

# INIT celebrates Grand Opening in Dubai.

INIT opens a new chapter of its success story in Dubai.



> **Eyad Tayeb**, Managing Director of INIT FZE; **Mohamed Mezghani**, Head of UITP Middle-East and North Africa Office; **Dr. Jürgen Greschner**, Chief Sales Officer of init AG and **Hans-Burkhard Sauerteig**, German Deputy Consul General.

After 25 successful years INIT celebrated the Grand Opening of its latest subsidiary, Init Innovation in Traffic Systems FZE at the Dubai Airport Free Zone on 19 November 2008.

The new office is an expression of INIT's strategy to offer its customers advanced ITS solutions successfully in use worldwide whilst providing a local service. The highly qualified team at the new branch office will

guarantee the success of the ITS project INIT is currently realising in Dubai together with its local partner. The fully integrated fleet management and information system for the Roads & Transport Authority (RTA) bus operations will incorporate more than 1,350 buses during the initial phase and it is planned to successively expand the fleet to up to 3,000 vehicles.

On 19 November 2008 a ceremony to celebrate the Grand Opening took place at the JW Marriott Hotel in Dubai. On this occasion INIT was glad to welcome numerous friends, partners and customers. A special honour and joy were the kind welcoming speeches addressed to INIT and its guests by the German Deputy Consul General, Hans-Burkhard Sauerteig, and Mohamed Mezghani, head of the UITP Middle-East and North Africa Office.

This unique event and INIT's successful participation at the Roadex-Raillex exhibition that took place in Abu Dhabi from 23-25 November have opened promising new perspectives for 2009.

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