

**19 – 21 November 2012**  
Abu Dhabi National Exhibition Centre



*"Gulf Traffic is one of the most important events in our year. This is a market with huge potential, large demand and people have money to spend. We have to be here and the quality of visitors we get is outstanding"*

**John Lynch**  
Regional Sales Manager  
Ennis Prismo

## Gulf Traffic Abu Dhabi delivers quality audience

Gulf Traffic is positioned as the international meeting place for buyers and sellers tasked with developing the region's traffic and transport infrastructure systems. Supported by Abu Dhabi Police, SAAED, Law Respect Culture Bureau and ITS Arab, the 2012 edition of Gulf Traffic was attended by leading names from the region's traffic and transport industry over 3 days at the Abu Dhabi National Exhibition Centre.

Exhibitor feedback about the event has been very good with many engaging in discussions with quality audience. The exhibitors this year have shown great satisfaction at the quality of visitors and the enquiries gathered during the event.

Gulf Traffic returns to Dubai in 2013. The event will be held from 9 – 11 December at the Dubai International Exhibition Centre.

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## Show Statistics

Number of years the show has run: **9**  
 Dates: **19 – 21 November 2012**  
 Venue: **Halls 3 & 4, Abu Dhabi National Exhibition Centre**  
 Gross Floor Space: **6200 m2**

### Exhibitors

Number: **154**  
 Exhibiting countries represented: **27**  
 Exhibitor personnel onsite: **858**

### Visitors

Attendance: **2414**  
 Registered delegates: **190**  
 Number of countries represented: **62**

## Exhibitor countries represented

Australia	Germany	South Korea
Austria	India	Spain
Belgium	Italy	Sweden
Canada	Japan	Switzerland
China	Qatar	The Netherlands
Croatia	Russia	Turkey
Czech Republic	Saudi Arabia	United Arab Emirates
Denmark	Serbia	United Kingdom
France	Singapore	United States

*"It is very important for us to be at Gulf Traffic and we will obviously be here next year"*

**Husam N. Musharbash**

President & CEO  
Traffic Tech

*"It is a great experience and excellent exposure"*

**Walid Feghali**

General Manager  
3M

*"We have had quite a few visitors at our stand and most of them have been very positive. Very good and interesting. We will be back next year"*

**John W Harris**

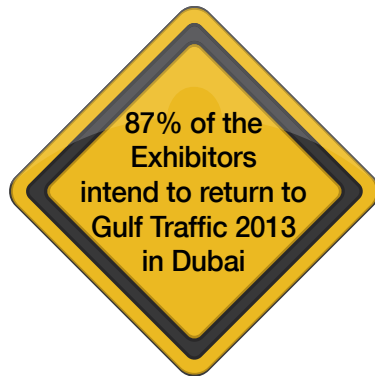
Business Development Director  
Vialis International

## Exhibitor Analysis

- **91%** of exhibitors agree that they have met their objectives by exhibiting at Gulf Traffic
- **69%** of exhibitors generated 10 or more leads while onsite
- **78%** of exhibitors rated the return on investment (ROI) from Good to Adequate
- **78%** of exhibitors believe that exhibiting at Gulf Traffic is crucially important to their marketing activity in the region
- **74%** of exhibitors would recommend exhibiting at Gulf Traffic

**83% of the Exhibitors agree that exhibiting at Gulf Traffic has increased their business prospects in the region**

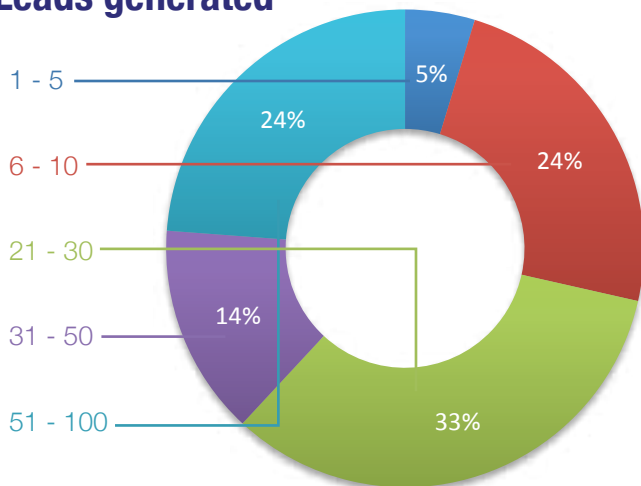
**91% of the Exhibitors rated the quality of the visitors from Very Good to Adequate**



### Top 5 Reasons for Exhibiting

To establish new business contacts	91.3%
To meet existing customers	65.2%
To establish a new presence in the market	60.9%
To reinforce position in the market	47.8%
To sell products or services immediately	47.8%

### Leads generated



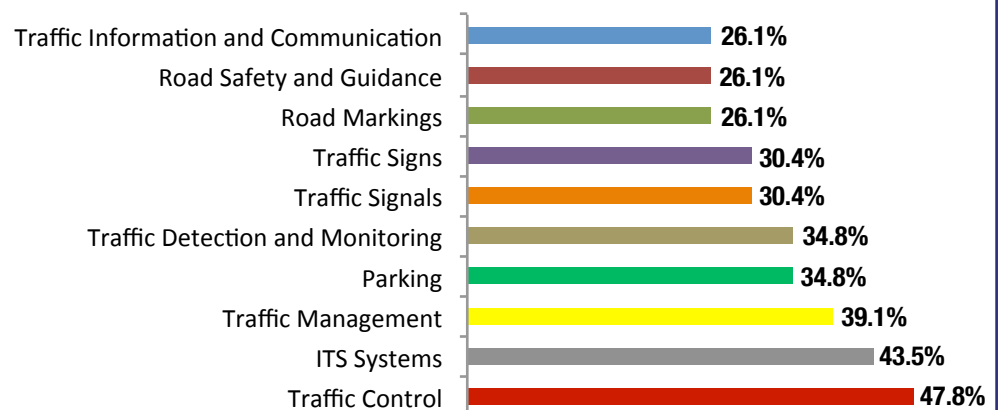
*"This is our first experience in Gulf Traffic as exhibitor. I believe it is a very good opportunity for us to meet our right target audience. We are very pleased by the event's efficiency, and definitely coming back next year"*

**Ozge Asya Hames**  
International Trade Manager  
Asya Traffic Signalling

*"This is our first participation in Gulf Traffic. It is a fantastic exhibition, there are a lot of people, many visitors interested in our products. We are having a very good experience that will definitely make us come back next year"*

**Khalid Radwan**  
IT Manager  
Computer Station Co.

### Top 10 Products & Services represented by Exhibitors







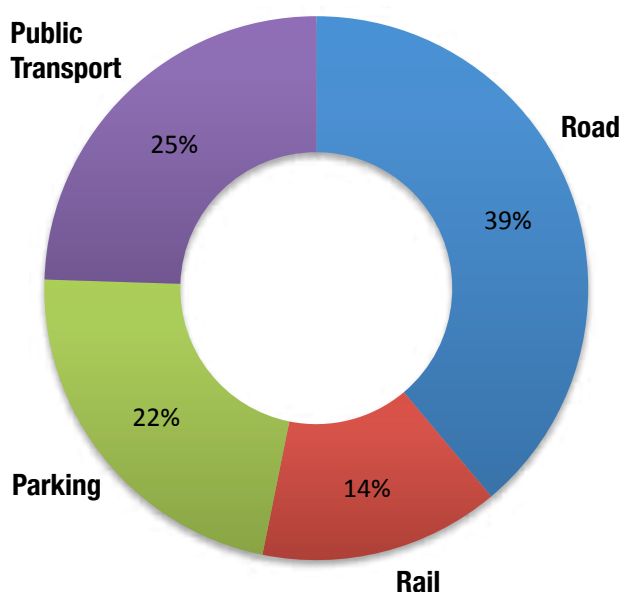
## Visitor Analysis

- **51%** of visitors arranged to do business with an existing supplier
- **94%** of visitors will recommend others to visit Gulf Traffic
- **89%** of visitors agree that attending Gulf Traffic was a good and productive use of their time
- **95%** of visitors agree that Gulf Traffic is a good platform to try/source a new product

**55% of visitors traveled to Abu Dhabi especially to visit Gulf Traffic**

**92% of the Visitors will visit Gulf Traffic again in 2013**

### Visitor's sectors of Interest



### Nature of business

#### Nature of business

Consultant	18.63%
Contractor	20.64%
Government	13.81%
Manufacturer	14.34%
Supplier / Distributor	27.41%
Transport Operator	5.16%



## Job function

### Job function

Engineering	22.90%
Marketing /Sales	14.50%
Business Development	12.94%
MD / General Manager	12.94%
Agent / Distributor	10.77%
Consultant	10.70%
Operations	7.78%
Purchasing	3.86%
Research & Development	3.61%



## Top 5 reasons to visit Gulf Traffic 2012

To keep up-to-date with new product developments/trends	72.1%
To look for a new business supplier	42.3%
To obtain general information/literature	34.6%
To see a specific business supplier (s)	30.8%
To find/buy a specific product/service	27.9%

**53% of the visitors arranged to do business with new supplier at the event, highlighting the opportunities available for new exhibitors**

## Top 20 Visitor Countries at Gulf Traffic 2012

1. United Arab Emirates	6. Iran, Islamic Republic Of	11. India	16. Iraq
2. Saudi Arabia	7. Kuwait	12. Egypt	17. Malaysia
3. Oman	8. Germany	13. Australia	18. Pakistan
4. Qatar	9. Italy	14. Austria	19. France
5. United Kingdom	10. Spain	15. Czech Republic	20. Russia

*"This is a very good show where people don't waste time. They know what they want and go straight for it. We are here this year thanks to what we've seen last year in Dubai's edition. We would like to introduce ourselves to the Gulf market and present our new innovation: the solar LED street light. We will definitely come back next year"*

### Faisal H. Mughal

Marketing Manager  
Kenyard

*"This is our first time taking part in Gulf Traffic, and this region is a new market for us. We have noticed that people are very open to build new business relationships, and we have managed to make some interesting deals. I was impressed by the innovation of the other stands. I love this exhibition, and will do my best to come back next year"*

### Regina Hahmeier

Commercial Manager  
TUV Rheinland Schniering



## Gulf Traffic Conference

In support of the UN's Decade of Action for Road Safety, the Gulf Traffic Conference once again covered Road Safety and ITS.

Two separate conferences were hosted over 2 days with some of the most influential international experts speaking about global best practices and how they can be implemented in the region. The conference sessions on both days were moderated by **Zeina Nazer, Secretary General, ITS Arab & Managing Director, Innova Consulting**



### Road Safety – 19th November

**Captain Ahmad al Muhairi**  
Head of Traffic Safety  
Abu Dhabi Traffic Police

**Pasi Kemppainen**  
Past President TISPOL  
Traffic Police, Finland

**Rita Cuypers**  
Director of Partnerships  
FIA Foundation

**Neil Huddart**  
Traffic Integration Manager  
London Organising Committee of the Olympic Games and Paralympic Games (LOCOG)

**Britta Lang**  
Principal Consultant  
Transport Research Laboratory (TRL)

**Dr. Atef Gharib,**  
Traffic Safety Consultant  
Abu Dhabi Traffic Police

**Osama Al Kurdi**  
Senior Road Safety Data & Information Analyst  
Department of Transport (DoT), UAE

**Simon Bachawati**  
MENA Regional Coordinator  
Global Road Safety Partnership

**Ilyas Daoud**  
Project Manager  
European Transport Safety Council

**Craig Sherrin**  
Chief Executive Officer  
Emirates Driving Company

**Carl Johan Almqvist**  
Traffic & Product Safety Director  
Volvo

### Intelligent Transport Systems – 20th November

**Eng. Ibrahim Ramel**  
Chief Executive Officer  
Saaed for Traffic Systems

**Engineer Majed Al Khathiri**  
Head of Traffic Services Section  
Municipality of Abu Dhabi City

**Andrew DN Pearce**  
Program Director – ATVAM  
Advisor to the Ministry of Interior, KSA

**Abdulaziz Al Sada**  
Head of Safety – Operations & Traffic Control Division  
Public Works Authority (Ashghal) - Qatar

**Imad Nassereddine**  
Highways & Roads O&M Advisor  
Public Works Authority (Ashghal) – Qatar

**Paul Copping**  
Corporate Development Director  
Transport Research Laboratory

**Dr. Muna Hamdi**  
Leader & Founder of iMobility  
Future Vision Group & Virtual Research Centre

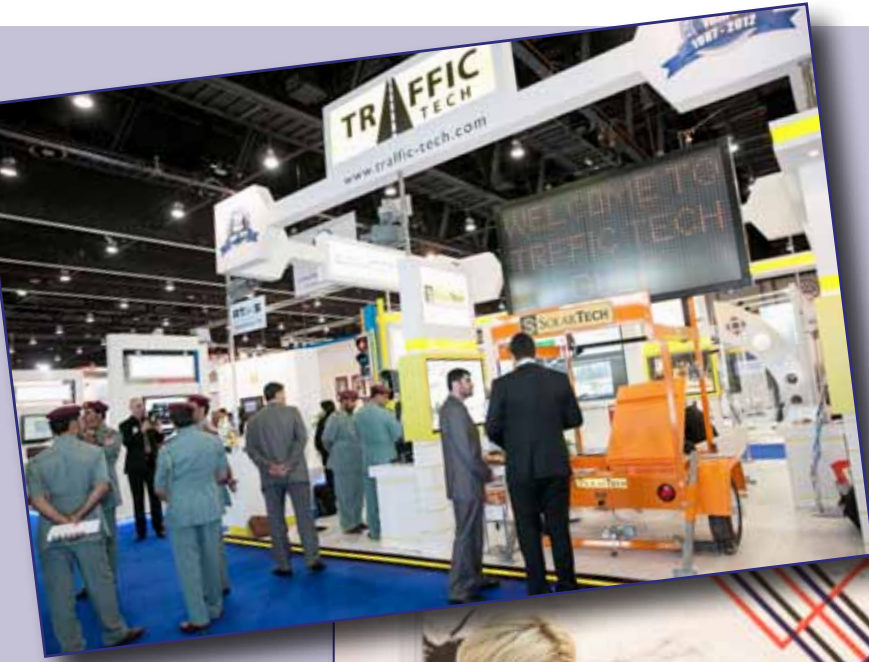
**Scott Brosi**  
Area Vice President - Secure Services  
TransCore

**Steve Sprouffske**  
Senior Systems Engineer  
Kapsch

**Sonal Ahuja**  
Manager Planning & Transportation  
WorleyParsons

**Glenn Havinoviski**  
Associate Vice President – Middle East Operations  
Iteris







**KEEPING THE MIDDLE EAST  
ON THE MOVE 9<sup>TH</sup> - 11<sup>TH</sup> DEC 2013**  
**DUBAI INTERNATIONAL CONVENTION & EXHIBITION CENTRE**

