SMART MOBILITY UAE

Grosvenor House, Dubai, UAE

ACHIEVING SAFE, SEAMLESS AND CONNECTED TRANSPORT SYSTEMS THROUGH SMART MOBILITY

JUST LIKE ANY GOOD SMART MOBILITY MASTER PLAN, THE SMART MOBILITY UAE FORUM COVERS FOUR KEY NEEDS TO ENSURE SUCCESS AND USER SATISFACTION. SMART MOBILITY UAE IS:

- **Informative**: Whether you are looking for solutions for smart mobility, seeking innovative solutions or can assist in building solutions, the event will explore both regional plans and international best practice, providing an innovative platform to hear about the latest initiatives, promote knowledge sharing, and gain insights on the latest opportunities as well as explore technologies for smart mobility.

- **Interactive**: Take part in multiple networking sessions and interactive discussions including the pre-conference workshop, panel discussions and innovation sessions providing a unique opportunity to develop your knowledge, share your ideas and get answers to your questions with the industry’s foremost experts and thought leaders.

- **Assistive**: Bringing together the most innovative solutions and services together with the people deploying solutions for smart mobility as these companies showcase the endless possibilities that are driving success.

- **Connected**: Use this event to connect with regional thought leaders driving global innovation and global experts offering international insights to support the adoption of new solutions and drive innovation within your project.

Don’t miss our Autonomous Vehicle workshop on Sunday, 12 March 2017

Want to be recognised in the area of smart mobility? Nominate your company for the Smart Mobility Awards – see page 5 for more information

KEYNOTE SPEAKER:
Ahmed Hashem Bahrozyan, CEO - Licensing Agency, Dubai Roads and Transport Authority

www.smartmobilityuae.com

FOR MORE INFORMATION OR TO REGISTER
Tel: +971 4 364 2975 Email: enquiry@iqpc.ae @iqpcmena
EVENT OVERVIEW

The future of smart cities starts here!

With Dubai set to be the world’s first “smartest” and “happiest” city in the world, smart mobility represents a key cornerstone in achieving these goals as it is rapidly transforming urban transport and changing the way our cities move. It helps growing cities tackle major problems such as congestion, road safety, pressure on transport networks and systems, pollution and fosters cheaper and more efficient transport solutions.

As such we are pleased to announce the 3rd Smart Mobility UAE Forum to take place from 12-14 March 2017 in Dubai.

The event will put forth current and new ideas to improve the region’s smart mobility plans. Aligned specifically with the region’s priorities and needs, the themes and topics discussed will be of key importance to regional stakeholders as they aim to work together achieve key smart mobility KPIs set by the ITU smart city initiative during the year of the Smart City – 2017.

Each and every traveller should expect a consistently convenient, reliable, and efficient journey from their origin to destination, across multiple modes of travel and there should be in place a system or network of systems to ensure this.

Come and see what smart mobility in motion looks like and be a part of the transport revolution.

I look forward to seeing you at the event.

My best wishes,

Harley Watson
Conference Director – IQPC Middle East
3rd Smart Mobility UAE Forum

“IQPC conferences are a great channel of communication between different players in the transportation industry”

Project Manager, KEO International Consultants

WHO SHOULD ATTEND & WHO YOU WILL MEET:

- **Government and Transport Authorities** to showcase and update the sector on the latest initiatives so that you can hear about the successes and focus on the upcoming priorities and needs to achieve their challenging Smart Mobility KPIs
- **Consultants and Contractors** to share their knowledge and experience, learn about new trends and technologies and network with the sectors key stakeholders
- **Private Smart Mobility Initiatives** to explore their role in the wider picture of smart mobility and demonstrate the opportunity this developing sector represents for innovative private initiatives to enable wider smart mobility within the transport network
- **Solution Providers** to display how they can help the industry achieve their goals through adoption of the most innovative and effective technologies on the market

IQPC provides business executives around the world with tailored practical conferences, large scale events, topical seminars and training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC conferences are market leading “must attend” events for their respective industries. IQPC produces more than 1,700 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across five continents including: Berlin, Dubai, London, New York, Singapore, Sydney, Tampa, and Toronto. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences. www.iqpc.ae

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HEAR FROM KEY SPEAKERS INCLUDING:

Akin Adamson, Director Middle East, TRL
Fethi Filali, Head of Technology Development & Applied Research, Qatar Mobility Innovations Center (QMIC)
Ian Machen, Head of Intelligent Mobility Middle East, Atkins
Ian Smith, Chief Intelligent Transportation Systems Specialist, RTA
Kevin Mizuta, Chief Operating Officer, Surface Mobility Consultants

Lucy Yu, Head of Mobility-as-a-Service, Department for Transport UK and the Centre for Connected & Autonomous Vehicles
Taher Diab, Sr. Director – Strategy & Planning / Secretary General – EEA, Supreme Council of Energy
Majid Al Hazami, Manager Smart Grid Electric Vehicle Program Manager, DEWA
Nabeel Alzaka, Co-Founder and CEO, Surface Mobility Consultants
Dario Menichetti, Director Project Management & Services, Middle East & Asia Pacific, PTV Group

Carel van Helsdingen, founder, Frog Navigation Systems & CEO, 2getthere
Nader Museitif, Head of Business – MENA, Uber
Joerg Tonndorf, Associate Director – Transport Modelling Lead Middle East, Arup
Paul Copping, Chief Innovation Officer, Digital Greenwich
Stephen Lambert, Road Safety Audit Team Leader and Principal Traffic Engineer, Abu Dhabi Municipality

Tommaso Gecchelin, Founder & Inventor, NEXT Future Transportation Inc.
Bassel Al Nahlaoui, VP of Business Development and Government Relations, Careem
Martin Tillman, Director – Transport Planning, AECOM
Wilson Craig, Head of ITS Middle East, Civil & Infrastructure, AECOM

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KEYNOTE SPEAKER:

Ahmed Bahrozyan
CEO, Licensing Agency
Dubai Roads & Transport Authority (RTA)

Ahmed Bahrozyan is the CEO of the Licensing Agency at RTA. He is responsible for the following functions in Dubai:
- Driver training and licensing.
- Vehicle roadworthiness testing.
- Drivers licensing & vehicle registration services.
- Monitoring of heavy vehicles.
- Licensing of commercial organizations with transport-related activities.
- Selling vehicle plates (auctions).

Ahmed has occupied this position since April 2008. Under his direction, the Licensing Agency at RTA has focused on improved customer service through the provision of high-volume services through various convenient service delivery channels such as the Internet, call center and “trusted agents” like insurance companies. Services like renewal of vehicle registration and renewal of driver license, which were only accessible to customers through RTA customer service centers, are now available 24*7 through several convenient channels that provide customers with easy-to-use, convenient and flexible service.

The Licensing Agency has also focused on increasing its revenue base through the provision of innovative services such as the selling of distinguished vehicle plate numbers through online auctions. Plate numbers that used to be sold over-the-counter on a first-come-first-serve basis are now being offered to customers through the internet in a competitive environment which offers transparency, fairness to all and distinguished service.

Ahmed is also the Chairman of the e-Government Committee at RTA which is responsible for setting and monitoring the e-Government (online) strategy for the organization. This committee was responsible for RTA winning the Dubai Government Excellence Program Award in the category of “Distinguished e-Government Organization” in 2009.

Ahmed Bahrozyan joined the RTA in December 2005, one month after the organization was established, as Deputy Director of the Information Technology Department. He progressed to become the Director of the IT Department and then moved on to occupy the position of Director of the Development and Corporate Performance Department where he was responsible for working with all RTA agencies to implement quality management systems and monitor the organization’s strategic and operational performance. From there, he moved on to become the CEO of the Licensing Agency.

Prior to joining RTA, Ahmed Bahrozyan was the Manager of e-Government Services at Dubai Municipality, where he oversaw the development of hundreds of online services that were focused on improving services to the business community as well as the citizens and residents of Dubai.

Ahmed Bahrozyan has an undergraduate degree in Management Information Systems (MIS) from the University of Colorado in the US, 1991.

Ahmed is also a graduate of the Mohammed bin Rashid Program for Leadership Development, a special program that identifies and fast tracks the next generation of leaders in Dubai. He also won a Dubai Government Excellence Program award in the category of “Distinguished Technical Employee” in 2005.
CORE THEMES TO BE EXPLORED INCLUDE:

- Connected Travellers
- Efficient Journeys
- Enhanced Multi-Modal Transportation Planning
- People Safety
- Self Driving and Autonomous Transportation
- Electric Mobility
- Green Mobility
- Smart Parking
- Sharing and Urban Mobility
- Smart Infrastructure
- Smart Payment
- GIS, Big Data, Open Data and IoT
- Driving Safety
- Digital Transformation
- Mobility-as-a-Service
- Cyber Security
- Traffic Management
2017 SMART MOBILITY AWARDS

The 2017 Smart Mobility Awards are an important recognition of the region's successful transport achievements and initiatives as they move towards becoming the world’s smartest city. The ceremony is being organised to recognise excellence in the field of smart mobility in the Middle East region. Awards will be presented in 4 categories and entry is open to government and private organisations that operate in the Middle East.

**AWARD CATEGORIES:**

- Best Use of Technology/Initiative for Improved Efficient and Connected Travel
- Best Use of Technology/Initiative for an Improved Sustainable Transport Network
- Best Use of Technology/Initiative for Improved Traffic Safety
- Smart Mobility Award for Best Overall Technology Deployment and Policy Development

**AWARDS CRITERIA:**

- Innovation compared to existing measurer or technologies.
  - A concise description of how this differs to existing measures and technologies
- Measurable results achieved. KPIs to be considered include:
  - Measurable reduction in traffic congestion
  - Measurable reduction in traffic incidents
  - Improved parking management
- Effectiveness of execution. KPIs to be considered here include:
  - Project schedule versus delivery
  - Actual results versus planned results

**APPLICATION PROCESS:**

- The awards nomination form can be downloaded from www.smartmobilityuae.com/awardnominationform
- Please fill out a separate nomination form per award nomination, even if you are submitting the same nomination for multiple categories
- Please submit supporting documents separate to the nomination form to ensure your entry has every chance of succeeding
- Send your nominations to enquiry@iqpc.ae by 19 February 2017 to be considered

Please note:

- There is no cost to enter or submit a nomination
- IQPC and its partners hold no influence on the outcome of the awards. This is determined by the independent judging panel
- All information provided will remain strictly confidential unless advised otherwise
- Finalists will receive one complimentary pass to attend the event and awards

**YOU WILL BE JUDGED ON:**

- Ability to demonstrate innovation & development in policy to support smart mobility
- Development of KPIs to support smart mobility

**JUDGING PANEL:**

- Douglas Gettman, Global Director of Smart Mobility and AV/CV Consulting Services, Kimley-Horn
- Nabeel Alzaka, Co-Founder and CEO, Surface Mobility Consultants
- Susanna Zammataro, Executive Director, International Road Federation Geneva Programme Centre

**SPONSOR AN AWARD:**

If you are a solution provider, 2017 Smart Mobility Awards will provide you with an excellent opportunity to showcase yourself to the who’s who in this industry. Stand out amongst the crowd and reach out to top decision makers and professionals responsible for buying and influencing buying decisions through our strategic sponsorship packages. Email partnership@iqpc.ae today to find out more about our packages that will give you unprecedented exposure before, during and after the awards ceremony.

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FORUM DAY ONE: MONDAY, 13 MARCH 2017

08:00  Registration and welcome refreshments

08:50  Opening remarks by IQPC and introduction to conference chair

08:55  Opening remarks by conference chair

REGIONAL KEYNOTE OPENING: THESE SESSIONS ARE DEDICATED TO KEY REGIONAL STAKEHOLDERS TO DEMONSTRATE THEIR ROLE IN DRIVING SMART MOBILITY AND HIGHLIGHT THE NEEDS OF SMART MOBILITY IN ACHIEVING SMART CITY KPIs

09:00  RTA’s strategic plan for future mobility
  - RTA’s role and goals in smart transportation to form one of the key drivers for achieving a sustainable economy in the UAE and improving citizens happiness
  - Overview of latest concepts and trials spearheaded by RTA to create a connected and efficient smart mobility transport network
  - Technologies and initiatives planned to support the autonomous vehicle mandate to ensure 25% of all transportation in Dubai will be smart and driverless by 2030
  Ahmed Hashem Bahrozyan, CEO – Licensing Agency, Dubai Roads and Transport Authority

09:30  Electric mobility keynote: Hear about the strategies and projects for the development of electric and hybrid mobility in Dubai in order to improve air quality and protect the environment, plus strategies to increase the adoption of electric cars in the region.
  Majid Al Hazami, Manager Smart Grid Electric Vehicle Program Manager, DEWA

10:00  Modelling Autonomous Vehicles and Shared Mobility: Tools to Plan the City of the Future
  Dario Menichetti, Director Project Management & Services, Middle East & Asia Pacific, PTV Group

10:30  Networking break

SMART MOBILITY IN MOTION: THESE SESSIONS ARE DEDICATED TO EXPLORING SMART MOBILITY INNOVATION AND SUCCESS STORIES DRAWING ON LOCAL AND INTERNATIONAL EXPERIENCE AND CASE STUDIES

11:00  International keynote: The case for autonomous and connected vehicles – will you be system-ready?
  - Is your ITS ecosystem flexible and scalable to accommodate autonomous and connected vehicles?
  - Are we all talking the same language? Overcoming data issues to achieve the full potential of a connected environment
  Paul Copping, Chief Innovation Officer, Digital Greenwich

11:30  MaaS innovation in the transport sector: The future of ride sharing and the shared transport economy
  - Defining Mobility-as-a-Service to understand the opportunity for the transport industry
  - Data: The building blocks that enable Mobility-as-a-Service
  - A look into global trends driving smart mobility and how these can be applied in emerging markets
  Lucy Yu, Head of Mobility-as-a-Service, Department for Transport UK and the Centre for Connected & Autonomous Vehicles
12:00 Open floor discussion: Transforming cities – what are the biggest opportunities and needs for smart city mobility and transport for businesses, cities and citizens? Participants will discuss the following areas of transformation:

- **Seamless travel**: Achieving seamless travel through consistent customer service focused on a range of operations and services
- **Connected Travellers**: Leveraging the connected traveller environment through deployed technologies and devices to both send and retrieve real-time information
- **Efficient Journeys**: Providing each and every traveller a consistently convenient, reliable, and efficient journey from their origin to destination, across multiple modes of travel
- **Enhanced Multi-Modal Transportation Planning**: Placing a system or network of systems to collect and process all available transport data for research and planning use
- **People Safety**: Gearing new developments and technologies towards safety priorities in order to promote happiness and well-being for travellers

**Moderator:**
Joerg Tonndorf, Associate Director - Transport Modelling Lead Middle East, Arup

**Panellists:**
Bassel Al Nahlaoui, VP of Business Development and Government Relations, Careem
Nabeel Alzaka, Co-Founder and CEO, Surface Mobility Consultants
Paul Copping, Chief Innovation Officer, Digital Greenwich

12:45 Networking lunch

13:45 Automated and Connected Transportation Systems – State of the Art and Practice in the United States and Impacts on Government Agencies

- Current happenings in the US related to connected vehicles and automated vehicles
- The explosion of interest in Automated Transit shuttles and first-mile last-mile systems
- The challenge of long range transportation planning in an uncertain future
- The importance of proactive roadmaps of activities for transportation system owner operators (governments)

Douglas Gettman, Global Director of Smart Mobility and AV/CV Consulting Services, Kimley-Horn

14:15 Smartering mobility with IoT: Enablers and services
Learn how to use the latest technology to engage customers and create a seamless travel experience - from the moment the customer leaves the house through open data and IoT

Fethi Filali, Head of Technology Development & Applied Research, Qatar Mobility Innovations Center (QMIC)

14:45 Big data for smart integrated mobility
Managing travel demand and congestion by providing on-line and on-road information about congestion through Intelligent Traffic Systems

Ian Machen, Head of Intelligent Mobility Middle East, Atkins

15:15 2017 Smart Mobility Awards
The 2017 Smart Mobility Awards ceremony is being organised to recognise excellence in the field of smart mobility in the Middle East region. Awards will be presented in 4 categories and entry is open to government and private organisations that operate in the Middle East.

16:30 Closing remarks from conference chair and end of forum day one

The published programme is correct at time of printing. However, given the seniority of our speakers and the nature of their roles, speakers may subsequently substitute or remove themselves from the programme. This is always regrettable, and we will always try to replace the speaker with a speaker with equivalent insight. For the most up-to-date programme, please visit the event website.
08:00 Registration and welcome refreshments

08:50 Opening remarks by IQPC and introduction to conference chair

08:55 Opening remarks by conference chair

**ENHANCED MULTI-MODAL TRANSPORTATION PLANNING:** THESE SESSIONS WILL EXPLORE HOW A SYSTEM OR NETWORK OF SYSTEMS IS NEEDED TO COLLECT AND PROCESS ALL AVAILABLE TRANSPORT DATA IN ORDER TO ACHIEVE A SUCCESSFUL SMART MOBILITY MASTER PLAN

09:00 **Dubai Green Mobility Initiative**
Dubai has set ambitious targets to pursue sustainable development with focus on low-carbon economy. Alternative mode of transportation, primarily Hybrid and EVs, have been evaluated with rollout targets from 2016 to 2021 to create the market and promote such vehicles in the community.

Taher Diab, Sr. Director – Strategy & Planning / Secretary General - EEA, Supreme Council of Energy

09:30 **Cities, platforms, and marketplaces: The hyper evolution of tech-enabled transport**
In many cities, public transport is still considered an effort and public car use is the main form of transport. However, smart mobility aims to put the use of a multi-modal transport system at the forefront by promoting public transport and a shared economy framework through schemes such as carpooling.

Nader Museitif, Head of Business – MENA, Uber

10:00 **Can multi-modal information change user behaviour?**
- Increasing the integration of public and private mobility to increase ease of transport
- The use of apps to increase the use of multi-modal transport networks
- Decreasing traffic and congestion through real-time information for public transport users

Kevin Mizuta, Chief Operating Officer, Surface Mobility Consultants

10:30 Networking break

11:00 **Modular and collaborative vehicles, the Next Future of Transportation**
The topic will be describing the problems facing transportation now and how modularity and self-driving could solve the problems. Especially explaining our project/company Next Future Transportation.

Tommaso Gecchelin, Founder & Inventor, NEXT FutureTransportation Inc.

**ITS AND ROAD SAFETY:** THESE SESSIONS ARE FOCUSED ON THE FACT THAT, AS NEW DEVELOPMENTS AND TECHNOLOGIES ARE DEPLOYED, SAFETY REMAINS A PRIORITY OF THE LARGER OBJECTIVE TO PROMOTE HAPPINESS AND WELL-BEING FOR TRAVELLERS

12:00 **Highlighting the next-generation ITS systems that will facilitate safer roads**
- Assessing the challenges in integrating modern ITS systems into existing infrastructure
- Ensuring sustainability and effective long-term delivery of a safe ITS system by engaging in knowledge transfer
- Prioritising safety of ITS projects

Stephen Lambert, Road Safety Audit Team Leader and Principal Traffic Engineer, Abu Dhabi Municipality

"It is clear to see that the UAE presents an excellent opportunity for global leadership in smart mobility. ITS has been spoken about before. Let’s focus on Smart Mobility. Let’s focus on what is not tangible yet and how we can work together as an industry to make this tangible*"

Managing Director – UAE, Transpo Group

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www.smartmobilityuae.com
12:30 Improving transport safety through design, data, speed management and better vehicle standards
This presentation will discuss how, within the changing landscape of our city transport network, we must adapt to enable this future to be safer and more secure for all users
- Examining the principles of the safe system approach that will help reduce injuries and fatalities
- How high quality data can be used to learn and develop evidence-based interventions, whether at the policy or operational level, for improving road safety
- How to organise the capacity building to efficiently and effectively manage the road safety system
Susanna Zammataro, Executive Director, International Road Federation Geneva Programme Centre

13:00 Networking lunch

14:30 Infrastructure, technologies and the evolution of digital services for the smart city
This presentation will explore how to build a cyber physical space by creating a complete Internet of Things, including men, machines, and city infrastructure through a variety of wireless sensor networks to accomplish real-time analysis and control by super-computers on cloud computing platforms
Akin Adamson, Director Middle East, TRL

15:00 Parking management and technological advancements to meet customer needs in order to innovate the parking experience and deployment of a smart parking platform
- Innovative parking solutions to improve capabilities and monetisation
- Examining the importance of parking to reduce congestion in the city
- Meeting customer needs and identifying customer perceptions in order to achieve successful parking policies over the long term
Martin Tillman, Director – Transport Planning, AECOM

15:30 The role of smart infrastructure in creating a smart mobility ecosystem
Exploring the next step of smart mobility by enhancing the integration between transportation planning and urban planning in order to increase productivity and reduce congestion, while bringing related benefits such as fewer traffic accidents, increased use of public transport and a more connected city.
Nabeel Alzaka, Co-Founder and CEO, Surface Mobility Consultants

16:00 Closing remarks from conference chair and end of forum day two

The published programme is correct at time of printing. However, given the seniority of our speakers and the nature of their roles, speakers may subsequently substitute or remove themselves from the programme. This is always regrettable, and we will always try to replace the speaker with a speaker with equivalent insight. For the most up-to-date programme, please visit the event website.
AUTONOMOUS VEHICLES WORKSHOP: SUNDAY, 12 MARCH 2017

Looking ahead and bringing forward the reality of autonomous and connected vehicles

Autonomous vehicles are no longer a dream or a concept of the future; they are right around the corner of becoming our reality and most common form of transport. This workshop will delve deeper into questions we need to be prepared to answer as our transport network rapidly develops and changes before us.

Discuss and explore through proven examples and get answer to pressing questions such as:

- **The technology** – the technology is there but how far can it be taken
  - What is realistic and what is still to futuristic?
  - Connecting the public and private space?

- **Adoption models** – especially in light of Dubai’s target of 25% of journey by 2030
  - What modes – i.e. do these include the metro (and, if so, is the 25% target ambitious enough?)
  - What use cases?
  - How ready is the transport network infrastructure?
  - Full or partial autonomy?
  - Timeframe?

- **Safety** – especially in light of recent accidents involving autonomous vehicles
  - What’s the safety dividend from the move to autonomous vehicles?
  - Where will it come from?
  - How quickly can this be achieved?
  - What, if any, are the new safety risks – and how to mitigate?

- **User acceptance and legalities** – in light of the push from government and the readiness of the technology
  - How ready is the public to accept these new forms of transport?
  - What are the regional barriers to adopting and autonomous and multi-modal transport network?

Workshop leaders:
Akin Adamson, Director Middle East, TRL
Paul Copping, Chief Innovation Officer, Digital Greenwich
IQPC has been hosting events developed for senior executives for more than 40 years. We serve businesses representing over 15 sectors at more than 1,700 conferences around the globe. Our client list includes corporations such as Shell, Swarco, Qatar Petroleum, IBM, AECOM, Siemens, 3M, Flir, GE, Traffic Tech and Gibraltar just to name a select few. Senior executives travel from around the world to our events looking to garner best practices and concrete solutions to assist them in improving their organisations. IQPC provides many different platforms for you to increase your market share, stay ahead of your competition, increase awareness to your target audience and position yourself as a key supplier to this industry.

Your platform – getting your message across:
Because we know that each sponsor has a different message, business development goal and branding objectives, each sponsorship package is tailored to your corporate strategies. Though most sponsorship offers multiple levels and types of exposure, there are a few main ways for you to highlight your corporate strengths:

1 - Thought Leadership
As a sponsor at the 3rd Smart Mobility UAE Forum, your company will gain second-to-none exposure to senior-level decision makers at the point in time that they are seeking solutions, information and systems for improving their firm’s strategies. For a select few sponsors, you can build your reputation as a market leader through subject-specific presentations, workshops and focus days. This highly selective sponsorship allows your firm to establish tremendous capability and expertise in your specialty as well as highlight successful work completed with your clients.

2 - Premium Branding
We bring together buyers and suppliers for collaboration, networking and knowledge sharing. Branding is often a major initiative for our clients who are seeking to get the message out about their offerings. Build your company’s brand and visibility in front of senior decision-makers in order to get shortlisted. As a sponsor, your company branding will appear alongside the global leaders associated with best practices in this field. Our dedicated marketing team will help you achieve your promotional aims in the months leading up to the conference. IQPC leverages multiple marketing channels including online, direct mail, email, press releases, media partnerships and social media to publicise the event and increase awareness about your participation to our extensive database, as well as through our network of partners.

3 - Featured Networking Events
Networking and information sharing are two major aspects of our conferences and IQPC builds in many opportunities for sponsors to benefit from meeting industry leaders. Focused and high-level, our events will provide you with the perfect environment to initiate new business relationships, identify upcoming opportunities and achieve face-to-face contact that overcrowded tradeshows can not deliver. The exhibition area is designed to be the heart of the event – a place to network and share strategies with key decision makers. Sponsorship opportunities range from exhibition stands to sponsored lunches, cocktail receptions, gala dinners and a host of other branding opportunities.

Additionally IQPC offers a selection of sponsorship opportunities that enables our clients to increase their opportunity to develop new relationships during our events, and can assist with introductions to key stakeholders during the networking breaks.

The 3rd Smart Mobility UAE Forum offers you the perfect platform to showcase your solution to your target market and meet and network with senior-level decision makers who are leading the way in the industry.

We specialise in providing business development, marketing and sales solutions that are tailored to specifically deliver on your business objectives. We pay patient attention to what our exhibition and sponsorship customers want, expect, need and value. Every sponsor wants to create customers, develop qualified sales leads, convert leads into sales and retain customers. Our tailored sponsorship packages help you to achieve these objectives.

If you would like more information on sponsorship and exhibition opportunities or to discuss which package will best help you achieve your objectives, please contact us on +971 4 360 2800 or email partnership@iqpc.ae.
Pricing for contractors, consultants and governments:

<table>
<thead>
<tr>
<th>Package</th>
<th>Standard Price</th>
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<tr>
<td>Forum + Autonomous Vehicles Workshop</td>
<td>US$1999</td>
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<tr>
<td>2-Day Forum</td>
<td>US$1599</td>
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Prices are stated net of any applicable local taxes.

*Eligibility for the discounted pricing is at the discretion of IQPC.

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

IQPC’S STANDARD TERMS AND CONDITIONS

• Payment is due in full at the time of registration and includes lunches, refreshments and detailed conference materials. Payment prior to conference is mandatory for attendance.
• 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.
• Any respective payment charges to be borne by the payer. Please ensure that IQPC receives the full invoiced amount.

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) require payment at the time of registration.
• Discounts 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 the 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 issuance of such credit.
• In the event that IQPC postpones 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 issuance of such credit.
• 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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