



برعاية وزارة النقل والاتصالات
تحت اشراف وتنظيم شركة النقل الوطنية العمانية - مواصلات

Under the patronage of the Ministry of
Transport and Communications
Hosted by
Oman National Transport Company – Mwasalat

المؤتمر السابع للرابطة العالمية للنقل العام في الشرق الأوسط وشمال أفريقيا

The 7th UITP MENA ASSEMBLY

12-16 February 2017 فبراير ٢٠١٧

مركز عمان للمؤتمرات والمعارض
Oman Convention & Exhibition Centre
Muscat, Oman



H.E. The Minister's Message

Ladies and Gentlemen,

It is a great pleasure for us to welcome and support the 7th UITP MENA Assembly, hosted and organized by Oman National Transport Company (Mwasalat) that will happen from 12th to 16th of February 2017 in Muscat, Sultanate of Oman.

The Ministry of Transport and Communications (MOTC) facilitates such projects that support the new vision of public transport strategy in Oman and the development of new infrastructure, which is beneficial for both citizens and visitors of the Sultanate.

The public transport sector is a national priority as it directly serves human capital and resources, which are essential to the economic growth and diversification of Oman; thus, MOTC highly encourages the public and private sectors to support events promoting public transportation in the Sultanate.

I look forward to your participation and positive contribution to this event.



Dr. Ahmed Bin Mohammed Bin Salim Al Futaisi
Minister of Transport and Communications in Sultanate of Oman

Conference Chairman's Message

Ladies and Gentlemen,

It is a great pleasure for me to welcome you to the 7th International Association of Public Transport Assembly in the Middle East and North Africa which will take place in Muscat between 12th and 16th of February 2017.

In the past two years we started a consistent and clear strategy to promote the public transport sector in the Capital, Muscat, which lasted into the other regions of the Sultanate. Moreover we are involved in shaping the strategic plan of bus transportation in Oman which was well noticed by both citizens and visitors.

When Mwasalat joined UITP in 1983, it was one of the leading public transport companies in the region, and we are determined to restore luster and to develop the modern infrastructure in this sector to meet the growing demands of public transportation, where around US \$300 Million will be spent to purchase buses, systems and associated services needed.

We know that the challenges are great, not only for the sake of completing these projects on both technical and operational terms, but also in building economic and social potentials to ensure its growing influence on the economy of the country.

That is why we invite partners and suppliers in various manufacturing industries beside technology and service developers to develop this sector in general.

We are also determined that this conference will not be a traditional one, but a conference that focuses on the implementation of the vision of public transport in Oman and the region combining private sectors, governments, technologists and global investors to set up a team to develop the public transportation sector for a new beginning.

I look forward to welcoming you at this conference and to be part of its success.



Ahmed Ali Al Bulushi
CEO - Mwasalat "Oman National Transport Company"

Organizer's Message

Dear Participants/ Sponsors,

On behalf of International Association of Public Transport and its 1400 members companies in the world, it is with pleasure that we announce the 7th UITP MENA Assembly in Muscat – Sultanate of Oman kindly hosted by Oman National Transport Company SAOC “Mwasalat” under the patronage of the Ministry of Communication and Transport.

MENA Assembly is UITP's bi-annual event staged to showcase the two year achievements of MENA region and the election of new Executive Committee. The last edition was successfully held in Morocco in 2015.

UITP is pleased to have this event in Muscat to support the new vision of public transport plans. The assembly will be also covering Mwasalat objectives and challenges. The attendees will have an opportunity to network and gather insight on the future plans. Mwasalat is one of our first members in the region. We urge you to participate in this historic event and enhance your knowledge.

Along-with the partner, Mwasalat, we look forward to your participation and support to this event.

With best regards,



Alain Flausch
UITP Secretary General



Khalid Al-Hogail
Chairman MENA Division

The 7th UITP MENA Assembly will be held at the Oman Convention & Exhibition Center, Muscat, Oman.

- **Board Meeting** **February 12, 2017**
- **Seminar** **February 13, 2017**
- **Dinner** **February 13, 2017**
- **Training Sessions** **February 14 - 16, 2017**

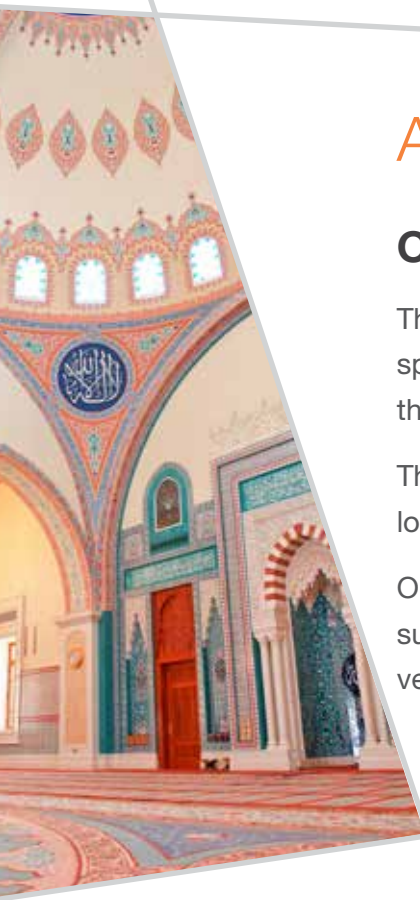
About the Venue

Oman Convention & Exhibition Center

The functional and flexible design ensures a wide array of meeting and exhibition spaces, with the latest communications and audio-visual technologies to meet the demands of the most discerning global event organizers.

The center was designed to meet the demands of global conferences being located 4 km away from Muscat International Airport.

Oman is renowned for its traditional warm and welcoming hospitality. This will be supported by the highest quality standards and service excellence provided by venue operator.



About the Host: Mwasalat

Vision

To provide a safe, accessible and reliable Public Transport system in Oman.



Future plans

- Long Term Bus Transport Master Plan.
- Expansion of the bus network in Muscat.
- New urban bus routes in other strategic cities.
- Starting a Driver Training School.
- Reinforcing intercity bus routes.
- Construction of several public transport facilities
- Implementation of Intelligent Transport Systems (ITS).

About the Organizer: UITP MENA

Vision

We are working to enhance quality of life and economic well-being by supporting and promoting sustainable transport in urban areas in Middle East and North Africa region.

Trainers & Guest Speakers

- High-level bus professionals with extensive knowledge and expertise in bus transportation worldwide.
- They represent different approaches to addressing mobility issues.

Training Program Highlights

1. Different Modes and Innovations in the bus sector.
2. Bus Network Design and Route Planning.
3. Bus Operations Planning.
4. Bus transport operations execution.
5. Service Quality & Performance Management in Bus Operations.
6. Ticketing and Automated Fare Collection and Fare Evasion in Busses.
7. Safety Management in Bus Transport.
8. Different Operational Issues for Bus Transportation.
9. Workshop & Group Discussion.
10. Q&A Session.

Sponsorship Packages

Platinum Sponsorship

Platinum Sponsorship cost: RO 15,000.

Only one (1) Platinum package available.

As the Platinum Sponsor you are entitled to the following benefits:

- 5 days exposure (Executive meeting, Seminar day & 3 Training days)
- 6 Complimentary passes for the Seminar
- Presentation Slot
- Company logo on Roll-up banners
- Company logo on Seminar Stage backdrop banner
- Company logo on conference bags
- Company logo on notepads
- Company logo on all newspaper advert (Arabic and English published in 6 newspapers)
- Company logo on badges' lanyards

Sponsorship Packages

Gold Sponsorship

Gold Sponsorship cost: RO 7,500.

Only two (2) Gold packages available.

As a Gold Sponsor you are entitled to the following benefits:

- 5 days Exposure (Executive meeting, Seminar day & 3 Training days)
- 4 Complimentary passes for the Seminar
- Company logo on Roll-up banners
- Company logo on Seminar Stage backdrop banner
- Company logo on conference pens
- Company logo on newspaper advert (Arabic and English published in 6 newspapers)

Sponsorship Packages

Silver Sponsorship

Silver Sponsorship cost: RO 5,000.

Only Six (6) Silver packages available.

As a Silver Sponsor you are entitled to the following benefits:

- 5 days Exposure (Executive meeting, Seminar day & 3 Training days)
- 2 Complimentary passes for the Seminar
- Company logo on Roll-up banners on Training days
- Company logo on Seminar Stage backdrop banner – Seminar Day
- Company logo on newspaper advert (Arabic and English published in 6 newspapers)

Sponsorship Packages

Lunch Sponsorship

Lunch Sponsorship - Assembly - Cost: RO 3,500.

Only one (1) package available.

As the Lunch Sponsorship - Assembly you are entitled to the following benefits:

- 1 days Exposure (Seminar day, February 13th)
- 1 Complimentary pass for the Seminar
- Company logo on stage backdrop banner
- Company logo on Roll-up Banner
- Company logo on tables center pieces during lunch break
- Company logo on newspaper advert (Arabic and English published in 6 newspapers)

Lunch Sponsorship – Training - Cost: RO 2,500.

Only one (1) package available.

As the Lunch Sponsorship - Training you are entitled to the following benefits:

- 3 days Exposure (Training days, 14 - 16 February)
- 1 Complimentary pass for the Training days
- Company logo on table's centerpieces during the Training days' lunches breaks
- Company Logo on Roll-up banners
- Company logo on newspaper advert (2 publications)

Sponsorship Packages

Coffee Break Sponsorship

Coffee Break Sponsorship - Assembly - Cost: RO 3,000.

Only one (1) package available.

As the Coffee Break Sponsorship - Assembly you are entitled to the following benefits:

- 1 days Exposure (Seminar day, February 13th)
- Table center pieces during the Seminar coffee break
- Company Logo on Seminar Stage backdrop banner
- Company Logo on Roll-up banners
- Company logo on newspaper advert (Arabic and English published in 6 newspapers)

Coffee Break Sponsorship – Training - Cost: RO 1,500.

Only two (2) package available.

As the Coffee Break Sponsorship - Training you are entitled to the following benefits:

- 3 days Exposure (Training days, 14-16 February)
- Table center pieces during the Training coffee breaks
- Roll-up banners
- Company logo on newspaper advert (2 publications)

Sponsorship Packages

Dinner Sponsorship

Dinner Sponsorship cost: RO 3,500.

Only four (4) packages available.

As a Dinner Sponsor you are entitled to the following benefits:

- Complimentary pass for the seminar
- Company logo on Dinner invitation cards
- Company logo on Stage backdrop banner
- Company logo on table center pieces during the dinner
- Company logo on backdrop banner at the entrance of the venue
- Company logo on newspaper adverts publications (Arabic and English published in 6 newspapers)

Contacts

For more information and sponsorship opportunities, please email:
info@ubarconferences.com

Upon Reception of the invoice, full sponsorship cost should be transferred to:

Beneficiary : **UBAR United for Services & Trading L.L.C.**
A/C No. : **0331 01089358 0048**
Bank : **Bank Muscat**
Branch : **M.B.D. Branch Ruwi, Sultanate of Oman**

Organized by:

Phone : **+968 2439 8760 /67**
Email : **info@ubarconferences.com**
Website : **www.ubarconferences.com**

UBAR
conferences & events



Professional Conference Organizer (PCO)