

# 2nd Annual Saudi Arabia Transport & Infrastructure 2015

27th - 28th April 2015 | Al Faisaliah Hotel, Riyadh

Supported By



A 2-Day premier event focusing on the development of transport infrastructure in GCC Region.  
The region's transport opportunities to attract investment to develop sustainable and reliable infrastructure.

**Plan for what will be difficult while it is easy. Do what is great while it is small.**  
Sun Tzu - Chinese General, Strategist and Philosopher

## Benefits of attending this Premier Conference includes:

- ▶ Capitalising in the Middle East's rapidly expanding rail market
- ▶ Gain valuable insights from local and international experts through case studies on current project delivery
- ▶ Learn about the latest technology advancements and how this can improve safety and efficiency
- ▶ Benchmarking with international standards for the rail industry through keynote and case study presentations
- ▶ Hear directly from the developers, operators and project owners about their specific requirements
- ▶ Learning planning and development best practices for modern rail infrastructure
- ▶ Designing an innovative fare collection system to enhance operational efficiencies
- ▶ Gaining insights on the best financing models for rail infrastructure projects
- ▶ Networking opportunities with the authorities, international organisations and top industry players

Exclusive presentation by leading practitioners and thought leaders:

**Mr. Khalid S. AbdALLAH** *ERM & Insurance Manager*  
Saudi Railway Company (SAR)

**Mr. Loay Ghazaleh** *Advisor*  
Ministry of Works, Bahrain

**Mr. Emad Alrajih** *General Manager*  
Al Ayuni Investment and Contracting Company

**Mr. Nigel Ash** *Managing Director*  
Network Rail Consulting, UK

**Mr. Amer Khan** *Country Manager*  
CH2M Hill, Saudi Arabia

**Mr. Adel Alawadhi** *General Manager*  
Serco Saudi Arabia

**Mr. Frank McGoldrick** *Global Board Director*  
Aedas

**Mr. Adel R. Zaki** *Vice President / Chief Engineer*  
SNC-Lavalin Inc.

**Mr. Ziad Lamaa** *General Manager*  
eSolutions Saudia

**Eng. Ramadan Harb** *Transportation Department Manager*  
Khatib & Alami - Consolidated Engineering Company

**Mr. Jonathan Barnes** *Partner*  
PwC, Saudi Arabia

**Mr. Christian Schang** *Project Director*  
SNCF - INFRA PROJETS SYSTEME INGENIERIE

**Dr. Ibrahim F. Alghofaily** *Founder & CEO*  
Arriyada Financial & Economic Consultant Center

**Mr. Ian Whyte** *Manager Railways - Mobility*  
TÜV Rheinland Arabia LLC

# Our Silver Sponsor & Partners

## Silver Sponsor

eSolutions  
**maximo**

أي سولوشنز السعودية (ذ.م.س.)

## Endorsers



## Research Partner



## Media Partners



- 0830 Registration and morning coffee
- 0900 Opening and welcome remarks from the Chairperson
- 0910 **The Challenges of Moving from a Project to an Operational Railway**
- Creating a strong safety culture
  - Increasing awareness of operational planning and execution
  - Developing a local (national-Saudi) railway operating capability
- Mr. Nigel Ash** *Managing Director Network Rail Consulting, UK*
- 0950 **Rethinking Risk Management – In Rail Development Projects**
- Enterprise Risk Management (ERM) or so called the STRATEGIC RISK Management approach in Railway
  - My whole idea will revolve around maximizing the railway assets life cycle VALUE through minimizing the risk from day one
  - Involvement of railway stakeholders is key
  - Risk assessments through the railway Project stages is also paramount
  - Emerging Operational risks treatment is in a proactive manner is the only way out as we say “the only constant is change”
- Mr. Khalid S. AbdALLAH** *ERM & Insurance Manager, Corporate Control Dept. Saudi Railway Company (SAR)*
- 1030 Morning refreshment and networking break
- 1100 **Smart Mobility in Railways**
- General overview over railways projects in KSA
  - What is a smart railway?
  - How smart railways links to smart cities development
- Mr. Emad Alrajih** *General Manager Al Ayuni Investment and Contracting Company*
- 1140 **IBM Maximo for Transportation**
- The importance of having Enterprise Asset Management Solution from the design till the operation phase
  - IBM Maximo Portfolio
  - IBM Maximo – Rollick Stock, Roadway Asset Infrastructure, Facilities, and Technologies
  - Integration with ERP, SCADA, BMS, BIM, and GIS
  - IBM Maximo References in the region and worldwide
- Mr. Ziad Lamaa** *General Manager eSolutions Saudia*
- 1220 **Cross border Rail Link and integration of the GCC Railway**  
This presentation will provide the latest developments and the economic perspective in the delivery of the proposed GCC Railway mainline rail infrastructure project
- Can GCC railway stimulate region's economic growth?
  - Cost effectiveness
  - Opportunities and challenges
- 1300 Networking lunch
- 1400 **Importance of Rail Safety from an ICP/ISA Perspective**  
**Mr. Ian Whyte** *Manager Railways – Mobility TÜV Rheinland Arabia LLC*
- 1440 **Case Study: West Kowloon Terminus: The Gateway to China's High Speed Rail Network.**
- Aedas as a global rail station design leader and how this experience helped shape the design of West Kowloon Terminus
  - The scope of China's High Speed Rail Network and its positive impact on economic development
  - Designing West Kowloon Terminus as an iconic landmark befitting a major gateway into Hong Kong
  - West Kowloon Terminus is one of the largest underground stations in the world - the presentation will show how the design developed to not feel like an underground station
  - Clarity of circulation in a facility of this magnitude is vital - overview of how the design encompasses natural way finding
  - Integration of commercial development with the station design - the station as a catalyst for economic development.
  - Current progress of the project on Site.
- Mr. Frank McGoldrick** *Global Board Director Aedas*
- 1520 Afternoon refreshments
- 1550 **Delivering major projects - a new formula for success**  
This is the process to enable major projects to incorporate megatrend techniques as well as cross disciplinary engagement into the conceptual design phase of major projects.
- Consider the megatrends impacting projects and why foresight is so important for complex/major projects which have such long timelines.
  - Introduce an approach whereby teams can proactively address uncertainty by exploring plausible future scenarios, then develop dynamic response strategies that manage the project path towards the desired outcome
- 1630 **Integrating Regional Fare Systems**
- A Methodological Approach to Evaluating Alternative Rail Transit Pricing Scenarios
  - Connecting a Region through Smartcard Technology
  - Integrating Regional Fare Systems
  - Regional Integration: A Matter of Policy and Technology
- 1700 **Incremental approach to High Speed Rail Projects in GCC region using existing infrastructure**
- Issues and challenges in Integrating High Speed Rail systems in Existing Corridors.
  - Return on Investment for High-Speed Rail.
- 1730 End of Day One

- 0830 Registration and morning coffee
- 0900 Welcome remarks from the Chairperson
- 0910 **Saudi Arabia's plans to develop an extensive light rail network**
- Exploring the challenges facing city planners and identifying the need for a comprehensive master plan for the region
  - Outlining the planned stages of development
  - Forecasting future opportunities for involvement in the region's largest light rail project
- 0950 **Accelerated Bridge Construction Techniques Using Prefabricated And Pre-Assembled Structural Systems.**
- Prefabricating and Pre-Assembling Structural Systems with Speedy Bridge Construction Techniques
  - Preparing prefabricated bridge elements that are transported to the work site and assembled in rapid-construction process
  - Using high performance concrete and steel innovation solutions: Implementing light innovative equipment during construction
  - Determining the objective, procurement process, and business model in detail for innovative structural system, sustainable concepts and materials, and cost effective solutions.
- Mr. Adel R. Zaki** *Vice President / Chief Engineer SNC-Lavalin Inc.*
- 1030 Morning refreshment and networking break
- 1100 **Finance in Modal Transport Infrastructure**
- Structuring and Implementing Public Private Partnerships models and O&M contracts in Intermodal transport covering; Seaports; Airports; Freight & Passengers Railways; City Transit and Toll Roads
  - Accessing Islamic Financing (SUKUK - Islamic bond) for the Development of Infrastructure Projects common in the GCC and the Malaysian markets, with many countries like UK and Hong Kong looking to tap into this evolving market.
- Mr. Loay Ghazaleh** *Advisor Ministry of Works, Bahrain*
- 1140 **An update on Jeddah public transport plan**  
This presentation will discuss recent developments for the Jeddah public transport plan, such as project feasibility studies, time frame, project objectives and achievements.
- 1220 **Integrated Mobility Innovations will Solve Logistical Problems**
- Logistics challenges in implementing mega infrastructure projects
  - Integrated approach to resolving traffic and fleet challenges during execution of mega projects
  - Keep the road users happy even during busy traffic times
- 1300 Networking lunch
- 1400 **Updates on Doha Metro rail project**  
This presentation will dwell into the current progress on Doha Metro and its impact on the urban landscape. Once completed Doha Metro will one of the most advanced rail transit systems in the world.
- 1440 **Emerging Technologies**
- Intelligent Security and Safety Solutions for Public and Urban Transport
  - New technology is exciting for the promises it brings – lower costs, efficient operations
  - Technology Innovations in Rail
  - Intelligent Security Solutions to allow Operators to Effectively Manage and even Optimise their Processes
- 1520 Afternoon refreshments and networking
- 1550 **Rolling Stock and Procurement**
- Maximise the Returns on Investment in Rolling Stock Procurement
  - Innovative funding schemes for procuring rolling stock
  - Integrating technologies in rolling stock for improved asset availability and liability
- 1630 **Balancing infrastructure priorities with investment in transport sector**
- Frameworks for transport infrastructure investment
  - Mapping the project finance environment for rail projects
  - Developing the role of the private sector
- 1700 **Multimodal in rail development - Popularity and reaping benefits**
- Advantage of Multimodal in the Kingdom business environment
  - Solutions for the future urban network
  - Enhancing the passenger experience
  - Multi-Modal Measures: Partnering for Success
- 1730 Closing remarks and end of conference

# Silver Sponsor & Partners

## Silver Sponsor:

### eSolutions Saudia

With over 120 full time staff based in the area, eSolutions Maximo is the leading provider of solutions for Strategic Asset & Service Management in the Middle East and North Africa.

IBM, the world leading IT company, is a worldwide leader in strategic asset management, has the technology and in-depth understanding of issues confronting capital asset-intensive industries to connect all participants in the industrial value chain. The company's solutions help make e-Business easy, practical and affordable.

To-date, there are now over 32,000 end users of Maximo® software in the Middle East and North Africa, the majority of which have, the software implemented through our own team of experienced consultants who continue to provide local and high quality implementations plus first line support.

For more information please visit [www.maximo.ae](http://www.maximo.ae)

## Endorsers:

**MAFEX (the Spanish Railway Association)** is a non-profit organization dedicated to promoting exports of their members. In order to achieve its objectives, the association carries out a number of different promotional activities: trade delegations, group participation in major international trade fairs, organization of foreign buyer delegations to Spain, market studies and analysis, channeling of enquiries as well as a variety of advertising activities in trade magazines, mail shots, catalogues, etc.

The companies' member of MAFEX work in different sectors from the railway industry:

- Track material.
- Rolling stock material.
- Signaling and electrification.
- Engineering and consultancy.
- Infrastructures construction.
- Maintenance.
- Others.

For more information please [www.mafex.es](http://www.mafex.es)

**EMA** is a German-Arab association that focuses on economic development cooperation. The EMA uses its vast network of contacts to create an exchange between the Mediterranean, the Middle East and Europe, especially Germany that furthers development and is beneficial for all. The EMA forums in sectors such as water, the environment, renewable energies, logistics and investment, as well as the country-specific economic forums offer ample space for discussion, networking, communication and the exchange of knowledge. The EMA does not narrowly define itself as a trade association - it is a strong voice for and supporter of research and development as well as intercultural matters and affairs of civil society

For more information please visit [ema-hamburg.org](http://ema-hamburg.org)

**NewRail** is a dedicated railway research centre with a vast range of expertise in diverse areas of the rail industry. The aim of our research centre is to develop and maintain the highest international standards of excellence in rail-related research.

NewRail has a wide experience in applied research for railways focusing on the development and strategic implementation of innovative technologies, with links to the major international players in industry as well as institutions and end users.

For more information please visit [www.ncl.ac.uk/newrail](http://www.ncl.ac.uk/newrail)

**The Delegation of German Industry & Commerce for Saudi Arabia, Bahrain and Yemen (AHK Saudi Arabia)** is part of the German Chamber Network. With 120 locations in 80 countries around the world, the members of the German Chamber Network (AHKs) offer their experience, connections and services to German and foreign companies. AHKs are located in all countries of particular importance to German companies.

**AHKs** are closely connected to the Chambers of Industry and Commerce (IHKs) in Germany. Together, they support German companies with strengthening and extending their business relations to foreign countries. The umbrella organization of the IHKs is the German Association of Chambers of Industry and Commerce (DIHK), which also coordinates and supports the AHKs. Furthermore, the cooperation with various German trade associations strengthens the link from AHKs to business and markets.

For more information please visit [www.saudiarabien.ahk.de/en](http://www.saudiarabien.ahk.de/en)

**Advantage Austria**, with its more than 110 offices in over 70 countries, provides a broad range of intelligence and business development services for both Austrian companies and their international business partners. Our 730 employees and 35 consultants around the world can assist you in locating Austrian suppliers and business partners. We organize more than 1,000 events every year to bring business contacts together. Other services provided by ADVANTAGE AUSTRIA offices range from introductions to Austrian companies looking for importers, distributors or agents to providing in-depth information on Austria as a business location and assistance in entering the Austrian market.

For more information please visit [www.advantageaustria.org](http://www.advantageaustria.org)

## Media Partners:

**Oxford Business Group (OBG)** is a global publishing, research and consultancy firm, which publishes economic intelligence on the markets of the Middle East, Asia, Africa and Latin America.

OBG offers comprehensive analysis of macroeconomic and sectorial developments, including banking, capital markets, energy, infrastructure, industry and insurance.

OBG's acclaimed economic and business reports are the leading source of local and regional intelligence, while OBG's online economic briefings provide up-to-date in-depth analysis. OBG's consultancy arm offers tailor-made market intelligence and advice to firms operating in these markets and those looking to enter them.

For more information please visit [www.oxfordbusinessgroup.com](http://www.oxfordbusinessgroup.com)

**Eye of Riyadh** is a city marketing portal that provides media and marketing solutions servicing to both local and international clients, and support major events through sponsorship, organizing, and marketing services such as, Email campaign, Banner advertising, Email Newsletters, Social Media Campaign, SMS Campaign, Training & Events Professional Listing, Prominent Business Listing, Classifieds, Job Search, Public Relations Services, Web Design & Development Services and Advertising, Media, Graphic Design

For more information please visit [www.eyefriyadh.com](http://www.eyefriyadh.com)

**Via Libre** is the leading Spanish railway magazine. Every month, it provides a treasure of information on a wide range of topics related to railways. It is edited by the Fundacion de los Ferrocarriles Espanoles, and its Editorial Committee includes representatives of all the public Spanish railway and metro companies: Renfe, Adif, the regional railway companies and all the metro companies in the country. Via Libre has over 15,000 subscribers and it is highly appreciated among professionals and railway enthusiasts. It is considered to be a "classic" in the railway world, its first issue having appeared in 1964. It is distributed in Spain, Europe and Latin America.

For more information please visit [www.vialibre-ffe.com](http://www.vialibre-ffe.com)

**RailPersonnel** is an internationally recognized recruitment specialist with a solid reputation in the rail industry worldwide for finding clients the people they need. We are committed to matching people and positions by making it easier for people to see what jobs are on offer and to apply with confidentiality. Allowing you to decide if the role is one you are interested in before submitting your details. RailPersonnel is able to provide experienced engineers and operations staff to do design, construction and maintenance in all rail disciplines either on contract or to fill permanent positions.

For more information please visit [www.railpersonnel.com](http://www.railpersonnel.com)

**Indian Tollways** is one of the renowned web e-magazine on Highway BOT Projects. In addition to this, indiantollways.com has 1600+ subscribers along with 88000+ frequent visitors. With this magazine, we hope to bring together companies and professionals in BOT road projects to share news, views, problems and solutions through a platform which will bring together best of the industry through a forum for sharing their knowledge. Also, we hope to use this medium for recruitment of High skill professionals having experience in managing different aspects of BOT projects by the leading BOT concession companies.

For more information, please visit [www.indiantollways.com](http://www.indiantollways.com)

**Universal Freight Organisation (UFO)** was formed in January 2000 and today the ISO 9001 and ISO 14001 certified association boasts representation in 120+ countries. UFO are proud to have maintained a 'One Member per Country' policy (with the exception of USA and China), making them one of the only remaining exclusive freight forwarder networks in the world.

For more information, please visit [www.ufofreight.com](http://www.ufofreight.com)

**Project Cargo Network (PCN)** was formed in August 2010, as an organisation dedicated to the world's top project cargo and heavy lift specialists who want to increase their business by either referring one another or doing business directly with one another. The network is now an ISO 9001 and ISO 14001 certified association with over 235 Members located in 105+ countries.

For more information, please visit [www.projectcargonetwork.com](http://www.projectcargonetwork.com)

**Cargo Connections** was formed in the summer of 2014 and offers Restricted Representation, which means membership will only be offered to a limited number of freight forwarders who offer air, sea and road freight services per country. With a cutting-edge website, Cargo Connections offers innovative membership benefits including a useful Smartphone Service.

For more information, please visit [www.cargoconnections.net](http://www.cargoconnections.net)

**Freightbook** is a fast growing online searchable database containing profiles of 1000+ freight forwarders in 140+ countries. Each company can provide comprehensive logistics solutions through their experienced staff who have an in-depth understanding of their local market. To obtain rates and advice on a shipment, please complete our Get A Quote form. Our simple but effective system enables you to obtain advice and pricing from all registered freight agents in the country of origin, thus providing a variety of options. Alternatively, please search our database and contact companies directly

For more information, please visit [www.freightbook.net](http://www.freightbook.net)

**Clocate** is a leading international directory for worldwide conferences and exhibitions. Clocate.com is equipped with a unique and comprehensive search that helps you find easily any event in any category or location. Each event includes detailed information, like, description, dates, location, map, prices, link to the official event's website and more...

If you search for a conference or exhibition in areas such as Industry and manufacturing, Health and medicine, Technology and IT, Business and finance, sciences, education, services (banking, insurance, tourism, Hospitality and more), government, environment, life style and arts, you'll find it in Clocate.com.

For more information, please visit [www.clocate.com](http://www.clocate.com)

## More about this conference:

**Bricsa Consulting** is involved in hosting industry specific conferences and currently one of our focus areas is Transportation, which is one of the key priorities in terms of Infrastructure development.

We have the ability to bring industry leaders across various geographical markets successfully on a common platform to discuss various business possibilities. We have successfully executed conferences in Malaysia, South Africa, India, Saudi Arabia, Kenya and we are exploring some of the upcoming emerging markets like Nigeria, Ghana, Kenya, Tanzania, UAE, Qatar, Oman, Myanmar and Vietnam among others.

Our conferences are extensively researched and all efforts are put forward to highlight current projects in the respective regions. The audience is a mix of Ministries, Government Agencies, Development Banks, Financial Institutes, Infrastructure and Construction Companies, Consultants and Architects, with a goal to create a practitioner focused platform and making it a leading global meeting place for the Infrastructure and Investment community.

By becoming a Sponsor, your company will be given the best possible opportunities to position itself to the worldwide industry. You will have access to some of the most influential decision-makers and potential business partners who will be playing an integral part in shaping the future of the industry.

Making an Investment in these conferences will help your company to attract business and if you make the most of the sponsorship opportunities we offer, you will see an incredible return on your investment.

***Promotion of your company begins as soon as you commit to sponsorship, so the sooner you sign up, the more visibility you get.***

Contact us to discuss further  
[sponsorship@bricsaconsulting.com](mailto:sponsorship@bricsaconsulting.com)

Tel: +91 22-42984100  
Fax: +91 22-42984101

### Objectives of This Conference:

- Discuss the GCC Railways vision in adopting next-generation policy, procedural and regulatory initiatives needed to attract investments in the sector.
- Policy, regulation and fiscal framework for PPP.
- Showcase business opportunities in GCC's railway sector.
- Platform for exchange of views, ideas and business opportunities among the global/domestic industry and GCC Railway sector.
- Discuss the state of development and trends in benchmarking for the GCC railways in operation parameters.
- Highlight latest developments related to freight management and passenger services.
- Provide a platform for technology up gradation and joint ventures with equipment manufacturers.

### 2nd Annual Saudi Arabia Transport & Infrastructure 2015 Conference Highlights:

- Eminent speakers from Government and industry from Kingdom and GCC Region abroad.
- Participation by key railway officials and industry leaders.

If you wish to speak at the **2nd Annual Saudi Arabia Transport & Infrastructure 2015** conference; please email us your details and a topic outline at [cdm@bricsaconsulting.com](mailto:cdm@bricsaconsulting.com)

### Prospective Delegation You Can Meet:

This strategic conference is designed to attract all those who are involved in the development of transport infrastructure:

Government Authorities & Ministries, Ministers, Director Generals, Secretary Generals, Heads of: Railways, MRTs, LRTs, Passenger Commuters, Mainlines, Airport Rail Links, High Speed Rail Urban Transport

and also...

- Foreign missions, industry associations
- Senior railway sector professionals from industry
- Domestic and global manufacturers, suppliers in rail, transport and infrastructure sectors
- Technical, legal, management consultants, academia
- IT companies and solutions providers
- Steel, power, cement, infrastructure, SEZs, ports
- Railway equipment manufacturers including diesel and electrical locos, high speed trains, EMU/DMU, wagons, heavy haul, etc.
- Urban transportation companies, consultants, wagon leasing and rail finance companies
- Equipment manufacturers and suppliers to GCC Railways / Metro
- Stainless steel manufacturers, Railway bridge construction companies, Railway suppliers
- Component manufacturers: brake systems, interiors, couplers
- Signalling and telecom companies, cargo, freight, SCM
- Financial Institutions financing Railway sector
- Professionals from Industry among others