



Sector strategy

After $E=mc^2$, $2025=PTx2$. A strange formula, isn't it? The public transport sector has just defined the terms of its ambitious goal for 2025: to double its market share! To this end it has established its strategy, which was published by UITP in June 2009. In this section we present initiatives that contribute towards achieving this objective.

PTx2 in North Africa and in the Middle East: As easy as ABC!

If there is a region in the world well placed to take up the challenge of doubling public transport's market share in the next 15 years, it is surely North Africa and the Middle East. Every country in the region without exception has seized on the need to develop public transport and is investing in it on a massive scale.

Dubai for example commissioned its first metro line last September, with its second line due in 2011. Algiers is on the verge of opening its metro network, work on which began back in the 1980s. Iran is moving full steam ahead with its ambitious programme of urban rail network construction. Abu Dhabi has embarked on the building of a multimodal transport system. Casablanca is taking a similar approach. Qatar and Kuwait recently unveiled their respective plans to develop metro projects before the end of the decade. Building work on a regional rail network around Tunis began recently and is set to continue through until 2021. Saudi Arabia's 'National Transport Plan', which has just been finalised, also contains ambitious rail network proposals.

This non-exhaustive list demonstrates the scale of the projects now underway and the determination of the region's countries to be real 21st century players and offer transport systems that reflect their ambitions as emerging countries. Additional measures above and beyond infrastructures are also being taken, as recommended by the UITP strategy for the sector. Below are some concrete examples.

Customer orientation

Dubai's transport authority (RTA) has launched a raft of customer-orientated services initiatives aimed at cutting car use and promoting public transport modes: "Sharekni" (meaning "let's join together" in Arabic) is a car-sharing scheme designed to encourage motorists to leave their car at home and travel with colleagues or neighbours for home-work journeys. The scheme has a dedicated website via which motorists can contact one another.

To improve recognisability, Qatar's transport operator Mowasalat has developed its own readily identifiable "Karwa" brand. "Karwa" is easily recognisable by its distinctive logo and colour scheme used on all modes operated by Mowasalat. Sharjah Transport, one of the first authorities in the region to issue a call for tenders to select a bus operator, is about to introduce a quality approach to assess service performance which will include a bonus/malus scheme.

Vision and integration

Abu Dhabi is an exemplary case in introducing integrated and visionary urban policies. The Department of Transport began by drawing up an urban planning master plan (Abu Dhabi 2030) to take into account expected socio-economic growth. It then defined the necessary transport system in order for the emirate to keep pace with growth (1000 extra buses, 131km of metro, 340km of tramway). This two-stage approach guarantees integration between transport and urban planning and a managed form of development that is sustainable in the long term.

Conscious of the need for all modes to be coordinated under a single authority, Jordan's parliament adopted a law empowering the Greater Amman Municipality to add the organisation of public transport to its current task (responsibility for traffic management), thus enabling mobility organisation to be better coordinated.

A programme led by the Directorate General of Local Authorities in Morocco follows similar lines by devolving responsibility for organising public transport from the national to the local level while encouraging the creation of organising authorities.

In Tunis, the merger of the city's bus and Light Rail operators to form a single body, TRANSTU, has made it possible to rationalise the network and coordinate services.

Business culture

A major challenge facing our sector is the fostering of a new business culture, as underlined in the UITP strategy. The main operator in Saudi Arabia, SAPTCO, has made a root and branch overhaul of its organisation and introduced a change management programme to prepare the company to operate in a competitive environment and help achieve its vision of becoming "the pioneering company of the transport sector". A new logo has been designed to reflect this change.

A large number of global companies – operators and manufacturers – are keeping a close eye the MENA region and

are ready to seize any opportunity to penetrate this promising market. However, this does not take account of the region's own operators who are rich in local experience and keen to win contracts in neighbouring countries. The MENA market is already highly competitive!

Stable funding

To ensure continued growth for public transport, the UITP strategy advocates securing stable and secure investment and funding schemes. This is the case in Iran, one of the countries in the world with the most ambitious plans for developing urban rail transport: 388 km in and around seven cities such as Tehran, Mashhad, Esfahan, Shiraz, etc. Total investment worth USD 20 billion has been approved and work is at an advanced stage. Algeria is pursuing a similar approach with the Algiers metro as well as tramway networks in Oran and Constantine.

These examples demonstrate unequivocally that the MENA region is on the right track to meet the challenges set out in the UITP strategy. We can safely say that some countries in the zone will exceed the target of doubling public transport's market share. Clearly, the starting position is not comparable with countries that already have high-performance public transport systems, but the region has other assets: awareness that a totally car-dependent society is not sustainable; political will spurred by the financial crisis and climate change; a capacity to integrate technological and organisational innovations very rapidly; lofty ambitions and fast track decision-making procedures; and a capacity to attract skills and qualified human resources.



Translated from the French original version



Mohamed Mezghani, Project Manager
Dubai 2011 Congress & Exhibition
Contact: mohamed.mezghani@uitp.org

UITP Events Calendar

World Events

WORLD EXPO 2010 SHANGHAI CHINA
UITP participation - Solutions for our Future Awards - Study Tour

Shanghai, China, 1 May-31 October 2010

Joint UITP/UTP Conference
6 months after the entry into force: Current situation of the application of the Public Service Obligations regulation¹

Paris, France, 7 June 2010

6th International Bus Conference and Study Tour
Lyon, France

Study Tour: 6-9 June 2010; Conference: 9-11 June 2010

Workshop: trolleybus

Lyon, France, 12 June 2010

Study Tour to Shanghai

Shanghai, China, 19-26 June 2010

6th Marketing Summer Course

Florence, Italy, 24-27 June 2010

Study Tour to Shanghai

Shanghai, China, 28 August - 4 September 2010

1st ExpoCityTrans and UITP EURASIA Congress
Public Transport as a tool for the economic growth of cities

Moscow, Russia, 6-8 September 2010

125th UITP Anniversary Celebration

19 September 2010, Brussels, Belgium

Study Tour to Shanghai and Beijing

Shanghai, China, 22-29 September 2010

10th Light Rail Conference and Study Tour

Madrid, Spain, 18-20 October 2010

9th Training Programme for Public Transport Managers
(1st module)

Valencia, Spain, 25-27 October 2010

UITP Conference on Public Transport Financing²

Hong Kong, 15-18 November 2010

Training Programme on Public Transport Fundamentals

Brussels, Belgium, 22-24 November 2010

Training programme on security

Brussels, Belgium, 8-10 December 2010

9th Training Programme for Public Transport Managers
(2nd module)

Geneva, Switzerland, 7-9 February 2011

59th UITP World Congress and Exhibition

Dubai, United Arab Emirates, 10-14 April 2011

9th Training Programme for Public Transport Managers
(3rd module)

Tokyo, Japan, 16-18 May 2011

60th UITP World Congress and Exhibition

Geneva, Switzerland, 26-30 May 2013

¹ Organised jointly by the UITP EU Committee and the Union des Transports Publics et Ferroviaires (UTP, France).

² In conjunction with the 6th Asia-Pacific Congress and Showcase.