

# ROAD SAFETY AWARENESS DAY 2018

The WHO estimate 1.3 million people die each year on the world's roads and between 20 and 50 million sustain non-fatal injuries.

Join us at our Road Safety Awareness Day to discuss this important topic alongside government departments, industry experts and local organisations.



## SERCO ROAD SAFETY AWARENESS DAY

Sunday 7th October

08:30 – 14:30

Golden Tulip Al Jazira Resort,  
Ghantoot, Abu Dhabi



مركز دبي لتعليم قيادة السيارات  
**DUBAI DRIVING CENTER**



**OSRAM**

**WABCO**

**mX** | TELEMATICS

## Agenda

08:30 - 08:50	<b>Registration</b> <ul style="list-style-type: none"> <li>• Coffee available</li> </ul>
08:50 - 09:00	<b>Safety Briefing</b> <ul style="list-style-type: none"> <li>• Laura Kelly</li> </ul>
09:00 - 09:15	<b>Introduction and Welcome</b> <ul style="list-style-type: none"> <li>• David Greer OBE - CEO, Serco Middle East</li> </ul>
09:15 - 09:30	<b>Serco Middle East</b> <ul style="list-style-type: none"> <li>• Safety Culture: Top Management Leadership &amp; Commitment</li> </ul>
09:30 - 9:45	<b>RoadSafetyUAE</b> <ul style="list-style-type: none"> <li>• What Drives UAE Motorists</li> </ul>
9:45 - 10:15	<b>UAE Governmental Entity (Speaker TBC)</b> <ul style="list-style-type: none"> <li>• General and regulatory updates on Road Transport &amp; Safety</li> </ul>
10:15 - 10:45	<b>ADNH Compass</b> <ul style="list-style-type: none"> <li>• Drive Aware – “Our journey towards best practice”</li> </ul>
10:45 - 11:30	<b>Networking</b> <ul style="list-style-type: none"> <li>• Tea/Coffee/Pastries</li> </ul>
11:30 - 12:00	<b>Mix Telematics</b> <ul style="list-style-type: none"> <li>• Safer Smarter Fleets: Achieving the best of both worlds</li> </ul>
12:00 - 12:30	<b>OSRAM</b> <ul style="list-style-type: none"> <li>• 'See and be Seen' for Commercial Transportation (Rationale #1 defect of checked heavy vehicles is defect lighting)</li> </ul>
12:30 - 13:00	<b>WABCO</b> <ul style="list-style-type: none"> <li>• Commercial vehicles Safety and Stability Systems</li> </ul>
13:00 - 13:30	<b>MAN Truck &amp; Bus Middle East</b> <ul style="list-style-type: none"> <li>• Bus safety essentials &amp; technology trends</li> </ul>
13.30 - 14:00	<b>Dubai Driving Centre</b> <ul style="list-style-type: none"> <li>• Driving Education and Permanent Training for Commercial Drivers</li> </ul>
14.00	<b>Distribution of Road Safety Gift Packs</b>

