



Second Conference

TRANSIT TICKETING & FARE COLLECTION MENA 2022

September 7-8, 2022 | Dubai, UAE



SPONSORSHIP BROCHURE

Mission:

The mission of the conference is to discuss key emerging trends, recent developments, experience so far, fare media options including contactless smartcards, mobile ticketing (including NFC-based, e-wallets and QR code based mobile ticketing) and bank cards, and future plans of transport authorities to deploy advanced fare media. It will also discuss challenges pertaining to technology choice (open-loop or closed-loop), stakeholder management, project delivery, financing models, etc., and potential solutions to these challenges. The conference will also explore the role and impact of data, integration of fare payments with new mobility providers, and the concept of Mobility-as-a-Service (MaaS). It will also highlight global best practices and showcase new technologies.

Key sessions:

- NextGen Ticketing: Emerging Trends and Outlook
- Case Studies and Best Practices
- Procurement and Project Delivery
- Integration and Interoperability
- Innovations in Fare Structure
- EMV Payments in Transit
- Mobile Ticketing
- Data Management and Analytics
- New Concepts, New Technologies and the Way Forward
- Valedictory Session

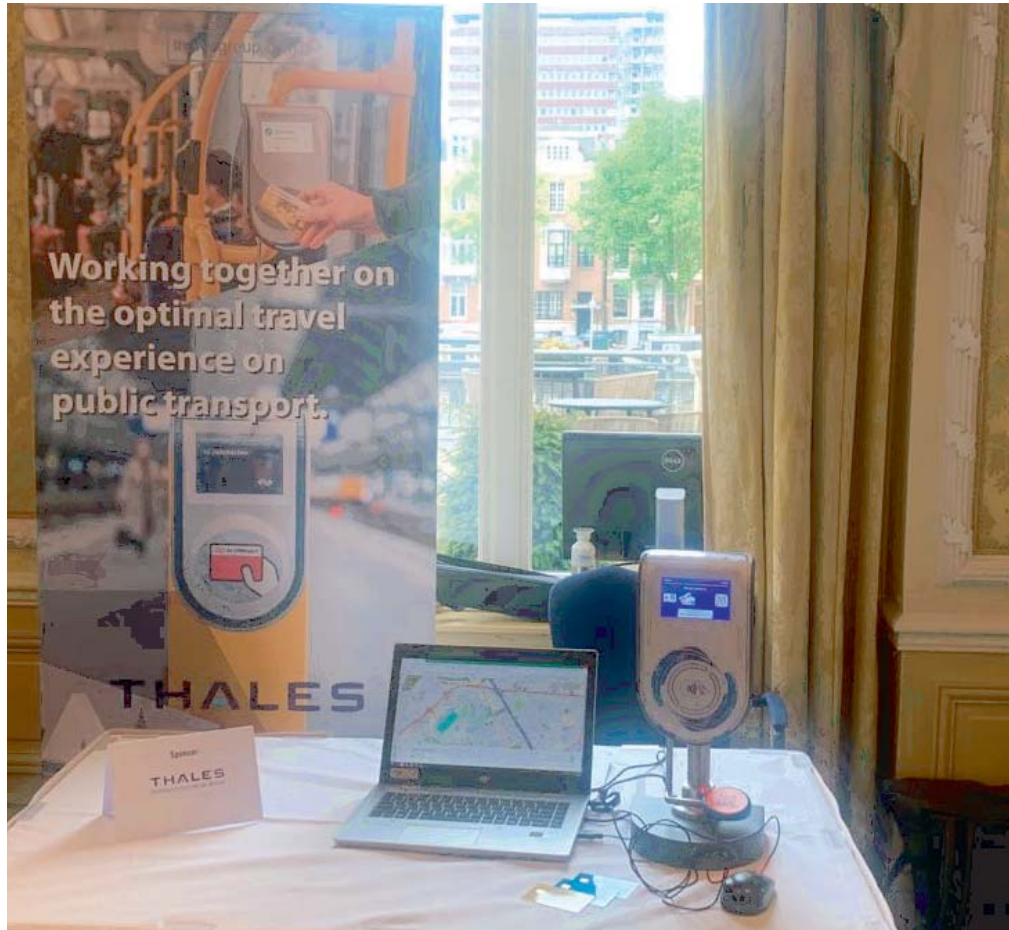
Key issues to be discussed:

- Current size of the MENA transit fare systems market
- Key emerging trends and future outlook
- Plans of transport authorities, operators and governments for deploying contactless payment technology
- Project delivery and financing models
- Best practices in procurement and technology selection
- Benefits and challenges pertaining to the integration and interoperability of ticketing systems
- Mobile wallets and EMV cards for transit payments
- Integration of mobile ticketing with the existing infrastructure
- Potential of bank cards for transit ticketing, business models and strategies
- Partnerships among transit agencies, mobile operators and financial institutions
- Benefits of account-based ticketing (ABT) and open loop payment systems
- Transit ticketing certifications and standards
- Potential and benefits of data generated by use of advanced ticketing systems
- Data generation, data sharing, data analysis and privacy
- Concept of MaaS, deployment of MaaS and benefits to users and transit agencies
- Integrating public transit with taxis, car-sharing schemes and new mobility solutions
- Role of smart ticketing in building smart cities
- Relevant new mobility trends, technologies and business models
- Trip planning and ticketing services
- Going beyond transit ticketing to provide value-added services to customers

SPONSORSHIP PACKAGES

Price: USD 4,000

(early bird discount), standard fee USD 5,000



The image is from the latest edition of the conference, used just as a reference.

Option 1

Pre-conference visibility

- Logo and company description on the conference website with a hyperlink to the organization's website
- Inclusion of logo in all promotional emails to the entire database
- Mentions in at least five social media posts
- Inclusion in social media kit that will be sent out to all speakers, participants, and sponsors. Kit will contain ready-made social media content so that companies can easily spread the word about the conference.

On-site visibility

- A speaking slot in the conference programme
- Company logo included on conference banners and collaterals
- An exhibit table, including power and two chairs (exhibit space booked on first-come, first-served basis)
- Two delegate registrations (full conference)
- Distribution of sponsor promotional material to each delegate
- Mentions in social media posts including a post on the speaker from the sponsor company
- Mention in the conference opening and closing remarks

Post-conference visibility

- Post show report/conference write-up on Global Mass Transit website
- Create social media buzz post the conference
- Contact list of attendees

START-UP SHOWCASE**

Price: USD 2,200



The image is from the latest edition of the conference, used just as a reference.

Benefits:

Onsite visibility

- A 10-minute speaking/presentation slot
- Table space* to showcase your offerings to the attendees
- 2 complimentary passes

Branding

- Logo on the conference website
- Logo on conference roll-up banners under the category 'Start-up Showcase'
- Special mailer to our entire database announcing your participation with details about your company/products

Social Media

- Social media acknowledgment on LinkedIn & Twitter (in relation to your sponsorship)
- Opportunity to share a blog post that can be published on the conference website, and/or shared as a post on our LinkedIn & Twitter pages

***The above package is also available without the table space for USD 1,800.**

****Note: Our classification of a start-up is a company that is less than 3 years old with revenue less than USD 5 million**



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Benefits:

- Branding on all marketing collaterals/ materials
- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Social media posts
- Table space at the venue
- 1 delegate registration
- Contact list of attendees

TARGET AUDIENCE

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

- Public transport authorities and operating companies
- Policymaking and regulatory bodies
- Technology and service provider firms
- System integrators
- Smartcard companies
- Technology and equipment manufacturers
- Mobile ticketing vendors
- Credit card companies
- Banks and financiers
- Data architecture firms
- Industry consultants
- Research and development organisations
- Associations
- Technical institutes

The conference is expected to see participation from:

- CEOs, COOs, CXOs
- Founders/Co-founders
- Managing Directors
- Presidents, Vice Presidents
- Directors for Fare Systems, Railways Systems
- Capital Planning and Programming Managers
- Fare system Managers,
- Regional Managers, Country Managers, Senior Managers
- Innovation Officers, R&D Specialists
- Senior Engineers, Project Engineers, Project Directors
- Business Development Managers, Sales Managers, General Managers
- Heads of Product Marketing, Product Leads
- Finance Executives
- Strategic Business Services Officers
- Operations Control Center Managers
- Contract Managers
- Project Managers
- Economists
- ITS specialists

Key Speakers at Transit Ticketing & Fare Collection MENA 2019



SHEEBA HASNAIN
Government of Sharjah
UAE



HANY EL-SISI
General Manager IT & R&D
Cairo Metro, Egypt



HANIEFA GAIBE
Acting Manager, Revenue Systems
- Automated Fare Collection &
Advanced Public Transport
Management, City of Cape Town,
South Africa



IDOWU OGUNTONA
Managing Director/CEO
Lagos Bus Services Limited
Nigeria



**DR ALEXANDER PRINZ
BIRON VON CURLAND**
CEO, Siemens Mobility
UAE



SAMIR SATCHU
Senior Director
Public Policy & Regulatory
Careem, UAE



DK SINHA
Director Systems
Kochi Metro Rail Limited
India



FRANÇOIS BAYLOT
Innovative Solutions -
Business Development Director
Thales, France



BABAK GHAFFARI
CTO, Head of R&D
SC Soft, Singapore



ELIAS AAD
Vice President - Head of MENA
Government Business Unit
Mastercard, UAE



ADRIAN KNIGHT
Head of Passenger Services
Serco



ORABI HABEH
Manager, Client Delivery
& Project Management,
Merchant Sales & Acquiring
MENA Visa, UAE



DHEERAJ BHARDWAJ
Group Chief Executive Officer
Mawared Group/Arab Mobility
UAE



GOPI RENGASAMY
Director - Global Strategy Group
KPMG, Singapore



SANJEEV INNANJI
AGM Sales, Paycraft Solutions
India



MAXIME LECORRE
Head of Bid Management
Transport, FIME



CHANDRASHEKAR SHRIVATHSA
Systems Manager - AFC
SYSTRA, UAE



ASHLEY KOUSSA
Director
Transportation & Logistics
PwC Middle East, UAE



JEAN-PHILIPPE WOLYNIEC
Marketing Working Group Chair
OSPT Alliance
France



AHMED HAFEZ
Regional Director
Via Transportation
Inc., UAE



DURGESH GUPTA
Head - Global Business Development
Nav Wireless Technologies

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by bpc

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ALLIANCE

PayiQ®

SCHEIDT&BACHMANN 

scsoft 

SIEMENS

switchio 

THALES
Building a future we can all trust

TRANZER
Just take the ride

 urban
things



VISA

VIX 

Wizway
SOLUTIONS

Participating Organisations at Transit Ticketing & Fare Collection MENA 2019

Arnab Mobility, UAE; Aurionpro, UAE; AXIS Solution Company (an affiliate of KGL Passenger Transport), Kuwait; Cairo Metro (The Egyptian Company for Metro), Egypt; Careem, UAE; City of Cape Town, South Africa; CPI – CRANE Payment Innovations, Spain; Dubai RTA, UAE; Eram Group, UAE; FIME, France; Golden Arrow Bus Services (Pty) Ltd, South Africa; Government of Sharjah, UAE; JCB International Co., Ltd., UAE; KGL Passenger Services (Mowasalat), UAE; Kochi Metro Rail Limited (KMRL), India; KPMG, Singapore; Lagos Bus Services Limited, Nigeria; Mastercard; MSI Global Pte Ltd, Singapore (a subsidiary of Singapore Land Transport Authority); Nav Wireless Technologies, India; NEC Saudi Arabia; NFC Forum; Oman Mwasalat Public Transport Authority; OSPT Alliance; Paycraft Solutions Pvt. Ltd., India; PwC Middle East, UAE; RAK Transport Authority, UAE; RioCard, Fetranspor Company, Brazil; SC Soft, Singapore; Serco, UAE; State Bank of India; Systra, UAE; Thales, France; Toshi Automatic Systems, India; Transport Telematics Africa (Pty) Ltd, South Africa; VaaaN Infra Private Limited, India; Via Transportation, Inc., UAE; Visa;

Participating Organisations at Transit Ticketing & Fare Collection in Europe, Amsterdam 2022

Aachener Verkehrsverbund (AVV); Arriva Netherlands; ATM Barcelona; ATRON Systems Sweden AB; City of Amsterdam, ; Consult Hyperion; Cubic Transportation Systems; Department for Transport (DfT), United Kingdom; DIMOCO Payments; Discover; European Union Agency for Railways; Eutronix NI; FAIRTIQ; Famoco; FEIG ELECTRONIC GmbH; GVB; Hitachi Rail SpA; INIT Group; IVU Traffic Technologies AG; Keolis Group; Klaipeda Public Transport Authority; Kolumbus AS; KPMG; MaaS Global; Ministry of Transport and Communications Finland; Metropolitano de Lisboa; McKinsey; Nagels Druck GmbH; Switchio; Panteia; Public Transport Company, Romania; Qbuzz; RATP Smart Systems; Ruter AS; Scheidt & Bachmann; SC Soft; SFMCON ApS.; Strætó bs; Technolution; Thales RCS; Transport for West Midlands; Translink; Samtrafiken; Stadtwerke Bonn Verkehrs-GmbH; Vix Technology Scandinavia AB; UL; Wizway Solutions; etc.

Organisers: Global Mass Transit

Global Mass Transit is a leading provider of information and analysis on the mass transit industry. It publishes the Global Mass Transit Report (a monthly newsletter) and Global Mass Transit Weekly (a weekly update). It operates the www.globalmasstransit.net website; conducts custom research and organizes conferences on topics of relevance for the public transportation industry.

Global Mass Transit provides information on all key developments, trends and issues in the sector. It tracks major projects, contracts and investments. It profiles leading mass transit authorities/operators and discusses their strategies. It reports on regulatory initiatives and examines their implementation. It provides the latest available data and statistics. It also features the views and perspectives of experts and top industry players.

Our clients include leading global organizations such as ABB, Accenture, Acciona Infraestructuras, AECOM, Agence Metropolitaine de Transport (AMT), Ansaldo STS, AnsaldoBreda SpA, Ashok Leyland, BAE Systems, Bombardier Transportation, CAF, Clever Devices, Confidex Limited, Corredor Insurgentes SA de CV (CISA), DB Stadtverkehr GmbH, European Bank for Reconstruction and Development, EvoBus GmbH (Daimler), GFI Genfare, Giesecke & Devrient GmbH, Halcrow, Harrington-Hughes & Associates Incorporated, Hoft & Wessel AG, HOK, HUBNER GmbH, IMG Consulting, INIT AG, IVU Traffic Technologies AG, KEOLIS, Knorr-Bremse SFS GmbH, Land Transport Authority Singapore, Luminator, Metropolitana Milanese SpA, Mobitec, NXP Semiconductors, Parker Hannifin Corporation, Poyry PLC, PricewaterhouseCoopers, RATP, Ringrollers (a division of DCD DORBYL), Rogers Corporation, Selectron Systems AG, Serco, Siemens, SNC-Lavalin, Sojitz Corporation, Swiss Rail, Tait Radio, Tata Realty and Infrastructure Limited, Technatomy Corporation, TEMSA Europe NV, Thales Rail Signalling Solutions, Thetis SpA, Traktionssysteme Austria, Trapeze Group, Unipart Rail, VDV-Kernapplikations GmbH & Co. KG, Vossloh Espana, WorleyParsons, ZF Friedrichshafen AG, etc.

For sponsorship opportunity, please contact:

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