Abdullah BINMARSHAD
Chief Engineering and Technical Officer, Makkah Mass Rail Transit Company
Jeddah, KSA

Abdulaziz MALIK
Advisor, CEO Office, Strategy & Corporate Governance Sector, Road and Transport Authority, Dubai, UAE

Jamil MUJAHED
Land Transport Advisor, PTA
Riyadh, KSA

Tammam NAKKASH
Managing Partner, Team International
Beirut, Lebanon

Jerome POURBAIX
Senior Director Global Growth,
UITP
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Secretary General of the High Commission for Monitoring the Transportation of Pilgrims, Makkah, KSA

Ayman SMADI
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Dubai, UAE

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PRACTICAL INFORMATION

Airport:
King Abdulaziz International Airport is 30 minutes away from our venue.

Language:
- Official Language in Saudi Arabia: Arabic
- Spoken language in Saudi Arabia: English

Interpretation:
The sessions will have Arabic and English translation.

Official Currency:
- Saudi Riyal (SAR)
Recommended to carry local currency for local transport.

Exchange:
Banks and currency exchange offices are available at the airport.

Venue:
Ezz Ballroom 1 & 2 The Ritz-Carlton Hotel Jeddah

Transportation:
08:15 Pick up from Radisson Blu for Ritz Carlton
18:30 Drop off to Radisson Blu after Technical Visit.

Onsite Registration:
Onsite registration: 08:30 - 09:00
Certificate Collection: 13:00 to 16:30
We would only accept cash payment for onsite registration and fee is 400 euros.

Speakers:
All Speakers are requested to contact Farida Moawad, mobile: 00 971 54 411 3471 to submit any updated presentations during the welcome coffee or coffee breaks.

Presentations:
The presentations of the sessions are added to MyUITP the UITP electronic library. Access is reserved to UITP member’s delegates and pre-registered press and media through their MYUITP password. Link with all presentations will be sent to all delegates within one week of the seminar.

Technical Visit:
A technical visit has been arranged to Haramain High Speed Railway Station.
Schedule of Technical Visit:
16:30 Departing Ritz Carlton Jeddah – Saptco Busses
17:00 Arrival at HHR Station Jeddah
17:05 Welcoming guests and briefing by HHR
17:30 Tour of the HHR station: inner facilities & train cabins
18:00 Departing HHR Jeddah station to Ritz Carlton Jeddah

Contact:
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email: dure.shewar@uitp.org, Phone: 00 971 54 411 3471