



## **Dubai's RTA and Abu Dhabi Department of Transport among winners at the prestigious 2009 Gulf Traffic Awards**

Dubai's RTA and Abu Dhabi Department of Transport were among the winners at the inaugural Gulf Traffic Awards announced on Sunday evening, which recognise the outstanding achievements of individuals, departments, teams and organisations that have contributed to the growth and development of the Middle East Road, Rail and Public Transport Sectors.

"As these sectors grow in importance throughout the region, so does the need to reward, appreciate and celebrate industry leaders and innovators - the Gulf Traffic Awards are an independent and prestigious endorsement of the quality of Middle East based transport and infrastructure professionals, companies and organisations," said Sarah Woodbridge, Group Director - Exhibitions, IIR Middle East - organisers of the Gulf Traffic Awards which took place alongside the Gulf Traffic Exhibition, which runs until Tuesday 8<sup>th</sup> December at Dubai International Exhibition Centre.

Sponsored by Bond Communications and judged by a panel that comprised Reem Ahmed Akbari (Centre for Transport Road Studies, University of Bahrain), Anthony Pearce (Honorary Director General, International Road Federation) and Dr. Paul Carlson (Division Head of Operations & Design, Texas Transportation Institute), the awards were divided into 3 categories - Innovation in Transport, Road Safety and Public Transport Project of the Year - with a total of 8 awards.

In the Innovation in Transport category, Abu Dhabi Department of Transport received the award for Infrastructure, the judging panel feeling that the award was deserved as the move to outcome performance based contracts for management of the road network is in line with best international practice and will produce a better, safer network for the consumer and also demonstrates the Department of Transport's commitment to quality and the people it serves. The award was presented by Anthony Pearce, Honorary Director General of the International Road Federation to Eng. Faisal Al Suwaidi, General Director for Main Roads.

The second award under Innovation in Transport was for Parking, and was given to FutureLink, whom the judges considered to be the organisation that has made the most significant achievement in creating innovative products for enhancing parking technology in the Middle East. Their Green Parking



concept was thought to demonstrate the very best practice, a holistic approach to providing a quality service that is environmentally and socially sustainable. Samer Alawiye, Managing Director of FutureLink collected the award.

The final award in the Innovation in Transport category was for Traffic Management, which was won by Traffic Tech Group (Middle East/Gulf) for its Central Traffic Management System Project, which the judges felt was an excellent demonstration of innovation and best practice in keeping traffic moving, saving lives and cutting emissions. Husam Musharbash, President & CEO of Traffic Tech Group collected the award.

The next four awards fell under the Road Safety Category and were presented by Reem Ahmed Akbari from the Centre for Transport Road Studies, University of Bahrain.

Winner of the first award, for Changing Driver Behaviour, was the Health Authority - Abu Dhabi for its HAAD Drive Safe - Save Lives Campaign 2009, and the award was received by Dr. Jens Thomsen, Section Head, Occupational and Environmental Health and Head of the HAAD Road Safety Programme. The judges felt that the campaign utilises best international experience and should make a significant contribution to road safety in Abu Dhabi.

The second award, for Products or Services that have contributed to road safety for changing driver behaviour was received by ISBAK Inc. for its Mobile Traffic+ system, the judges considering that ISBAK Inc. deserved to win this award as Istanbul is famous for its traffic congestion and this is a highly innovative system designed to improve driver behaviour at traffic lights. Kasım Kutlu, General Manager of ISBAK Inc., received the award.

The award for Road Safety – Infrastructure Project was for the organisation or road controlling authority that has implemented the most innovative road or traffic initiative designed to improve safety of the road network in the Middle East, and was received by the Traffic and Road Agency in RTA for Safe and Smooth Transport for all. Engineer Hussain Mohammed Al Banna, Director of Traffic Department, collected the award, which the judging panel thought was well deserved on the basis that the Traffic and Road Agency in RTA's project to carry out a comprehensive road safety audit and rectify problems found is in line with best practice and is already reducing accidents and saving lives.



Finally in the Road Safety category, Mostafa Naghipourfar, ITS Department Head from FANAP Co., of Iran received the Vehicle Innovation Award, the panel considering that their In-Vehicle Speed Measurement System makes an innovative and effective contribution to controlling speeding, one of the largest contributors to road accidents and deaths in the region.

The final category, sponsored by Bond Communications, was for the award for Transport Project of the Year for Public Transport, recognising the operator that has created the most outstanding public transport project in the Middle East, related to the contractor's excellence in the delivery of structures, grading, resurfacing and maintenance plus the overall effectiveness of the project and the benefits it delivers.

Faisal Jabri, Head of Parking and Traffic Management Division at Award sponsor Bond Communications, presented this award to Abdul Redha Abu Al Hassan, Director of Planning and Development of Rail Agency at Dubai's RTA (Roads and Transport Authority) for Dubai Metro, which the judges felt was an obvious winner of the Transport Project of the year award as it will have the greatest impact on the safe and smooth mobility of the people of Dubai for decades and centuries to come. Al Hassan dedicated the award to the vision and commitment of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Prime Minister and Vice-President, and Ruler of Dubai.

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