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Ministry of Municipal and Rural Affairs  
Deputy Ministry for Town Planning  
General Directorate of Transportation  
and Traffic Engineering

# SAUDI Urban Transport Conference 2011



Driving successful urban transportation planning and management through intermodal connectivity

International conference: 20 – 21 February 2011

Urban transportation planning focus day: 19 February 2011

Interactive workshops: 22 February 2011

JW Marriott, Riyadh, Saudi Arabia

## Speakers in the spotlight:

- **H.E. Dr. Habib Zein Alabideen**, Deputy Minister, Ministry of Municipal and Rural Affairs
- **H.E. Osama Al Bar**, Mayor, Makkah Municipality
- **Dr. Suhail Al Saban**, Undersecretary for Transport, Ministry of Hajj
- **Omer Yildiz**, CEO, Istanbul Ulasim A.S. (Istanbul Transportation)
- **Anthony Smith**, Head of PPP Specialists Rapid Reaction Team, UNECE
- **Brian Simpson MEP**, Chairman, European Parliament Transport and Tourism Committee
- **Sri N Sivasailam**, Managing Director, Bangalore Metro Rail Corporation
- **Chris Greaves**, Chairman, West Yorkshire Integrated Transport Authority
- **Omprakash Agarwal**, Lead Urban Transport Advisor, World Bank
- **Roman Przepiorka**, Project Manager Haramain High Speed Rail, Buro Happold
- **Dr. Mahmood Abdallat**, Director General, Arab Union of Land Transport
- **Colonel Ghazi Sultan Ali Dmour**, Director, Jordan Traffic Institute (Ministry of Interior)
- **Prof. Dr. Kim Jraiw**, Technical Project Manager, UN-Kuwait National and Integrated Transport Strategy 2010 for Kuwait
- **Ali Abdelfatteh**, Makkah MRT Project Coordinator and Technical Advisor, Makkah Municipality

## Key benefits of attending:

- Explore best practice in urban planning for transportation
- Analyse alternative approaches to regional urban transportation projects
- Learn how to minimise environmental impact and encourage sustainability in transportation projects
- Take away important lessons from regional and international case studies on transportation
- Network with government officials and major industry players
- Hear about Saudi Arabia's key transportation projects
- Gain insights from executive level discussions
- Discover best practice in planning and implementation at the exclusive urban transportation planning focus day

For more information or to register

Tel: +91 80 4322 4127 Fax: +91 80 4200 5190 Email: richard.cooke@iqpc.com

Panel session sponsor:

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IQPC's focus day and workshops are unique opportunities to spend valuable time with industry experts. These interactive sessions are extended to ensure that you will get to the heart of the conference's most critical issues and uncover practical solutions you can apply in your own company.

**Saturday 19 February 2011, 10:00 - 16:00**

**Pre-conference focus day:**  
**Urban transportation planning focus day**

This focus day will provide delegates with the opportunity to assess and determine best practice in urban transportation planning and implementation. Transportation professionals and officials will come together to share knowledge in their fields of expertise.

**Benefits of attending:**

- Ensure planning is consistent with population growth and infrastructure development
- Achieve sustainability in transportation master planning
- Improve parking infrastructure to maintain unobstructed thoroughfares
- Plan and implement road networks in major cities

**Focus day facilitators:**

**Brian Simpson** MEP, Chairman, **European Parliament Transport and Tourism Committee**

**Sri N. Sivasailam**, Managing Director, **Bangalore Metro Rail Corporation**

**Chris Greaves**, Chairman, **West Yorkshire Integrated Transport Authority**

More to be confirmed – Check website for updates  
[www.saudiurbantransportation.com](http://www.saudiurbantransportation.com)

Morning, lunch and afternoon refreshments will be provided

**Tuesday 22 February 2011, 10:00 - 16:00**

**Post-conference full day workshop:**  
**Integrating traffic management and safety to reduce congestion**

This session will guide delegates in understanding how to integrate ITS technology into road and traffic frameworks which reduce congestion and improve safety in traffic management systems. The workshop leader will detail best practice in implementing and maintaining ITS networks and how their safety features can be incorporated in common traffic operations.

**Benefits of attending:**

- Explore innovative traffic control devices which can be integrated with existing technology
- Understand and incorporate geometric design for cross-section, urban intersections and access controlled facilities
- Improve casualty reduction through effective speed management practices
- Determine the need for operations and control centres to manage traffic flow from a centralised location

**Workshop facilitators:**

To be confirmed – Check website for updates

Morning, lunch and afternoon refreshments will be provided





08:00 Registration and coffee

08:45 Chair's welcome and opening speech

## Urban transportation in Saudi Arabia: Current trends and future developments

09:00 **Deputy Minister presentation: Mashaer train as an effective means to solve several problems**

- Transporting up to four million pilgrims from Arafat to Muzdalifa and Mena
- Recognising the Mashaer global transportation problems - mixing of pedestrians and vehicles, including thousands of buses on the roads
- The evolution of the trains alternative: Five parallel lines each transporting up to eight hundred thousand people
- The south line as a pilot project working partially in the 1431 (2010) Haj season
- Highlighting problems that the elevated train tracks solve

**H.E. Dr. Habib Zein Alabideen**, Deputy Minister, **Ministry of Municipal and Rural Affairs**

09:30 **Reviewing future plans for PPP and public transportation in Makkah**

- Analysing the financial aspects of the recommended MRT system
- Understanding the process, scope, constraints and innovations of a PPP framework
- Minimising the costs and impact of transportation projects on the local and wider communities
- Accelerating the development of the national rail network by constructing more projects in less time

**H.E. Osama Al Bar**, Mayor, **Makkah Municipality**

10:00 **Investigating Saudi Arabia's national transport strategy**

- Understanding how sustainability is incorporated into transport strategies
- Successfully integrating population growth and transportation solutions
- Ensuring Saudi Arabia maintains infrastructure longevity in new projects

**H.E. Dr. Habib Zein Alabideen**, Deputy Minister, **Ministry of Municipal and Rural Affairs**  
**H.E. Osama Al Bar**, Mayor, **Makkah Municipality**  
**Douglas Quade**, KSA Market Development Director, **PARSONS**

10:30 Networking break

## Ensuring best practice in planning for transportation networks

11:00 **Failing to plan is planning to fail: Planning strategies to integrate transportation networks**

- Minimising disruption to existing transportation networks in new projects
- Developing creative solutions to traditional transportation infrastructure problems
- Evaluating how property can be incorporated into urban transportation projects

**Dr. Suhail Al Saban**, Undersecretary for Transport, **Ministry of Hajj**  
**Brian Simpson**, MEP, Chairman, **European Parliament Transport and Tourism Committee**

11:30 **Planning for Istanbul's rail, road and metro networks**

- Best practice urban transportation planning that considers future operational concerns
- Recognising planning strategies that prevent common implementation problems
- Incorporating alternative transportation routes and facilities during project implementation

**Omer Yildiz**, CEO, **Istanbul Ulaşım A.S. (Istanbul Transportation)**

12:10 Lunch

13:50 **Ensuring best planning and procurement practice for urban rail in Bangalore**

- Implementing realistic planning for Bangalore's light rail
- Ensuring projects will stand the test of time and the rigours of usage
- Integrating the light rail with Bangalore's existing transportation networks
- Emphasising the importance of connectivity and integrated development

**Sri N. Sivasailam**, Managing Director, **Bangalore Metro Rail Corporation**

## Creative strategies and effective regulation to supplement urban transportation projects

13:10 **Evaluating the economic and social benefits of improved transportation infrastructure**

- Evaluating the benefits of public transportation to local populations
- Stimulating the economy with infrastructure projects during the global economic downturn
- Improving interconnectivity within the GCC and the wider Middle East

**Chris Greaves**, Chairman, **West Yorkshire Integrated Transport Authority**

14:30 **Defining regulations to govern public transport networks**

- Developing a regional framework to unify and harmonise transport legislation
- Regulating transport networks by implementing licensing and safety measures
- Maintaining safety standards whilst minimising in compliance
- Implementing policies which foster private participation in transport projects

**Omprakash Agarwal**, Lead Urban Transport Advisor, **World Bank**

**Chris Greaves**, Chairman, **West Yorkshire Integrated Transport Authority**

15:10 Networking break

## Financing transportation: Highlighting value capture opportunities in land use and Public-Private Partnerships (PPP)

15:40 **Agreeing to a Build-Operate-Transfer (BOT) / PPP project in the GCC**

- Understanding the types of PPPs applicable to transportation projects
- Applying lessons from successful BOT / PPP processes
- Putting the partnerships in PPP: How to ensure best practice in PPP projects

**Anthony Smith**, Head of PPP Specialists Rapid Reaction Team, **UNECE**

16:20 **Examining the motivations for government – private sector partnerships**

- Government motivations: Investigating the catalysts for Foreign Direct Investment (FDI) in Saudi Arabia and other GCC countries
- Private sector opportunities: Bidding to tender a PPP/ BOT project with GCC governments
- Understanding why developing a tenable relationship is the key to project success

**Roman Przepioraka**, Project Manager Haramain High Speed Rail, **Buro Happold**

**Anthony Smith**, Head of PPP Specialists Rapid Reaction Team, **UNECE**

17:00 Chair's closing comments



08:00 Registration and coffee

08:45 Chair's welcome

**Reducing the dependence on cars and subsequent road traffic issues**

09:00 **Reviewing the challenges of implementing a bus network in a mixed traffic environment**

- Understanding, quantifying and mitigating bus delays
- Implementing early detection and management of incidents in mixed traffic operations
- Enhancing transit information with an Automatic Vehicle Location and Control (AVLC) System

**Ali Abdelfatteh**, Makkah MRT Project Coordinator and Technical Advisor, **Makkah Municipality**

09:40 **Understanding the need for a sustainable transport strategy**

- Addressing issues such as population and economic growth and need for services
- Implication of insufficient infrastructure supply and impact of transport drawbacks
- Meeting increasing travel demand with a multi-sector approach
- Optimising the management of resources to account for future generations
- Developing integrated strategies to implement more sustainable systems of transport

**Dr. Kim Jrai**w, Technical Project Manager, **UN-Kuwait National and Integrated Transport Strategy 2010-2020**

10:20 Networking break

**Road development strategies that minimise disruption and maximise safety**

10:50 **Identifying strategies to improve road safety**

- Reducing the high number of casualties on Saudi Arabian roads
- Showcasing effective driver education programs to improve road behaviour
- Ensuring that collision producing elements are absent
- Adopting initiatives to reduce speed and dangerous driving

**Mohammed Ashraf**, Managing Director, **Autograde International**

**Dr. Kim Jrai**w, Technical Project Manager, **UN-Kuwait National and Integrated Transport Strategy 2010-2020**

**Colonel Ghazi Sultan Ali Dmour**, Director, **Jordan Traffic Institute (Ministry of Interior)**

PANEL DISCUSSION



**New developments in Intelligent Transport Systems (ITS)**

11:30 **Improving data collection, traffic monitoring, automated signals and automation**

- Building cohesion in traffic management systems
- Utilising new technologies in data collection and traffic monitoring
- Improving the efficiency of automated signals and associated data collection

**Colonel Ghazi Sultan Ali Dmour**, Director, **Jordan Traffic Institute (Ministry of Interior)**

12:10 Lunch

13:10 **Maintaining ITS frameworks after completion**

- Ensuring newly implemented ITS technology does not become a 'white elephant'
- Developing indigenous training programs to counteract skills shortages
- Effectively retro-fitting and updating new technology as it is required

**Dr. Mahmood Abdallat**, Director General, **Arab Union of Land Transport**

13:50 **Assessing the future of transportation technology in the GCC**

- Reviewing recent developments in traffic and transportation technology in the GCC
- Discussing recent traffic and road technology case studies
- Reaffirming why continuing progress of transportation technology is so important

**Colonel Ghazi**, Director, **Jordan Traffic Institute (Ministry of Interior)**

**Dr. Mahmood Abdallat**, Director General, **Arab Union of Land Transport**

PANEL DISCUSSION

14:30 Networking break

**Investigating Saudi Arabian transportation challenges**

15:00 **Saudi Arabian transportation challenges: Interactive roundtable sessions**

These roundtable discussions present an opportunity for government representatives, contractors, consultants and solution providers to discuss and resolve the key challenges facing Saudi Arabia's transportation industry. The roundtable topics are:

**Roundtable 1:** Developing strategies for mass transportation over short periods of time

**Roundtable 2:** Creating economic benefits in tandem with revitalised transportation networks

**Roundtable 3:** Highlighting value capture opportunities in land use for transportation infrastructure

**Roundtable 4:** Integrating maintenance and safety into the planning and design of roads

**Discussions facilitated by speakers of the day**

17:00 Chair's closing remarks and end of conference



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Ministry of Municipal and Rural Affairs  
Deputy Ministry for Town Planning  
General Directorate of Transportation  
and Traffic Engineering

Developed in association with the **Ministry of Municipal and Rural Affairs**, the inaugural **Saudi Urban Transport Conference 2011** is the first exclusive meeting place for urban transport, planning, infrastructure, road and traffic experts and contractors in Saudi Arabia.

Saudi Arabia is moving ahead with massive spending on transportation infrastructure, including an overhaul of its traffic management systems, strategic urban planning, public transportation improvements, light rail implementation and road extensions.

Explore future projects in Saudi Arabia and learn from the experiences of experts and their approaches to urban transportation projects, including best practice in asset management, implementing sustainability in key projects and addressing the challenges which are unique to Saudi Arabia's infrastructure.

Come and network with transportation experts and key industry players from government ministries, municipalities, contractors, consultancies and solution providers at the **Saudi Urban Transport Conference 2011**.

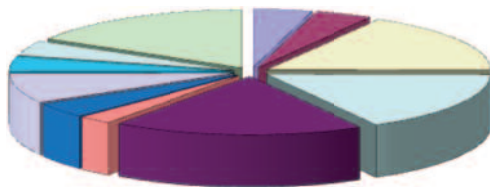
## Who will you network with at the Saudi Urban Transport Conference 2011?

This is a must attend event for transportation consultants and professionals, senior municipality, development authority and ministry officials, transportation planners and designers, rail and metro consultants, contractors and transportation solution providers.

### Job titles include:

Ministers, Undersecretaries, Directors, Managing Directors, Director Generals, Technical Managers, Design Managers, Heads and Project Managers of: Transportation, Rail, Planning, Infrastructure, Roads, Urban Development, Environment

### Delegate profile of past Urban Transportation summits:



- Design Manager
- Engineer/Engineering Manager
- CEO
- General Manager
- Project Manager
- Regional Director
- Business Development Director/Manager
- Sales Director
- Marketing Director/Manager
- Technical Manager
- Transport Head

Panel session sponsor:

**PARSONS**

Lunch sponsor:

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Networking solutions providers:



## 8 reasons for you to attend the Saudi Urban Transport Conference 2011

1. **Assess** regional case studies in urban transportation master planning
2. **Follow** the development of Saudi Arabian transportation projects, including metro and rail networks
3. **Examine** the use of ITS technology in urban transportation
4. **Create** value and investigate sustainability in transportation projects
5. **Hear** expert opinion on the design, operation and maintenance of metro systems and road networks
6. **Understand** PPP and BOT prospects in Saudi Arabia
7. **Supplement** transportation projects with creative strategies for land use
8. **Utilise** transportation modelling to improve the flow of transportation networks

## What past IQPC event attendees said:

*"An instructive conference that featured the main actors and addressed the main challenges in the region for urban transportation."*

**ALSTOM TRANSPORT**

*"The event was an excellent gathering for sharing knowledge and experience in transportation."*

**FUGRO**

*"The conference guarantees to provide topical answers to tomorrow's transportation issues."*

**ALDAR, LAING O' ROURKE**

## Sponsorship & exhibition opportunities

Only at the **Saudi Urban Transport Conference 2011** will the highest-level decision makers attend in one place at one time. They will evaluate products and services and will look to short-list potential suppliers.

- Can you afford to miss out on this opportunity?
- Do you have a product or service that our senior decision-makers and influencers need?

We have a range of business development / marketing and sales solutions that will be tailored to specifically deliver on your business objectives. For more details, call Sanjeev Singh on **+971 4 364 2975** or email [sponsorship@iqpc.ae](mailto:sponsorship@iqpc.ae)

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Event Code: 17130.004

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- Discounts cannot be combined.
- Discounts are not valid if payment is received after closing date.
- Payment prior to conference is mandatory for attendance.

**Book and pay before 20 November 2010 and save up to US \$7904**

**CONFERENCE PRICES**

Conference package	Before 20 November 2010	Before 4 December 2010	Before 1 January 2011	Standard price
<input type="checkbox"/> Gold package (Conference + 2 workshop days)	US \$4,525 (Save US \$790)	US \$4,785 (Save US \$530)	US \$5,045 (Save US \$270)	US \$5,315
<input type="checkbox"/> Silver package (Conference + 1 workshop day)	US \$3,565 (Save US \$630)	US \$3,775 (Save US \$420)	US \$3,985 (Save US \$210)	US \$4,195
<input type="checkbox"/> Conference only	US \$2,375 (Save US \$420)	US \$2,515 (Save US \$280)	US \$2,655 (Save US \$140)	US \$2,795

**DELEGATE DETAILS**

DELEGATE 1  Mr  Mrs  Ms  Dr  Other

First Name: ..... Surname: .....  
 Email: ..... Telephone: .....  
 Job Title: ..... Department: .....  
 Organisation: ..... Nature of business: .....  
 Address: .....  
 Postcode: ..... Country: .....  
 Telephone: ..... Fax: .....  
 Dept. Head: ..... Training Manager: .....  
 Name of person completing form if different from delegate: .....  
 Signature: ..... Date: .....

I agree to IQPC's payment terms  
If you have not received an acknowledgement before the conference, please call us to confirm your booking.

**PAYMENT METHOD**

We also accept payment by the following methods:

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Please debit my credit card:  Visa  Mastercard  American Express

Card No:

Valid From:  Expiry Date:  Issue Number:

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By Direct Transfer: Please quote AE 17130.004 with remittance advice

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Please tick the appropriate box if you would like to pay by one of these methods and our customer services team will contact you directly to finalise the payment.

**PAYMENT TERMS**

Payment is due upon receipt of invoice. Bookings received within 10 working days of the conference require a credit card number to confirm your place. Payment prior to the event is mandatory for attendance. All bookings gaining the early bird discount must be paid before the early bird date, otherwise the full rate will be applied and charged. In these instances, payment of the full amount will be required before entry to the event.

**WAYS TO REGISTER**

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**TEAM DISCOUNTS**

Team discounts available on request. Call +91 80 4322 4127 for more information.

**VENUE & ACCOMMODATION**



**JW Marriott**  
Al Ma'ather Street  
Riyadh, 11464  
Kingdom of Saudi Arabia  
Tel: +966 (1) 479 1234  
Fax: +966 (1) 477 5373  
Email: reservations.riyadh@radissonblu.com  
www.radissonblu.com/hotel-riyadh

**VENUE & ACCOMMODATION:**

Hotel and travel costs are not included in the registration fee. For assistance in your travel and accommodation requirements, please refer to details below:

**Room Reservation**

Special / corporate rate for room accommodation is available in the hotel. You may contact the hotel directly as per the details above quoting IQPC Middle East or the name of the conference.

**Flight reservation:**

Contact Anuj Sachev or Charo Marie at SNTTA Travel & Tours LLC Dubai.  
Email: iqpc@snttadubai.com  
Tel: +971 4 282 9000  
Fax: +971 4 282 9988  
www.sntta.com

Please book at the earliest for your convenience

**CONFERENCE DOCUMENTATION**

If you cannot make the dates you can still access all of the presentations delivered throughout the conference days for just US \$450, post event. Contact us on +971 4 364 2975 for further details.

**PAYMENT:**

- Payment is due in full at the time of registration and includes lunches, refreshments and detailed conference materials.
- Your registration will not be confirmed until payment is received and may be subject to cancellation.
- If a booking is received 10 working days before the conference a credit card number will be required to confirm your place, likewise if full payment has not been received before the conference date.

**DISCOUNTS:**

- All 'Early Bird' Discounts require payment at time of registration and before the cut-off date in order to receive any discount.
- Any other discounts offered by IQPC (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.

**CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY:**

- You may substitute delegates at any time by providing reasonable advance notice to IQPC.]
- For any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.
- In the event that IQPC cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of cancellation.
- In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement.
- Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances.
- IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency.

**PROGRAM CHANGES :**

- Please note that speakers and topics were confirmed at the time of publishing; however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

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Please email our database manager at enquiry@iqpc.ae and inform him/her of any incorrect details which will be amended accordingly.