



Conference on

CLEAN TRANSPORTATION TECHNOLOGIES MENA

April 29-30, 2025 | Taj Dubai, UAE

Hosted by:

Global **Mass Transit**

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BACKGROUND

Global Mass Transit is organising a conference on 'Clean Transportation Technologies MENA' on **April 29-30, 2025** in **Taj Dubai, UAE**.

The **Clean Transportation Technologies Conference in MENA** aims to catalyze the transition to sustainable mobility by fostering innovation, collaboration, and actionable strategies. As the region embraces ambitious sustainability goals and net-zero commitments, this conference will serve as a platform to explore cutting-edge technologies, scalable solutions, and policy frameworks that drive cleaner, smarter, and more efficient transportation systems. By uniting thought leaders, policymakers, innovators, and industry stakeholders, the event will underscore the critical role of clean mobility in shaping a resilient, inclusive, and environmentally sustainable future.

With a focus on the unique opportunities and challenges in the Middle East and North Africa, the conference will delve into the transformative potential of technologies such as **electric vehicles (EVs), hydrogen fuel cell vehicles, autonomous vehicles (AVs), electric and hydrogen buses, advanced air mobility, airport electrification, electric trucks, zero-emission ferries, and renewable energy integration**. It will highlight success stories from across the region while fostering dialogue on critical issues like infrastructure development, financing mechanisms, and regional collaboration.

MISSION

The **mission of the conference** is to explore opportunities, discuss best practices and highlight solutions to accelerate the deployment of clean and new transportation technologies in the MENA region. The conference will showcase clean fuel technologies and solutions for electric vehicles (EVs), hydrogen fuel-cell vehicles, autonomous vehicles (AVs), electric and hydrogen buses, advanced air mobility, airport electrification, electric trucks, zero emission ferries and renewable energy integration.

The **conference will bring together** city/local/municipal governments, ministries and government transport departments, policymaking and regulatory bodies, technology and service provider firms, OEMs, electric charging solution suppliers and battery manufacturers, energy providers, hydrogen refuelling stations infrastructure providers, hydrogen producers and suppliers, fuel cell companies, hydrogen storage companies, autonomous vehicle manufacturers and technology providers, funding agencies, consultants, researchers, and academicians.

Opportunities

- Electric and hydrogen-fuelled vehicles, including cars, trucks and buses
- Zero emission ferries, including electric and hydrogen and for passengers and cargo
- Autonomous vehicles and shuttles
- Sustainable air mobility, including air taxis
- Charging/fueling infrastructure for electric and hydrogen vehicles
- Sustainable airports
- Smart ports
- Renewable energy integration
- Intelligent transportation systems

Key topics to be explored

- Role of transport in the journey to net zero in MENA
- Emerging trends and outlook for clean transportation technologies in MENA
- Decarbonising transport in MENA
- Current policy and regulatory framework
- Major programmes, projects and funding
- Case studies and experience so far
- Best practices in funding and procurement strategies
- Opportunities in electric vehicles (EVs), hydrogen vehicles
- Assessing and managing airport electrification needs
- Electric vehicles charging infrastructure: Innovations, new technologies and infrastructure for large-scale fleets
- OEM perspective on hydrogen: Launching new technologies, reducing costs, improving efficiency and commercialising hydrogen
- Hydrogen refuelling stations and infrastructure
- Autonomous vehicles and shuttles
- Opportunities in electric and hydrogen ferries and infrastructure
- Smart and electrified ports
- Sustainable air mobility, including air taxis
- Advances in battery technology
- Opportunity for digitalisation
- Planning for, scheduling of and monitoring clean fuel fleet, fleet management
- Using data, AI, analytics, diagnostics, sensors, remote monitoring and other technologies

Event highlights

- Identify opportunities in the MENA region
- Build relationships during six networking breaks
- Learn from case studies
- Showcase technology solutions
- Understand plans for clean bus deployments
- Meet transport authorities, operators and city governments

Time (GST)	Session	Topic	Speaker
08:15–09:15	Registration, Tea/Coffee and Networking		
09:15–09:30	Welcome Remarks	Welcome remarks & mission of the conference	Global Mass Transit
09:30–10:15	Session 1: Opening Keynote Session on Accelerating Deployment of Clean and New Transportation Technologies in MENA	- Smart. Shared. Sustainable: exploring the future of clean mobility in MENA; how demand-responsive, data-driven mobility solutions—like door2door’s platform—are accelerating the rollout of clean, efficient transport across the region; focusing on real-world deployments from Europe and MENA that demonstrate rapid implementation, emission reduction, and intermodal integration driving the next generation of urban mobility by City Group Co., Kuwait - Regulation and digitisation of an informal transport market; facilitation of franchising to accelerate growth; transitioning to autonomous by DrivenBus	<i>Presentations by:</i> - Dheeraj Bhardwaj, CEO, Door2door/ Citylink Shuttle, Kuwait - Matthew Mould, Managing Director, DrivenBus, UAE Moderator: Helmut Scholze, Partner, A.T. Kearney Middle East Ltd, UAE
		<i>Discussion and Q/A with the delegates</i>	
10:15–10:45	Session 2: Enabling the EV Ecosystem: JBM’s Deployment and Expansion into MEA	- Introduction to JBM - EV ecosystem as a trend - Case study - JBM e-verse at New Delhi	<i>Presentation by:</i> - Samir Fadda, CEO MEA region, JBM Group, UAE Moderator: Dua Abdelqader, Regional Head of Transport Advisory, AtkinsRéalis, UAE
		<i>Discussion and Q/A with the delegates</i>	
10:45–11:15	Tea/Coffee and Networking Break		
11:15–12:30	Session 3: Scalable Solutions for Smart, Sustainable Transportation	- Role of AI and augmented reality in shaping the future of smart transportation and enhancing infrastructure project outcomes; achieving sustainability in infrastructure assets through the use of recycled, eco-friendly materials and innovative construction approaches; addressing stormwater drainage challenges with forward-looking, sustainable engineering solutions tailored to resilient transport networks by Al Ain City Municipality - Role of autonomous technology in passenger transportation application; examples of Autonomous e-ATAK by Karsan Automotive - Case study on helping companies across UAE to reduce/mitigate their carbon footprint by deploying biodiesel produced from locally sourced used cooking oil across their fleet with no capex or change of asset by Neutral Fuels	<i>Presentations by:</i> - Ahmad Almousa, Senior Project Manager, Al Ain City Municipality, UAE - Cagdas Adiyekke, International Sales Director, Karsan Automotive, Türkiye - Charles Gardner, Chief Operating Officer, Neutral Fuels, UAE Moderator: Sal Jafar, Chief Executive Officer, ESG MENA, UAE
		<i>Discussion and Q/A with the delegates</i>	
12:30–13:00	Session 4: Hydrogen-Powered Mobility: Scaling Public Transport for a Zero-Emission Future	- Role of hydrogen in decarbonizing public mobility - Advantages of hydrogen buses - Ecosystem and potential for large-scale adoption - Insights from pilot projects and scaling	<i>Presentation by:</i> - Philipp Glonner, CEO & Co-Founder, ARTHUR BUS GmbH, Germany Moderator: Sal Jafar, Chief Executive Officer, ESG MENA, UAE
		<i>Discussion and Q/A with the delegates</i>	
13:00–14:00	Lunch and Networking		

14:00–15:00	Session 5: Next-Gen Vehicle Technologies: Autonomous, Electric, and Hydrogen	- Hydrogen and fuel cell development; deployment of hydrogen fuel cell mobility; information on hydrogen fleet safety features and benefits by Aramco - Future of transportation: developments in connected, automated and electric vehicles and how is UAE adopting these new technologies; brief of the current status and future outlook by Leaseplan - Roads of the future: how connected, autonomous and electric technologies will reshape future roads; a view of the benefits and challenges for optimised user journey by AtkinsRéalis	Presentations by: - Ahmad H. Alzurgi, Engineer, Aramco, Saudi Arabia - Dua Abdelqader, Regional Head of Transport Advisory, AtkinsRéalis, UAE - Maneesha Bhatnagar, Head of ESG, Consultancy & Innovation, Leaseplan, UAE Moderator: Dragos Fundulea, Vice President, Kearney, UAE
Discussion and Q/A with the delegates			
15:00–16:00	Session 6: Advancing Zero-Emission and Clean Fuel Buses in MENA	- Strategies for adopting clean-fuel and zero emission buses - Experience so far, case studies and best practices - Scaling electric buses: infrastructure, investment, and integration - Exploring the potential of hydrogen fuel cell technology in public transit - Advances in battery technology, energy storage, and fuel cell systems	Panel discussion amongst: - Anan Al Amri, Section Head-Alternative & Sustainable Mobility, Integrated Transport Center – Abu Dhabi, UAE - Nishant Arya, Vice Chairman, JBM Group, India - Farrukh Khan, Commercial Affairs & Investment Manager, RAK Transport Authority, UAE - Zain Peracha, Head of New Ventures, Emirates Transport, UAE Moderator: Heiko Seitz, Partner, PricewaterhouseCoopers ME, UAE
Discussion and Q/A with the delegates			
16:00–16:30	Session 7: Financing the Future: Investment in Clean Transportation Technologies	- Innovative financing models - Mobilizing capital for decarbonization projects in the transportation sector - Role of PPPs in financing large-scale clean transportation projects - Success stories from MENA and beyond: examples of collaborative funding models	Presentation by: - Bethlehem Hailu, ESG Executive Director, Jawab consultants and ESG advisor, IFC, UAE Moderator: Dragos Fundulea, Vice President, Kearney, UAE
Discussion and Q/A with the delegates			
End of Day 1			

Time (GST)	Session	Topic	Speaker
8:30–9:30	Tea/Coffee and Networking		
09:30–10:00	Session 8: Clean Mobility Ecosystems: Integrating MaaS, Autonomy, and Public Transit	● Mobility as a Service (MaaS) ● Autonomous vehicles and sustainability ● Public transportation adoption	<i>Presentation by:</i> ● Khalil Al-kiswani, Chief Specialist of Digital Transformation, RTA Dubai, UAE ● Moderator: Dragos Fundulea, Vice President, Kearney, UAE
		<i>Discussion and Q/A with the delegates</i>	
10:00–10:45	Session 9: Advancing Clean and Smart Infrastructure in Airports and Ports	● Importance of small electric ferries; lessons learned after the first year of operations; short-term obstacles going forward by Hyke, Electric ferries ● Launching the first commercial vehicles — trucks designed for airports and municipalities by SAVVY AUTOMOTIVE	<i>Presentations by:</i> ● Bo Mikael Linnander, Chief Growth Officer, Hyke, Electric ferries, Norway ● Muhammad Jamal, Chief Executive Officer, SAVVY AUTOMOTIVE, UAE ● Moderator: Sal Jafar, Chief Executive Officer, ESG MENA, UAE
		<i>Discussion and Q/A with the delegates</i>	
10:45–11:15	Tea/Coffee and Networking Break		
11:15-11:45	Session 10: Building the Charging Infrastructure of the Future	● Range Anxiety; charging formula for peace of mind; charging networks to support EV owners by Fully Charged	<i>Presentation by:</i> ● Hamza Riyad Hindi, CEO, Fully Charged, UAE ● Moderator - Dragos Fundulea, Vice President, Kearney, UAE
		<i>Discussion and Q/A with the delegates</i>	
11:45–12:45	Session 11: Electrifying Mobility: Scaling EV Adoption in the MENA Region	● Strategies to accelerate electric vehicle (EV) adoption, from infrastructure to incentives ● Advances in electric vehicle technology ● Policies and regulations ● Role of the private sector	<i>Panel discussion amongst:</i> ● Eng. Farooq Mukhtar, Project Manager, Government of Ajman, UAE ● Sami Amin, Senior Director of Operations, Careem, UAE ● Mauro Pravettoni, Senior Director, Technology Innovation Institute, UAE ● Moderator: Sal Jafar, Chief Executive Officer, ESG MENA, UAE
		<i>Discussion and Q/A with the delegates</i>	
Lunch and End of the Conference			

WHO SHOULD ATTEND?

The event is expected to draw participation from executives, managers and decision-makers from:

- Public transport authorities
- Public transport operators
- Ministries and government transport departments
- City governments/municipalities
- Policymaking and regulatory bodies
- Renewable energy developers and prospective investors
- Technology and service provider firms
- OEMs and EV manufacturers
- Infrastructure OEMs
- Suppliers of bus components
- Electric charging solution suppliers and battery manufacturers
- Energy providers
- Providers of hydrogen refuelling stations infrastructure
- Hydrogen producers and suppliers
- Fuel cell companies
- Airport authorities, operators, and agencies
- Hydrogen storage companies
- Autonomous shuttle manufacturers and technology providers
- Multilateral agencies
- Airports-related equipment manufacturers
- Banks and financial institutions
- Leasing companies
- Academic institutions
- Research and development organisations
- Industry Consultants
- Associations
- Technical institutes
- Environmental services organisations
- Oil and energy companies
- Electricity and power-producing and selling companies
- Electric vehicle supply equipment (EVSE) providers
- Airport infrastructure planning experts
- E-mobility service providers (EMSPs) and software suppliers
- Fleet operators
- Energy management companies
- Policy developers and regulators
- Green hydrogen developers
- Government agencies and associations
- Research and technical institutions
- Charging technology and equipment manufacturers and suppliers
- Public transportation authorities
- Contractors, engineering consultants, etc.
- Financial institutions, legal experts, etc.

PARTICIPANTS

Here is a sample list of participants who attended Clean Buses MENA conference held on February 7-8, 2023 at Shangri-La, Dubai, UAE:

- MEA Region Lead, **ABB E-Mobility b.v.**, Netherlands
- Bureau Head, **Addis Ababa City Transport Bureau**, Ethiopia
- Board of Governor, **BRIN National Research and Innovation Agency** Republic of Indonesia, Indonesia
- Consultant of Technical Office, **Cairo Metro**, Egypt
- Group CEO, **City Group Co. KSCP**, Kuwait
- Director Business Development, **Delhi Metro Rail Corporation (DMRC)**, India
- Deputy Director - Power, **Department of Science and Technology**, South Africa
- Bus Operations Director, **Dubai Roads & Transport Authority (RTA)**, UAE
- Head of Operations, **Greater Accra Passenger Transport Executive (GAPTE)**, Ghana
- CEO, **Imagry**, Israel
- Head of Sustainable Mobility, **Integrated Transport Center (ITC)**— Abu Dhabi, UAE
- Managing Director, **Johannesburg Metrobus**, South Africa
- MD/CEO, **Lagos Bus Services Limited**, Nigeria
- Head of Green Development Section, **Ministry of Climate Change and Environment (MOCCA)**, UAE
- Senior Urban Planning & Design Specialist D.Head of Strategic Planning and Studies Unit General Plan, **Ministry of Municipality**, Qatar
- Public Transport Expert, **Modasti Consulting**, The Netherlands
- Planning and Business Developments Director, **Mwasalat Misr**, Egypt
- Regional Director Middle East, **Optibus**, UK
- Director - Transport & Logistics, **PwC**, UAE
- Chief Traffic Engineer, **RAK Municipality**, UAE
- Special Project Coordinator - Business Development Personnel, **Roam Electric**, Kenya
- Deputy General Manager, **Shenzhen Bus Group**, China
- Director, **Surbon Consulting**, UAE
- Product Manager, **Tata Motors**, UAE
- Marketing Manager - Middle East Region, **Thales**, UAE
- TMT Manager, **Thane Municipal Transport Undertaking**, India
- Senior Transport Specialist, **The World Bank**, Ethiopia
- Executive Director, **Transport Authority - Government of Ajman**, UAE
- Transit Partnerships EMEA, **Uber**, Finland
- Director - e- Mobility, **Customised Energy Solution**, India
- Etc.

ABOUT THE ORGANISERS

Global Mass Transit is a leading provider of information and analysis on the global mass transit industry. We publish a monthly market intelligence report (Global Mass Transit Report), a weekly newsletter (Global Mass Transit Weekly) and operate the www.globalmasstransit.net (website).

We publish multi-client research studies and undertake custom research assignments. Global Mass Transit tracks developments in over 100 countries across all regions to ensure reliable and actionable research. Some of our leading research reports are Europe Bus Market Outlook Report 2022-2031, Asia Pacific Bus Market Outlook Report 2021-2030, Global Transit Ticketing & Fare Collection Report, Global Upcoming Light Rail Projects Report & Database 2022-2036, Global Upcoming Metro Rail Projects Report and Database 2022-2036, etc.

Global Mass Transit also organises conferences on topical and crucial issues with focused sessions and discussions featuring speakers with vast experience and expertise in North America, Europe, Asia Pacific, the Middle East and Africa.

Global Mass Transit regularly **organises conferences** on **Clean Buses in North America (San Francisco, Toronto, Washington, DC), Europe (Amsterdam), APAC (Singapore), MENA (Dubai)** and on **Hydrogen-Fuelled Buses and Infrastructure in Europe (Amsterdam)**.

The latest editions of the '**Clean Buses**' series are listed below:

- Fourth Annual Conference on Clean Buses US, November 19-20, 2024 South San Francisco Conference Center
- Third Annual Conference on Clean Buses UK, October 9, Hilton London Kensington
- Second Annual Conference on Clean Buses East, June 25-26, 2024 The Westin Washington, DC Downtown
- Third Annual Conference on Clean Buses in Canada, May 16, 2024, Sheraton Centre Toronto Hotel
- Fourth Conference on Clean Buses in APAC Deployment of Electric and Hydrogen Buses and Infrastructure, March 20-21, 2024 Four Points by Sheraton, Singapore
- Fourth Conference on Hydrogen-Fuelled Buses and Infrastructure in Europe, December 05, 2023, Amsterdam Marriott Hotel
- Clean Buses in MENA, February 7-8, 2023, Shangri La, Dubai

Some of our other conferences include Transit State of Good Repair in the US, Mobility-as-a-Service in the US, Autonomous Vehicles and Public Transport in the US, Mobility-on-Demand in Transit in the US, Transit Ticketing & Fare Collection APAC, Transit Ticketing & Fare Collection MENA, Rail Asset Management Europe and Rail Asset Management APAC. These conferences received a strong response from speakers and delegates alike.

SPONSORSHIP

The conference will provide an excellent opportunity for organisations to showcase their products and services.

Sponsorship packages

(limited and available on a first-come-first-served basis)

Option 1 - USD 5,500

- A 10/15-minute speaking/presentation slot followed by Q&A with the attendees
- Table space at the venue
- Company logo will be displayed on the event website
- Company logo will be displayed in the session's opening and closing slides
- Sponsor company name mentioned in each promotional mailer
- Mention in social media posts including a post on the speaker from your company
- Mention in opening and closing remarks
- 2 delegate registrations (excluding the speaker)

Option 2 - USD 10,000

- A 10/15-minute speaking/presentation slot followed by Q&A with the attendees
- Moderating a panel discussion
- Table space at the venue
- Company logo will be displayed on the event website
- Company logo will be displayed in the session's opening and closing slides

- Sponsor company mentioned in each promotional mailer
- Mention in social media posts including a post on the speaker from your company
- Mention in opening and closing remarks
- 5 delegate registrations (excluding the speaker)

Coffee sponsor – USD 4,000

- Branded as 'Coffee Sponsor'
- Company logo will be displayed on the event website
- Company logo will be displayed in the session's opening and closing slides
- Sponsor company mentioned in each promotional mailer
- Mention in social media posts
- Mention in opening and closing remarks
- 1 delegate registration

Exclusive lanyard sponsor – USD 6,500

- Branded as 'Lanyard sponsor'
- Company logo will be displayed on the event website
- Company logo will be displayed in the session's opening and closing slides
- Sponsor company mentioned in each promotional mailer
- Mention in social media posts
- Mention in opening and closing remarks
- 2 delegate registrations
- Lanyards to be provided by the company

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DELEGATE FEE

Delegates	Price before January 30, 2025	Price before February 27, 2025	Price before April 16, 2025	Standard Fee
1 Delegate	EUR 1,050	EUR1,200	EUR1,350	EUR1,500
2 Delegates	EUR 1,680	EUR1,920	EUR2,160	EUR2,400
3 Delegates	EUR 2,310	EUR2,640	EUR2,970	EUR3,300
4 Delegates	EUR 2,940	EUR3,360	EUR3,780	EUR4,200
Special Category*	USD 350	USD 400	USD 450	USD 500

*There is a special low fee for government agencies, regulatory authorities, academia and research institutions

REGISTRATION FORM

☐ I would like to register for the conference

☐ Please send me more information

NAME/DESIGNATION _____ COMPANY _____

MAILING ADDRESS _____

PHONE _____ MOBILE _____

FAX _____ EMAIL _____

PAYMENT OPTIONS

1. Credit Card: To make payments by credit card, please visit: <https://shorturl.at/CMAQf>

All credit card payments will be subject to standard credit card charges

2. Wire Transfer:

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Bank Account No: 094179587002
Swift Code: HSBCINBB

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TERMS AND CONDITIONS

Visa and Accommodation:

- This is a non-residential conference and accommodation is not part of the registration fee.
- All participants are responsible to take care of their visa application (if applicable). Please contact your local United Arab Emirates (UAE) consulate or your local travel agent for more details on how to apply for visa.

Payment Policy

- Full payment must be received prior to the conference in USD.

Cancellations

- Cancellation requests received in writing 30 days before the date of the conference will be eligible for a full refund, minus a service charge/administration fee of USD150. We regret that no refunds will be made for any cancellation requests received less than 30 days prior to the conference.
- Substitutions/Name changes are welcome at no extra charge. Please send these in writing at least two days prior to the conference.
- **Information Collected:** We collect the information you provide to us when you complete the registration form. The information includes name, company, and email address. By registering for this conference you agree to be contacted by us with regard to other similar events or services of ours that may be of interest to you, and by the sponsor(s) of the conference for which you have registered.
- **Disclaimer:** Global Mass Transit shall assume no liability whatsoever in case the conference is postponed or cancelled due to a fortuitous event or unforeseen occurrence that renders its organization impractical, illegal or impossible. For purpose of this clause, a fortuitous event shall include, but not be limited to war, fire, labour strike, extreme weather or another emergency. Global Mass Transit's responsibility is limited to the return of registration fees only, and not any travel and accommodation costs.
- Please note that it may become necessary for reasons beyond the control of the organizers to make alterations to the content and timing of the program or speakers.

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