

ATTENDED BY
2300
HIGH QUALITY
VISITORS FROM
THE MIDDLE
EAST'S SMARTEST
CITIES

CREATES BUYING
OPPORTUNITIES
FOR
70%
OF VISITORS

GULF TRAFFIC

4-6 December 2017 | Dubai World Trade Centre Arena

WHERE SMART CITIES FIND INTELLIGENT SOLUTIONS

GULF TRAFFIC IS THE REGION'S LARGEST TRAFFIC AND TRANSPORT EXHIBITION, WHERE INTELLIGENT TRANSPORT SYSTEMS AND SMART TECHNOLOGIES ARE AT THE TOP OF THE AGENDA.

new

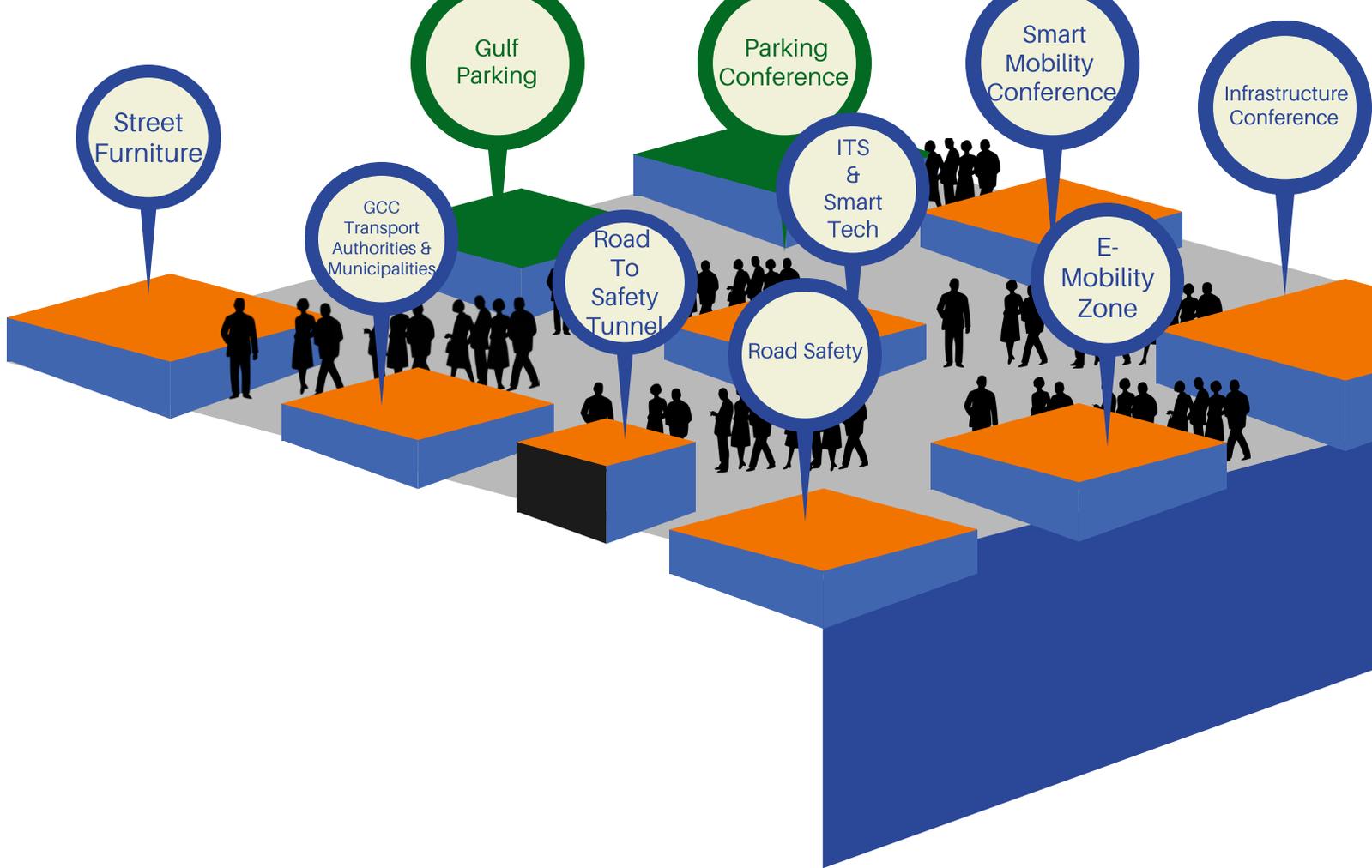
Our most innovative edition in 15 years

2017 is our year of innovation. We are dedicated to bringing the world's most exciting and forward thinking products to the Gulf region, to drive the mobility sector and to make our cities smarter.

We connect suppliers to buyers during our three-day exhibition which includes valuable networking opportunities. Our conference programme is dedicated to bringing together thought leaders and influencers who help shape and evolve the region's development.

Governments within the GCC depend on Gulf Traffic to showcase global solutions and this year we have selected new themes that are designed to do just that, including a new Gulf Parking event, E-Mobility Zone, Road to Safety Tunnel and much more.

Set to be the most exciting edition in Gulf Traffic's history, we invite suppliers and brands who are aligned with our mission to join us as we push boundaries and drive the transport and mobility sector forward in the Middle East region.



overview

GULF TRAFFIC was established in 2002 and has become the region's largest exhibition dedicated to Traffic Management, Parking, Road Safety, Construction & Smart City Technologies.

In 2016, we had 115+ exhibitors from 30+ countries, a total attendance of 2304 visitors from 50+ countries, a programme of 3 conference streams and 42 local and international speakers.



"MG Squared has exhibited at Gulf Traffic for 3 years, we've successfully built key ITS contacts in the region, complementing the business we already do in the Gulf. As a company from the U.S, we see the value in making the effort to travel to Dubai and exhibit at the show."

2300
VISITORS

82% OF VISITORS CONSIDER GULF TRAFFIC AS A MUST-ATTEND EVENT FOR THEIR BUSINESS

115+
EXHIBITORS

77% HIT THEIR OBJECTIVES AT GULF TRAFFIC



GULF TRAFFIC

in profile

TRANSPORT INFRASTRUCTURE

- Public lighting
- Road construction & maintenance
- Demolition and recycling
- Rail technology
- Tunnel technology
- Bridge construction
- Roadside equipment
- Road markings
- Street furniture
- Reflecting materials
- Consultancy & research
- Remaining infrastructure

BRIDGE CONSTRUCTION

- Formworks
- Parapets
- Bridge management
- Consultants / Design /Architects

PARKING

- Parking equipment
- Route guidance systems
- Park & ride information systems
- Operating systems for garages
- Ticketing & payment systems
- Parking information services
- Parking reservation systems
- Barriers & columns
- Entrance control systems
- Visual systems
- Parking reports & statistics
- Consultancy & research
- Remaining parking systems

TRAFFIC MANAGEMENT

- Dynamic traffic management
- Real-time traffic information
- Congestion management
- Event & Incident management
- Monitoring & control systems
- Enforcement systems
- Dynamic & static signage systems
- Park & ride
- Ramp-metering systems
- In-car information systems
- Traveller information services
- Traffic analysis
- Fare and toll systems
- Smart card technology
- Urban planning
- Traffic consultancy & research
- Remaining traffic management

89% of exhibitors say it is essential to exhibit at Gulf Traffic

91% of exhibitors 'do business' at Gulf Traffic

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ROAD CONSTRUCTION

- Road construction machinery
- Asphalt and geosynthetic
- Bitumen
- Drilling, pile driving, mining equipment and instruments

ROAD SAFETY

- Traffic signs
- Traffic lights
- Dynamic & static signage systems
- Crash cushions
- Barrier systems
- Cones
- Speed humps
- Safety clothing
- Emergency equipment
- Event & Incident management
- Consultancy & research
- Remaining safety systems

TUNNELLING

- Tunneling machinery and tools
- Surveying, operation and rehabilitation
- Materials
- Safety systems
- Communication systems
- Ventilation systems
- Lighting technology
- Planning and design

INTELLIGENT TRANSPORT SYSTEMS

- Communication
- ITS technology
- Warning systems
- Fare and toll systems
- Emergency systems
- Smart card technology
- Traffic information & control
- Urban planning
- Consultancy



in partnership

OFFICIAL PARTNER:



As the official partner of Gulf Traffic 2017, the Ministry of Infrastructure plays a crucial role in the development of the event.

SCIENTIFIC PARTNER:



An essential strategic partner, ensuring Gulf Traffic is pushing boundaries in terms of new developments and innovation within the industry.

INTELLIGENCE PARTNER:



Ensuring Gulf Traffic has the latest research and market insights to share with the industry.

STRATEGIC PARTNER:



AECOM is built to deliver a better world. They design, build, finance and operate infrastructure assets for governments, businesses and organizations in more than 150 countries.

STRATEGIC PARTNER:



Parsons has been combining strong forward-thinking and cutting-edge technology to improve the way people connect with the world for more than 70 years.

STRATEGIC PARTNER:



TRL is a centre of excellence for future transport; they provide innovative research, technology and software solutions for surface transport modes and related markets of automotive, motorsport, insurance and energy.

SUPPORTING ASSOCIATION:



Accrediting engineering certifications, regulating professional practices, standards and specifications and developing the skills and qualifications of all engineers in the UAE.

PUBLISHING PARTNER:



ITS International is published by Route One Publishing Ltd. It is an editorially independent magazine that is highly regarded throughout the industry.



2017 BIG THEMES

→ SMART TECHNOLOGY



With GCC cities becoming some of the smartest in the world, Smart Mobility is key in helping these cities stay on the move. With congestion, pressure on public transport networks, road safety and pollution being major issues, Smart Mobility pushes for more efficient transport solutions.

→ E-MOBILITY ZONE



GCC Governments are committing to make at least 10% of its new fleets electric or hybrid. With Government efforts towards providing driverless transportation solutions, RTA recently announced plans to make up to 25 per cent of all transport journeys in Dubai autonomous by 2030.

→ ROAD SAFETY TUNNEL



See retroreflective products at close hand and in action in our Road to Safety Tunnel. See the latest advancements in reflective and glow-in-the-dark technologies.

→ GULF PARKING



Car ownership in the region is growing fast. As employment and education attract more commuters to towns and suburbs, demand is outweighing supply. Gulf Parking explores innovative solutions to enable the region to meet demand efficiently and intelligently.

THE REGION'S DECISION MAKERS

The Gulf region is forging ahead with plans to improve its transportation infrastructure with \$121.3 billion worth of road and bridge projects already underway or in the planning phase. Nearly half of the regional spend is concentrated in the UAE, which has \$58 billion worth of road and bridge investments planned.

Saudi Arabia is the next largest spender on road and bridge infrastructure pledging \$26.9 billion to upgrade the country's transport infrastructure over the next five years.

Identifying the importance of UAE's planned expenditure, Gulf Traffic is held in partnership with the UAE's Ministry of Infrastructure Development (MoID). Each year, government representatives are on hand to talk about current and future tenders, projects and innovations.

In addition, key Government and Municipality representatives from the entire region play an important role at Gulf Traffic including the RTA, DMAT, Ministry of Interior (UAE, Qatar, Kuwait), Sharjah RTA, Traffic Police Saudi Arabia, Dubai Police, Abu Dhabi Police, Emirates Transport Authority, Ministry of Transport Oman and Ministry of Transport Saudi Arabia.

There are multiple opportunities to meet and network with these key decision makers during the event either by visiting the GCC Transport and Municipality Authorities stand or by attending one of many networking events.

EDUCATING THE INDUSTRY

The Gulf Traffic Conference has provided a yearly platform for the most innovative thought-leaders to convene in a high-level discussion on the future of traffic 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.

As we return in 2017, the agenda includes a combination of original research papers that will be exclusively unveiled at the Conference and successful case studies showcasing international initiatives that are evolving traffic systems worldwide.

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

➔ INFRASTRUCTURE

➔ SMART MOBILITY

➔ PARKING



GULF TRAFFIC JOURNAL

Editor-in-chief: Prof. dr. ir. Ansar-ul-Haque Yasar
Transportation Research Institute (IMOB),
Hasselt University

In the last couple of years the concept of 'publish or perish' has become more enunciated to our research & scientific community. Nowadays taking into account the impact of researchers' work is very critical. Researchers worldwide are now communicated to not only publish their work but also get their publications acknowledged by other researchers and society at large. This means that researchers need to get their publications cited in the work of others and debated in traditional and online media. In order to achieve a greater scholarly and public impact, researchers must promote their work as much as possible.

To fulfill this goal, Gulf Traffic 2017 has partnered with JTTM and organized a special issue on "Advance Technologies for Traffic Management & Urban Mobility (AT-TMUM)". Including all new theoretical and experimental findings in the field of traffic management, urban mobility, road safety, intelligent transport systems, ride-sharing, intelligent parking, and smart transport applications.

International Journal of Traffic and Transportation Management (JTTM) is a refereed international journal to be of interest and use to all those concerned with research in various fields of ubiquitous systems. JTTM aims to provide a highly readable and valuable addition to the literature which will serve as an indispensable reference tool for years to come. The journal also encourages the submission of critical review articles covering advances in recent research of such fields as well as technical notes. It is published by the International Association for Sharing Knowledge and Sustainability (IASKS).

SHOWCASING
FOUR
E-MOBILITY
BRANDS ONLY
AN EXCLUSIVE
OPPORTUNITY

100%
INTERACTIVE.
A LIVE
EXPERIENCE FOR
VISITORS

E-MOBILITY ZONE

New for 2017, Gulf Traffic will showcase the very best in E-Mobility. Four vehicle companies will have the opportunity to showcase their latest electric vehicle technologies to the Traffic and Transport Industry within a live action zone including demos and seminars.

An impressive stage in the E-Mobility Zone will attract audiences and give automotive brands the opportunity to tell the world about their smart solutions.

The E-Mobility Exhibitor Package Includes:

- Vehicle Showcase Area
- Speaker Slot - up to 4 sessions
- Premium Marketing Package





VISITORS
60%
 DEMAND TO SEE
 MORE SMART
 PRODUCTS

SMART MOBILITY
 CONFERENCE
 ATTRACTS
200
 KEY BUYERS



CELEBRATING SMART

Set to attract the biggest names in ITS & Smart Technology, Gulf Traffic will be celebrating the most intelligent solutions in the industry.



"We're excited to showcase our flagship NERVE creations at this year's Gulf Traffic. Our Public Cruiser, for example, is featured in our booth - an intelligent solar-powered city bus with flawless suspension and robot technology. Our renowned Autonomous Street Racer is also here – a world record holding electric motorcycle that is going to play an important role in the future of traffic management, police mobility and even emergency response infrastructure."

Key themes:

- Smart mobility and connectivity
- Smart parking
- Intelligent traffic systems (ITS)
- Big data
- Autonomous vehicles
- Intelligent parking systems
- Personal mobility services
- Traffic management
- Smart payment systems
- Social media and mobility

How to participate:

- Exhibit in a Smart Zone area
- Join the Smart Tech marketing campaign
- Sponsor the Smart Mobility conference
- Provide a speaker for the Smart Mobility conference





DEDICATED
100%
TO PARKING
SOLUTIONS AND
TECHNOLOGIES

GULF **P**ARKING

4-6 December 2017 | Dubai World Trade Centre Arena

As part of the biggest transformation at Gulf Traffic in 2017, we introduce to you Gulf Parking! An adjacent event that is 100% dedicated to showcasing parking technologies and solutions from all over the world.

From smart payment solutions to intelligent access control, companies will have the opportunity to showcase their latest technologies to the Traffic and Transport Industry.

Visitor Profile:

- Government officials
- Carpark operators
- Enforcement
- Manufacturers
- Distributors
- Health/Education/Leisure
- ICT consultants
- Retailers
- Project & construction managers
- Transport operators
- Facility managers

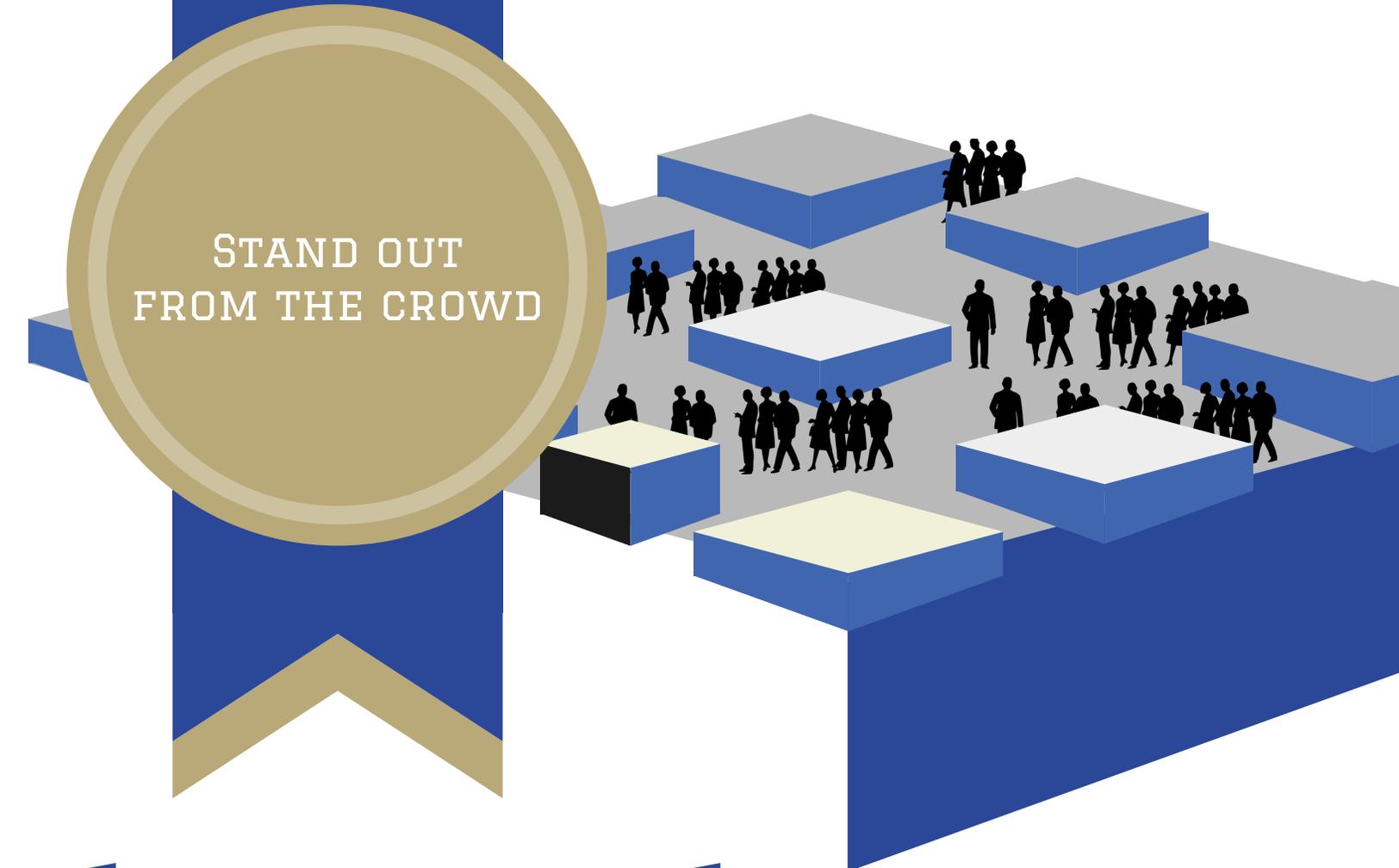
Key themes:

- Parking systems
- Parking control
- Parking facilities management
- Parking meters
- Smart parking

How to participate:

- Exhibit in Gulf Parking
- Sponsor the Gulf Parking conference
- Provide a speaker for the Gulf Parking conference





STAND OUT
FROM THE CROWD

branding

This new edition of GULF TRAFFIC offers hundreds of exciting branding opportunities. From sponsoring an entire zone to putting your logo on our monthly newsletters and social posts, we have something for every objective and every budget.

To put your brand at the forefront of the industry, contact us and we'll design the perfect package for your needs.



how

Be part of the most innovative event in the GULF

Taking part is easy.

From all inclusive stand packages and country pavilions to buying 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.



CONTACT US

Be part of something special.

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