

منتدى دبي العالمي  
لإدارة المشاريع

DUBAI INTERNATIONAL  
PROJECT MANAGEMENT FORUM

6<sup>th</sup> EDITION الدورة السادسة

7 - 10 ديسمبر 2019 • مدينة جميرا • دبي

7 - 10 December 2019 • MADINAT JUMEIRAH • DUBAI



## Design Thinking and Agile PM

Agile Transformation

E-hail Sector in Dubai

Adel Shakri

Director- Planning and  
business development-  
PTA

Roads and Transportation  
Authority

[www.dipmf.ae](http://www.dipmf.ae)

CULTURAL DIVERSITY

# Agenda

- 1 Understanding Agility**
- 2 Fast Pace of Market Changes**
- 3 Global Challenge**
- 4 Dubai's e-Hail Regulatory Framework**
- 5 Impact of e-Hail Regulatory Framework on Dubai Market**
- 6 Agility @ Core of RTA**



@DIPMF



DIPMF



DIPMF



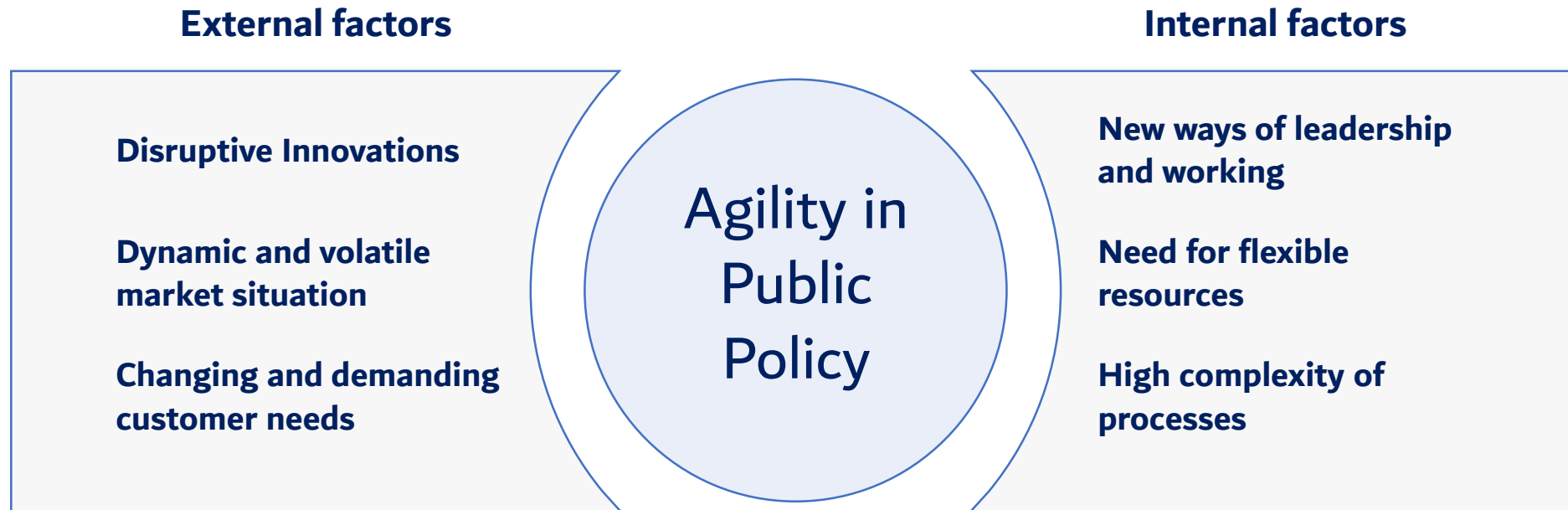
DIPMF

منتدى دبي العالمي  
لإدارة المشاريع

DUBAI INTERNATIONAL  
PROJECT MANAGEMENT FORUM  
6<sup>th</sup> EDITION  
الدورة السادسة  
10-7 ديسمبر 2019 • مينا جوميرا • دبي  
7 - 10 December 2019 • MADINAT JUMEIRAH • DUBAI



# Mega-trends, technological breakthroughs and new ways of working demand a high degree of flexibility in today's public policy making process



**High level of flexibility to continuously adapt and optimize the strategy and its implementation needed**



@DIPMF



DIPMF



DIPMF



DIPMF

منتدى دبي العالمي  
لإدارة المشاريع

DUBAI INTERNATIONAL  
PROJECT MANAGEMENT FORUM  
6<sup>th</sup> EDITION  
الدورة السادسة  
10-7 ديسمبر 2019 • مدينة جميرا • دبي  
7 - 10 December 2019 • MADINAT JUMEIRAH • DUBAI



# Fast Pace of Market Changes

Fast paced market environments require companies to adopt agile principles and methods to quickly react to changing market conditions



88% of Fortune 500 companies got replaced in the past 60 years



Big, successful corporations are leaving their comfort zone and become more agile forcing competitors to follow



Disruption is certain, only time and impact are uncertain



Corporate speed and increased Time-To-Market will become one of the key success factors in 2020



@DIPMF



DIPMF



DIPMF



DIPMF

منتدى دبي العالمي  
لإدارة المشاريع

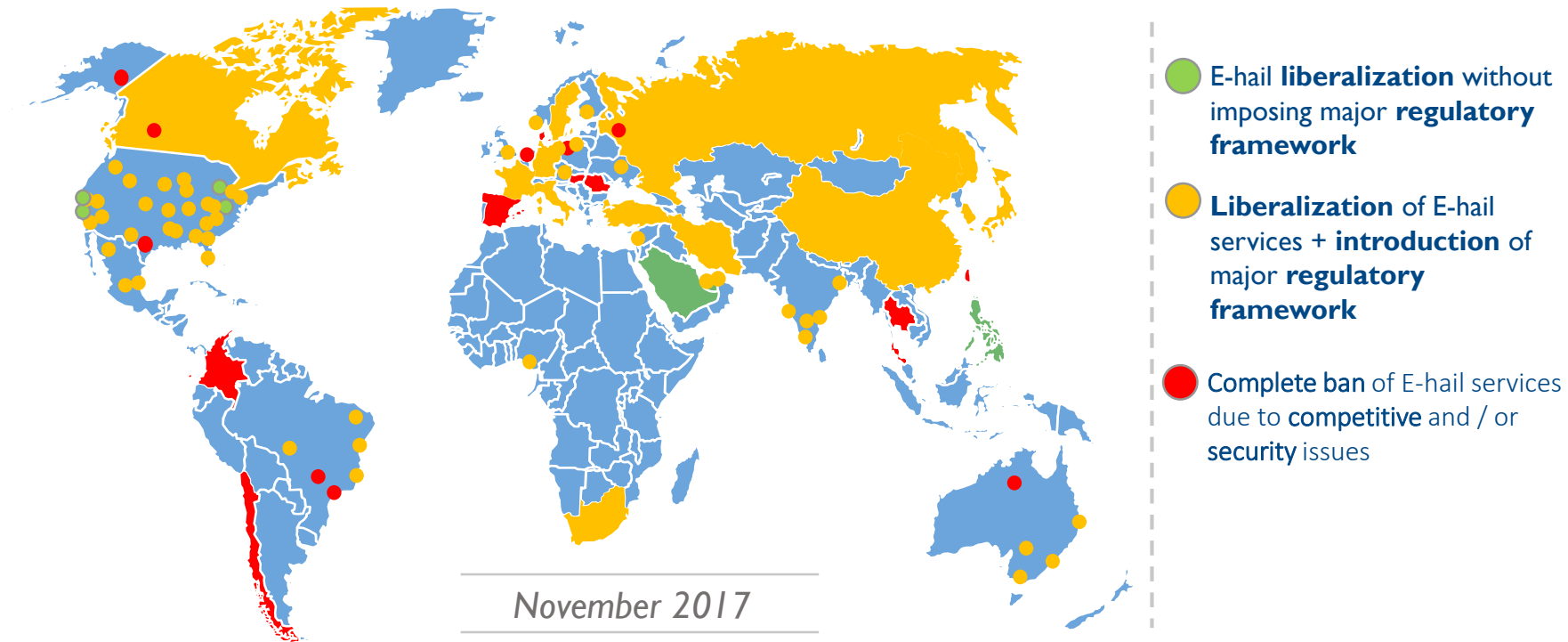
DUBAI INTERNATIONAL  
PROJECT MANAGEMENT FORUM  
6<sup>th</sup> EDITION  
الدورة السادسة  
7-10 ديسمبر 2019 • مينا جوميرا • دبي  
7 - 10 December 2019 • MADINAT JUMEIRAH • DUBAI



# Global Challenge

Transport regulators are facing challenges from E-hail players around the globe – each country/city put a defensive strategy to tackle this situation

## Overview Legal Problems of E-hail Service Providers



@DIPMF



DIPMF



DIPMF



DIPMF

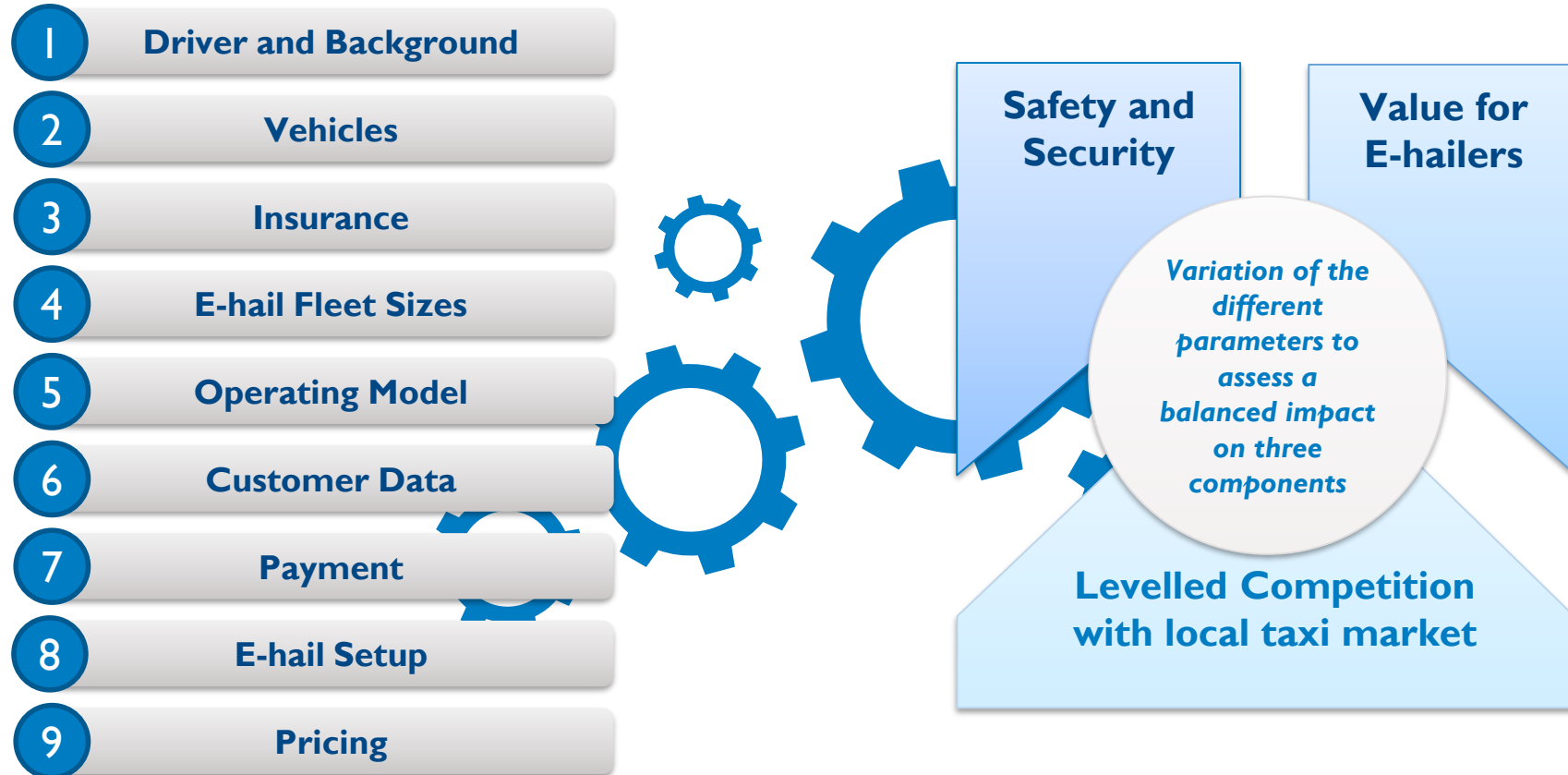
منتدى دبي العالمي  
لإدارة المشاريع

DUBAI INTERNATIONAL  
PROJECT MANAGEMENT FORUM  
6<sup>th</sup> EDITION  
الدورة السادسة  
7 - 10 ديسمبر 2019 • مينا جوميرا • دبي  
7 - 10 December 2019 • MADINAT JUMEIRAH • DUBAI



# Dubai's E-hail Regulatory Framework

RTA developed a holistic framework to regulate the e-hail sector in Dubai



# Impact of e-hail framework on Dubai Market

## Outcome

- RTA signed MoU with key E-hail players, working in partnership
- E-hail players currently offering their mobility service using a dedicated fleet in the market, at a premium pricing vs. traditional taxi
- E-hail players reimburse a fixed fee per trip to RTA as “regulatory fee”
- E-hail data are shared “real-time” with RTA for monitoring

### RTA inks agreement with Uber to provide online booking services

By Staff  
Published Thursday, January 12, 2017



### First Dubai Taxi ladies Limo through Careem app

By Staff  
Published Saturday, October 29, 2016



## Win-Win Situation



E-hails are generating value and capturing high end customers



Safety and security maintained



Traditional taxi market is protected



Collaboration between E-hail limousines and street-hail taxis



@DIPMF



DIPMF



DIPMF



DIPMF

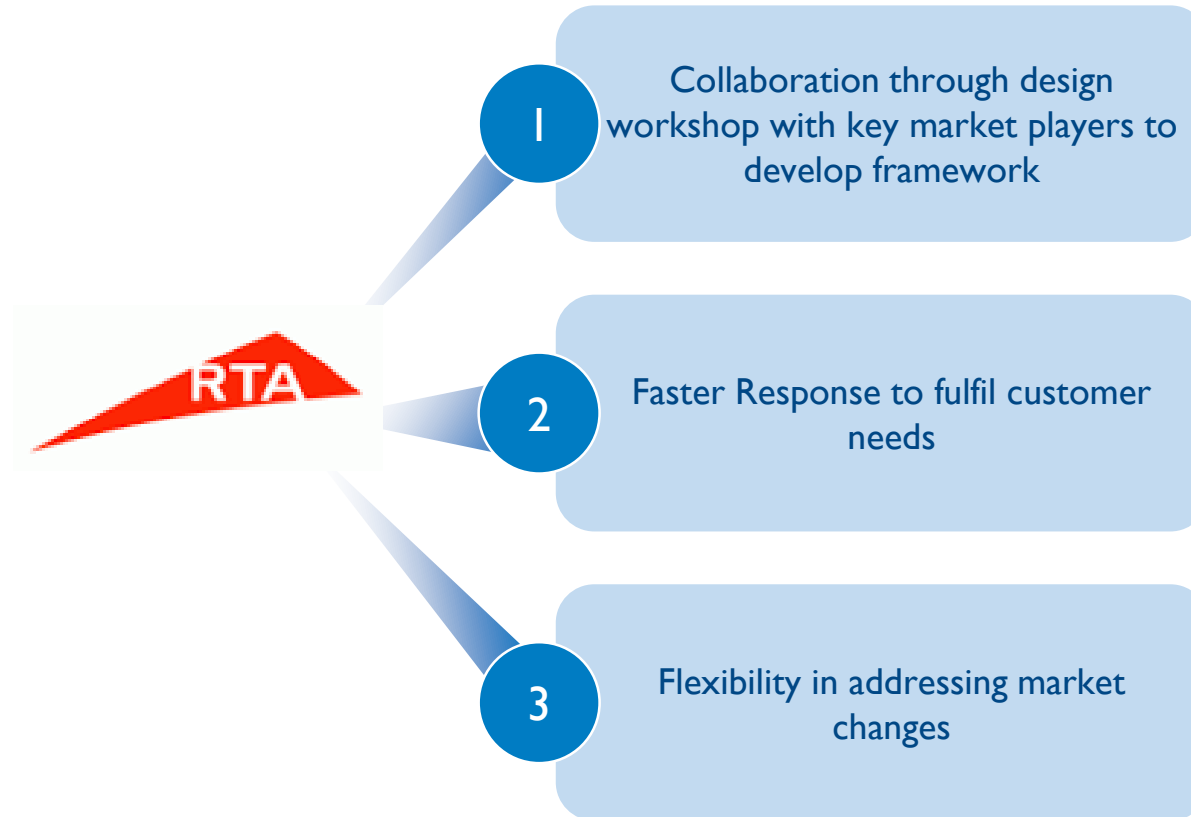
منتدى دبي العالمي  
لإدارة المشاريع

DUBAI INTERNATIONAL  
PROJECT MANAGEMENT FORUM  
6th EDITION  
الدورة السادسة  
10-7 ديسمبر 2019 • 7-10 ديسمبر 2019  
7 - 10 December 2019 • MADINAT JUMEIRAH • DUBAI



# Agility at Core of RTA

The e-hail framework is the of success story of organizational agility and policy making at RTA



@DIPMF



DIPMF



DIPMF



DIPMF

منتدى دبي العالمي  
لإدارة المشاريع

DUBAI INTERNATIONAL  
PROJECT MANAGEMENT FORUM  
6<sup>th</sup> EDITION

الدورة السادسة  
7-10 ديسمبر 2019 • مدينة جميرا • دبي  
7 - 10 December 2019 • MADINAT JUMEIRAH • DUBAI





Thank you