

# EMIRATES TRANSPORT

Issue [81] April 2021

# 67



transport vehicles  
for Pplus

More than 160,000 receive  
training since 2015

More employees vaccinated  
against Covid-19

## 2020 in numbers...

- 1,055 luxury vehicles serviced by Emirates Moto
- 243,227 vehicles serviced by Emirates Centre for Auto Services
- 5,878 vehicles sold by Al Wataneya Auctions
- 33 million litres of water conserved through dry car wash



# 4

work lanes



# 52

vehicles



per hour

Heavy vehicles inspection centre inaugurated in Al Faya, Abu Dhabi

## Vision

Integrated transport and sustainable growth.

## Mission

We are committed to providing services of transport and leasing, school transport, auto maintenance and repairs and logistics, in accordance with the highest occupational health and safety, and environmental standards for our partners and customers, be they individuals or institutions. We also strive to enhance our financial resources within the framework of corporate governance, risk management and shrewd investment.

## Values

**Transparency and Governance:** We are committed to promoting the concepts of corporate governance and management accountability and consolidating a culture of transparency and openness. We arrive at our decisions based on scientific methods to achieve optimum performances and results.

**Safety and Security:** We believe security and safety are the primary requirements for all stakeholders including those affected by our performance. Accordingly, we work tirelessly and without compromise to sincerely meet this vital requirement.

**Innovation and Foresight:** We are committed to providing an environment that encourages creativity and innovation, and we continually strive to adopt the latest processes, innovative services and management practices that address the needs of our customers and meets their expectations and aspirations.

**Care and Comfort:** We focus our efforts and invest our resources in caring for our customers and responding to their individual needs and expectations. We endeavour to ensure their comfort and earn their loyalty and their support for the mission and objectives of Emirates Transport.

**Aspiration and Excellence:** We are committed to work towards achieving world-class status, transferring our exceptional knowledge and expertise, and expanding across local and regional markets in all areas of our specialties in the sectors of transport, supplementary and related services.

**Competence:** We believe that exceptional achievements and outstanding performance are the inevitable result of our convictions, daily practices and competent performances across the various organizational levels and in all disciplines and work sites.

**Happiness:** We believe that happiness is a human right and consider it the cornerstone in our strategic plan and the various programmes and initiatives geared towards customers, employees and the community.



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## Editorial Team

General Supervisor

Faryal Tawakul

Editor In Chief

Ibrahim Kassaby

Managing Editor

Aaref Hassan Ali Alblooshi

Arabic Section Editor

Hussam Abdulmuein Arafa

English Section Editor

Fuad Mohammed Ali

Editors

Saeed Mosa Ali

Eman Ali Alameeri

Design and Art Direction

Full Vision Advertising



## CEO Message

### Moving Forward

During the first three months of 2021, and with the start of the implementation of Emirates Transport's new Strategic Plan 2021-2025, the company continued its efforts to augment its presence and activities in the transport and auto services sectors, especially given the multiple signs of recovery from the Covid-19 downturn and the return of business to normality.

The success of the company in 2020, despite the challenges presented by the pandemic, is clear evidence of the exceptional efforts and boundless commitment of all employees and partners who have contributed to this success and to the enhancement of our values and strategic goals, and helped us take advantage of the new market opportunities created by the pandemic. They have also shown clear success in developing and implementing effective and innovative solutions to overcome obstacles and to respond optimally to the changes and developments of the sector.

At present, our focus is on regaining previous business volumes and more, moving forward beyond the crisis, and working on strengthening our operational efficiency based on flexible and advanced business models and methods that puts digital transformation at the forefront. As such, the company continues to implement and adopt a variety of initiatives and projects to support our digital transformation, including the activation of the smart customer service system iCRM, the smart application for school transport services - which will meet the needs of students and parents - as well as the smart auto workshops project and enhancing of our transport and logistics services through Last Mile Delivery solutions.

The early months of the year also witnessed the official launch of the new Emirates Moto unit in Al Quoz, Dubai, which specializes in the sales and maintenance of luxury vehicles, in addition to the opening of the auto inspection building for heavy vehicles in Al Faya, Abu Dhabi.

Our commitment to sustaining the success of the company, which is now in a transitional phase, stems mainly from the creation and development of local and external partnerships to employ the best practices in our field of work, and also from working with a high team spirit and creative endeavours between all our administrative levels in order to reach the desired strategic goals.



Faryal Tawakul

Acting CEO of Emirates Transport



Emirates Transport - Head Office, Dubai, Al Garhoud. - Phone: 04-2854444

<https://et.ae/>

[info@et.ae](mailto:info@et.ae)

5757 Dubai, U.A.E.

8006006 (Toll Free)



@EmiratesTrans



Contact the Editorial Team: Marketing and Communications Department/ phone: 04-2090769 /04-2090608 / Email: etmag@et.ae





Khalid Al Mansour appointed Managing Director and Faryal Tawakul as Acting CEO

## Emirates Transport board introduces new senior executive appointees

**Emirates Transport, the leading provider of transport, leasing and auto services, announced new appointments in the company's senior executive management, with the appointment of a member of its board of directors, Khalid Ahmed Al Mansour, as the Managing Director, and Faryal Mohamed Tawakul as Acting CEO.**

Meanwhile, the board of directors expressed its deep appreciation and gratitude to Mr Mohammed Abdullah Al Jarman, the former CEO of the company, for the great services he provided throughout his long years of service at Emirates Transport, which began in 1988 and progressed gradually through several positions until he was appointed General Manager of the company in 2007. The board further praised the legacy of Al Jarman, stressing that - under his management - the company made qualitative leaps and assumed market leadership positions in its fields of work.

The new Managing Director, His Excellency Khalid Ahmed Al Mansour, has extensive executive

management experience in various industries and investment fields, specifically investment banking, pensions, the logistics services sector, as well as managing start-ups and building successful businesses.

Faryal Mohamed Tawakul joined the executive management team at Emirates Transport in 2013, and has extensive experience in the areas of strategic and operational leadership and organisational transformation, as well as in aspects of quality and development of organisational performance, sustainability, partnerships, strategy and human resources.



As part of its distinct logistical solutions

## Emirates Transport to provide 67 vehicles for Pplus



Emirates Transport has signed a transport contract with Pplus, a logistics and distribution services provider, under which 67 vehicles will be provided.

Tariq Al Sedawi, Head of Sales in Dubai and Sharjah, said: "With the rapid growth of the logistics market in the country, driven by the Covid-19 pandemic, Emirates Transport was well-placed to cope with the increase in demand, offering services characterized by high quality and efficiency.

"As such, we are delighted to announce we have reached this agreement with Pplus, a leader in the field of logistics services and we hope it's the start of a long and fruitful partnership."

Al Sedawi stated that Emirates Transport is focusing on meeting the requirements of its corporate and individual clients by utilising the sum of four decades of experience it has in the field of transport, adding that the company provides a package of outstanding services in

the transport and leasing sector.

Ahmed Jumayee, the CEO of Pplus, also expressed his delight for the partnership with Emirates Transport, the leader in logistics and freight services, and stressed the importance of strengthening connections and cooperation between logistics companies, which have a prominent role in overcoming the global pandemic and helping in the country's economic recovery.

It is worth mentioning that Emirates Transport offers a package of distinct logistical solutions that include providing vehicles of various sizes, fully trained and qualified drivers and the latest fleet tracking systems. The company has a wide range of client base that includes a group of leading entities from the government, as well as the private sectors.

Kuwait based Posta Plus was founded in 2005, evolving from a domestic courier company into a leading regional provider of global business, logistics and shipping solutions.



## Under a strategic partnership with Abu Dhabi Police New auto inspection centre for heavy vehicles inaugurated in Al Faya, Abu Dhabi

In cooperation and partnership with the Abu Dhabi Police General Command, Emirates Transport inaugurated an auto inspection centre for heavy vehicles at Al Faya Station, in the Emirate of Abu Dhabi.

The inauguration was attended by a selection of senior officials from both parties including Colonel Mohamed Al-Braik Al-Amri, Director of the Vehicles and Drivers Licensing Directorate and Mohammed Abdullah Al Jarman, former CEO of Emirates Transport.

The opening of the centre is a part of a development plan for ET's strategic partnership with Abu Dhabi Police.

The auto inspection centre includes 4 work lanes, with a service capacity of up to 52 vehicles per hour.

The new facility is the Company's eighth of its kind in

the Emirate of Abu Dhabi, with another site located in Fujairah, noting that the various technical inspection centres completed about 140,000 vehicle inspections during the past year.

The auto inspection centre provides a wide range of services for heavy vehicles including change of vehicle colours and registered category, as well as refrigerated and fresh food trucks.

It's worth noting that, at the beginning of this year, Emirates Transport started to implement a digital transformation plan for auto inspection services in all of its centres by activating the pre-reservation service for companies and individuals within the customer service system on the Company's website, while providing credit card payment options.



8<sup>th</sup>

of its kind in  
the Emirate of  
Abu Dhabi



4

work lanes



52

vehicles



per hour



ET launches luxury cars sales service with trial opening of a new branch in Dubai

## Emirates Moto services 1,055 luxury vehicles during 2020



The luxury vehicles maintenance unit, Emirates Moto, a subsidiary of Emirates Transport revealed it has provided auto maintenance services to 1,055 luxury vehicles belonging to 281 customers in 2020.

According to Marwan Hanna, manager of Emirates Moto, the unit was largely able to avoid the effects of Covid-19 on its business, by managing to maintain a service capacity of 2,000 vehicles annually, compared to 2,400 in 2019.

This allowed the Unit to provide 1,451 maintenance operations compared to 1,787 in 2019, while the overall number of serviced vehicles was 1,055, compared to 1,190 vehicles in 2019. Meanwhile, the number of customers decreased from 294 to 281, or about 4%. Hanna pointed out that the Unit currently manages 13 contracts with insurance companies and warranty extension companies. The Emirates Moto manager added that the Unit welcomes the new year in a renewed and confident

spirit, especially with the impending official opening of a new branch on Sheikh Zayed Road, in Dubai, following a trial opening in mid-December which saw the introduction of luxury cars sales services, in addition to a set of the usual express services.

Hanna added that promotional offers would be announced soon to mark the opening of the new branch, in addition to the launch of a smart application for the Unit.

He noted that Emirates Moto has all the ingredients that make it an integrated centre for the sale and maintenance of luxury cars, including a very advantageous location on Sheikh Zayed Road in Dubai, as well as in Industrial Area 12 in Sharjah near Sheikh Mohammed bin Zayed Road. In addition, the Unit employs a well-trained technical team of the highest levels, specializing in luxury vehicles, including 22 technicians in Sharjah and 57 technicians in the new branch in Dubai.







10,740 vaccinated employees in total, with priority for school transport personnel

## Emirates Transport vaccinates more than 90% of its school transport drivers against Covid-19

Emirates Transport has announced that vaccination rates have exceeded 91% for drivers working in government schools transport, and 93% for drivers working in private schools transport.

Meanwhile, 73% of school bus supervisors working in government school transport have also received the vaccine, compared to 85% of supervisors working in the private schools transport.

Faryal Tawakul, Acting CEO of Emirates Transport, said that the vaccination drive also included hundreds of administrative staff, confirming that the employee vaccination campaign is running smoothly and diligently, with the latest vaccination data entered into the company's human resources systems including dates and confirmation of each administered dose of the vaccine for each employee.

Tawakul said: "The employee vaccination campaign is a continuation of the broad response that Emirates Transport has undertaken since the beginning of the pandemic, which included many preventative measures

to protect the company's customers and employees, such as regular disinfection of all facilities and transport vehicles, regular PCR tests for employees and implementing social distancing in all work locations."

She added that the ongoing vaccination campaign takes place through several stages, with priority given according to the nature of the tasks and jobs performed by the employee.

Tawakul also confirmed that 10,740 employees have already received at least one dose of the vaccine, representing 73% of those targeted in the first phase, most of whom are workers in school transport.

The Acting CEO of Emirates Transport expressed her sincere thanks to all the partners and work teams overseeing ET's vaccination initiative for their cooperation and continued support. She also praised the sense of responsibility and the high health awareness of the company's employees, demonstrated by their commitment and discipline to the vaccination operations.



Despite the challenges posed by Covid-19

## 245 transport contracts signed in Dubai and Sharjah in 2020

Emirates Transport has announced the signing of 245 new and renewed contracts with several government and private sector entities in the emirates of Dubai and Sharjah during 2020.

Head of Sales for the Dubai and Sharjah Zone, Tariq AlSedawi, stated that the signed contracts, which have a range in duration of between 3 to 5 years, were for the provision of passenger transport and vehicle leasing services, adding that the total number of running contracts stood at 847 by the end of 2020.

He explained that the newly signed contracts included 208 new contracts and 37 renewed.

AlSedawi the high quality and efficient service package offered by ET, a fruit of nearly 40 years of experience in the field, had resulted in attracting and renewing a number of contracts with several government and private establishments, despite the effects of the ongoing pandemic.

He affirmed ET's commitment to implementing

preventive measures to ensure the health and safety of its passengers and drivers, in accordance with the directives issued by the authorities to combat the spread of Covid-19.

The Head of Sales for the Dubai and Sharjah Zone detailed that some of these measures include disinfection of vehicles before and after each transport journey, daily temperature checks for drivers, periodic medical tests for all drivers and the wearing of masks and gloves.

The fleet for transport and leasing services for the Dubai and Sharjah Zone currently stands at 10,499 vehicles, which includes buses and light vehicles. The Zone also employs 3,121 drivers who undergo continuous training to ensure the highest standards of safety and professionalism.

Some of the Division's most prominent clients in Dubai and Sharjah include Emirates Airline Group, Dubai Police, Dubai Duty Free, ENOC, in addition to a number of universities and colleges.







Also succeeds in signing 21 new and renewed contracts

## Nearly a quarter of a million vehicles serviced in Dubai and northern emirates in 2020

Emirates Transport has completed auto service operations for 243,227 vehicles during 2020 in its various workshops in Dubai, Sharjah, Ajman, Umm Al Quwain, Al Dhaid, Masfout, the East Coast and Ras Al Khaima.

Obaid Rubaya Almehairbi, manager of the Emirates Centre for Auto Services, expressed his pleasure with the results achieved during the past year, stating that the Centre managed to successfully overcome difficult times resulting from the repercussions of Covid-19.

He explained that the Centre's activities saw a logical decrease of 9.9% last year, compared to 2019, in which the centre conducted 269,867 maintenance operations. Almehairbi also confirmed that the services were carried out through seven external workshops, which are based on the premises of clients, and eleven workshops based on ET's premises, all with the highest

technical services that adheres to environmental sustainability standards of the UAE.

He added that the Centre has a daily capacity to service 600 vehicles a day, through 717 auto technicians.

The manager of the Emirates Centre for Auto Services explained that the Centre provides comprehensive maintenance services including periodical maintenance and repairs, accident repairs, tyre replacements, painting, upholstery, washing and lubrication, as well as a range of other services.

Almehairbi also confirmed that Emirates Transport disinfects all its auto workshops twice daily, in addition its auto technicians adhering to precautionary measures related to safety, including wearing masks and gloves, and disinfecting vehicles before and after services, in order to preserve the safety of workers and client from the spread of the coronavirus (Covid-19).



Through its fleet of 206 vehicles

## Emirates Transport Taxi registers more than half a million trips in Ajman during 2020

Emirates Transport Taxi in Ajman, a subsidiary of Emirates Transport, revealed it had carried out 523,006 trips in 2020 through its fleet of 206 taxis, driven by about 200 drivers.

Abdulaziz AlSuwaidi, manager of Transport and Leasing Operations in Ajman and the Central Region, said: "The Company has achieved satisfactory business results despite the challenges imposed by the spread of Covid-19 and its immense repercussions on the overall business and economic activities throughout the world." AlSuwaidi highlighted a set of strengths that served Emirates Transport Taxi in Ajman well and enabled it to overcome - to a large extent - the difficulties of the previous year. In particular, he mentioned the speed of the Company's response to the pandemic, in terms of full compliance with the preventive measures requested by the official health and regulatory authorities. These included limiting the number of passengers to just two

per taxi trip, in addition to the periodic disinfection of vehicles, and the training of drivers on implementing the procedures and strictly adhering to the preventive directives.

The manager of Transport and Leasing Operations in Ajman and the Central Region pointed out that the Company is currently continuing to implement its plan to vaccinate drivers against Covid-19, and he predicted a return to growth in the Company's business once activities return to normal.

AlSuwaidi stressed that Emirates Transport Taxi in Ajman is continuing to implement an ambitious investment plans aimed at achieving a 20% growth in business in the coming year. He also noted the Company's efforts to continue upgrading its fleet of vehicles in accordance with the requirements and frameworks of sustainability and green economy, following on from last year when it added 30 hybrid vehicles to its fleet.





Achieved 99% customer service satisfaction rate

## Call Centre received **33,000** calls in 2020

The Emirates Transport Call Centre announced that it had received 32,848 calls during 2020 and achieved a 99% customer satisfaction rate.

Mohammed Al Fassed, Manager of the Sales Excellence Department at ET, said that the Call Centre represents one of the most important and effective channels of communication with the Company's customers, partners and the public in general.

He stated that the subjects of the calls received included general inquiries about transport and vehicle disinfection services, as well as queries on HR matters and Covid-19 measures.

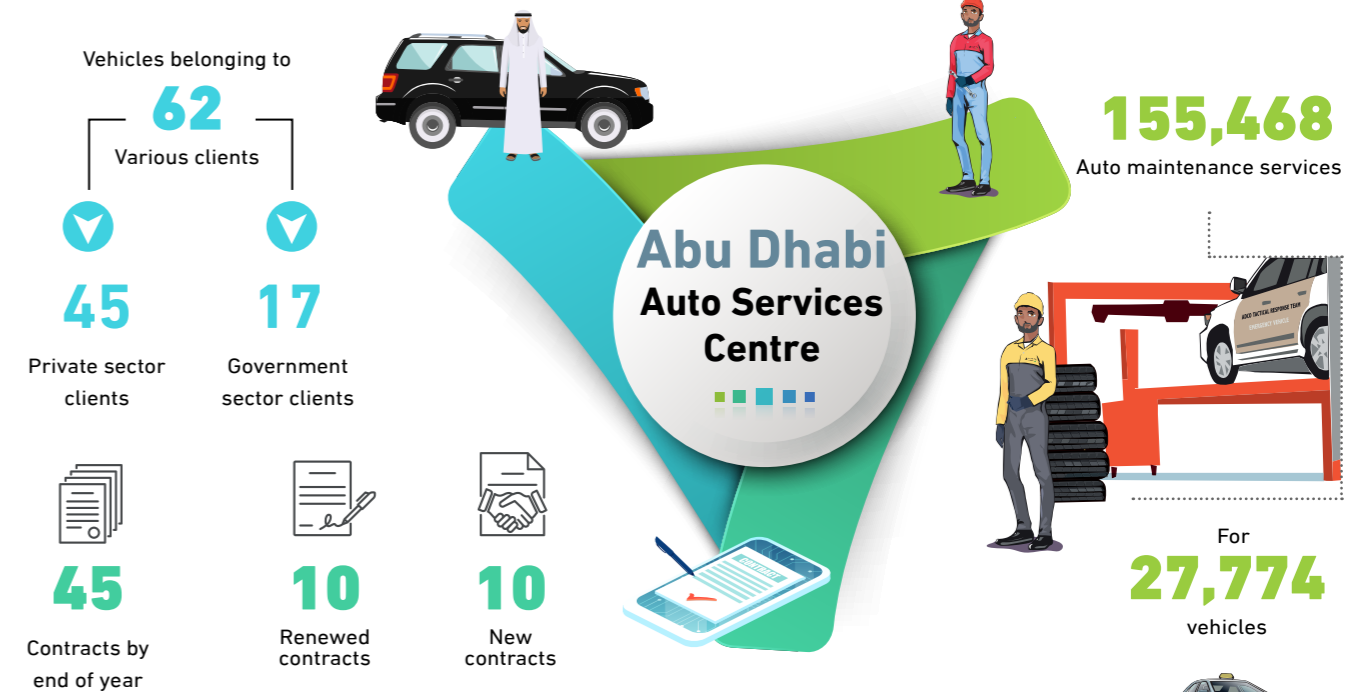
The Manager of the Sales Excellence Department added that Emirates Transport performs real-time monitoring of performance and performance-related indicators of the various ET centres, and carefully monitors the volume and nature of incoming calls, through

continuous data analysis, in addition to strengthening and providing all communication teams with updated information.

Marwa Abbas Mohd, Senior Manager of Customer Service, said that the Call Centre responded to 94.3% of all incoming calls and replied to 4,800 e-mails from customers and the general public, which helped it achieve a 96% rate for customer case resolutions.

She added that ET customers can contact the Company through the ET Call Centre on toll-free number: 8006006 or E-mail: info@et.ae.

She pointed out that the Call Centre's employees are continuously subject to training programmes in customer services, in accordance with the best international practices, in order to ensure excellence and effectiveness in providing services that exceeds the aspirations of customers and achieves their happiness.



Follows preventative measures to protect clients and employees

## Abu Dhabi's Auto Centre completes more than **155,000** maintenance services in 2020

The Auto Services Division of Emirates Transport in Abu Dhabi has completed the signing of 10 new and renewed contracts and completed 155,468 maintenance services for 27,774 vehicles in Abu Dhabi, Al Ain and Al Dhafra during 2020.

According to Abdullatif Al Ansari, manager of the Abu Dhabi Auto Services Centre, the signed contracts were for the provision of maintenance and repair services for vehicles in the fleets of 62 establishments, including 17 from the government sector and 25 from the private sector.

Al Ansari expressed ET's delight in the trust and confidence shown by its clients, which it has established over many years of outstanding performance.

Commenting on the impact of the Covid-19 pandemic on the work of the Centre, Al-Ansari explained that

business results show that the Centre overcame the challenges of last year relatively successfully, with the number of services provided decreasing by only 12.8% compared to 2019, which stood at 178,293 various maintenance services.

The manager of ET's Abu Dhabi Auto Services Centre highlighted how the Auto Services Division at Emirates Transport has achieved a significant leap in the level of its business and its revenues over the previous years, helped by a significant investment in infrastructure with the launch of a number of new auto services workshops throughout the country.

Al Ansari expressed his hope to achieve greater success in the future, in line with the ambitious strategic plans of the Company, and to meet the expectations of the clients.







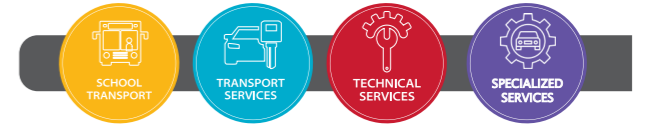
38.8% increase in sales compared to 2019  
**ET's auction centre sells nearly 6,000 vehicles in 2020**

Al Wataneya Auctions, a subsidiary of Emirates Transport, has reported the sale of 5,878 used vehicles during 2020. The sales represent a 38.8% increase on sale figures for 2019, reflecting a healthy improvement in the used cars sales market, despite the negative impact Covid-19 has had on businesses worldwide. The sales were carried out through 53 online auctions with the participation of 25,409 bidders. According to Salman Mohammed Ibrahim, manager of Al Wataneya Auctions, there was 6,333 used vehicles on sale, including vehicles from a range of public and private sector establishments, individual motorists as well as ET's own fleet, and 5,878 of the auctioned vehicles were sold.

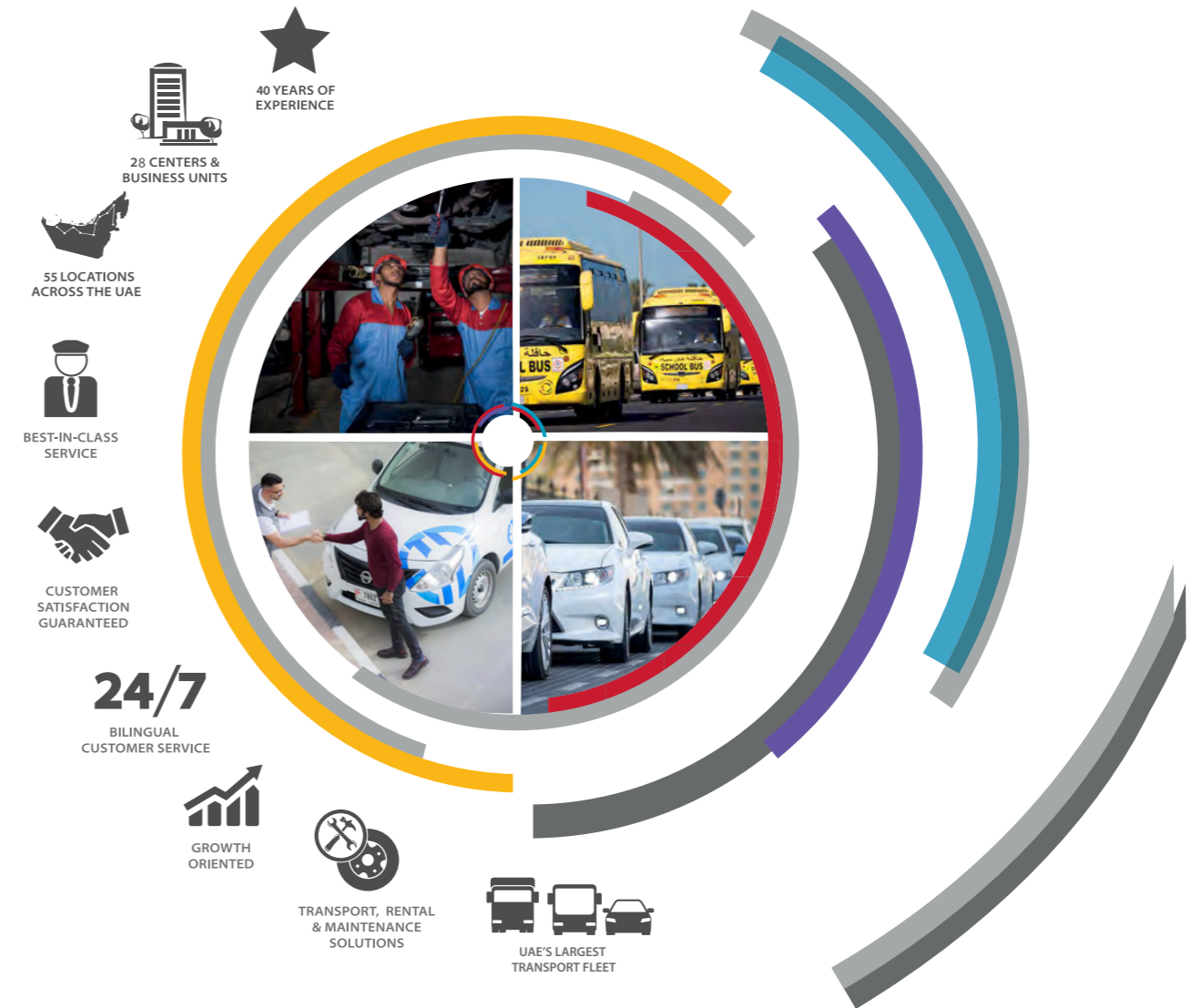
He added that the types of vehicles sold include industrial-purpose vehicles, pick-up trucks, four-wheel drive vehicle, saloon cars and buses. Ibrahim pointed out that Al Wataneya Auctions provide their own mechanical services team tasked with assessing the technical conditions of auctioned vehicles, before preparing detailed reports for bidders, giving them an accurate assessment of the vehicles on sale. The manager of Al Wataneya Auctions stressed that the e-auction service is available with full transparency, and is easily accessible to all categories of the public, pointing out that it encourages the active participation of various segments of the target audience.



**EMIRATES TRANSPORT**



For 40 years, Emirates Transport has been a pioneer in the sectors of transport and leasing, auto services and logistics, with the largest transport fleet in the UAE and a highly qualified and well trained workforce which includes drivers, bus supervisors and auto mechanics. ET is proud have enjoyed a long and fruitful strategic partnership with a number of leading players from the government and private sectors.



A selection of subsidiaries and business centres of Emirates Transport:







After comprehensive, three-stage auditing operations

## Emirates Transport renews 12 of its Integrated Management System certificates

Emirates Transport renewed 11 ISO certificates, in addition to the Abu Dhabi Occupational Safety and Health Centre (OSHAD) certificate, within its integrated management system.

The renewals came during the fourth quarter of 2020, and after three stages of external audits undertaken by local branches of international specialized companies. Khalid Shukur, manager of the Environment, Safety and Occupational Health Department (HSE) at Emirates Transport, stated that the keen interest of the company's leadership in this field was reflected in the efforts made by the work teams in renewing the certificates.

He said: "The renewal of the certificates reaffirms ET's commitment to continuously improving quality levels, as it is one of the pivotal values within the company's work system and institutional culture.

"It also reflects its relentless endeavour to keep up with the latest specifications at the global level to ensure the excellence of its services, systems and the efficiency of its operational processes, and thus enhance its competitiveness."

The HSE Manager added that the field visits by specialized auditors encompassed 15 service centres distributed in various emirates, in addition to a number of different departments at ET's head office.



Training programmes incorporated lectures and specialized workshops

## ET Training Centre provides training to 160,000 since its launch in 2015

The Emirates Transport Training Centre has trained more than 160,000 trainees in various fields since it first launched in 2015, it was revealed.

Abdullah Al Madhani, manager of Emirates Transport Training Centre, said that most of the trainees were school bus drivers and supervisors working across the transport industry in the UAE.

The training programmes incorporated lectures and specialized workshops that covered several main categories including customer service, occupational health and safety, safety of vehicles, road and traffic safety, as well as issues related to specific transport operations such as taxi and limousine services.

Al Madhani noted that in addition to training drivers and school bus supervisors of Emirates Transport, the ET Training Centre provides training services to a number of government and private sector entities wishing to train their employees in the same fields.

The manager of Emirates Transport Training Centre added that the Centre is a member of the British Royal Society for Accident Prevention (ROSPA), joining the list of international training centres that are committed to the highest training standards and to the mission of preventing accidents and saving lives.

The Centre is also accredited by a number of legislative bodies in the field of training, at the state level.



معهد مواصلات الإمارات للسياسة  
EMIRATES TRANSPORT DRIVING INSTITUTE





Having washed nearly 445,000 vehicles

## ET's dry car wash service conserves 33 million litres of water in 2020

Nearly 33 million litres of water were conserved in 2020 thanks to waterless car wash services at Emirates Transport, it was reported.

The savings were achieved as a result of using eco-friendly wash methods, rather than the traditional means, when providing washing services to 443,657 vehicles during last year.

Eng. Fadhil Attalla, Director of B2C - Technical Services Division, said: "The Dry Wash Unit is a shining example of the company's green investment projects. Over the years, the Unit contributed to saving tens of millions of litres of water that would have been used in traditional washing operations."

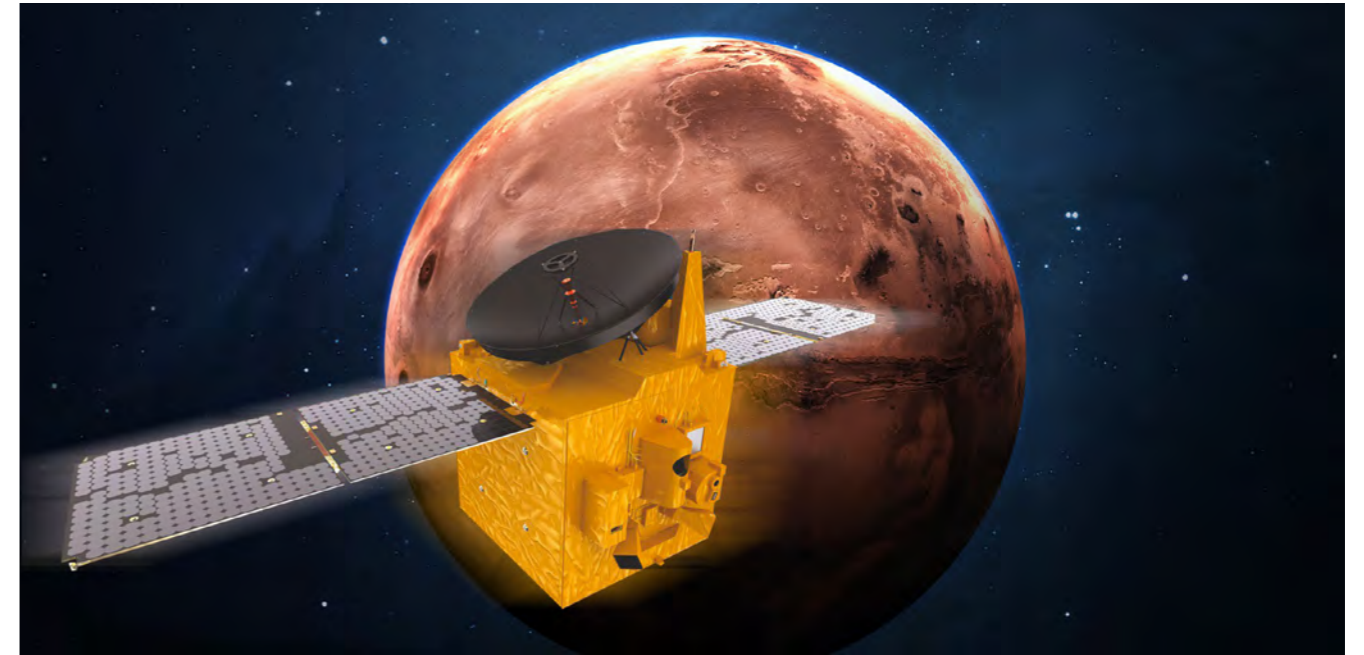
Attalla pointed out that the Dry Car Wash Unit is keen to follow all precautionary measures to protect workers

and clients from the spread of Covid-19 including disinfecting vehicles after washing operations.

He also stated that Emirates Transport is contracted with approximately eight parties to provide dry-wash services for vehicles in 25 different locations in Abu Dhabi, Dubai, Sharjah and Al Ain through 170 workers.

Attalla added that the dry car wash project has a positive environmental and economic impact, by using minimal volumes of water, compared to the average 100 litres of water usually required to wash each vehicle using the standard washing process.

The dry car wash service is characterized by the use of environmentally friendly materials in accordance with the environmental specifications and requirements such as the ISO 9001 and ISO 14001.



## ET congratulates the UAE and its leaders on the impressive success of the Hope Probe

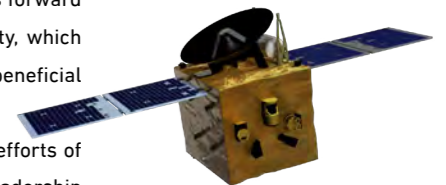
Emirates Transport offered its congratulations on the successful Mars Orbital Insertion of the Hope Probe to His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the State, and to his brother His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister and Ruler of Dubai, and to His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, and their brothers, rulers of the emirates, crown princes and all Emiratis.

The statement from Emirates Transport, said: "This historic moment for the probe's successful entry into the Mars orbit is the crowning moment for an Emirati journey of ambition and hope that began in 2013, a journey that was full of hard work and effort over the following seven years, as if to represent the number of the emirates of the country. That journey ended with the launch of the probe in July 2020 on its destination towards the Red Planet, tens of millions of kilometres away."

The statement added that this proud achievement is not only for Emirates, but one for every Arab and Islamic

country, stressing that the United Arab Emirates has been able to show the whole world that it is moving forward in its modernisation and scientific path and that - in its fiftieth year since its founding - it looks forward with confidence and optimism to the next fifty, which will be more dazzling to the world and more beneficial to state and its people.

The official ET statement also applauded the efforts of the people of the Emirates, who our wise leadership had bet on and were the main factor in achieving this honourable achievement, as well as the efforts of government institutions supporting this project, chiefly the Emirates Space Agency and the Mohammed Bin Rashid Space Centre and other government agencies. The statement concluded by stating that the arrival of the probe to its intended destination is a historic milestone for the UAE and its limitless ambitions to enter the space technology sector for the benefit of humanity, it is - of course - a process that will not stop, and more initiatives, projects and historical achievements will follow.





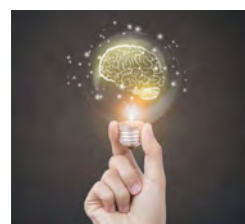
# What neuroscience can (not) bring to the world of business



By Dirk Lindebaum



Hardly a day passes without neuroscience being hailed in the media as a solution for a variety of problems afflicting many non-clinical disciplines. Follow your imagination, and add the prefix 'Neuro' to any kind of existing discipline, and – lo and behold – a brand new discipline emerges, whether it is Neuro-strategy, Neuro-leadership, Neuro-marketing, Neuro-economics, or Neuro-education to name only a few. The volume and speed with which studies in these domains are published is staggering.



Why does the prefix 'neuro' have such enticing effect on business researchers and practitioners? Part of the answer is the assumption that neuroscientific data, such as functional magnetic resonance imaging (or fMRI), offers researchers the confidence to rely upon 'hard' and 'objective' data. The data is allegedly more rigorous

since neuroimaging techniques do not rely upon individuals' self-reports, since they measure all brain processes, whether they are conscious or unconscious. In other words, neuroimaging techniques would seem a better choice as unconscious processes can be made visible in ways that traditional questionnaire surveys

cannot. The prefix 'neuro', then, seems to serve one key purpose, namely, that of legitimization.

The consequence of this is – and the argument is exploited by advocates along these lines – that we should be able to offer better predictions about important outcomes at work, especially but not exclusively the selection and development of effective leaders. According to some news articles, prospective leaders can enjoy an intensive brain-training retreat for a mere \$15,000, and the whole 'brain fitness' market is expected to grow to \$10 billion in the next few years. But more serious neuroscientists warn that the science and data that should justify that kind of growth are not at all that rigorous and valid. So why should business researchers and practitioners prick their ears on that note? The answer is as simple as it is of intrinsic importance in the world of business research and practise: when we believe that we make the best selection decision possible based upon neuroscientific data when, in fact, we are not, then we create the bad consequences for business practise that I and others have written and warned about.

To put this more practically, imagine your company is interested in hiring a leader without latent trait aggression, simply because the previous incumbent displayed this trait and caused a considerable damage at work (e.g., increased staff turnover and stress-related sick notes). So you enlist the support of neuroimaging techniques to really make sure this does not happen again. You have, after all, bought into the argument that neuroscience can make better predictions (and you cannot be blamed for it, for in times of financial crises or stiff competition, that is a natural response). It turns out, however, that the person hired in the end has the same kind of traits again as the previous incumbent. Hence, considerable resources have been wasted on using data that – at least for now – is unlikely to deliver what advocates and business coaches promise.

The 2016 ruling by the Federal Trade Commission (FTC) in the US against 'Luminosity' firmly underlines this point. The firm has to pay \$2 million to settle FTC deceptive advertising charges for its "Brain Training" programme. This product alleged to boost performance

in everyday life and safeguard against cognitive decline. In consequence, it is central to recognise the ethical dimensions here, as unreliable research is frankly useless and wasteful.

But there are further nuances to ethical concerns associated with the using neuroscience in business settings. Foremost here is that neuroscience is increasingly applied beyond its original clinical and important purpose; what seemingly matters now are cosmetic applications in the pursuit of cognitive enhancement by way of drugs or non-invasive stimulation techniques. For example, there are proverbial 'arms races' ongoing amongst student populations in the UK and elsewhere, motivated by the fear of unemployment and the desire to obtain a better degree classification in order to boost job prospects, even though the long-term health consequences are not well-established. Besides, past studies have shown that these effect of these drugs is really small to moderate, implying that consumers may not experiences that kind of cognitive enhancement they are made to believe is possible.

In the world of business, a similar development can be observed. For instance, studies profess that electroencephalogram (or EEG, a brain recording technique picking up electric signals), coupled with neurofeedback sessions, can aid in the selecting or developing inspirational leaders. So let us assume you are one of the individuals identified with a 'brain profile deficiency', because you happen to have an anger management problem. You are then subjected to series of neurofeedback sessions, following which you it is concluded that you are now an inspirational leader. Putting the invalidity of the conclusion aside (due to issues in the design of the study, which are explained here), it raises ethical questions if that kind of personality change can be allegedly induced as such (e.g., how would family and friends react to that since they probably like you for who you are), and even worse if the effects of that change serve the companies' interests first, and yours second at best.

In sum, the injunction 'buyer beware' must be heeded if we are not to fall prey to dubious claims about the potential of neuroscience outside its core clinical application.

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**Neuroimaging techniques would seem a better choice as unconscious processes can be made visible in ways that traditional questionnaire surveys cannot.**

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# Helicopters

Curated by: Fuad Mohd Ali

## Famous Helicopters

### "AS 350 B3"

On May 14th, 2005 at 7:08 A.M local time, an AS 350 B3 Helicopter commanded by the Eurocopter X test Pilot Didier Delsalle, landed at 8,850 meters (29,035ft) on the top of Mount Everest in the Kingdom of Nepal making history.

For the first time in history, a helicopter was landed on the summit of Mount Everest. It was done as a kind of publicity stunt by Eurocopter, the manufacturer of the helicopter but it had huge implications for future ascents of the highest peak.

It is a mystery to for a helicopter to clinch the top of Mount Everest. In fact, just landing at base camp at about 10,000 feet lower has been considered a life-threatening feat. Several attempts have resulted in crashes. Nepalese Military Commander Madan KC became a hero when he landed his machine at Camp II to rescue Beck Weathers and Makalu Gau after the 1996 tragedy. Later, pilot Didier Delsalle from Eurocopter landed B3 on the summit for 3 minutes and 50 seconds. The remarkable Eurocopter flight broke the World Record for the highest altitude landing and take-off ever, for any flying machine on Earth, and sets an undeniable milestone in the history of aviation.



## That's Interesting...

- The first working helicopter is believed to have been the Focke-Wulf Fw 61, first flown in 1936.
- The layout of the modern helicopter with a large main rotor and smaller rear tail rotor was first used in the VS-300, designed in 1939 by Russian-American Igor Sikorsky.
- More than 3 million lives have been saved by helicopters in both peacetime and wartime operations since the first person was rescued from the sea using a helicopter in 1944.
- If the engine stops, the helicopter rotor continues to spin, allowing the machine to slowly land, generally without crashing to the ground.
- Helicopters are often hired to be a giant blow-dryer by golf courses or cherry farmers who want their greens to shed excess water.
- The speed record for helicopters is 400.87 km/h and was set in England on 11 August 1986 in a Westland Lynx demonstrator.
- It is believed that there are approximately 47,000 helicopters operating around the world today. This number includes military helicopters.



## Crime & Punishment

Helicopters were used as part of Death Flights, a form of extrajudicial killing carried out by military forces in possession of aircraft. Victims were dropped to their death from helicopters into oceans, large rivers or even mountains. Death flights have been carried out in a number of internal conflicts, including by the French authorities during the 1957 Battle of Algiers and by the junta dictatorship during the Argentine Dirty War between 1976 and 1983.

Helicopters are also used in a number of criminal activities, usually by drug criminal gangs. In 2009, robbers used a stolen helicopter to raid a cash depot in the capital, Stockholm. Police were unable to use their own helicopters to pursue the robbers since decoy bombs had been placed close to the police heliport. The gang managed to get away with bags of cash thought to be worth tens of millions of dollars. Although seven people were later convicted of the crime it is thought there could have been 10 others involved.

Police use helicopters with sophisticated surveillance cameras and night vision, forward looking infrared (FLIR) cameras, teargas dispensers and searchlights to help capture suspects, chase cars and help locate missing persons.



## In Popular Culture

Possibly the most memorable helicopter scene ever filmed is the "Ride of the Valkyries" sequence in the anti-war film *Apocalypse Now* (1979). Another memorable helicopter scene came early in the film *Jurassic Park* (1993) when founder John Hammond whisks the scientists to Isla Nublar in his InGen helicopter. Helicopters also featured in spectacular scenes in the spy adventure *Spectre* (2015) as James Bond battles villains above a crowded Mexico City plaza. In the famous big action ending of *The Matrix* (1999), Neo and Trinity free Morpheus from his captors by way of a helicopter. The sequence involves characters dangling from extreme heights, a ruptured fuel line and a stunning, physics-defying crash. Helicopters also feature heavily in children's literature, nursery songs and TV shows. The famous and long running show, *Thomas the Tank Engine & Friends*, features Harold the Helicopter. Many songs either feature the word helicopter either in the title or in the lyrics. Some of the most songs include Red Hot Chili Peppers - Police Helicopter, The Wolfe Tones - The Helicopter Song, Bloc Party - Helicopter, John Holt - Police in helicopter and M. Ward Helicopter.

