



FIFTH CONFERENCE ON

TRANSIT TICKETING & FARE COLLECTION MENA 2025

September 16-17, 2025 | Dubai, UAE

Hosted by:

Global **Mass Transit**

Supporting Partners:

MIDDLE EAST
INFRASTRUCTURE



BACKGROUND

As cities in the Middle East and North Africa (MENA) region expand their public transport networks, the urgency to modernise transit and mobility fare systems has never been greater. MENA's public transport is evolving fast, but 50 per cent of journeys still rely on cash—causing delays, revenue losses, and inefficiencies.

Governments, public transport authorities (PTAs), and operators (PTOs) are embracing next-generation technologies, with a strong focus on **contactless and open-loop payments** including bank cards, mobile ticketing and EMV-based solutions, **AI and data-driven mobility**, leveraging real-time insights for enhanced passenger experience, **digital transformation** to improve efficiency, accessibility & fare revenue management, and **Seamless multimodal integration**.

Beyond transit, technology is reshaping mobility payments at large. As EV adoption accelerates, ensuring frictionless access to charging points is critical. Integrated charging and payment systems (ICPS) are becoming a core part of the driving experience, transforming vehicles into “wallets on wheels” for effortless, secure transactions.

To explore the latest **advancements, business models, and strategies** in transit ticketing, Global Mass Transit is organising the **5th Annual Conference on "Transit Ticketing & Fare Collection MENA 2025"** on September 16-17, 2025, in Dubai.

This premier event will bring together global leaders, city planners, and fintech innovators to shape the future of cashless, connected, and efficient mobility across the region.

KEY TOPICS TO BE DISCUSSED

- ❖ MENA's ticketing evolution: Where we were, where we are, and where we must go
- ❖ Cashless, seamless transit in MENA through contactless and open loop payments
- ❖ Successful case studies
- ❖ Barriers preventing full digital transformation, potential solutions
- ❖ Market size, emerging trends and future outlook
- ❖ Plans of transport authorities, operators and governments for deploying contactless payment technology
- ❖ Integration and interoperability of ticketing systems
- ❖ ABT and open loop payments
- ❖ Mobile wallets and EMV cards for transit payments
- ❖ Integrating public transit with taxis, car-sharing schemes, new mobility solutions, tourist passes, retail
- ❖ Electronic toll collection (ETC): digitalising toll payments
- ❖ EV charging payments integrated with mobility payments
- ❖ Driving in-car payments forward with mobility payments solutions
- ❖ Leveraging AI for transit ticketing
- ❖ Data generation, data sharing, data analysis and privacy
- ❖ UAE's plan to go cashless by 2030. Where are we now?
- ❖ Use of new technologies in transit payments: wearables, soundbased technologies; Host CardEmulation (HCE); facial recognition, biometric payments etc.
- ❖ Future of Bitcoin in transit fare payments
- ❖ Nationwide ticketing: scope and projects

EVENT HIGHLIGHTS

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

AGENDA (Tentative)

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Tentative Conference Program (More details coming soon)

Day 1: September 16, 2025

08:00 – 09:30	Registration & Networking	13:15 – 14:15	Networking Lunch, Visit to Sponsor Booths
09:15 – 09:30	Welcome Address	14:15 – 15:15	Session 3: Advances in ABT, Open Loop Payments, and Mobile Ticketing
	Opening remarks by Global Mass Transit		• EMV, QR codes, mobile wallets
	Overview of transit ticketing trends in MENA		• Benefits of account-based ticketing (ABT)
09:30 – 10:00	Opening Keynote Session: The Future of Cashless Mobility in MENA		• Deployment challenges and vendor collaboration
	• Opening address by a regional government/transport authority leader		• Overcoming barriers to full digital transformation
10:00 – 10:45	Plenary Panel: MENA's Ticketing Evolution – Where We Were, Where We Are, Where We Must Go	15:15 – 15:45	Session 4: Innovations in Fare Structure
	• Vision 2030: How MENA's public transport networks are evolving		• Key considerations when developing a fare policy
	• Policy and regulatory shifts		• Alternative fare policy options
	• Recent developments, emerging trends		• Assessment of fare policy options
	• New technologies, ideas and strategies		• Transport affordability programs
10:45 – 11:15	Networking Coffee Break, Visit to Sponsor Booths	15:45 – 16:15	Session 5: Expert Insights – The Role of AI & Data Analytics in Ticketing
11:15 – 12:15	Session 1: Making Cashless Transit a Reality – Plans, Priorities, and Progress		• Enhancing passenger experience through real-time insights
	• Case studies from UAE, Saudi Arabia, Egypt, Qatar, etc.		• AI for demand forecasting, fare optimisation, and fraud detection
	• Transit authority and operator perspective		• Leveraging AI for fraud detection and revenue management
	• Overcoming resistance to cashless adoption		• Cybersecurity in transit payments
	• Digital inclusion and accessibility for all users	16:15 – 16:30	Closing Remarks & Summary of Day 1
12:15 – 13:15	Session 2: Integration and Interoperability of Fare Systems		
	• Connecting public transport, new mobility services, retail, parking, tourism		
	• Regional and cross-border interoperability		
	• Improving customer experience by integrating ticketing and trip planning		
	• Public-private partnerships for platform development		

AGENDA (Tentative)

Tentative Conference Program
(More details coming soon)

Day 2: September 17, 2025

08:30 – 09:30	Registration & Networking	12:15 – 12:45	Panel Discussion: The Business Case for Digital Transit Transformation
09:30 – 10:00	Fireside Chat: Seamless Integration of Transit with New Mobility • Connecting public transit with ride-sharing, taxis & car rentals • The role of Mobility-as-a-Service (MaaS) in MENA		• How digitalisation drives efficiency and revenue growth • Financing models for ticketing upgrades • The role of AI & blockchain in smart fare collection
10:00 – 10:45	Session 6: Nationwide Ticketing – The Next Frontier? • Centralised fare collection systems • Scope of national-level transit ticketing projects • Case studies from global implementations • Inter-city and inter-emirate integration	12:45 – 13:15	Closing Panel: The Road Ahead for MENA's Transit Payments • Emerging technologies and future trends • Final takeaways for PTAs, PTOs, and solution providers • Focus areas for 2026
10:45 – 11:15	Networking Coffee Break, Visit to Sponsor Booths	13:15 – 13:30	Conference Wrap-Up & Closing Remarks
11:15 – 11:45	Session 7: Tolling and EV Charging – Expanding the Mobility Payments Ecosystem • ETC case studies and digital toll integration • Linking EV charging to transit wallets • Multimodal payments beyond transit	13:30 – 14:30	Networking Lunch, Visit to Sponsor Booths
11:45 – 12:15	Session 8: In-Car and Future-Ready Payment Innovations • Automotive partnerships: cars as payment devices • Wearables, biometric and sound-based tech • Host Card Emulation (HCE), facial recognition • Experimental tech: Bitcoin, blockchain, NFTs		

TARGET AUDIENCE

Who should attend

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

Among the public transport authorities and operating companies, the target audience includes:

- 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 benefits for participants

- Gain insights on transitioning from traditional to advanced ticketing systems and introducing appropriate fare policies and structures.
- Understand the concepts relevant to the implementation of contactless smart cards and innovative fare media.
- Learn about strategies to leverage the ticketing system for improving public transport operations performance and increasing customer engagement.
- Understand key ticketing-related issues and challenges facing public transport system developers and operators.
- Network with transit system developers and operators, key vendors and consultants.
- Participate in interactive discussion

PARTICIPANTS

Here is a sample list of participants who attended the previous TTFC MENA conference held on September 10-11, 2024 at Grand Hyatt Dubai:

- Cybersecurity and AI Expert, **Abu Dhabi Government, UAE**
- Transportation Specialist & Mobility Expert, Traffic Studies Division, **Abu Dhabi Integrated Transport Center, UAE**
- Chief Sales Officer, **Amadis (Preludd group), UAE**
- Deputy General Manager, **Amnex Infotechnologies, India**
- Principal Director Sales, EMEA & ECR (Card Reader) Global Sales Lead, **Aurionpro Transit, Singapore**
- Chief Marketing Officer, **BELBİM Electronic Money and Payment Services, Turkey**
- Railway Installation General Manager & Smart Cities Management Lecturer, **CAF, Palestine**
- Co-Founder, **Cities Forum, UK**
- Group CEO, **City Group Co. KSCP, Kuwait**
- IT Project Manager, **Department of Digital Ajman, UAE**
- Head of International | Board Member, **Dgpays, UAE**
- Head-Business & Strategy-APAC & INDIA, (Payments), **FEIG ELECTRONIC, India**
- Executive Director of Public Transport and Infrastructure Transport Projects, **Greater Amman Municipality, Jordan**
- Head Of External Communications Revenue Collection Systems, **Hitachi Rail, France**
- Principle Solutions Director, **Emcrey, KSA**
- Head of New Ventures, **Emirates Transport, UAE**
- Business Development Manager, Energy International - ITS Division, **RTA Contractor, UAE**
- Senior Vice President EMEA, **Fime, UAE**
- AFC and Revenue Manager, **FLOW Consortium, KSA**
- Senior Business Development Manager, **INIT Dubai, UAE**
- Chief Executive Officer, **IRIS MENA Smart Machines & Spare Parts Trading Co LLC, UAE**
- Chief Officer Zindigi, **JS Bank, Pakistan**
- CEO, **Kentkart, Turkey**
- Business Development Manager, **Keolis, UAE**
- CEO, **KGL Passenger Transport Services, UAE**
- Global Co-Head Public Transport sector, **KPMG, UAE**
- Assistant Operation Manager-Buses, **Mwasalat Oman, Oman**
- Chief Executive Officer, **Mwasla Technology, Egypt**
- Deputy Marketing Director, **O-City, The Netherlands**
- Country Manager, **Openmove, (Lucian S.R.L.), UAE**
- Business Development Manager, **Paycraft Solutions, India**
- Partner, **PwC Middle East, UAE**
- Systems Manager, **RATP Dev, Egypt**
- Manager, **Repay Solutions, UK**
- Project Manager, **Roads and Transport Authority, UAE**
- Head Digital Payments Products And Partnerships, **Saudi Awwal Bank, KSA**
- Senior representative, **ShellinfoSG Global Digital Technologies, Singapore**
- Chief Executive Officer, **Siemens, UAE**
- Senior General Manager, **Sony Corporation, Japan**
- CTO, **Symbol Transport LLC, Uzbekistan**
- General Manager, **Transport Authority - Government of Ajman, UAE**
- Managing Director, **United Trans LLC, UAE**
- Chief Marketing Officer, **Vendotek, Armenia**
- Senior Manager, **Client Delivery & Project Management -Transit, Merchant Sales & Acquiring, MENA, Visa, UAE**
- Etc.

ORGANIZERS

About Global Mass Transit

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.

SPONSORSHIP* (Limited and available on a first-come-first-served basis)

Option 1 – USD 6,000

- A 15-minute speaking slot followed by Q&A with the attendees
- Table space at the venue
- Company logo will be displayed on the event website and the registration page
- Company logo will be displayed in the opening and closing slides
- Special mailer to our database announcing your participation
- Sponsor company and logo mentioned in each promotional mailer
- Mentions 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 15-minute speaking 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 and the registration page
- Company logo will be displayed in the opening and closing slides
- Special mailer to our database announcing your participation
- Sponsor company and logo mentioned in each promotional mailer
- Mentions 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 5,000

- Company logo will be displayed on the event website and the registration page
- Company logo will be displayed in the opening and closing slides
- Special mailer to our database announcing your participation
- Sponsor company and logo mentioned in each promotional mailer
- Mentions in social media posts
- Mention in opening and closing remarks
- 2 delegate registrations

Exclusive Lanyard sponsor – USD 8,000 (SOLD OUT)

- Named lanyard sponsor
- Company logo will be displayed on the event website and the registration page
- Company logo will be displayed in the opening and closing slides
- Special mailer to our database announcing your participation
- Sponsor company and logo mentioned in each promotional mailer
- Mentions in social media posts
- Mention in opening and closing remarks
- 2 delegate registrations
- Lanyards to be provided by the company

Lunch Sponsor (2 Spots) – USD 6500

- Tent cards with branding during Lunch
- 1 standee will be placed during lunch (to be provided by the company)
- Branding on all marketing collaterals/ materials
- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Verbal recognition at the sponsored event
- Social media posts
- 1 delegate pass

Exclusive Wifi Sponsor – USD 8,000

- Named Wifi Sponsor
- Tent cards with branding (to be placed on tables)
- Branding on all marketing collaterals/ materials
- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Social media posts
- 2 delegate registrations

Exhibitor – USD 5,000

- Branding on all marketing collaterals/ materials
- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Verbal recognition at the sponsored event
- Social media posts
- Table space at the venue
- 1 delegate pass (excluding the speaker)

Start-up showcase – USD 2,000 (4 spots)

- 10-minute speaking slot in the main program
- Branding on all marketing collaterals/ materials
- Branding on all communication of the conference
- Social media posts
- 2 delegate registrations(including the speaker)

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

For further information, please contact:

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DELEGATE FEES

Delegates	Price before June 19, 2025	Price before July 10, 2025	Price before August 28, 2025	Standard Fee
1 Delegate	USD 1,050	USD 1,200	USD 1,350	USD 1,500
2 Delegates	USD 1,680	USD 1,920	USD 2,160	USD 2,400
3 Delegates	USD 2,310	USD 2,640	USD 2,970	USD 3,300
4 Delegates	USD 2,940	USD 3,360	USD 3,780	USD 4,200
Special fee*	USD 350	USD400	USD450	USD500

*There is a special low fee for public transport authorities (PTAs) and government authorities.

(The registration includes breakfast, lunch, tea/coffee, and Wi-Fi internet access, on both the days of the conference).

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/HQDzc>

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

2. Wire Transfer:

Beneficiary: India Infrastructure Publishing Private Limited*
Bank Name: The Hongkong and Shanghai Banking Corporation Ltd
Bank Address: R-47, Greater Kailash – 1, New Delhi – 110048
Bank Account No: 094179587002
Swift Code: HSBGINBB

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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, labor strike, extreme weather or other 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.

CONTACT US

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To register, click [here](#) or send an email to registration@globalmasstransit.net