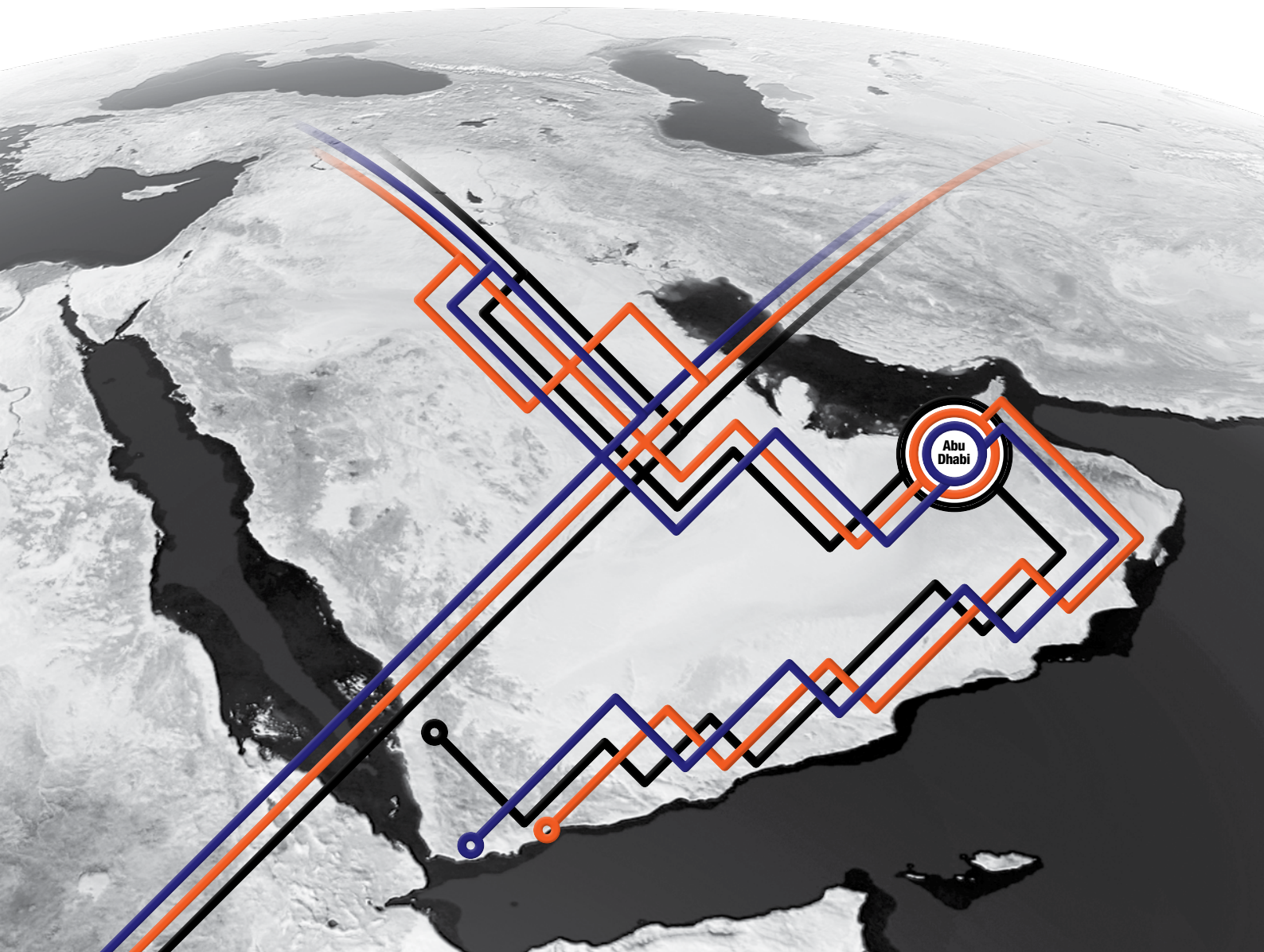




19 - 21 November 2012
Abu Dhabi National Exhibition Centre
www.gulftraffic.com

KEEPING THE MIDDLE EAST ON THE MOVE



Gulf Traffic is positioned as the international meeting place for buyers and sellers tasked with developing the region's traffic and transport infrastructure systems

Gulf Traffic invites all local, regional and international companies providing products, services and expertise in designing, constructing road and rail networks, operating public transport systems and parking infrastructure to exhibit.

The right market place

Gulf Co-operation Council (GCC) governments are planning large scale traffic and transport infrastructure developments and expansion plans including:

- Saudi Arabia's US\$400 billion five year public investment program
- Kuwait's US\$107 billion public spending
- Abu Dhabi's US\$200 billion infrastructure 2030 vision
- Oman's US\$78 billion development plan

Countries across the Middle East have the highest traffic density and fatality figures anywhere in the world, and as such the region has placed the vast majority of investment in developing road networks. In a bid to reduce congestion, cut travel times and remove reliance on air transport, governments are embarking on massive investment programmes to construct a network of rail and public transport systems, both locally and across the region.



Secure your place at Gulf Traffic today

The Middle East offers companies operating in the road, rail, parking and public transport sectors potential for great returns on investment. Infrastructure developments continue unabated with an estimated US\$2.8 trillion worth of construction projects currently underway throughout the Gulf region. There is also a major push to improve road safety and reduce congestion - providing increased potential to companies operating in this sector. For an investment from as little as US\$4,500 your company can tap into this lucrative market.

Future projects in the Gulf region

GGC Rail Network

Gulf Co-operation Council (GCC) countries have approved the construction of a GCC wide rail network estimated to cost in the region of US\$128 billion. The network will be initially made up of 2,177km of track, which will incorporate passenger and freight services.

Other infrastructure projects

Bahrain

Bahrain has US\$2 billion worth of road and bridge projects in various stages including the US\$260 million North Manama Causeway. The project is aimed at easing traffic congestion along the Corniche in the Bahrain Financial Harbour area.

Kuwait

Kuwait is expected to be one of the most active markets for road projects in the next couple of years, with nearly US\$9.4 billion of schemes in the pipeline. One major project about to move from the drawing board is the Sheikh Jaber Al Ahmed Al Sabah Causeway.

Oman

Oman is also investing heavily in improving its roads network with the country accounting for 5.5 per cent of the total road projects in the GCC, adding up to nearly US\$8 billion. Infrastructure development is crucial for the country as it tries to develop sectors such as tourism and industry. One of the largest projects planned in the Sultanate is the US\$1.5 billion, 35km Sea Bridge connecting Masirah Island to the mainland.

Qatar

Qatar accounts for some 12 per cent of the total road projects in the GCC, worth a combined US\$17 billion. Hosting the World Cup requires an expansive infrastructure and transport network. The Public Works Authority (ASHGHAL) has pledged to spend US\$20 billion on infrastructure development and maintenance over the next five years.

Saudi Arabia

Saudi Arabia's spending on roads and infrastructure is likely to increase due to the sheer number of projects and real estate developments planned in the kingdom, so it could be the market to watch in future. The schemes include the redevelopment of King Abdullah Street in Riyadh and the expansion of several highways and road schemes in Jeddah and Riyadh.

United Arab Emirates

At present, there is over US\$58 billion worth of road and bridge projects planned or under way in the UAE. One of the major projects is the multi-billion dollar Surface Transport Master Plan - which is being developed by Abu Dhabi Department of Transport (DoT).



“The Middle East offers companies operating in the road, rail, parking and public transport sectors potential for great returns on investment.”



Who exhibits at Gulf Traffic?



Great returns on investment

Exhibit if your business relates to:

- Civil Engineering
- Consultancy, Research and Planning
- Communications
- Emergency Systems
- Fare and Toll Systems
- Guard Rails
- ITS Systems
- Passenger Information Displays
- Parking
- Public Transport
- Rail Systems
- RFID
- Road/Rail Construction and Maintenance
- Road Markings
- Road Safety and Guidance
- Street Furniture
- Traffic Control
- Traffic Detection and Monitoring
- Traffic Information and Communication
- Traffic Management
- Traffic Signals
- Traffic Signs
- Transport Finance / Banks
- Tunnel Construction

Come to Gulf Traffic if you are looking to meet with:

- Government Representatives
- Transport Consultants
- Engineers
- Infrastructure Services and Authorities
- Public Transport and Rail Operators
- Public Transport, Road and Railway Authorities
- Regulatory and other Authorities

Gulf Traffic can help you:

- Achieve a better understanding of the regional markets
- Connect with new dealers and distributors
- Cost-effectively promote your products and services
- Expand your market share
- Gain access to the lucrative and growing Middle East market
- Generate immediate sales, orders and source new leads
- Launch new products and services through one-to-one education
- Network face-to-face and reinforce ties with existing customers
- Secure alliances and joint ventures with leading suppliers in the industry

Why exhibit at Gulf Traffic?

Gulf Traffic is a targeted event aimed only at those directly involved in the planning, design, build, operations, maintenance and management of Middle East road, rail, parking and public transport projects. You will have access to a highly relevant sector of the market with buying power.

In an increasingly digital age, exhibitions are the only medium where buyer, seller and product physically come together - a potent force for business. Gulf Traffic will deliver a highly cost-effective sales and marketing platform and is committed to delivering business contacts that create value for each and every customer.

Highly targeted - With a carefully focused profile and a specific audience, Gulf Traffic will allow you to direct your sales and marketing effort accurately and cost-effectively, with minimum wastage.

The buyer comes to you - Gulf Traffic visitors are pro-active buyers. They make a conscious decision to attend and set aside valuable time to do so. Many are specifiers and influencers who might otherwise be impossible to identify.

3D sales and promotion - Nothing beats the impact of a live demonstration. At Gulf Traffic, buyers can see, touch and try your products for themselves.

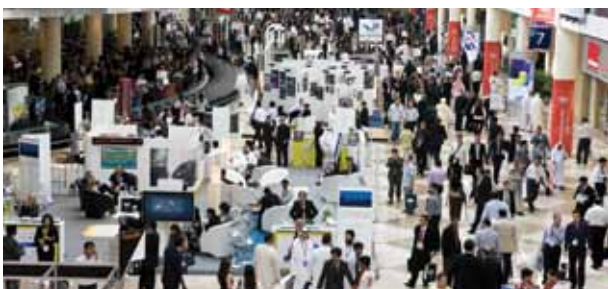
Face-to-face contact - The most persuasive form of selling and building customer relationships.

Fast market penetration - You can reach a large proportion of the market in a short space of time, achieving more in three days than you might achieve in months.

A powerful combination - Gulf Traffic combines the mass reach of advertising, the targeting of direct mail, the persuasive power of face-to-face selling and the networking benefits of the internet to create a unique environment in which a wide range of sales and marketing objectives can be pursued; individually, or side by side.



Gulf Traffic 2012's Key Objectives



Attracting over 3000 industry professionals and government agencies from across the Middle East including: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates, Gulf Traffic aims to:

- Facilitate the exchange of knowledge, experience and best practices by providing **a dedicated industry forum**.
- Serve as **the regional market place for international exhibitors** to showcase the latest products, technology and methods to highly targeted key decision makers.
- Highlight **industry trends** within the Middle East region.

Contact us today for further information on exhibiting at Gulf Traffic 2012

The Gulf Traffic Conference

An integral part of the event, the Gulf Traffic Conference runs over two days in parallel to the exhibition. Focusing on key issues seminars will discuss current issues faced by the industry.

The Conference is an exclusive invitation-only event designed for senior-level professionals and government officials and will provide a unique platform to meet, network and learn from the world's leading authorities.

The Gulf Traffic Awards

Now in its third year, the Gulf Traffic Awards Ceremony has become an integral part of the Gulf Traffic event. This prestigious occasion is attended by key industry players, government officials and influencers who are driving and shaping the future of the road, parking and public transport sectors in the Middle East. As these industries grow, so does the need to reward leaders and innovators in a variety of categories, including:

- Innovation in Traffic Management Award
- Innovation in Parking Award
- Innovation in Infrastructure Award
- Infrastructure Project for improving Road Safety Award
- Vehicle Innovation to improve Road Safety Award
- Changing Driver Behaviour for Road Safety Award
- Green Initiative Award

- Present the opportunity to **establish relationships** with local dealers and distributors as well as new-to-market manufacturers of products and services.
- Connect exhibitors and visitors with **international experts** who have know-how and expertise.
- Inform exhibitors and visitors of **updates regarding ongoing projects** in the region and announcements of new plans – focusing on future developments and opportunities in the market.
- Provide a platform for **regional and international associations** to meet, exchange views and discuss issues.





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