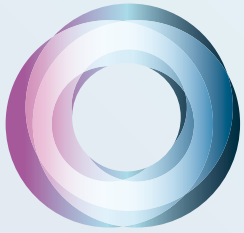


Patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum,  
Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE,  
and Chairman of The Executive Council of Dubai.



DUBAI WORLD CONGRESS  
FOR SELF-DRIVING TRANSPORT

# Redefining Mobility: The Path to Autonomy

24-25 September 2025  
Za'abeel Halls 4, 5 & 6  
Dubai World Trade Centre, Dubai, UAE

[www.sdcongress.com](http://www.sdcongress.com)



# WELCOME TO THE FUTURE OF MOBILITY

## THE DUBAI WORLD CONGRESS FOR SELF-DRIVING TRANSPORT

The Dubai World Congress for Self-Driving Transport is back for its 4th edition – bigger, bolder and more visionary than ever.

Held under the patronage of Patronage of **His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of The Executive Council of Dubai**, this dynamic two-day event – organised by Dubai's Roads & Transport Authority (RTA) is set to be the ultimate hub for innovation in autonomous technology.

Expect a power-packed conference, an exhilarating exhibition, and a prestigious awards ceremony crowning the winners of the 2025 Dubai World Challenge for Self-Driving Transport.

The Congress will unite the brightest minds and trailblazing pioneers in self-driving tech, fuelling the global revolution towards autonomy. More than just a gathering – the Dubai World Congress for Self-Driving Transport is a giant leap towards realising the ambitious vision of **His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai** – where 25% of all trips in Dubai will be smart and driverless by 2030.

### Key Themes:



Autonomous Vehicle  
Technologies and  
Innovations



Public Trust & Human  
Adoption



AI & Infrastructure  
Technology



Governance, Policy  
& Regulations



Innovative Partnerships  
& Business Models



# EVENT HIGHLIGHTS

**DATES:**  
**24-25 SEPTEMBER**  
**2025**

**LOCATION:**  
**ZA'ABEEL HALLS 4, 5 AND 6**  
**DUBAI WORLD TRADE CENTRE**



**3000+**  
Attendees



**5**  
World-class  
keynotes



**48+**  
International  
speakers



**16+**  
Interactive  
Sessions



**50+**  
Trailblazing  
Exhibitors

**Attendees can look forward to:**

## THE CONGRESS



Insights from industry leaders, policymakers, and academics.

## THE EXHIBITION



Showcasing the latest innovations and applications in autonomous technology.

## THE CHALLENGE



Participants from around the globe display pioneering solutions.

## THE AWARDS



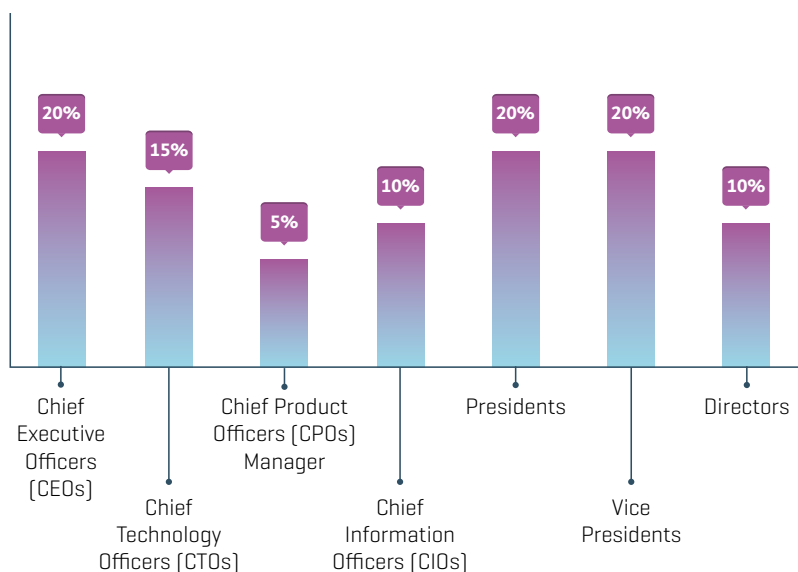
Celebrating the winners of the prestigious challenge in autonomous mobility.

# ATTENDEE PROFILE

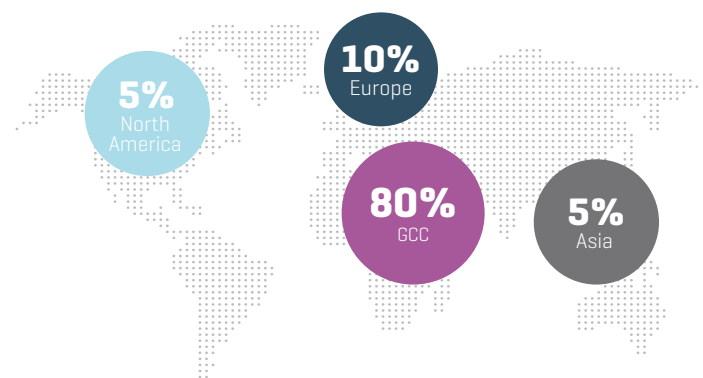
The Dubai World Congress for Self-Driving Transport audience is made up of representatives from automakers, tier 1's, start-ups, investors, TSPs, software developers and more including:

|  |     |
|--|-----|
| Government & Regulatory Bodies (Policy Makers, Regulators, Government Agencies)          | 35% |
| Automakers & Tier 1 Suppliers  | 15% |
| Software & Hardware Manufacturers (Software Developers, Hardware Manufacturers, TSPs)    | 15% |
| Investors & Financial Services (Investors, Financial Services, Insurers, Fleet Managers) | 10% |
| Industry Associations & Consultants  | 10% |
| Academia (Researchers, Universities, Think Tanks)  | 5%  |
| Wireless Carriers & Connectivity Providers   | 5%  |
| Startups & Innovators  | 5%  |

## C-Suite Attendees Include:



## C-Suite Job Functions Include:



## Departments



# CONGRESS AT A GLANCE

## WEDNESDAY 24 SEPTEMBER CONGRESS DAY 1

|       |  |   |
|-------|--|---|
| 08:00 | <b>REGISTRATION &amp; NETWORKING</b>   |   |
| 09:00 | <b>WORKSHOPS</b>   |   |
|       | <b>WORKSHOP 1</b><br>Integrating AI with Transportation Infrastructure   | <b>WORKSHOP 2</b><br>User-Centric Design : Enhancing the Passenger Experience in Multimodal Transport |
| 10:00 | <b>FREE TIME</b>   |   |
| 10:30 | <b>MORNING NETWORKING REFRESHMENT BREAK</b>  |   |
| 11:00 | <b>OPENING CEREMONY &amp; DUBAI WORLD CHALLENGE FOR SELF DRIVING TRANSPORT AWARDS</b><br>Welcome Address & Opening Remarks |   |
| 11:30 | <b>GLOBAL KEYNOTE ADDRESS:</b><br>The Future of Autonomous Transport – A Vision for Multimodal Connectivity                |   |
| 12:00 | <b>NETWORKING LUNCH</b>  |   |
| 13:00 | <b>PANEL DISCUSSION</b><br>Driving the Future: Dubai's Roadmap to Autonomous Taxis   |   |
| 13:45 | <b>PANEL DISCUSSION</b><br>AI & Infrastructure Technology – Building the Smart Cities of Tomorrow                          |   |
| 14:30 | <b>PANEL: QuickFire &amp; CrossTalk</b><br>Innovation Partnerships and Business Models for the Future of Transport         |   |
| 15:15 | <b>AFTERNOON COFFEE : NETWORKING</b>   |   |
| 15:45 | <b>CLOSING KEYNOTE ADDRESS</b><br>Seamless Journeys – The Future of Multimodal Connectivity                                |   |
| 16:30 | <b>CLOSING REMARKS</b>   |   |

## THURSDAY 25 SEPTEMBER CONGRESS DAY 2

|       |   |   |
|-------|---|---|
| 08:00 | <b>REGISTRATION &amp; NETWORKING</b>  |   |
| 09:00 | <b>PARALLEL SESSIONS</b>  |   |
|       | <b>PARALLEL SESSION 1 :</b><br>The User Journey   | <b>PARALLEL SESSION 2 :</b><br>AV Technology and AI: Intersectional Innovations |
| 10:15 | <b>GLOBAL KEYNOTE ADDRESS</b><br>From Vision to Reality: How OEMs and Challengers Want to Reach L4 Autonomy |   |
| 11:00 | <b>MORNING NETWORKING REFRESHMENT BREAK</b>   |   |
| 11:30 | <b>PANEL DISCUSSION</b><br>The Future of AV Logistics   |   |
| 12:00 | <b>PANEL DISCUSSION</b><br>Paving the Way with ADAS   |   |
| 12:45 | <b>FIRESIDE CHAT</b><br>The Role of Governance in Ensuring Safety and Trust in Autonomous Transport         |   |
| 13:30 | <b>NETWORKING LUNCH</b>   |   |
| 14:30 | <b>PANEL DISCUSSION</b><br>Navigating the Regulatory Landscape for Autonomous Transport                     |   |
| 15:15 | <b>CLOSING KEYNOTE ADDRESS</b><br>Integrating Nature and Technology in Smart City Transport Design          |   |
| 16:00 | <b>CLOSING CEREMONY</b><br>Announcing the 2027 Dubai world challenge for self-driving transport             |   |
| 16:15 | <b>END OF CONFERENCE</b>  |   |





# FEATURING GLOBAL AND REGIONAL SELF-DRIVING PIONEERS



**Sol Rashidi**

World's First Chief AI Officer  
Head of Technology, Startups NA  
**Amazon Web Services**



**Daan Roosegaarde**

Innovator and Founder  
**Studio Roosegaarde**



**Augustin Friedel**

Associated Partner  
**MHP – A Porsche Company**



**Chengyin Yuan**

CEO National New Energy Vehicle,  
**Technology Innovation Center**



**Anya Ernest**

President of the Board  
**Women in Tech – Gothenburg**



**Tim Dawkins**

Vice President,  
Head of Safety & Security  
**Einride Autonomous Technologies**



**Shafiq Urréhman**

AI Emerging Technologies Leader  
**Zeekr Technology**



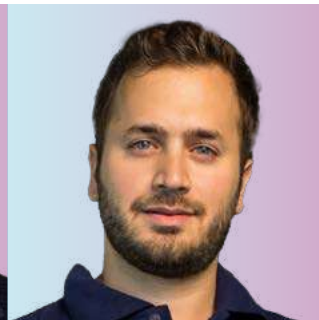
**Liang Zhang**

General Manager of  
Overseas Business, MENA  
**Baidu Apollo**



**Steven Shladover**

Pioneer in Autonomous  
Transportation



**Dr. Georges Aoude**

CEO  
**Derq**



**Hossam Yahia**

CEO  
**Brightdrive**



**Sam Hassoun**

President & CEO Global Leadership  
**Alliance (GLA)**



**Dr Xuchen Chang**

Cofounder and Head of Hardware  
**Zelos**



**Anthony El-Khoury**

UAE General Manager  
**Joby Aviation**



**Hua Zhong**

Senior Vice President of Engineering  
**WeRide**

# FEATURING GLOBAL AND REGIONAL SELF-DRIVING PIONEERS



**Walter Reinhard Prutej**  
Managing Director  
**SURAAA – Smart Urban**  
Region Austria Alps Adriatic



**Alexander Nase**  
Managing Director  
**FEV Consulting**



**Andres Castrillon**  
Senior Director of Government Affairs  
**Qualcomm Technologies, Inc.**



**Scott Nash**  
Senior Director Automotive  
Business Development  
**Verizon**



**Dr Lobna Kurai**  
Insights & AI Strategist – CIAIO –  
Global Insights & AI Leader  
**Stellantis**



**Steve Bell**  
Chief Analyst,  
Automotive Connectivity  
**Omdia Automotive**



**Scarlett Liu**  
Director of Europe Operations  
**Pix Moving**



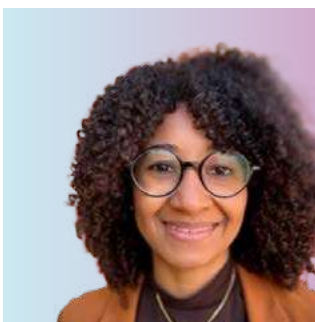
**Javier Ibanez-Guzman**  
Expert Autonomous Systems  
**Renault S.A.**



**Lukas Neckermann**  
Managing Director  
**Neckermann**



**Ken Xie**  
Global Market Director  
**Orcaubot & Orca-APAS**



**Maite Bezerra**  
Principal Analyst,  
Software-Defined Vehicles  
**Omdia**



**Joseph Salem**  
Partner,  
Travel & Transportation Practice  
**Arthur D. Little**



**Dr. Ahmad Abbadi**  
Automated Driving System Consultant

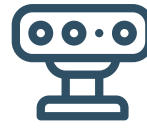
# FROM POLICY TO PRACTICE: THE TOPICS REDEFINING THE SECTOR



Connected Services



Policy & Legislation



HD Mapping



Autonomous Future



Cybersecurity



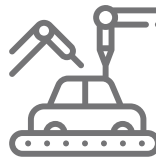
Smart Cities & Urban Mobility



Customer Experience



Mobility as a Service



Artificial Intelligence



Infrastructure Technology

## ABOUT DUBAI'S SELF-DRIVING TRANSPORTATION STRATEGY

- **AED 16bn** investment to roll out autonomous trackless trams across 8 locations, enhancing city-wide transit.
- Commercial trials of **autonomous taxis** underway – first city outside the US to do so.
- 13 km of new dedicated lanes to support **electric, self-driving buses** – total to reach 20 km by 2026.
- **AED 2.3bn** projected benefits from autonomous bus lane expansion over the next 10 years.
- **6,210 electric and hybrid taxis** now in service – **87% of fleet eco-friendly**; full transition by 2027.
- Air corridors for **flying taxis and cargo drones** mapped – air taxi operations expected by 2026.
- **AED 3.7bn** in digital revenue generated in 2023 – a 16.8% YoY increase, driven by smart mobility services.



# BOOK NOW

| Packages  | Super Early Bird Registration<br>(20 June 2025) | Early Bird Registration<br>(15 August 2025) | Full Rate |
|---|---|---|-----------|
| <ul style="list-style-type: none"> <li>○ 2-Day Full Access to Main Stage &amp; Plenary Sessions</li> <li>○ Parallel Sessions &amp; Workshops</li> <li>○ Technical Seminars &amp; Paper Presentations</li> <li>○ Vehicle Demonstrations Zone</li> <li>○ Challenge Participants Zone</li> <li>○ Cafe &amp; Networking Lounge</li> <li>○ Exhibition Floor</li> </ul> | \$299   | \$349                                       | \$399     |
| Academics   |   |   |           |
| <ul style="list-style-type: none"> <li>○ 2-Day Full Access to Main Stage &amp; Plenary Sessions</li> <li>○ Parallel Sessions &amp; Workshops</li> <li>○ Technical Seminars &amp; Paper Presentations</li> <li>○ Vehicle Demonstrations Zone</li> <li>○ Challenge Participants Zone</li> <li>○ Cafe &amp; Networking Lounge</li> <li>○ Exhibition Floor</li> </ul> | \$149   | \$179                                       | \$199     |

*Pricing excludes 5% VAT, which will be charged where applicable*

## Need Help or Group Booking?

### WhatsApp:

+971 55 176 0524

### For Congress Delegate Passes & Group Discounts:

+971 4 407 2424 or

+971 4 408 2812

register@sdcongress.com

### Sponsorship:

sponsor@sdcongress.com

### Speaking Opportunities:

speakers@sdcongress.com

### For general enquiries:

info@sdcongress.com



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