

# EMIRATES TRANSPORT

Issue [74] July 2019

**Taxi and limousine driver training service launches in cooperation with RTA**

**Emirates Transport concludes the first innovation lab of its kind in the Middle East**



**Emirates Transport honours 78 of its outstanding performers**

**Emirates Transport publish its Annual Report 2018**



**Dhs456 million worth of contracts signed in Abu Dhabi, Dubai and Sharjah**

## 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.



## GM Message



**Mohammed Abdullah Al Jarman**  
General Manager of Emirates Transport



## Emirates Transport and Preparations for the Future

These days, no one can ignore the advances of science and technological breakthroughs that are driving progress in various areas of our lives. The world of transport, in particular, has been one of the most affected sectors in recent years in this regard, adopting state-of-the-art technologies that have often created discussions around their social, economic and philosophical implications, as well as cultural and ethical repercussions. We see many of these issues on a daily basis in the media, such as the latest developments in smart services and applications that have become the mainstay of any large institution specializing in this field, in addition to the rapid developments in electric and hybrid vehicles, and the upcoming self-driving vehicles with computerised capabilities, including software, sensors and other technologies that match human driving skills and may soon surpass them, to impose themselves on our streets.

This growing technological wave will - undoubtedly - lead to a huge leap in the history of human beings and their standards of living, and will provide new horizons that will not only stand at the limits of greater prosperity but will, in the long term, lead to a qualitative decrease in transport costs and higher levels of safety.

At Emirates Transport, we are always looking to the future, responding to its requirements and constantly seeking to employ the latest solutions and technical capabilities and establish best practices to enhance the competitiveness of the organization and maintain the leading positions it has achieved over the past years.

Our strategic plan for the years 2018-2022 clearly reflects this trend, as we closely monitor these daily developments, paying them much attention and scrutiny, and we do not hesitate to explore and embrace anything that will add value to our services and business, and provide better renewable options, facilitations and opportunities for our esteemed clients.

Barely a month goes by at ET without an accomplishment in this field. Five months ago, smart driver training projects were launched following the introduction of a number of services through smart applications. These effort continued with the enhancement of artificial intelligence and smart transformation applications which covered operational and administrative procedures.

Such endeavours are also backed up by awareness and training efforts by the relevant task forces in the organization which strive every day to take further steps on this path of the future, complemented by the rest of specialist employees working to reengineer operations and services so they match our aspirations and stay ahead of our customers' expectations.



Driving Institute showcases its Smart Training Centre and VIP Driver Training Project

## Taxi and limousine driver training service launches in cooperation with RTA

The Emirates Transport Driving Institute, a subsidiary of Emirates Transport, has launched a training service for taxi and limousine drivers in cooperation with the Roads and Transport Authority (RTA) in Dubai.

According to Badr Al Attar, executive director of Logistics Division at ET, the inauguration of service in Dubai is a culmination of the existing partnership with the RTA, and comes as part of efforts to develop the skills of drivers serving the tourism sector in the emirate, as taxi and limousine vehicles serve this vital sector and visitors to Dubai.

During the inauguration, ET also showcased its recently launched Smart Mobile Driving Teaching Centre. The Centre represents an important link in the training system provided by the Corporation and serves as a mobile training centre.

Visiting delegations also inspected the VIP Driving

Service Project, which uses eco-friendly vehicles for training drivers for VIPs, the Electronic System Project, the Smart Learning Project for theoretical lectures, and the Smart Simulator used to train students of the Institute.



1,300 vehicles and 800 drivers to be provided

## Dhs231 million worth of contracts signed in Abu Dhabi in Q1

Emirates Transport announced the signing of a number of new and renewed contracts worth a total of Dhs231 million, with a number of clients in Abu Dhabi, during the first quarter of 2019.

In all, contracts were signed with 68 entities with durations of up to 5 years, according to Waleed AlMehairi, executive director of Transport and Leasing in Abu Dhabi.

AlMehairi said that the new contracts were for the provision of transport and leasing of vehicles, as well as fleet management services, involving approximately 1,300 vehicles, in addition to providing 800 qualified drivers.

He explained that the high quality and efficient service

package offered by ET for over 38 years had resulted in attracting and renewing a number of contracts with a number of government and private sector bodies for various contractual periods.

The ET Transport and Leasing Division provides a wide range of vehicles which includes ambulances, medical supplies transport vehicles, funeral transport vehicles, blood transport vehicles, mobile clinics, in addition to water transport vehicles.

The most prominent clients of the Division in Abu Dhabi include the Ministry of the Interior, Emirates Identity Authority, Etisalat, Adnoc and Abu Dhabi Media, in addition to a number of universities and colleges and companies from the private sector.





1,820 vehicles and 1,010 drivers to be provided

## Transport centre signs Dhs225 million worth of contracts in Q1

Emirates Transport announced the signing of a number of new and renewed contracts worth a total of Dhs225 million, with a number of clients in Dubai and Sharjah, during the first quarter of 2019.

In all, 15 contracts were signed with 14 entities ranging in durations between 3 to 5 years, according to Badr Al Attar, Executive Director of Transport and Leasing in Dubai and Sharjah.

Al Attar said that the new contracts were for the provision of transport and leasing as well as fleet management services involving approximately 1,820 vehicles, in addition to providing 1,010 qualified drivers, and 173 smart vehicle tracking systems.

He explained that the high quality and efficient

service package offered by ET had resulted in attracting and renewing a number of contracts with a number of government and private sector bodies for various contractual periods.

The ET Transport and Leasing Division provides a wide range of vehicles which includes ambulances, medical supplies transport vehicles, funeral transport vehicles, blood transport vehicles, mobile clinics, in addition to water transport vehicle.

The most prominent clients of the Division include Emirates Airline Group, Dubai Duty Free, Etisalat, ENOC, Emirates Post and Amazon, in addition to a number of universities and colleges.



## Through 59 auto workshops spread throughout the country 16 contracts signed to provide auto maintenance services for about 2,700 vehicles

The Auto Services Division of Emirates Transport, has signed 16 new and renewed contracts with a number of government and private entities during the past two months, it was announced.

The contracts were for the provision of maintenance and repair services for 2,720 vehicles in the fleets of these establishments, for various periods of up to three years.

Abdullatif Al Ansari, manager of ET's Abu Dhabi Auto Services Centre, expressed the Corporation's delight in the trust and confidence shown by its clients, which it has established over many years of outstanding performance.

According to Al Ansari, the contracts will provide maintenance and repair services for the 2,720 vehicles through 59 auto workshops spread throughout the country. The manager of ET's Abu Dhabi Auto Services Centre

pointed to the continued growth and expansion of the Corporation's activities, services, locations, facilities and fleet of vehicles, adding that this growth is accompanied by similar developments and diversification in terms of auto services provided.

Al Ansari highlighted how the auto services sector in Emirates Transport has achieved a significant leap in the level of its business and its revenues over the previous years, with revenues during 2018 reaching about 286.4 million dirhams, representing a growth rate of 7.9%, compared to 2017.

He expressed his hope to achieve greater success in the future, in line with the ambitious strategic plans of the Corporation, and to meet the expectations of the contracting parties.



Bringing in revenues of AED39 million

## Al Wataneya Auctions Centre sells 1,700 vehicles since start of year

Al Wataneya Auctions, a subsidiary of Emirates Transport, has reported the sale of 1,700 used vehicles since the start of the year.

In all, there were 2,516 used vehicles of various types and sizes on sale, representing a sales percentage of 69% and earning AED39 million in revenues.

The vehicles were made available to the general public through 23 online auctions and included units from ET's own fleet as well as vehicles from a range of public and private sector entities.

Salman Mohammed Ibrahim, manager of Al Wataneya Auctions stated that the types of vehicles sold include industrial-purpose vehicles, pick-up trucks, four-wheel drive vehicle, saloon cars and buses.

He pointed out that Al Wataneya Auctions provide assessments of the technical conditions of vehicles

through their own auto services team, before preparing detailed reports for bidders, giving them an accurate assessment of the vehicles on sale, adding that the auctioned vehicles come with maintenance record and warranties.

Salman stressed that the e-auction service is available with full transparency, and is easily accessible to

all categories of the public, who can inspect the

auctioned vehicles at ET's stations in Juwaize'e, Sharjah and Musafah, Abu Dhabi.



مواصلات الإمارات Emirates Transport		المزاد العلني Al Wataneya Auctions	
00971620006006   خدمة العملاء   سجل الآن		المزاد العلني   دليل المزاد   جميع سيارات المزاد	
<b>Toyota Camry 2015</b> IN14375 2015 KM 228540 عرسي المزاد	السعر الحالي AED 25,000 المزايدة: 0 وقت الصفح: 31.03.2018 17:00 وقت النهاية: 3:3:10:31 المزايدة الآن	<b>Toyota Rav 4 2013</b> IN14374 2013 KM 136468 عرسي المزاد	السعر الحالي AED 35,800 المزايدة: 4 وقت الصفح: 31.03.2018 17:00 وقت النهاية: 3:3:10:31 المزايدة الآن
<b>Toyota Land Cruiser 2013</b> IN14373 2013 KM 127380 عرسي المزاد	السعر الحالي AED 71,100 المزايدة: 3 وقت الصفح: 31.03.2018 17:00 وقت النهاية: 3:3:10:31 المزايدة الآن		

Will provide 112 school buses for 5 years

## Contract signed to transport 3,000 students of Al Mawakeb schools in Dubai



Emirates Transport signed an extension to their school transport contract with Al Mawakeb school, part of Academia Management Solutions International (AMSI) group.

The new five-year contract will start from the 2019-2020 academic year and will see the federal transport corporation provide 112 school buses to transport nearly 3,000 students.

The four Dubai schools served by the agreement are: Al Mawakeb schools in Al Barsha, Al Garhood and Al khawaneej, as well as the International School of Arts & Science in Al Warqaa, Dubai.

The agreement was signed by Mohammed Abdullah Al Jarman, General Manager of ET, and Dr. Shawki

Ibrahim, Chief Financial Officer at AMSI, in the attendance of a number of officials from both sides. ET General Manager, Al Jarman, expressed his appreciation for the trust shown in the services provided by the Corporation and added that the signing of the contract comes as part of implementing ET's 2018-2022 Strategic Plan, which targets expansion and diversification of school transport services.

For his part, Dany Jarjous, Director of Operations at AMSI, said: "We at AMSI are delight to have signed the contract extension with a leading transport provider with such long and established history of high standard school transport services."



# DRIVING THE FUTURE

Sunwin Buses – THE choice for schools and educational institutions across the UAE



Sunwin Buses are specifically designed to meet the UAE's stringent school bus requirements. Utilising European technology and assembly standards, Sunwin buses guarantee high quality, maximum safety transportation to the school children of the UAE.

**SWAIDAN TRADING – THE LEADER IN SCHOOL TRANSPORT SOLUTIONS**



**Toll Free: 800 437**

email: [bus.sales@alnaboodah.com](mailto:bus.sales@alnaboodah.com)  
[www.alnaboodah.com](http://www.alnaboodah.com)

• Dubai • Abu Dhabi • Al Ain • Sharjah • Ras Al Khaimah • Fujairah





Serving nearly 700 schools in the government and private sectors  
**6,380 school buses carry 256,000 students**  
**on start of 3rd school term**

Emirates Transport, the largest and oldest provider of school transport in the UAE, has reported overall good transport operations for the start of the 3rd school term.

6,380 school buses belonging to the federal transport company transported more than 256,000 students to-and-from nearly 700 government and private schools across the country.

Jasim Al Marzouqi, accounts manager at ET's Special Clients' Office, reaffirmed the Corporation's commitment to deliver a safe and comfortable school transport service and urged everyone connected with the education sector, as well as the general public, to continue their cooperation in ensuring and implementing all school transport safety procedures.

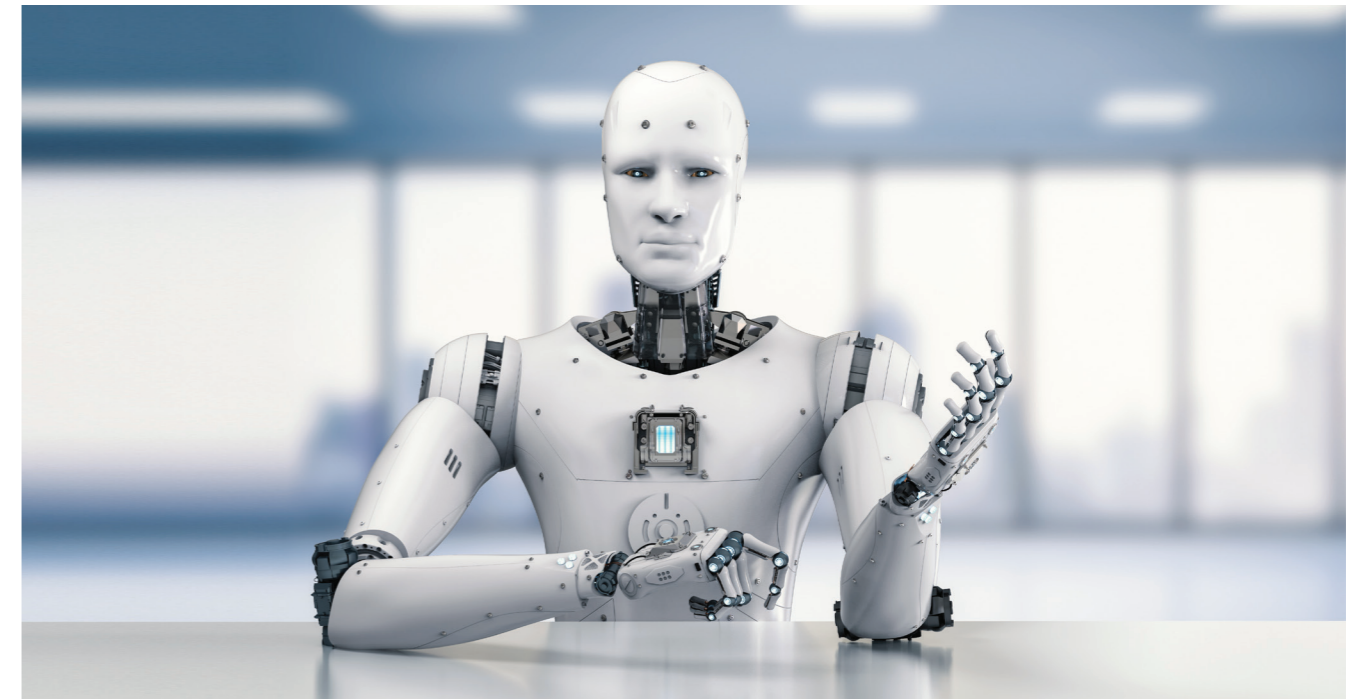
Al Marzouqi also stated that thousands of routine maintenance and inspection operations were carried out on ET's school bus fleet in order to ensure its readiness to transport students with the highest safety standards.

He said: "These measures are part of periodic efforts to ensure the technical and mechanical safety of all school buses, which will be ready to straddle more than 7,000 regular bus routes throughout the country".

The accounts manager at ET's Special Clients' Office added that school transport services are provided through 6,228 trained and qualified drivers and 6,532 school bus supervisors.

Preparation for the third term also involved additional training of bus drivers and supervisors, during the holiday period, to maintain safety standards according to training packages and required number of hours.

Al Marzouqi called upon the parents and guardians of school students, as well as all road users, to cooperate with Emirates Transport during the school transport process by ensuring their children are picked up and dropped off on time and by adhering to traffic laws, particularly near schools.



To complement previous robotic projects  
**ET launches the third Robotics Process Automation,**  
**this time for recruitment processes**

Emirates Transport has announced the launch of its latest Robotics Process Automation (RPA) project programmed to complete routine recruitment procedures.

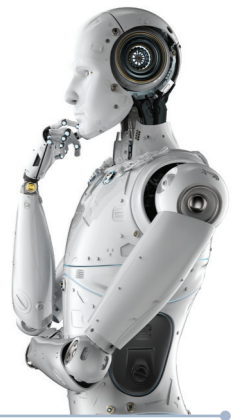
According to Feryal Tawakul, executive director of Support Services Division at ET, the Corporation is working to achieve the UAE Strategy for Artificial Intelligence, launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, by adopting a wide range of smart projects within its five-year Strategic Plan 2018-2021.

Tawakul explained the latest project will introduce automated robotics processes for the recruitment of new cadres in the Corporation and aims to transform traditional technology into contemporary business informatics through artificial intelligence techniques which will help increase productivity levels, reduce costs and develop quality standards.

She said: "The automated recruitment procedures include the completion of residency visa procedures, where data

will be entered, validated and processed automatically and without human intervention, speeding up the completion of appointment procedures and avoiding any possible human errors, which in turn will save time and effort. This is supported by the results of studies of the application which indicate that time required for recruitment procedures after applying the smart robotic system was reduced by 60 to 70%."

It is worth noting that the first two stages of Robotics Process Automation at ET were introduced for a number of its services including vehicle rentals and driver training courses to provide more efficient services to customers. The executive director of the Support Services also commented that the federal transport corporation further intends to strengthen its leadership position with regards to the smart transformation map, according to its organisational values related to innovation and future vision, in order to provide the best services and to ensure the convenience and happiness of customers.



To ensure the efficiency and effectiveness of the applied system



## Emirates Transport discusses Integrated Management System

Emirates Transport held a management review meeting of the Integrated Management System at the company's head office in Dubai, attended by executive managers and managers of quality and safety in the operational zones.

The meeting was organised in order to ensure the efficiency and effectiveness of the applied system and to review its policy and objectives by assessing the opportunities for improvement.

The meeting discussed a number of topics including reviewing audit and internal control practices, initiatives related to benchmarking visits, as well as reviewing the accidents system, contingency plans and legislations.

Hanan Saqer, executive director of Corporate Services

Division, said that the concepts and practices of quality, safety, health and the environment have transcended the workplace to a culture and lifestyle lived by individuals within a society. During the meeting, Khaled Shukur, HSE Department manager, gave a visual presentation on the activities and programmes implemented within the framework of the Integrated Management System (IMM) and the related objectives, in order to discuss and develop them further in the coming period.

Shukur illustrated the criteria of IMS which includes the implementation of systems particular to the HSE department, as well as the quality of training, and ways to deal with customer satisfaction and complaints.



## Included exercises to identify risk and environmental impact according to best practices

The HSE Department at Emirates Transport organized a three-day workshop under the title "Applications of HSE Management System", at ET's Training Centre in Dubai.

Khalid Shukur, HSE manager at ET, said the training workshop comes as part of the Corporation's training plans and programmes in the fields of quality and safety.

Shukur pointed to the most important objectives of the workshop of updating the environmental risk and impact assessment records according to the best global practices, acquiring the skills related to these aspects and drawing on the experience of the consulting company that provided

## Workshop on the applications of the HSE Management System

the training programme for optimal development in the applied systems. The manager of the HSE Department at ET further explained that the workshop included an explanation of how to build and evaluate the occupational health and safety risk assessment matrix and the environmental profile matrix, as well as carrying out several exercises to identify risks and opportunities, and to assess risk and environmental impact.

More than 20 employees benefited from the workshop including staffs from the HSE Department, regional managers of Quality and Safety and the Quality and Safety Officers.

## Awareness campaign in three languages ET spreads road safety awareness in Ramadan for its drivers and the general public



Emirates Transport launched its annual Ramadan road safety campaign targeting the general public, as well as its own drivers in school transport and drivers working for government and private sector entities.

Awareness leaflets and booklets in Arabic, English and Urdu were distributed to thousands of drivers across the country. The federal transport corporation employees nearly 15,605 drivers and has a fleet of more than 30,000 vehicles.

Khalid Shukur, manager of the Environment and Occupational Health & Safety Department (HSE) at ET, said the campaign serves as a timely and essential reminder to drivers, and forms part of the Corporation's commitment towards providing safe transport.

The campaign also included a number of safety awareness

lectures which reminded drivers of the importance of taking necessary steps during the Holy month of Ramadan to avoid issues such as fatigue and lack of concentration when operating their vehicles during fasting hours.

These preventative measures include getting enough sleep before working hours, taking a short nap between jobs, eating Sohour (meal before sunrise) to boost energy levels during the day, and making sure air conditioning units in their vehicles are fully operational.

The campaign also urges drivers to avoid driving aggressively, or drive during the period just before iftar when road users tend to be a little more reckless, or the period just after having the iftar meal, when one might feel a little drowsy.



## To strengthen strategic partnership for the next five years MoU signed with Ras Al Khaimah Police

The General Directorate of Ras Al Khaimah Police and Emirates Transport has signed a five-year memorandum of understanding (MoU) as part of the strategic plans of both parties and in an effort to integrate efforts, exchange experiences and achieve the best performance indicators to achieve the strategic objectives of the two parties. The signing ceremony was held at Ras Al Khaimah Police Headquarters in Ras Al Khaimah. The MoU was signed by Mohammed Abdullah Al Jarman, ET general manager, and Major General Ali Abdullah Bin Alwan Al Nuaimi, Commander-in-Chief of Ras Al Khaimah Police, in attendance of officials from both parties.

Al Jarman explained that the MoU comes in implementation of the directives of the federal government calling for enhancement of relations and partnerships between state institutions, and to establish a long-term strategic partnerships between the two entities.

Talking in more details, the ET general manager said that the MoU

focuses on the exchange of resources, information, experiences, innovative strategic and technical practices, intelligent technologies and systems, support and development of knowledge management, coordination in specialized fields of work, especially transport, communications and auto services. The MoU will also aim to increase awareness of legal and security matters among ET employees, he added. For his part, Major General Ali Abdullah bin Alwan Al Nuaimi, Commander-in-Chief of Ras Al Khaimah Police, said that the MoU is part of RAK Police's efforts to strengthen cooperation with all partners, in its belief in enhancing social responsibility and its role in the building of a safer society.

He said: "RAK Police will utilise all its expertise to provide opportunities to enhance security, safety and happiness in the community by providing services that meet needs, satisfy ambitions and exceed expectations."

In coordination and cooperation with key international partners

## Emirates Transport concludes the first innovation lab of its kind in the Middle East

Emirates Transport concluded the work of the Innovation Lab which aimed to enhance its services and activities and to promote digital transformation.

The workshop was conducted by Dreamforce2you and organized by ET's Department of Information Systems and Digital Transformation, in cooperation with Salesforce, a leading global platform for CRM applications and in coordination with Smaartt Digital Consulting.

The three-day event was held at the Al Bustan Rotana Hotel in Dubai, and was inaugurated by Mohammed Al Jarman, general manager of Emirates Transport, in the attendance of various officials and over 100 employees.

The lab discussed issues and presented ideas and suggestions related to the development of ET's services and the consolidation of the digital transformation that is taking place, through interactive discussion sessions to generate and develop ideas and suggestions.

The lab is the first of its kind in the Middle East and was organized with international partners who specialize in digital transformation and customer services and who came to the UAE to participate and contribute to



the organization of the laboratory, in cooperation with the ET team, and to help develop the services of the Corporation and boost its competitive capabilities, to meet its aspirations in accordance with the strategy of Emirates Transport 2018-2022.

The importance of engaging customers in digital transformation processes requires significant changes in customer relationship management (CRM) applications and the development of smart and technical solutions.

Sponsorships with a total value of AED2.44 million since the beginning of the year

## Emirates Transport sponsors 3 Ramadan events

As part of its commitment to supporting corporate social responsibility programmes and initiatives, Emirates Transport has sponsored a number of programmes and events during the holy month of Ramadan.

Aaref Alblooshi, manager of ET's Marketing Department said the events included the 'Ramadan Tolerance Championships', which was organized by the Ministry of Education, the 'Ramadan Police College', organised by the Abu Dhabi Police College, as well as sponsorship of Zayed Higher Organization for People of Determination.

Alblooshi pointed out that since the beginning of this year, the Corporation has been able to provide various forms of support and

sponsorship for more than 15 events implemented by ET's partners and totalling 2.44 million dirhams, which reaffirms the increasing interest of the Corporation in issues of social responsibility in parallel with the growth, development and diversification of its services.

It's worth mentioning that Emirates Transport has implemented the best practices in the field of corporate social responsibility and has achieved positive results in various indicators related to the environment, the workplace, the market and the local community. As a result, ET won wide recognition including the Arab CSR Award and the Dubai Chamber CSR Label on several occasions, as well as similar awards both within and outside the UAE.

"Eid is a Joy" initiative aims to bring joy to 500 families before Eid Al Fitr

## Events organised to mark Zayed Humanitarian Day

To mark Zayed Humanitarian Day, Emirates Transport organized a number of charitable events and initiatives to mark the anniversary of the passing of Sheikh Zayed bin Sultan Al Nahyan, which falls on the 19th of Ramadan of each year.

Hanan Saqer, executive director of Corporate Services at ET, said that this day is an opportunity to recall the accomplishments of Zayed, pointing out that his memory can motivate all members of society to exert more efforts to help the less fortunate amongst us. Saqer called on employees to take advantage of this special anniversary by embracing humanitarian work, using Zayed as a role model in the way he thought of others.

Working in cooperation with Dar Al Ber Society, the federal transport corporation launched the "Eid is a Joy" initiative, with the help of ET employees who were urged to donate new Eid clothes to deprived families to help them enjoy the occasion.

Employees were urged to pack specially designed boxes

with as many items of clothing as they wish to donate. Many of the 500 collected boxes contained items such as children's suites and dresses.

The executive director of Corporate Services at ET praised the generosity of employees and urged them to intensify their charitable work during these blessed days, following in the lead the late Sheikh Zayed.

She said: "As individuals and corporations, we must draw inspiration from the legacy of Sheikh Zayed to increase our humanitarian efforts and reach out to the community to strengthen the bonds of society,"

Other charitable Ramadan initiatives include the distribution of iftar packages for motorists at sunset, feeding 1,200 people in iftar tents in various locations across the State, as well as holding an iftar gathering for 500 ET drivers, in cooperation with Dubai Health Authority.



Over 96,500 hours of training since the launch of the Centre in 2016

## ET Training Centre launched exclusive offers for Eid Al Fitr

The Emirates Transport Training Centre has trained more than 80,000 trainees such as bus drivers and school bus supervisors working across the transport industry in the UAE during the last three years.

Abdullah Al Madhani, manager of Emirates Transport Training Centre, said the trained employees, who benefited from over 96,500 hours of training since the launch of the Centre in 2016, included drivers of various types of vehicles including buses and motorcycles.

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 the legislative bodies in the field of training at the state level.





Under the patronage of the Minister of Education

## Emirates Transport honours 78 of its outstanding performers

Emirates Transport honoured 78 employees and administrative units during the Emirates Transport Excellence Awards 2019 which was held Thursday to recognise the work of outstanding performers.

The event was held at InterContinental Festival City Hotel - Dubai, under the patronage of H.E. Hussein bin Ibrahim Al Hammadi, Minister of Education and Chairman of Emirates Transport, and was attended by hundreds of employees from across the country.

Mohammad Abdullah Al Jarman, ET general manager, applauded the culture of achievement at the federal transport corporation and urged employees to continue challenging themselves. He also highlighted the role of the UAE leadership in inspiring excellence as the way forward for all government employees.

He said: "We congratulate the winners and value their efforts during 2018 and their continuous endeavour to achieve the goals of their organization and work together as one team to achieve successes and

overcome challenges.

"2018 was another important milestone and a new launching point for a better future for Emirates Transport, and together we have already achieved many of the objectives of the transformation project to enhance the competitiveness of the Corporation and its presence in the transport sector," added Al Jarman. The ET general manager praised the hard work and innovation of ET employees over the past year, which led to higher revenues and improved business results across the board.

He said: "Reviewing the financial figures and results achieved in 2018, Emirates Transport's revenues rose to AED 2.6 billion with a growth of 10% compared to 2017."

Various categories were honoured during the ceremony including best business centres and department, best administrator, rising stars, drivers, auto technicians, as well as paying tribute to long-serving employees.



Blue-collar workers constitute 95.6% of total number of employees

## Emirates Transport celebrates Labour Day

Emirates Transport has held a number of initiatives for its workers to mark Labour Day, which falls on the first of May of each year, recognising that their appreciation is a duty and a strategic investment for the future.

Feryal Tawakul, executive director of Support Services at ET, said that the number of labourers constitutes the largest category of employees in the organization, which by the end of 2018 stood at about 25,000 employees, divided into 2,791 auto services workers, 15,605 drivers and 6,555 general services employees, representing 95.6% of the overall number of ET employees.

Tawakul pointed out that the Corporation has paid great attention to the incentive initiatives provided to these work categories, in particular, in addition to the aspects of social responsibility related to them.

She said: "Emirates Transport, which includes 50 different nationalities, is constantly striving to improve

its working environment and make it more mature and positive in order to achieve further professional standards."

Commenting on the Labour Day activities, Tawakul stated that they included distributing breakfast to the workers in the workshops, along with symbolic gifts. She also explained that the Corporation organizes various events for this category throughout the year, including recognition of outstanding performers and conducting basic medical examinations for them free of charge.

The executive director of Support Services added that ET is also committed to organize a package of specialized theoretical and practical training programmes, noting that this category, in particular, is subject to intensive training courses, held through the Emirates Transport Training Centre, specializing in a number of aspects including traffic safety and awareness and first aid.



Revealed revenues reaching Dhs2.558 billion

## Emirates Transport publish its Annual Report 2018

Emirates Transport unveiled its 2018 Annual Report titled "Transforming to Stay Ahead", which was published in both Arabic and English.

The report which combines the Corporation's Annual Report and its Sustainability Report was prepared in accordance with the Global Reporting Initiative (GRI) Standards: Core option.

The report revealed ET achieved revenues of Dh2.71 billion, recording an increase of 8% compared to the previous year.

In his introductory comments for the report, HE Eng. Hussain Ibrahim Al Hammadi, Minister of Education and Chairman of ET's board of directors, highlighted the major changes and anticipated transformations currently witnessed on a global scale, which are leading to an urgent need to develop new methods and tools in transport services.

He said: "Being conscious of these inevitable changes at an early stage, ET did not content itself with common solutions to meet the new challenges, but further set up strategic initiatives and proactive plans to cope with these developments, seeing it as an opportunity to re-design the nature of its activities accordingly and implement new investment opportunities in this field.

"This ambitious approach is facilitated by the vast potential of the Corporation and its accumulated experience of 37 years, as well as the diversity of services and the solid relations with its partners and customers and their firm trust in the level of services provided to them. All these can be considered as core elements of the major achievements that ET has experienced in its march towards a successful future and in its relentless endeavor to reflect the vision of the State of 2021 and its centennial 2071," added Al Hammadi.

Mohammed Abdullah Al Jarman, general manager of ET, said: "By the end of the year 2018, Emirates Transport has achieved a significant success in its continuous growth at the financial, institutional and community levels. It has enhanced its leadership position in the field of school and commercial transport, technical and logistic services, inside and outside the country, and also strengthened its strategic partnerships with various parties in government, semi-government and private sectors.

"In terms of financial results, Emirates Transport revenues in 2018 increased to AED 2.71 billion, a growth of 8% compared to 2017. The overall performance of the operating plan increased to 86% compared to only 84% in the previous year. At the same time, the total assets reached AED 3,589 million, while the Corporation's fleet has increased to 29,640 vehicles and buses of different sizes and types," added Al Jarman.

The ET general manager further stated: "The Corporation has succeeded in providing outstanding customer service to its base of 4,100 customers, expanding the latter by 5% compared to the previous year, an increase which clearly reflects the level of trust in Emirates Transport services and the strength of the contractual relationship with its customers." Commenting on the published report, Al Jarman praised the report for meeting the highest reporting specifications set by the GRI, particularly with regards to transparency and disclosure requirements.



**Al Jarman: "By the end of the year 2018, Emirates Transport has achieved a significant success in its continuous growth at the financial, institutional and community levels."**



As part of its happiness programmes, and in cooperation with Dubai Police

## Esaad card delights employees of Emirates Transport



Dubai: Emirates Transport Media Dept.

Emirates Transport (ET) has presented its employees with the Esaad card, the loyalty programme from Dubai Police which offers members exclusive discounts and promotions by a cross section of establishments from the public and private sectors. The move is part of the continuous cooperation between Emirates Transport and the General Directorate of Dubai Police, and strengthens the strategic partnership between the two parties.

Hanan Mohammed Saqer, executive director of Corporate Services at ET, said that offering employees of the Corporation the Esaad card comes in line with the ET's adopted happiness strategy, and aims to enhance the positive energy of employees in the administrative category, and to amplify their happiness, optimism and love of work.

The executive director of Corporate Services said: "The importance of this initiative comes in promoting the principles of corporate social responsibility, spreading happiness and positivity in the work

environment, and encouraging employees to redouble efforts in customer service, which will reflect positively on their efficiency and productivity." For his part, Abdullah Mohammed Hassan, manager of the Government Communications Department, said that since the beginning of the year Emirates Transport has adopted an innovative package of internal and external initiatives that contribute to the achievement of employee and community happiness. He added that the benefits of the Esaad card will contribute to the well-being of employees and their families, and help employees achieve a balance between their professional and personal lives through discounts on services and products by more than 5,500 businesses in different sectors including health, education, travel, eateries and others.

The manager of the Government Communications Department said that Dubai Police held a workshop for ET employees to explain and introduce the benefits and advantages of the programme and the conditions and mechanism of use.



**"The loyalty programme from Dubai Police which offers members exclusive discounts and promotions by a cross section of establishments from the public and private sectors."**



# Unmotivated Employees: Root Causes and Solutions

By Michael Cowley

When you consider the type of organization and the way motivation problems affect each one, the blanket statement is that all organizations are susceptible. Truth be told, however, it is more prevalent in the non-profit organizations - federal, state, and local organizations. It is difficult in these cases to motivate employees when they cannot see the fruits of their labors firsthand. In for-profit organizations, it is easier for workers to see what they have helped to create. Praise comes faster, and often the organization even shares the profits with employees.



The root causes of motivational and behavior problems in a department are familiar to most managers, but keep in mind that no quick fixes exist for most of these problems. You can't implement a policy tomorrow and have the problem disappear the next day. Most problems evolved over years, and they might take years to fix. Let's look at the root causes, as well as proven methods for eliminating or at least improving the situation:

**Poor communication.** This is one of the top problems in all departments. Even if news is not good or pleasant for employees to hear, they will receive it better if managers communicate it properly. Meetings, notices, and clear policies on the way the organization's operations are all good places to start.

**Unfair use of policies.** This problem is critical. Whatever a department's policies, you must administer them fairly to everyone.

**Lack of discipline and accountability.** This issue is one of the most difficult to change. Employees must follow all rules, and you must hold them accountable for their actions and performance. Effective performance appraisals are a good place to begin correcting the problem.

**Poor hiring practices.** Junk in, junk out. Or, you get what you hire. Make sure you have job descriptions and requirements, as well as simple aptitude tests to measure and improve the quality of a new employee.

**Lack of training.** World-class organizations train employees 5-10 percent of total hours at work. It is difficult to write the check to address this problem, but if you do, you will reap the benefits down the road.

**Lack of recognition and praise.** Develop recognition programs for all employees. It doesn't take much to make people feel good about themselves. A quick "Thank you" or a pat on the back can work wonders.

**Lack of planning.** The more structured the work environment is, the happier and more motivated

technicians will be. Weekly planning meetings and written work schedules will communicate goals and expectations, as well help the department's work flow progress more smoothly.

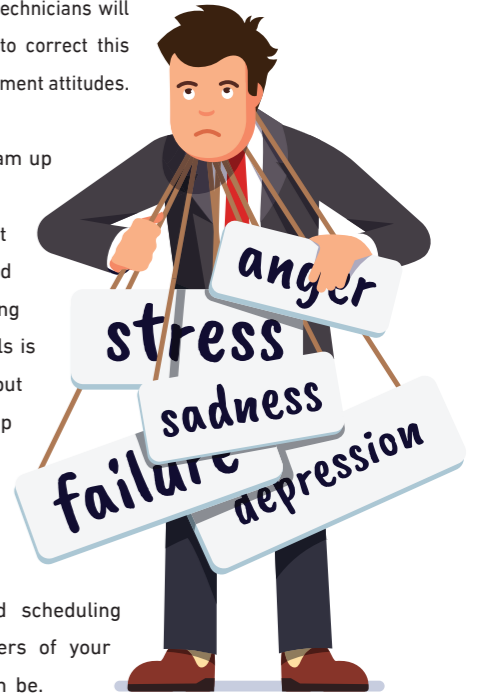
**Parts and supply shortages.** This problem is common to all maintenance and engineering organizations, and it is the top complaint of maintenance technicians. But it affects much more than the attitude of maintenance employees. It can harm customer satisfaction, work quality, cost of work, and the efficiency of the maintenance effort.

**Limited opportunity for advancement.** Even the best technicians can become demoralized quickly if they think they are in a dead-end job. It is difficult, if not impossible, to find motivation when you believe no potential for advancement exists. In such cases, it will take the best leadership minds to convince technicians to give it their all. Sometimes, leaving the department is the only fix.

**Unmotivated leadership.** This one can be troubling and difficult to repair in a timely fashion. Typically, the task of assembling a quality team of motivated technicians starts at the top. If the leadership and management team is suffering from the "Ain't it awful?" syndrome, the technicians will adopt the same attitude. The only way to correct this issue is to change leadership and management attitudes.

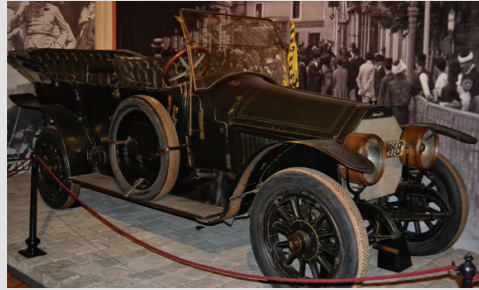
**Poor leadership.** Is your leadership team up to the task to do all of the above? In case you have not realized yet, most of these motivation problems are rooted in the lack of quality leadership. Being born with leadership qualities and skills is the easiest way to succeed as leaders, but short of that, a good dose of leadership training is the next best thing. The keys to successful motivation are to communicate often and well, treat employees fairly and openly, create more opportunities for planning and scheduling of work, and make sure the members of your leadership team are the best they can be.

“Most of these motivation problems are rooted in the lack of quality leadership. Being born with leadership qualities and skills is the easiest way to succeed as leaders, but short of that, a good dose of leadership training is the next best thing.”





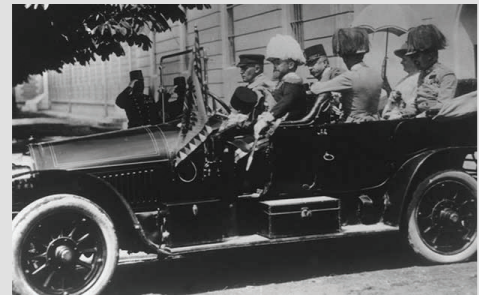
# Transport in our lives **Cars**



## Famous Cars

### Franz Ferdinand's 1911 Graf & Stift Double Phaeton

The sort of car built exclusively for royalty, this was in this vehicle that Austro-Hungarian leader Archduke Franz Ferdinand and his wife were riding in when they were gunned down by assassins on the streets of Sarajevo on June 28th, 1914. Due to the political tensions in the region at the time, the deaths became highly politicized and the incident eventually escalated into full-blown war when Austro-Hungary declared war on Serbia (whom it held partially responsible for the assassination), which was reciprocated a day later by Serbia's chief ally, Russia, declaring war on Austro-Hungary. This, in turn, induced Austria's ally, Germany, to declare war on Russia, which triggered declarations of war by France and England against Germany, the result being the First World War and 16 million deaths. The car was put on permanent display in the Museum of Military History in Vienna, Austria, along with assassin's gun and other related items, where it remains to this day to stand as a mute reminder of how very large fires can be ignited by a very small spark.



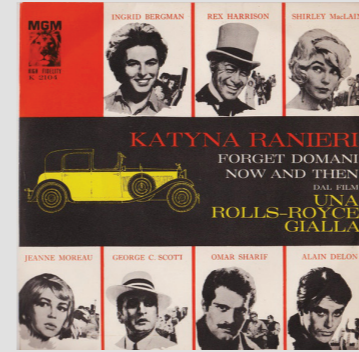
## That's Interesting...

1. Initially, the Model T took 12 hours for assembly. With the help of the assembly line technique, this amount of time was cut to 8 minutes for each car in 1913, and finally in 1927 the factory was delivering a completely assembled car in just 24 seconds.
2. Its estimated there are currently over 1.4 billion cars on the earth and this number is projected to reach 2.4 billion by 2050.
3. The Toyota Corolla is the world's best-selling car. The Corolla is sold over 150 countries and regions and the company sells 1 Corolla every 15 seconds. Since its launch in 1966, the company has sold more than 44.1 million units.
4. The number of plug-in electric vehicles worldwide rose to 5.6 million worldwide at the beginning of 2019, which includes passenger cars and light commercial vehicles with battery-electric drive, range extender and plug-in hybrids. This is an increase of 64 per cent YOY.
5. A largest ever speeding fine of SFr1.08m (\$1m) was given to a Swedish motorist caught driving at 290km/h in Switzerland.
6. The world record for removing and replacing a car engine is 42 seconds and was set by British mechanics working on a Ford Escort on 21 November, 1985.



## In popular Culture

Cars have featured greatly in movies ever since the early days of cinema, reflecting their growing important role in the lives of people from all walks of life. The First Auto is a 1927 film about the transition from horses to cars and the rift it causes in one family. The Yellow Rolls-Royce (1965), featuring an all-star cast including Ingrid Bergman, Shirley MacLaine and Omar Sharif, is a drama about the lives and stories of three different people linked together by their possession of an unusual car, a yellow Rolls Royce Phantom II. Cars play a central role in many famous and popular movies such as The Great Race (1965), Chitty Chitty Bang Bang (1968), The Italian Job (1969), Gone in 60 Seconds (1974), Mad Max (1977), the Disney film Cars (2006) and The Fast and Furious series.



As expected, cars equally hold a special place in literature symbolizing power, wealth, and status. They also act as important signifiers to help the audience better understand a story's character and as symbols of character development. Ian Fleming's James Bond, for example, can be found behind the wheel of some of the most high-end and classy cars on the market, denoting the risky, yet flamboyant nature of the famous spy. Cars also feature greatly in songs by some of the most famous singers and songwriters, such as Wilson Pickett's 'Mustang Sally' (1966), Janis Joplin - 'Mercedes Benz' (1970) and Johnny Cash's 'One Peace at a Time' (1976).



## Crime & Punishment

In line with their development and increased abilities, cars have played a central role as a favoured, and often necessary, tool for criminals of all degrees who also used cars as a status object. Cars are often an essential tools or object for a wide range of criminal activities such as theft and robberies, drive-by shootings, as a murder weapon, as well as for assassinations and terrorism activities such as car bombs. The combination of the rapid development of cars in the 20s and 30s and the volatile depression era criminality in the US - marking the birth of the "Public Enemy" persona - led to particular cars being associated with notoriety. Cars of infamous gangsters and outlaws were often highlighted or pictured in the coverage of these criminals, raising their profile and that of their makers. Notorious outlaws such as Al Capone, John Dillinger and Barrow Gang's due Bonnie Parker and Clyde Barrow all had their association with particular cars, the last couple famously losing their lives in one after police ambushed their car in 1934.

