



SECOND CONFERENCE ON

TRANSIT TICKETING & FARE COLLECTION MENA 2022

September 7-8, 2022 | Address Boulevard Hotel, Dubai, UAE

Hosted by:

Global **Mass Transit**

BACKGROUND

Public transportation authorities, operators and local governments as well as federal governments in the Middle East and North Africa (MENA) region are increasingly deploying and/or unveiling plans to implement advanced fare collection systems. Emphasis is on moving away from legacy fare systems such as paper tickets towards contactless smartcards, mobile ticketing (including NFC-based, e-wallets and QR code-based) and bank cards as fare media.

The objective is to reap the benefits of contactless payments including achieving integration and interoperability, providing a 'touchless' travel experience to passengers, increasing ridership, enhancing fare revenues and reducing fare evasion, improving operational efficiency and so on.

MENA is expected to be one of the largest upcoming markets for the deployment of AFC systems. Global Mass Transit Research's analysis reveals that nearly 100 upcoming urban rail projects offer an AFC opportunity worth over USD4 billion by 2036. The growth in mobile subscriber base, use of smartphones and penetration of bank cards will also make it one of the biggest markets for the use of contactless payment technology in ticketing.

The deployment of contactless payment technology raises several questions for a transport authority or local government. These relate to technology choice (open-loop or closed-loop), stakeholder management, project delivery, financing models, etc. Other key areas of discussion include potential business models for the financial industry, integration of mobile payments and wallets with the existing infrastructure, digitalisation in public transport, potential of big data, effective collection and analysis of data, challenges around data privacy, and mobility-as-a-service (MaaS).

To discuss answers to these questions, **Global Mass Transit** is organising the second conference on **Transit Ticketing & Fare Collection MENA 2022** on **September 7-8, 2022** at **Address Boulevard Hotel, Dubai, UAE**.

KEY TOPICS 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

AGENDA (Tentative)

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Tentative Conference Program (More details coming soon)

Day 1: September 7, 2022 (8 am to 3:30 pm)

Session 1: NextGen Ticketing: Emerging Trends and Outlook

- ❖ Current and expected market size
- ❖ Future growth opportunities
- ❖ Transition from traditional to open-loop ticketing: benefits and challenges
- ❖ Recent developments and upcoming trends

Session 2: Case Studies and Best Practices

- ❖ Transit authority and operator perspective
- ❖ Experience so far, key challenges and lessons learnt
- ❖ Best practices and lessons learned in procurement, financing and deployment
- ❖ Future plans for ticketing, opportunities, challenges

Session 3: Procurement and Project Delivery

- ❖ Experience so far in procurement and technology selection
- ❖ Best practices in procurement, financing and deployment of contactless payments for transit
- ❖ Software-as-a-Service model to implement advanced fare collection methods
- ❖ Financing models

- ❖ Emphasis on innovation, moving away from prescriptive technical specifications

Session 4: Integration and Interoperability

- ❖ Account-based ticketing (ABT) and open loop payments
- ❖ Integration across modes and operators
- ❖ Integration of transport with non-transit services, such as parking, retail, etc.
- ❖ Improving operational efficiency in transit ticketing with a streamline approach of quality assurance in MENA region
- ❖ Improving customer experience by integrating ticketing and trip planning

Session 5: Innovations in Fare Structure

- ❖ Key considerations when developing a fare policy
- ❖ Alternative fare policy options
- ❖ Assessment of fare policy options
- ❖ Private sector considerations of fare policy

End of Day 1

AGENDA (Tentative)

Tentative Conference Program (More details coming soon)

Day 2: September 8, 2022 (8 am to 2 pm)

Session 6: EMV Payments in Transit

- ❖ Partnerships between transit agencies and financial services companies
- ❖ Business models
- ❖ Best practices and case studies
- ❖ Managing issues, risks and challenges
- ❖ Customer acceptance

Session 7: Mobile Ticketing

- ❖ Contactless mobile ticket payments during and after the Covid-19 pandemic
- ❖ NFC and QR-code based mobile ticketing
- ❖ Mobile wallets: application, current status and issues
- ❖ Key issues and challenges
- ❖ Future outlook

Session 8: Data Management and Analytics

- ❖ Real-time passenger information
- ❖ Benefits of improving service, operations and undertaking effective future planning

- ❖ Using data for actionable insights
- ❖ Cloud-based data management and analytics solutions
- ❖ Data sharing for seamless mobility, challenges, the way forward

Session 9: New Concepts, New Technologies and the Way Forward

- ❖ Concept and benefits of Mobility-as-a-Service (MaaS)
- ❖ On-demand mobility, shared mobility including ride-sharing and car-sharing, ride-hailing, micro-mobility, and bike-sharing
- ❖ New technologies
- ❖ Start-up showcase: new technologies, new ideas, applications and results

Session 10: Valedictory Session

- ❖ Closing remarks by panelists
- ❖ Key lessons and takeaways from the conference
- ❖ Focus areas for 2023

End of Day 2 and Close of Conference

SPEAKERS

Global Mass Transit regularly organises conferences and webinars on 'Transit Ticketing & Fare Collection' across APAC, North America, Europe, the Middle East and Africa. Key speakers at the previous editions of the conference series include:

- **Kyle Holland**, Senior Director, Special Projects, TAP Technical Systems, LA Metro, US
- **Rhyan Schaub**, Director of Fare Revenue and Administrative Services, TriMet, US
- **Russ Arnold**, Chief Customer Experience Officer, Sound Transit, US
- **Derek Fretheim**, Senior Director – National Innovation, First Transit, US
- **Andy Taylor**, Senior Strategy Director, Cubic Transportation Systems, US
- **Daniel Terry**, Executive Vice President, Scheidt & Bachmann, US
- **Nisar Ahmed**, Principal, Traveler Information Technology Manager, Metropolitan Transportation Commission, San Francisco, US
- **Gian-Mattia Schucan**, Founder and CEO, Fairtiq, US
- **Alison Leckie**, Senior Project Manager, Uber Transit, US
- **Gregory Elsborg**, VP and Chief Innovation Officer, Dallas Area Rapid Transit, US
- **Ian Newberg**, VP of Global Sales, moovel North America, LLC, US
- **Troy Bernard**, Head of Global Transit Program Management, Discover Global Network, US
- **Shashi Verma**, Director of Strategy and Chief Technology Officer, Transport for London, UK
- **Timothy Woodward**, Head of Fares, Ticketing and Retail Strategy, Department for Transport (DfT), UK
- **Stefan Jugelt**, ERTMS and Telematics Unit Project Officer, European Union Agency for Railways, France
- **Idowu Oguntola**, MD/CEO, Lagos Bus Services Limited, Nigeria
- **Prabhas Kumar**, AFC Specialist, Ministry of Transport, Qatar
- **Tshepo Kgobe**, Chief Operating Officer, Gautrain Management Agency, South Africa
- **Melvin Andrews Joseph**, Director, Merchant Sales & Acquiring, Visa
- **Elias Aad**, VP - Head of MENA Government Business Unit, Mastercard, UAE
- **Chris Beghin**, Strategic Advisor, Keolis Group, The Netherlands
- **Ingrid de Bruijn**, Senior Strategic Advisor Public Transport / Deputy Manager Contracts Public Transport, Vervoerregio Amsterdam, The Netherlands
- **Carre Fabregas**, CTO & Innovation Officer, ATM Barcelona, Spain
- **Paul Gwynn**, Director International Business Development, INIT Group, Germany
- **Sampo Hietanen**, Founder and CEO, MaaS Global, Finland
- **Desmond Amiegbegbor**, Director of Public Transport, Lagos Metropolitan Transport Authority (LAMATA), Nigeria
- **Stephanie Haag**, Associate Partner, McKinsey & Company, Germany
- **Matthew Lewis**, Head of Swift, Transport for West Midlands, UK
- **Francis Sykes**, Business Development Director, RATP Smart Systems, France
- **Josh Nicklin**, Head of Global Sales, Masabi, UK
- **Camre Fabregas**, CTO & Innovation, The Metropolitan Area of Barcelona, Spain
- **Louis Brosse**, CEO, Wizway Solutions, France
- **Hanifa Gaibe**, Manager Revenue Systems - Automated Fare Collection & Advanced Public Transport Management, City of Cape Town, South Africa
- **Edwins Mukabana**, Managing Director, Kenya Bus Management Services, Nairobi
- **Babak Ghaffari**, CTO, Head of R&D, SC Soft, Turkey
- **Andre Perchthaler**, Marketing Director, MIFARE, NXP Semiconductors, Austria
- **Maria Rautavirta**, Director of Data Business Unit, Ministry of Transport and Communications, Finland
- **Endre Angelvik**, Vice President Mobility Services, Ruter AS, Norway
- **Hany Elsis**, General Manager IT & R&D, Cairo Metro (The Egyptian Company for Metro Management & Operation), Egypt
- **Miguel Brito da Silva**, IT Director, CARRIS, Portugal
- **Camilla Struckmann**, Director of Commercial & Customers, Movia, Denmark
- **Silvester Prakasam**, Senior Advisor, Fare System, Land Transport Authority, Singapore
- **John Philip Delos Santos**, Financial Controller and AFCS Head, Light Rail Manila Corporation (LRMC), Philippines
- **DK Sinha**, Director Systems, Kochi Metro Rail Limited (KMRL), India
- **Nora Tang**, General Manager - Technical Department, Octopus Cards Limited, Hong Kong
- **Geert Vanbeveren**, Sales Director Intermodal Solutions, Siemens Mobility, Germany
- **Sheeba Hasnain**, Government of Sharjah, UAE
- **Dheeraj Bhardwaj**, CEO, Arnab Mobility/Mawared Group, UAE
- **Ashley Koussa**, Senior Director, Transportation & Logistics, PwC Middle East, UAE
- **Francois Baylot**, Innovative solutions - Business development director, Thales Group, France
- **Neelam Chandra**, Executive Director (Systems), Maharashtra Metro Rail Corporation (Maha-Metro), India
- **Maxime Le Corre**, Head of Bid Management & Pre-Sales, Fime, France
- **Noormah Mohd Noor**, Chief Executive Officer, Express Rail Link (KLIA Ekspres), Malaysia
- **Ravi Jain**, Co-Founder & Director, Paycraft Solutions Pvt. Ltd, India
- **Kurt Brissett**, Director Ticketing Solutions, Transport for New South Wales, Australia
- **Gopi Rengasamy**, Director - Global Strategy Group, KPMG, Singapore
- Etc.

PREVIOUS CONFERENCES

Global Mass Transit regularly organises conferences on Transit Ticketing & Fare Collection in APAC, North America, Europe, the Middle East and Africa. The latest editions are listed below:

- Transit Ticketing & Fare Collection in Europe, InterContinental Amstel, Amsterdam, May 17-18, 2022
- Transit Ticketing & Fare Collection in Canada, Virtual Event, April 7, 2022
- Transit Ticketing & Fare Collection in the US, Virtual Event, September 15-16, 2021
- Transit Ticketing & Fare Collection APAC, Virtual Event, October 28-29, 2020
- Transit Ticketing & Fare Collection Africa, Virtual Event, August 26, 2020
- Transit Ticketing & Fare Collection MENA, Address Boulevard Hotel, Dubai, December 11-12, 2019

PARTICIPATING ORGANIZATIONS

Organisations that participated at Transit Ticketing & Fare Collection MENA 2019 conference that took place on December 11-12, 2019 at the Address Boulevard Hotel in Dubai, UAE included: 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; etc.

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

Pricing: USD 4,000 (early bird discount), full fee of USD 5,000

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

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)

- 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

- Create social media buzz post the conference
- Contact list of attendee

Exhibitor – USD 3,000

- 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

START-UP SHOWCASE** (Limited and available on a first-come-first-served basis)

Pricing: USD 2,200

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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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 Global Upcoming Light Rail Projects Report & Database 2022-2036; Global 1,000 Upcoming Rail Projects Report & Database 2022-2036; Europe Bus Market Outlook Report 2022-2031; Global Transit Ticketing & Fare Collection Report and Database 2021-2030; Asia Pacific Bus Market Outlook Report 2021-2030; Mobility-as-a-Service Initiatives and Opportunities in 100 Cities Report; NFC Mobile Ticketing for Transit Report 2021-2030; Global Upcoming Metro Rail Projects Report and Database 2022-2036; State DOT Profiles and Plans for Transit and High Growth Urban Rail Markets Report.

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**. Some of our past conferences include Mobility-as-a-Service in Europe, Transit Fare Systems for Revenue and Data Management in the US, Autonomous Vehicles and Public Transport in the US, Mobility-on-Demand in Transit in the US, Transit State of Good Repair in the US, Transit Ticketing & Fare Collection APAC, Transit Ticketing & Fare Collection MENA, Wireless Communications in Mass Transit in the US, Clean Buses in Europe, Clean Buses in APAC, Rail Asset Management Europe and Rail Asset Management APAC. These conferences received a strong response from speakers and delegates alike.

Some of the key organizations that participated in our Year 2021 conferences and webinars include: AC Transit; Accenture; AECOM; ALSTOM; Amsted Rail; Albuquerque RIDE; BAI Communications; Baltimore Metropolitan Council; Ben Franklin Transit; Bentley Systems; Bermuda DOT; Boonslick Regional Planning Commission; Broward County; Brownsville Metro, Bytemark; Calgary Transit; California High-Speed Rail Authority; Caltrain; Caltrans; Capital Metro; Central Ohio Transit Authority (COTA); Charlotte Area Transit System (CATS); Cisco; City of Coconut Creek; City of Fort Collins – Transfort; City of Glendale; City of Miami Beach; Clemson Area Transit; Cobb County Transit Division; Collier Area Transit; Conduent; Connecticut DOT; C-TRAN Vancouver WA; Cubic; CUTRIC; Dallas Area Rapid Transit (DART); Delaware DOT; Deloitte; Duluth Transit Authority; Edmonton Transit; El Paso Mass Transit Department (Sun Metro); ELERTS; Eno; Ernst & Young; Exo; First Group; Fort Bend County Transit; Frauscher Sensor Technology; Gannett Fleming; Gemalto; GoTriangle; Gwinnett County; Harris County Transit; Hillsborough Area Regional Transit Authority (HART); Hitachi; HNTB; Icomera; Idaho DOT; Illinois DOT; IndyGo; Infor; INIT; ITS America; Jacksonville Transportation Authority; Jacobs; JAMM Transit; Kansas City Area Transportation Authority; Keolis; King County; Kitsap Transit; Klas Telecom; L3Harris; Lea + Elliott; LECIP; Lee County Transit; Long Beach Transit; Loram Maintenance of Way; Los Angeles County Metropolitan Transportation Authority (LA Metro); LTK; Luminator Technology; Maryland Transit Administration; Masabi; MBTA; Memphis Area Transit Authority; Metropolitan Atlanta Rapid Transit Authority (MARTA); Miami-Dade Transit; Minnesota Valley Transit Authority; Mitsubishi; Modesto Area Express; Moovit; Muskegon Area Transit; MV Transportation; New York City Transit (NYCT); Nova Bus; OmniRide; Oregon DOT; PA DOT; Pinellas Suncoast Transit Authority (PSTA); Port Authority of Allegheny County; Port Authority of New York and New Jersey; PRESTO; RATP Dev; Roaring Fork Transportation Authority; Rockford Mass Transit District; RTC Southern Nevada; RTD Denver ; Sacramento Regional Transit District; SamTrans; San Francisco Municipal Transportation Agency (SFMTA); San Mateo County Transit District; Santa Clara Valley Transportation Authority; Santa Cruz Metropolitan Transit District; Scheidt & Bachmann; Secure Technology Alliance; Siemens; SNC Lavalin; Sound Transit; Southern California Regional Rail Authority (SCRRA); Spokane Transit; Ann Arbor Area Transportation Authority; Token Transit; Toronto Transit Commission (TTC); Torrance Transit System; Transportation Research Board; Trapeze; TriMet; Trinity Railway Express (TRE); Utah Transit Authority (UTA); Valley Metro; Vix Technology; Wabtec; Waco Transit System (WTS); Washington Metropolitan Area Transportation Authority; Wi-Tronix; Wood; York Region Transit; etc.

DELEGATE FEES

Delegates	Price before July 21, 2022	Price before August 18, 2022	Standard Price
One Delegate	USD 1,050	USD 1,275	USD 1,500
Two Delegates	USD 1,680	USD 2,040	USD 2,400
Three Delegates	USD 2,310	USD 2,805	USD 3,300
Four Delegates	USD 2,940	USD 3,570	USD 4,200
Special Category*	USD 500	USD 600	USD 700

*There is a special low fee for public transport authorities(PTAs) operators 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

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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