

SESSIONS

DAY 1 – MONDAY, 11 NOVEMBER 2024

Saudi Intermobility Expo | 11 - 13 November 2024 | Jeddah, Saudi Arabia

11 - 13 November 2024
Jeddah International Exhibition & Convention Center
Jeddah, Saudi Arabia

Registration

09:30 - 10:30

Opening Ceremony

10:30 - 10:40

Welcome Address & Opening Remarks

10:40 - 10:50

Opening Speech: Highlights on the National Transport Strategy that will guide the development of the transportation sector for the next 20 years in the Kingdom

10:50 - 11:00

Keynote: Understanding Saudi Arabia "Road Code"

11:00 - 11:15

- Regulations covering the design, construction and maintenance of roads, bridges and tunnels
- Rules & requirements of self-driving or autonomous vehicles
- Achieving the strategic objectives of the roads sector, focusing on safety and congestion

Keynote: Shaping the Next Generation of Safe Drivers in Saudi Arabia

11:15 - 11:30

Keynote: Smart Mobility for Vision 2030 - Building a Collaborative Ecosystem for a more advanced Saudi Arabia?

11:30 - 11:45

Panel Discussion: Building a Strong Saudi Arabia - Leveraging smart supply chains, logistics and value management for economic growth

11:45 - 12:45

Governance, Policies & Economies

- Considering Saudi Arabia's Vision 2030 for smart city development, can you elaborate on specific ways your project leverages smart city infrastructure to enhance its efficiency and impact?
- In your experience, what are the biggest challenges facing traditional supply chains in Saudi Arabia, and how can smart technologies address these challenges?
- Beyond cost savings, how can value management practices create a cultural shift within organizations that fosters innovation and continuous improvement?
- When presenting your project to potential investors in Saudi Arabia, what metrics or data points would be most effective in demonstrating the project's potential ROI?
- Looking towards the future, what emerging trends in supply chain management and value management do you see as particularly relevant for Saudi Arabia's economic development?
- Readiness of the Saudi Arabia & MENA region to adopt regulatory changes affecting the full value chain (national regulations)

Panel Discussion: Rail Connecting Cities and Beyond - Future Project Opportunities and Collaborations

12:45 - 13:15

Governance, Policies & Economies

- Possibility of joint venture between Saudi Arabia and Qatar could to bid on international rail projects, leveraging their combined expertise and resources
- Public-Private Partnerships (PPP) playing an important role in financing future rail projects in Saudi Arabia
- Expanding rail freight network to diversify economy

Lunch and Networking

13:15 - 14:00

Governance, Policies & Economies

Presentation: The Future with Intelligent Transportation Systems (ITS) in the Kingdom

14:00 - 14:20

Governance, Policies & Economies

- How can ITS be leveraged to create a more sustainable and environmentally friendly transportation network in Saudi Arabia?
- What are the key challenges and opportunities in implementing a robust ITS-powered public transport system across Saudi cities?
- How can ITS contribute to making Saudi Arabian roads safer for drivers, pedestrians, and cyclists?
- What are the potential roadblocks and considerations for integrating emerging technologies like autonomous vehicles into the Kingdom's ITS ecosystem?

Panel Discussion: Revolutionizing Transportation through Saudi Arabia's Giga-Projects: From Hyperloops to Flying Taxis

14:20 - 15:00

Governance, Policies & Economies

- Can innovative solutions like high-speed rail, PRTs, and AVs create a car-free, sustainable future for NEOM?
- How can smart logistics and Hyperloop technology connect giga-projects across Saudi Arabia, forming a national transport network?
- What are the key considerations for companies building transportation solutions for the giga-projects, focusing on integration, and technology?
- Will the giga-projects serve as a testing ground for flying taxis, drones, and other futuristic transportation concepts, shaping the future of mobility globally?

Presentation: Hydrogen Buses in Saudi Arabia

15:00 - 15:20

Governance, Policies & Economies

- Green Hydrogen project by NEOM, on the Red Sea coast
- Partnerships between companies like Hyundai and Air Products Qudra; establishing hydrogen mobility
- Experience with Launching Hydrogen Bus in 2020

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Presentation: Saudi Land Bridge Project - National and Regional Connection

15:20 - 15:40
Governance, Policies & Economies

- Overview of Saudi Land Bridge project.....
- Connecting ports and key economic zones
- Role in national and regional trade
- Economic and social benefits of the project

Panel Discussion: Micromobility in Saudi Arabia and the Middle East: Regulations, Policies, and Partnerships

15:40 - 16:20
Governance, Policies & Economies

- What are the global regulations shifting the mobility scheme?
- How can governments in the Middle East create a regulatory framework that balances safety, innovation, and accessibility for micromobility users?
- What role can public-private partnerships play in developing and implementing successful micromobility solutions in the region?
- How can micromobility be integrated with existing transportation systems?
- What are the biggest challenges and opportunities for micromobility companies operating in the Middle East?

Presentation: The Future of Mass Transit in Saudi Arabia: A Multimodal Approach

16:20 - 16:40
Governance, Policies & Economies

- Saudi Arabia's car dependence and how a multimodal system (buses, metros, rail) can work together seamlessly
- How integrating technology like smart ticketing and electric vehicles can make mass transit more attractive and environmentally friendly?
- Multimodal network to shape future cities, improving accessibility and creating vibrant, connected communities
- Potential future fund sources of Mass Rapid Transport projects in Saudi Cities

Panel Discussion: The Smart Parking Revolution in KSA

16:40 - 17:10
Governance, Policies & Economies

- Can smart parking technology (sensors, apps) optimize parking availability and reduce congestion in KSA's growing cities?
- How can KSA integrate smart parking with existing infrastructure and incentivize residents and businesses to adopt it?
- How can anonymized data collected from smart parking systems be used to improve urban planning and potentially generate revenue for municipalities?

Case Study: The Business Case for Autonomy – A Local Context

17:10 - 17:30
Governance, Policies & Economies

- The objective is to examine the rationale behind the development and implementation of autonomous mobility in Saudi Arabia and the broader MENA region. What are the primary drivers? Is it the reduction of costs by eliminating drivers, enhancing safety, or other factors? In Europe, for instance, the most significant operational cost is the driver's salary, which makes the business case clear. However, this clarity is less evident in the MENA region.

Close of Conference Day 1

17:30 - 17:35

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17:00	17:10 - Case Study: The Business Case for Autonomy – A Local Context 17:30 - Close of Conference Day 1

SESSIONS

DAY 2 – TUESDAY, 12 NOVEMBER 2024

Saudi Intermobility Expo | 11 - 13 November 2024 | Jeddah, Saudi Arabia

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Jeddah, Saudi Arabia

Registration

09:30 - 11:00

Welcome and Opening Address for Day 2

11:00 - 11:05

Innovation & Strategy

Presentation: Importance of Master Plan and City Planning

11:05 - 11:25

Innovation & Strategy

- Mobility strategy adheres to early stage of master planning task
- How does it impact the mobility and commuting of people within cities?

Presentation: The Power of Marketing and Awareness in Transforming the Road Safety Landscape

11:25 - 11:45

Innovation & Strategy

This presentation will explore how marketing and awareness campaigns can revolutionize road safety in Saudi Arabia. The session will delve into the specific challenges faced by Saudi drivers and pedestrians, then brainstorm targeted marketing strategies to address them. It will also highlight the importance of crafting culturally relevant and emotionally impactful messages for different audiences. To maximize reach, there will be discussion on the effectiveness of a multi-channel approach using social media, educational programs, and community outreach. Finally, the session will also analyse how to measure the success of these campaigns by tracking engagement, behaviour changes, and accident statistics.

Presentation: Interchanges and Multi-modal hubs: Their role in realizing a truly integrated multi-modal mobility system

11:45 - 12:05

Innovation & Strategy

Case Study: Boosting Local Production Capacity: Success Stories & Strategies for the Kingdom

12:05 - 12:25

Innovation & Strategy

This session will explore:

- **Local success stories:** Examining how companies within the Kingdom have achieved significant production capacity increases across different value chain segments (technology, vehicles, etc.).
- **Strategies for local content:** Discussing practical methods for businesses to comply with local content requirements while strengthening domestic production capabilities

Presentation: Smart Highway Design

12:25 - 12:45

Innovation & Strategy

- How roadways can adapt and evolve alongside the development of automated vehicles, ensuring safety, and efficiency for all travellers?
- Safety, efficiency, and sustainability through advanced technology
- How technology can optimize urban traffic flow?
- A key to unlocking a future-proof transportation network for Saudi Arabia

Lunch and Networking

12:45 - 14:00

Innovation & Strategy

Presentation: Using a Centralized Data Platform to Optimize Intermodal Transportation

14:00 - 14:20

Innovation & Strategy

The session will highlight the exciting world of intermobility in Saudi Arabia's transport sector. It will explore how project management practices can be adapted to seamlessly integrate different modes of transportation, creating a more user-friendly and efficient network. This will also highlight key strategies like establishing a unified ticketing system, utilizing a central data platform, and fostering collaboration through cross-functional teams. By aligning these efforts with Saudi Arabia's Vision 2030, the session aims to unlock a future of sustainable and interconnected transportation for the Kingdom.

Panel Discussion: EV and Smart Mobility in Saudi Arabia - A testing ground for innovation

14:20 - 15:00

Innovation & Strategy

- How to tailor the development and introduction of EV and smart mobility solutions to meet the specific needs and preferences of the Saudi Arabian market, considering factors like climate, infrastructure gaps, and consumer behaviour?
- What kind of partnerships between government, academia, and international EV companies can be established to create a testing hub in Saudi Arabia that fosters innovation and attracts investment?
- What strategies can be implemented to both incentivise new EV and smart mobility companies while ensuring the long-term economic initiative?
- While charging infrastructure is crucial, what other aspects of smart mobility infrastructure need to be considered for a successful EV ecosystem in Saudi Arabia (e.g., data management, traffic management systems)?

Presentation: The Riyadh Metro - A game changer in urban mobility

15:00 - 15:20

Innovation & Strategy

This presentation will explore the highly anticipated Riyadh Metro. It will begin with an overview of its opening timeline, expected in late 2024. Following that, it will delve into strategies to maximize your metro experience, including trip planning with the app and map, ticketing options, etiquette tips, and potential connections with feeder buses. By the end, you will be equipped to navigate Riyadh efficiently using this innovative public transport system.

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**Panel Discussion: The Road to Net Zero - How
can Saudi Arabia develop a sustainable
transportation sector with hydrogen and
electrification?**

15:20 - 16:00
Innovation & Strategy

- Considering the country's Vision 2030 goals, what specific technological advancements and policy changes are needed to achieve a significant reduction in carbon emissions? How can we ensure these advancements are implemented equitably and sustainably?
- Can you provide specific examples of innovative projects that exemplify this approach?
- A well-integrated transportation system is crucial for a thriving economy. How can the country effectively integrate various transportation modes - roads, railways, public transport - to create a seamless and user-friendly experience for both citizens and businesses?
- While hydrogen and electric vehicles are gaining traction, there are concerns about their accessibility and the infrastructure needed to support them. How can Saudi Arabia address these concerns and ensure a smooth transition towards a more sustainable transportation future for all citizens?

Presentation: Traffic Congestion Solutions

16:00 - 16:20
Innovation & Strategy

Close of Conference Day 2

16:20 - 16:25

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Registration

09:30 - 11:00

Opening Keynote: Cyber-Proofing Freight & Transport Sector in the Kingdom

11:00 - 11:20
Security & Resilience

- Heavy reliance on growing technologies like AI and IoT
- Consequences on the ecosystem and the economy

Presentation: Smart Resilience in Turbulent Times: Intermodality and Critical Infrastructure Sustainability

11:20 - 11:40
Security & Resilience

Presentation: Smart Railway Program - How AI is driving efficiency, safety, and passenger experience?

11:40 - 12:00
Security & Resilience

This presentation explores how Saudi Arabia is harnessing the power of Artificial Intelligence (AI) to revolutionize its rail industry. This session will delve into the "smart railway program" – a collaborative effort between the Saudi Railway Company (SAR) and Huawei – that utilizes AI to improve efficiency, safety, and the overall passenger experience.

Panel Discussion: Enhancing Safety and Security in Saudi Arabia's Booming Transport Sector

12:00 - 12:40
Security & Resilience

- What role does education play in preparing innovators of the road safety of the future?
- Addressing the issue of road accidents and public transportation safety
- Strategies implemented to build public trust
- Harnessing advancements in intelligent transportation systems (ITS), automation, and communication to create a more secure and efficient transportation network
- Collaborative efforts to achieve long-term safety goals in the transport sector between government agencies, transport authorities, technology companies, and the public

Case Study: Parking & Traffic Management

12:40 - 13:00
Security & Resilience

- **Riyadh Metro Project:** This multi-billion-dollar project aims to create a rapid transit system in Riyadh, reducing car reliance and traffic congestion
- **Jeddah Public Transport Network:** Jeddah is developing a bus rapid transit system to improve public transport connectivity and reduce dependence on private vehicles
- **Smart parking initiatives:** Several cities are piloting smart parking systems using sensors and apps to provide real-time parking information

Presentation: Safe, Smart, and Seamless: The multi-faceted transformation of the Kingdom's transport sector

13:00 - 13:20
Security & Resilience

This session will delve into the exciting transformation unfolding in the country's transportation sector. It will explore how traditionally separate industries like roads and railways are converging, leading to a more integrated system. It will also discuss the rise of multi-mobility, where people seamlessly switch between options like public transport, cycling, and ride-hailing. The session will also address the growing importance of cybersecurity in a technology-driven transportation landscape, and how building trust through safety, reliability, and fair regulations is crucial for success.

Lunch and Networking

13:20 - 14:00
Security & Resilience

Panel Discussion: The Road Ahead: Overcoming challenges for autonomous vehicles in Saudi Arabia

14:00 - 14:40
Security & Resilience

- How can infrastructure be adapted to ensure the safe and reliable operation of autonomous vehicles in Saudi Arabia's challenging climate (extreme heat, sandstorms)?
- How can the kingdom develop regulations for AVs that prioritize safety, innovation, and data privacy?
- What strategies can be implemented to address public concerns about safety and job displacement when transitioning to autonomous vehicles?
- How can partnerships with international tech companies and local stakeholders accelerate the development and successful implementation of autonomous vehicles in the kingdom?

Presentation: Infrastructure Financing: The different financing models and their role in expediting the realization of intelligent mobility

14:40 - 15:00
Security & Resilience

Presentation: Modernizing the Kingdom's Road Infrastructure for Pedestrians

15:00 - 15:20
Security & Resilience

- Rapid Expansion of Road Network - Balancing traffic flow with pedestrian safety
- Increased Investment in Pedestrian Infrastructure - sidewalks, crosswalks, bridges, and tunnels
- Challenges and Opportunities - Driver behavior change and public awareness campaigns
- Saudi Vision 2030 - Encouraging walking and cycling for a sustainable and livable country

Close of Sudi Intermodality Expo 2024

15:20 - 15:25

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