FORUM PROGRAM

5TH INTERNATIONAL TRAFFIC SAFETY FORUM & EXHIBITION

10 - 12 February 2020
Sheraton Dammam Hotel & Convention Centre, KSA

In Collaboration with

Hosted by

Main Supporters

批判性思维

الانغماد العملي

Aramco السعودية

saudi aramco

Instituto Superior Técnico da Universidade de Lisboa

الأمانة العامة

المؤسسة العامة للم Getterino University

مجمع الملك عبدالعزيز

المؤسسة العامة للم Getterino University

جامعة الإمام عبد الرحمن بن فيصل

İMAM ABDULRAHMAN BIN Faisal UNIVERSITY
Fifth International Traffic Safety Forum & Exhibition
Traffic Safety Innovations and Initiatives for Safer and Sustainable Communities


Monday to Wednesday, 16th – 18th Jumada 1 1441 AH corresponding to 10th -12th February 2020
SHERATON HOTEL AND CONFERENCE CENTER, Dammam, Kingdom of Saudi Arabia
### DAY ONE

**Monday - 10 Feb 2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-10:00</td>
<td>Registration</td>
</tr>
<tr>
<td>10:00-10:20</td>
<td>Exhibition Inauguration</td>
</tr>
<tr>
<td>10:20-11:00</td>
<td>Opening Ceremony under the Patronage of HRH Prince Saud bin Naif bin AbdulAziz, The Governor of Eastern Province, KSA</td>
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<tr>
<td></td>
<td>Speech of HE the Rector of Imam Abdulrahman bin Faisal University and the chairman of the Organization Committee of the Forum Dr Abdallah Muhammad Al Rubaish</td>
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<td>Speech of President and Chief Executive Officer, Saudi Aramco (Main Sponsor) Eng Amin Hassan Al Nasser</td>
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<td>Speech of General Director of Traffic Police, KSA Brigadier General Mohammad bin Abdullah Al Bassami</td>
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<td>Speech of The Patron of Ceremony HRH Prince Saud bin Naif bin AbdulAziz Governor of The Eastern Province</td>
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<td>Honoring: - Sponsors and Organizers - Traffic Safety Innovations Awards</td>
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</tbody>
</table>

###桁طيم الأول

الاثنين 11 جمادى الآخر الموافق 10 فبراير 2020 م

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>8:00-10:00</td>
<td>التسجيل</td>
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<tr>
<td>10:00-10:20</td>
<td>افتتاح العرض</td>
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<tr>
<td>10:20-11:00</td>
<td>افتتاح الافتتاح برعاية حامل السمو الملكي الأمير سعود بن نايف بن عبدالعزيز أمير المنطقة الشرقية رئيس لجنة السلامة المرورية بالمنطقة الشرقية</td>
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<tr>
<td></td>
<td>كلمة عالي مقام يSTRUCTION جامعة الإمام عبدالله بن فيصل و رئيس اللجنة العليا المنظمة للمملكة أ.د. عبدالله بن محمد الريش</td>
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<td>كلمة شركة إراكو السعودية (الداعم الرئيسي) رئيس أركامكو السعودية وكبير إداريها التنفيذية المهندس أمين بن حسن العمير</td>
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<tr>
<td></td>
<td>كلمة مدير الإدارة العامة للمرور بالمملكة اللواء محمد بن عبد الله البسامي</td>
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<tr>
<td></td>
<td>كلمة راعي الافتتاح حامل السمو الملكي الأمير سعود بن نايف بن عبدالعزيز أمير المنطقة الشرقية</td>
</tr>
<tr>
<td></td>
<td>تكريم الرباع والمنظمين وتتويج الفائزين بجائزة الإتكاكر في السلامة المرورية</td>
</tr>
</tbody>
</table>
Theme: Towards Vision Zero – Zero Fatalities and Serious Injuries

Session One 11:00 - 12:35

Session Chair:
Prof Dr Ali Saeed Al-Ghamdi
President, National Road Safety Center

11:00-11:20
Initiatives and role of Saudi Red Crescent Authority in reducing Road Traffic Accident Mortalities and Serious Injuries
HE Dr Muhammad bin Abdullah Alqasim
President, Saudi Red Crescent Authority, Riyadh, KSA

11:20-11:45
International Best Practices in Road Accident Injury Prevention and Accident Mortality Reduction; key recommendations for KSA
Dr Abdulgafoor Bachani
Professor & Director Johns Hopkins International Injury Research Unit
Bloomberg School of Public Health
Board Member, Road Traffic Injuries Research Network, Baltimore, USA

11:45-12:10
Successful Initiatives on Road Safety/Safe System approach implemented in OECD, and in Netherlands in particular; Key recommendations for Saudi Arabia
Dr Fred Wegman
Professor Emeritus, Traffic Safety, Delft University, Netherlands

12:10-12:35
A Comprehensive Review of Naturalistic Driving Study Outcomes – How these studies were able to help improve traffic safety-Key recommendations for KSA
Dr Jon Hankey
Director for Research
Virginia Tech Transportation Institute
Blacksburg, VA, USA

Open Discussion

12:35-12:45

Break

12:45-12:50
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>12:50-</td>
<td><strong>Initiatives and role of Public Transportation Authority in reducing</strong></td>
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<tr>
<td>13:10-</td>
<td><strong>Serious Injuries</strong></td>
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<tr>
<td>13:10-</td>
<td><strong>Smart Mobility Deployment Initiatives</strong></td>
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<tr>
<td>13:35-</td>
<td><strong>Road Safety Management in the Smart Mobility Era</strong></td>
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<tr>
<td>14:00-</td>
<td><strong>AIMEs – Deployment of World’s first multimodal connected ecosystem in</strong></td>
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<tr>
<td>14:25-</td>
<td><strong>Role and initiatives of the Saudi Organization for Standardization,</strong></td>
</tr>
<tr>
<td>14:50-</td>
<td><strong>Open Discussion</strong></td>
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</tbody>
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### Session Chair:
Retired Major General Abdul-Rahman al-Muqbel
Consultant at the Saudi Ministry of Interior

### HE Dr Rameeh bin Mohammad Al Rameeh
President, Public Transportation Authority

### Dr William Sowell
Senior Vice Chairman- International Road Federation (IRF)
President- Eberle Design, Inc. (USA)

### Prof Dr Tarek Sayed
Canada Chair Professor, Department of Civil Engineering, University of British Columbia, Vancouver, Canada

### Prof Dr Majid Sarvi
Professor and Chair Transportation Engineering, University of Melbourne, Melbourne, Australia

### Eng Tamis bin Ali Al Hammadi
Vice - Governor Standards and Laboratories Saudi Standards, Meteorology and Quality

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**Theme:** impactful Smart and Sustainable Mobility centric to safety

**Location:**

1. Initiatives and role of Public Transportation Authority in reducing Road Traffic Accident Mortalities and Serious Injuries

2. Smart Mobility Deployment Initiatives and Traffic Safety Interventions needed in Saudi Arabia

3. Road Safety Management in the Smart Mobility Era

4. AIMEs – Deployment of World’s first multimodal connected ecosystem in Australia-Key Recommendations for Saudi Arabia

5. Role and initiatives of the Saudi Organization for Standardization, Metrology and Quality in enhancing traffic safety

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**Themes:**
- Initiatives and role of Public Transportation Authority in reducing Road Traffic Accident Mortalities and Serious Injuries
- Smart Mobility Deployment Initiatives and Traffic Safety Interventions needed in Saudi Arabia
- Road Safety Management in the Smart Mobility Era
- AIMEs – Deployment of World’s first multimodal connected ecosystem in Australia-Key Recommendations for Saudi Arabia
- Role and initiatives of the Saudi Organization for Standardization, Metrology and Quality in enhancing traffic safety

**Open Discussion**

**Lunch**
**DAY TWO**  
Tuesday -11 Feb 2020

**Theme: Traffic Safety Management**

**Session Three 08:30 -10:15**

**Session Chair:**  
Prof Abdullah bin Hussain Al-Kadi  
Vice President for Development, Studies and Community Services Professor of Urban and Regional Planning

08:30-08:55  
Role of Saudi Traffic Police in reducing road traffic mortality and serious injuries  
**Major General Mohammad Al Bassami**  
Chief, Saudi Traffic Police Department  
Ministry of Interior, Saudi Arabia

08:55-09:20  
Initiatives and Applications to reduce road deaths and accidents  
**Maj Gen Eng Muhammad bin Saif Al-Zafin**  
Assistant Commander of Operations Affairs, Dubai Police, President of the Federal Traffic Council

09:20-09:40  
Saudi Road security Initiatives and role in reducing road traffic injuries and deaths  
**Major General Khaled bin Ahmed Al-Dhubaib**  
Head of Road Security, Kingdom of Saudi Arabia, Ministry of Interior

09:40-10:05  
Saudi Aramco initiatives and role in supporting traffic safety  
**Mr Abdullah bin Saad Al-Rajhi**  
Saudia Aramco  
Secretary general of the Traffic Safety Committee in Eastern Province, Saudi Arabia

10:05-10:15  
Open Discussion

10:15-10:30  
Break

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**الموراثة الثالثة: إداراة السلامة المرورية**

**الجلسة الثالثة**  
08:30-10:15

**رئيسجلسة:**  
استاذ الدكتور عبدالله بن حسين القاضي  
وكيل جامعة الإمام محمد بن سعود للدراسات والتطوير وخدمة المجتمع

08:30-8:55  
مبادرة ومتابعة التدابير الحديثة في تقليل وفيات حوادث الطرق  
اللواء المهندس المستشار محمد بن سيف الزعيفي  
مساعد القائد العام لشؤون العمليات بشرطة دبي، رئيس مجلس المرور الإجرادي

08:55-9:20  
مبادرة ودور الإدارة العامة للطرق في الحد من اصابات وفيات الحوادث المرورية  
اللواء خالد بن أحمد الصبيبي  
قائد الفرق الخاصة لأمن الطرق وزارة الداخلية المملكة العربية السعودية

09:20-9:40  
مبادرة ودور أرامكو السعودية في دعم السلامة المرورية  
الاستاذ عبدالله بن سعود الراجحي  
أرامكو السعودية  
أمين لجنة السلامة المرورية بالمنطقة الشرقية

10:05-10:15  
مناقشة مفتوحة

10:15-10:30  
استراحة
Session Four 10:30 - 12:30

Session Chair: HE Dr Abdulaziz Alothaly
Former Chairman, Public Transport Authority, Saudi Arabia

10:30 - 10:50
Recent Advances in Lithium Ion Batteries and their impacts on future of smart mobility - for electric, connected and autonomous vehicles
Prof Dr Rachid Yazami
Nobel Prize of Engineering, President, KVI PTE LTD, Principle Scientist-Nanyang, Technological University, Singapore

10:50 - 11:10
Role of Artificial Intelligence based initiatives and applications to improve Traffic Safety
Prof Dr Montasir Abbas
Professor-Department of Civil Engineering, Virginia Tech, Blacksburg-VA-USA

11:10 - 11:30
Successful implementation of Vision Zero Strategies, and how some of those could be deployed in Saudi Arabia
Mr Fred Gustafson
Regional Director Road Safety Expert at SweRoads, Sweden

11:30 - 11:50
Artificial Intelligence Empowers Smart Mobility and Traffic Safety
Mr Blake Huang
Director, HIKVision

11:50 - 12:10
Review of US Best Practices in Road Infrastructure Technologies to Improve Traffic Safety
Prof Dr Shashi Nambisan
Professor & Director Transportation Research Institute University of Nevada , Las Vegas, NV-USA

12:10 - 12:25
Trucks safety innovation
Mr Yazan Zaben
Director, CSP Mercedes Benz commercial vehicles and buses

12:25 - 12:35
Open Discussion

12:35 - 12:45
Break

Theme: Traffic Safety Innovations and Initiatives

المحور الرابع: مبادئ السلامة المرورية

الجلسة الرابعة 10:30-12:30

رئيس الجلسة: مالك د. عبدالمجيد الحميلي
رئيس الهيئة العامة للنقل سابقاً

التطورات الحديثة في بطاريات أيونات الكربون والتأثيرات على مستوى التقلص الذكي للسيارات الكهربائية والمحتلة والمسلحة

استاذ دكتور رباح يازامي
حائز على جائزة نوبل للهندسة

دور المبادرات والتطبيقات القائمة على الذكاء الاصطناعي للتحسين السلامة المرورية

استاذ دكتور منصور عباس
قسم الهندسة المدنية بجامعة فيجنيا

الذكاء الاصطناعي يمكن التقلص الذكي والسلامة المرورية

سيد بليك هوانغ
مدير شركة هيك فيجون

استراض أفضل الممارسات الأمريكية في تقنيات البنية التحتية للطرق لتحسين السلامة المرورية

استاذ دكتور شاشي نامبيان
جامعة بغداد لاس فيغاس ، أمريكا

مبادئ وإبتكارات للسلامة المرورية التقنية

سيد يزن زابن
مدير مرسيدس بنز
Special Dialogue Session 1: Human Factors and Road Accident Injury Prevention

Session Chair: Dr Muhammad Farhan, Saudi Aramco Chair for Traffic Safety Research, Traffic and Transportation Engineering Department, Imam Abdulrahman bin Faisal University

Panalist

- HE Dr Muhammad bin Abdullah Alqasim
  President, Saudi Red Crescent Authority, Riyadh, Saudi Arabia

- Brigadier General Mohammad bin Abdullah Al Bassami
  Chief, Saudi Traffic Police Department, Ministry of Interior-KSA

- Eng Ali bin Mohammed Al-Ghamdi
  Secretary General of the Ministerial Committee for Traffic Safety

- Dr Abdulrahman Al-Qahtani
  Medical Affairs Executive Director, King Saud Medical City, Riyadh, Saudi Arabia

- Dr Mohammad Al Suliman
  CEO, Najm

- Prof Dr Fred Wegman
  Professor Emeritus-Traffic Safety, Delft University-Netherlands

- Dr Jon Hankey
  Director for Research, Virginia Tech-USA

- Dr Abdulgafoor Bachani
  Professor & Director, Johns Hopkins International Injury Research Unit, Bloomberg School of Public Health, Johns Hopkins University, Baltimore, USA

Session Five 12:45 - 14:45

14:45 Lunch
## Theme: Development of On-Road Smart Safety Systems and Technologies

### Session Six 8:30 - 10:55

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker/Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30-08:50</td>
<td>Initiatives and role of Ministry of Municipal and Rural Affairs in reducing Road Traffic Accident Mortalities and Serious Injuries</td>
<td>HE Fahad bin Mohammad Al Jubair, Secretary of the Eastern Region</td>
</tr>
<tr>
<td>08:50-09:10</td>
<td>Road Safety Performance Assessment Framework for EU States, and Best Practices Recommendations from EU Experience</td>
<td>Antonio Avenoso, Executive Director, European Traffic Safety Council, Brussel, Belgium</td>
</tr>
<tr>
<td>09:10-09:35</td>
<td>Initiatives of the Royal Commission in Jubail and Yanbu to reduce road traffic injuries and deaths</td>
<td>Eng Bandar bin Hamad Al-Raddadi, Royal Commission in Jubail and Yanbu</td>
</tr>
<tr>
<td>09:35-10:15</td>
<td>Connected Vehicles Initiatives and Innovations to mitigate traffic congestion and traffic safety in KSA</td>
<td>Prof Dr Wafa Saleh, Professor of Transportation Engineering, School of Engineering and Built Environment, TRI Edinburgh Napier University, Visiting Professor</td>
</tr>
<tr>
<td>10:15-10:35</td>
<td>Traffic Safety Centric Transportation Planning Recommendations: Innovations and Initiatives to Develop Safer Transportation Facilities</td>
<td>Dr Mohamed Shahin, Professor, Transportation Planning and Modelling Alexandria University</td>
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<tr>
<td>10:35-11:05</td>
<td>Open discussion</td>
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</tbody>
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### Session Chair: Prof Hashim Madani
Professor of roads and transportation, University of Bahrain
## Session Seven 11:15 – 13:15

**Session Seven**

**Session Chair: Dr. Naser Ashalaan**
Director General, General Administration of Education in the Eastern Region

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Presenter</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:35-11:55</td>
<td>Ministry of Education initiatives and plans to raise awareness of traffic safety</td>
<td>Dr Majid bin Obaid Al-Harbi</td>
<td>Education Advisor, General Supervisor of School Safety and Security - Saudi Ministry of Education</td>
</tr>
<tr>
<td>11:55-12:15</td>
<td>Critical Capacity Building Initiatives needed to Improve Traffic Safety - voids to be filled and key recommendations for Saudi Arabia</td>
<td>Mr Michael Dreznes</td>
<td>Executive Vice President, International Road Federation - EU</td>
</tr>
<tr>
<td>12:15-12:35</td>
<td>Innovative Interventions in safe driver education for novice and young drivers with frequent violations – International Best Practices</td>
<td>Dr Manuel Picardi</td>
<td>Secretary General, European Federation of Driving Schools-Brussels</td>
</tr>
<tr>
<td>12:35-12:55</td>
<td>International Best Practice Centric Mobility as a Service (Maas) Initiatives for Integration with Riyadh Metro – A Practical Perspective</td>
<td>Maria Kamargianni</td>
<td>Associate Professor, Bartlett School Env, Energy &amp; Resources, UCL</td>
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</tbody>
</table>

**Break**

### Session Seven

**Session Chair: Dr. Naser Ashalaan**
Director General, General Administration of Education in the Eastern Region

11:35 – 11:55

Ministry of Education initiatives and plans to raise awareness of traffic safety

**Dr Majid bin Obaid Al-Harbi**
Education Advisor, General Supervisor of School Safety and Security - Saudi Ministry of Education

11:55 – 12:15

Critical Capacity Building Initiatives needed to Improve Traffic Safety - voids to be filled and key recommendations for Saudi Arabia

**Mr Michael Dreznes**
Executive Vice President, International Road Federation - EU

12:15 – 12:35

Innovative Interventions in safe driver education for novice and young drivers with frequent violations – International Best Practices

**Dr Manuel Picardi**
Secretary General, European Federation of Driving Schools-Brussels

12:35 – 12:55

International Best Practice Centric Mobility as a Service (Maas) Initiatives for Integration with Riyadh Metro – A Practical Perspective

**Maria Kamargianni**
Associate Professor, Bartlett School Env, Energy & Resources, UCL

12:55 – 13:15

Best Practices and Initiatives on the Roles of NGOs to improve traffic safety- success stories from around the world

**Eur Ing Namir George**
Manager International Consulting services National Safety Council Worcester, UK

### Break

#### 13:15 – 13:30

**Break**
| Session Chair: Dr Muhammad Farhan  
Saudi Aramco Chair for Traffic Safety Research, Traffic and Transportation Engineering Department, Imam Abdulrahman bin Faisal University |
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</table>
| Dr Raed bin AbdulRahman Al-Salhi  
General Director of Land Transport Development, Public Transportation Authority |
| Eng Ali bin Mohammed Al-Ghamdi  
Secretary General of the Ministerial Committee for Traffic Safety |
| Prof Dr Ali Al Ghamdi  
Head of National Traffic Safety Center |
| Eng Essam Al-Mola  
Vice Secretary General of Eastern Province |
| Eng Tariq bin Ziyad Al-Shami  
Undersecretary of the Saudi Ministry of Transport for Roads operation and maintenance |
| Bandar Raddadi  
Royal Commission for Jubail |
| Prof Dr Tarek Sayed  
Canada Chair Professor, Department of Civil Engineering, University of British Columbia, Vancouver, Canada |
| Prof Dr Majid Sarvi  
Professor & Chair Transportation Engineering, Department of Infrastructure Engineering, Melbourne School of Engineering, University of Melbourne - Melbourne, Australia |
| Dr MonTasir Abbas  
Professor, Department of Civil Engineering, Virginia Tech Blacksburg, VA-USA |

| 13:30 - 15:00  
Session Eight  
Special Dialogue Session 2: Smart Mobility Initiatives for Traffic Safety Improvements  
Session Chair: Dr Muhammad Farhan  
Saudi Aramco Chair for Traffic Safety Research, Traffic and Transportation Engineering Department, Imam Abdulrahman bin Faisal University |
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| Dr MonTasir Abbas  
Professor, Department of Civil Engineering, Virginia Tech Blacksburg, VA-USA |

| 14:45 Lunch |
أهداف الجمعية السعودية للسلامة المرورية

تنمية الفكر العلمي في مجال السلامة المرورية والعمل على تطويره وتنشيطه.

تحقيق التواصل العلمي بين المهتمين بالسلامة المرورية.

تقديم المشورة العلمية في مجال السلامة المرورية لجميع الجهات الحكومية والأهلية.

تطوير الأداء العلمي والمهني للمعنين في المرور والسلامة المرورية.

تبادل الإنتاج العلمي والأفكار العلمية بين الهيئات والمؤسسات المعنية بالمرور والسلامة المرورية داخل وخارج المملكة.

تطوير الأنظمة والقوانين والإجراءات المتعلقة بالسلامة المرورية وتطبيقها بالتعاون مع الجهات المعنية.

تشجيع إجراء البحوث والاستشارات العلمية المتعلقة بالسلامة المرورية وتطبيقها بالتعاون مع الجهات المعنية.