WHERE INTELLIGENT TRANSPORT SYSTEMS AND SMART TECHNOLOGIES ARE AT THE TOP OF THE AGENDA
The Middle East is making great strides in the adoption of smart mobility as part of the region’s broader smart city visions. With digital transformation at the helm, the Middle East governments are swiftly adopting smarter, safer, cleaner, and more efficient transportation systems and solutions to improve mobility of the region’s population.

Countries in the Middle East are also becoming more aware of the implications of road safety and are making it a high priority in their development agendas. Governments have stepped up their national road safety campaigns, coordinating efforts to set speed limits and raising awareness of safety measures as well as consequences of not following driving regulations.

Pave your way to the booming Middle East market and strengthen your portfolio by meetings and discussions with leading policy and decision makers from the region at Gulf Traffic.

**SAUDI ARABIA**
In line with Saudi Arabia’s Vision 2030 and National Transformation Program 2020, the ministry has launched a “smart city concept” initiative which aims as investing in smart and leading infrastructure projects.

**KUWAIT**
The Kuwait Development Plan 2020 focuses on the development of multiple road and railway projects through private partnership programs to improve its connectivity both regionally and globally.

**BAHRAIN**
The transport sector has been identified as a key growth pillar in Bahrain’s economic diversification strategy. According to Oxford Business Group, Bahrain is investing heavily in its transport networks.

**OMAN**
Oman’s very own five-year development Vision 2020 has been driven in a large part by focused infrastructure technology spending.

**UAE**
UAE maintains a leading position in autonomous mobility and plans to be fully smart and autonomous by 2030. It epitomises an innovation culture and will aim to lead the world in this field.

**OVERVIEW 2018**

- **Attendees**: 2,600+
- **Countries represented**: 51
- **Exhibitors**: 130
- **Sqm of products**: 6,854
WHAT’S NEW IN 2019

NEW PRODUCT SECTOR: FLEET MANAGEMENT

Adding to the region’s continuous commitment to Road Safety, Gulf Traffic will highlight the latest technologies and solutions in Fleet Management enhancing traffic management through better control, track and improved traffic monitoring.

The sector will cover:

Accident Management & Prevention | Fleet Manufacturers | Dash Cams | EV Charging for EV Fleet | Fleet Management Software | Telematics and Tracking | Tyres check & safety solutions
MEET THE REGIONS
POLICY AND DECISION MAKERS

The 2019 edition of Gulf Traffic welcomed some of the biggest policy makers in the Middle East region.

- Ministry of Infrastructure Development, UAE
- Federal Transport Authority, UAE
- Ministry of Transport, Saudi Arabia
- Department of Transport, Abu Dhabi
- Dubai Police
- Ministry of Interior, Saudi Arabia
- General Directorate of Traffic, Saudi Arabia

Visitor profile:
- Public transport authorities and operating companies
- Policymaking and regulatory organizations
- Maintenance professionals
- Supply chain managers
- IT managers
- Senior engineers
- Operations control centre managers
- Consultants
- Research and development organizations
- Construction managers
- Distributors
- Facility, project, property managers
- Retailers

EDUCATING THE INDUSTRY

The Gulf Traffic Conference has provided an annual platform for the most innovative thought-leaders to convene in high-level discussions on the future of traffic and transportation in the region.

With a strong presence from senior government leadership, industry insiders and ground-breaking academics, Gulf Traffic has established a reputation for providing original discussions that have helped shape the region’s development.

During the three-day, CPD-accredited Conference, delegates will have the opportunity to navigate different streams that include:

- AI FOR TRANSPORTATION
- FLEET MANAGEMENT
- PARKING
- ROAD SAFETY
- TRANSPOTECH
BE PART OF THE MOST ADVANCED TRAFFIC AND TRANSPORTATION EVENT IN THE MIDDLE EAST.

From all-inclusive stand packages and country pavilions to space only areas, we have something for everyone including a wide selection of sponsorship options to help make your brand stand out.

Prime positions are booked up early, so please contact us to discuss your options as soon as possible.

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