

CALL FOR PAPERS

# 2nd Middle East Conference & Exhibition on Intelligent Transport Systems

**'Setting the ITS Roadmap'**

14 – 15 April 2008 • Manama • Bahrain



  
its-arab.org أنظمة النقل الذكية  
INTELLIGENT TRANSPORT SYSTEMS

Strength from partnership

نعمل معا لحياة أفضل

# CALL FOR PAPERS

## GENERAL

Intelligent Transport Systems (ITS) are now recognised as critical components of local, regional, and national transport strategies worldwide. ITS help improve safety and security, reduce congestion and enhance environmental quality, resulting in significant economic and social benefits.

December 2006 saw the successful launch, in Dubai, of the flagship conference of the ITS-Arab organisation, devoted to ITS in the Middle East and North Africa (MENA). We are pleased to announce the second event in this series, which will be held in Bahrain in April 2008. The first Middle East Conference on ITS established the foundation by 'shaping the future with ITS'. The conference provided invaluable insight into international transport policies, technologies and some successful case studies. The conference also identified the desperate requirement for:

- A clear ITS roadmap to assist with both decision-making and provide direction to ITS policy and technical development.

- A requirement for a structured marketing/education on ITS benefits with clear links to transport strategies, policies, transport engineering and the general public.

The second Middle East Conference and Exhibition on ITS will bring together ITS professionals from the public and private sectors who are working towards 'setting the ITS roadmap' in the MENA region, and who wish to build on ongoing regional and international efforts in advancing the state-of-the-art for ITS in MENA countries.



## OBJECTIVES

*This Conference will focus on:*

- Identifying critical transport needs that present opportunities for the latest ITS developments;
- Understanding the roadmap to deploy more effective and sustainable ITS to tackle traffic congestion, road safety and transport security;
- Identifying unique features and characteristics that must be considered in the roadmap to developing and deploying ITS solutions in the MENA region;
- Building a community of local and international professionals who are advancing the state-of-the-art for ITS in MENA countries.

## WHO SHOULD ATTEND?

This Conference will be an opportunity for ITS researchers, entrepreneurs, government officials and system integrators to exchange ideas and innovations in ITS, as well as share results and practical experience.

## IMPORTANT DATES

**14 November 2007**

**Draft Paper submission deadline**

**18 December 2007**

**Status notification to all authors**

**30 December 2007**

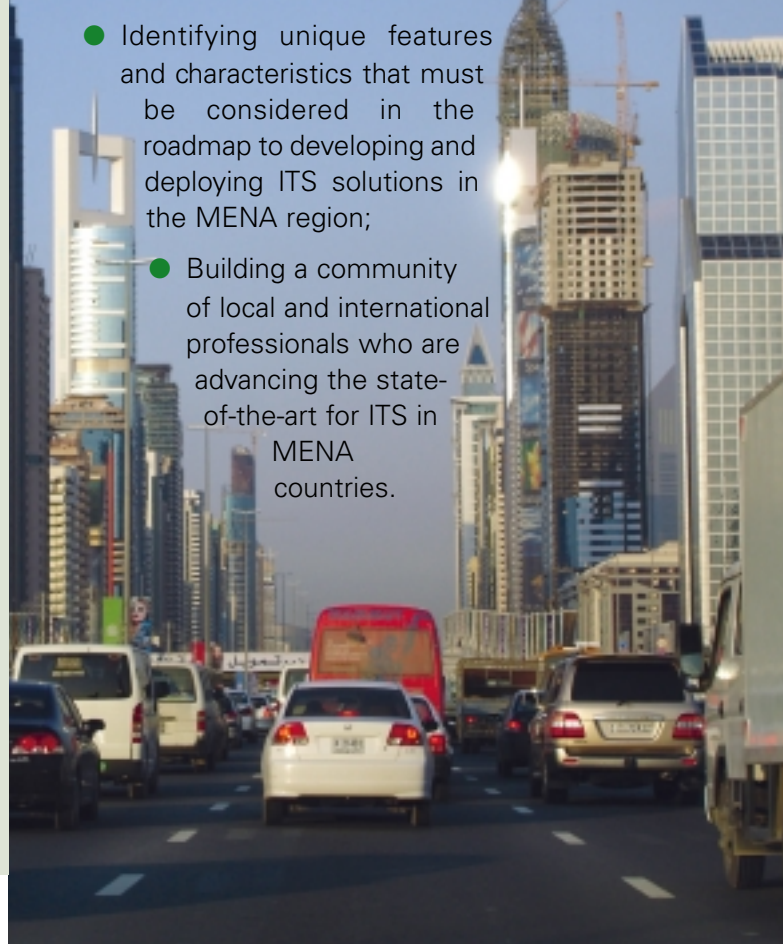
**Early registration date**

**16 February 2008**

**Final Paper submission**

**14-15 April 2008**

**Conference**



## ORGANISING COMMITTEE

### Programme Manager

**Zeina Nazer**, Innova Consulting, UK

### Technical Committee

**Ali Abdelfattah**, Siemens, UAE

**Prof Hani S. Mahmassani**, Northwestern University, USA

**Zeina Nazer**, Innova Consulting, UK

**Andrew Pickford**, TTC, UK

**Mohammed Serroukh**, Telent, UK

**Dr William Sowell**, Econolite, USA/ME

**Colin Wilson**, IBI Group, UK

## SCOPE OF TOPICS

The conference will focus on applications and case studies reflecting the growing importance of ITS in the Middle East.

*Topics will include:*

- **ITS Strategy & Policy Development**
- **ITS Planning, Architecture & Organizations**
- **Public & Maritime Transport**
- **Road User Charging/Tolling**
- **Road Safety & Security**
- **Planning for Major Events**
- **ATMS & Traveller Information Systems**
- **Enforcement & Border Crossing**
- **Development and application of simulation tools and analysis methodologies**
- **ITS Research & Education**
- **ITS Sustainability & Human Infrastructure**

## CALL FOR PAPERS

Prospective authors are invited to submit draft papers in English language for the 2nd Middle East Conference on ITS.

Please ensure that the following information appears clearly:

- Draft Paper title
- Author's full contact details (name, organisation, postal address, phone numbers and e-mail address).
- Two or three keywords
- Abstract (10 lines)

Papers must be sent via e-mail by 14 November 2007 to: [programme@its-arab.org](mailto:programme@its-arab.org)

Once the selection procedure has been completed, notification letters will be sent to the authors by 18 December 2007.

Authors whose draft paper has been selected will be requested to submit their final paper via e-mail by 16 February 2008. All presenters will be required to register and settle payment of speaker registration fees in order to be officially included in the Conference programme.

## SPONSORSHIP OPPORTUNITIES

Sponsoring the 2nd Middle East Conference is a great opportunity for an organisation to establish presence and position in the fast-growing ITS market in the Middle East and North African countries.

Let us know about your ideas, requirements and budget and together we will define the most appropriate space to enhance visibility for your logo.

For further information on sponsoring, please contact: [sponsorship@its-arab.org](mailto:sponsorship@its-arab.org)

## EXHIBITION SPACE

Exhibiting at this regional ITS Conference will enable you to show your products and services to a large group of professionals, actively involved in ITS projects whether they are city planners, technology experts or non specialist decision-makers. This is a not-to-be missed opportunity to meet your customers and establish new contacts.

For further information on stand space and prices, please contact: [sponsorship@its-arab.org](mailto:sponsorship@its-arab.org)

## GENERAL ENQUIRIES

General Conference or Membership Enquiries, please contact us at:

ITS-Arab, 2nd Floor, 145-157 St John Street  
London EC1V 4PY, United Kingdom

Tel: +44 (0) 207 553 7103

Fax: +44 (0) 207 160 9388

E-mail: [mail@its-arab.org](mailto:mail@its-arab.org)



# REGISTRATION FORM

Registration fee:	Before 30 December 2007				After 30 December 2007			
	USD	Euro	KSA Riyal	GBP	USD	Euro	KSA Riyal	GBP
Speakers	350	266	1,378	175	450	342	1,772	225
ITS-Arab members delegates	350	266	1,378	175	450	342	1,772	225
Delegates	550	419	2,166	275	650	495	2,560	325
Government/Student/Academic	200	152	788	100	300	228	1,181	150

Registration fees include a copy of the proceedings, coffee/tea breaks, lunches and the Banquet Dinner.

Title First name Middle initial Last name

Organisation/affiliation Job title

Address

City Region/State

Zip/Post code Country

Phone Fax

E-mail

Due to committed expenditure, payment is non-refundable  Payment receipt required

Mode of payment  Invoice required for payment

Bank transfer to:

ITS-Arab, Barclays Bank, sort code: 20-23-55, account number: 23190781, SWIFTBIC: BARCGB22  
IBAN: GB97 BARC 2023 5523 1907 81. Please add copy of payment to this form

CREDIT CARD  Visa  MasterCard  Maestro  Amex (Credit card payment will be processed in GBP)

Cardholder's full name

Address, as held by the card issuer, including post code, if different from above

Credit card number Issue no. Start date Expiry date 3-digit security code (4-digit for Amex)

Cardholder's signature

FAX this registration form to: +44 207 160 9388 or  
MAIL to: ITS-Arab, 2nd Floor, 145-147 St John Street, London EC1V 4PY, United Kingdom

For general enquiries, please contact us at: [mail@its-arab.org](mailto:mail@its-arab.org)

Please do not e-mail credit card information