



OMAN ROAD SAFETY & ACCIDENT PREVENTION SUMMIT

15 - 18 OCTOBER 2025
Oman Convention & Exhibition Centre

TOWARDS ZERØ

www.orsaps.com

ORGANISED BY



مسقط إكسبو
MUSCAT EXPO



WHITE PAPER
SUMMITS



EVENT OVERVIEW

Fasten your seat belt as all roads lead to ORSAPS.



ORSAPS - Oman Road Safety & Accident Prevention Summit is a significant and essential event in the Sultanate of Oman, taking place from 15 - 18 October 2025 at the Oman Convention and Exhibition Centre.



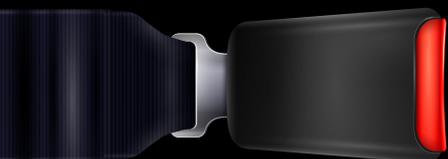
The Event aspires to identify and analyze Traffic and Road Safety challenges in Oman with an unwavering dedication to foster a culture of traffic safety and elevating road safety awareness.



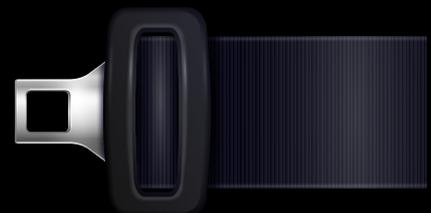
The aim of the event is to improve understanding among key players and stakeholders on how the latest technological advancements, innovative road safety solutions and implementing proven strategies can substantially reduce road accidents.



The Event plays a pivotal role in supporting organizations' mission to enhance road safety compliance and aligning with their ambition - Goal Zero.



**ORSAPS aligns with Oman's
'TRAFFIC SAFETY DAY'
held annually on 18 October.**





Given the tremendous development in the Sultanate of Oman and the expansion of road networks and evolution of the transport sector, new policies and strategies to overcome traffic related obstacles, Road Safety and Accident Prevention is of critical importance.



ORSAPS has collaborated with key government bodies, leading industry associations, research partners and companies to establish the event and is a true testament to our commitment to actively contribute to finding best solutions.



ORSAPS provides a foremost platform for knowledge exchange, peer-to-peer engagement, featuring successful cases studies, latest trends, cutting edge technologies, most recent innovations, vehicle safety features, public safety measures, effective safety models and best practices that should be implemented.



Participants will have exclusive opportunities to meet and discuss with government officials, policymakers, senior police representatives, Municipalities, Civil Defense Authorities, distinguished dignitaries, C-Level executives, specialist media, Department of Transport, potential buyers, decision makers, Road Safety professionals and industry pioneers, establishing it as a premier hub to build connections, facilitate networking and initiate partnerships, to improve traffic safety.



The Expo will bring together local and international exhibitors who will showcase the most innovative equipment, products and services in the domain of road safety to meet the requirements of governments, businesses, industrial and commercial entities, aviation, construction, infrastructure, transportation, manufacturing, oil and gas and utilities sectors making it an imperative convergence point.



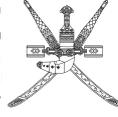
Public and Private Organizations will have the opportunity to highlight their social responsibility and present their road safety initiatives to the large number of visitors.



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STEERING COMMITTEE



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Khuloof Al-Talei**

Head of Road Safety Section
Ministry of Transport,
Communications and
Information Technology, Oman



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Bloomberg Philanthropies
Initiative for Global Road Safety



**Abdullah Sulaiman
Alwahaibi**

Electronics Technical Support
Muscat Municipality

SPEAKER



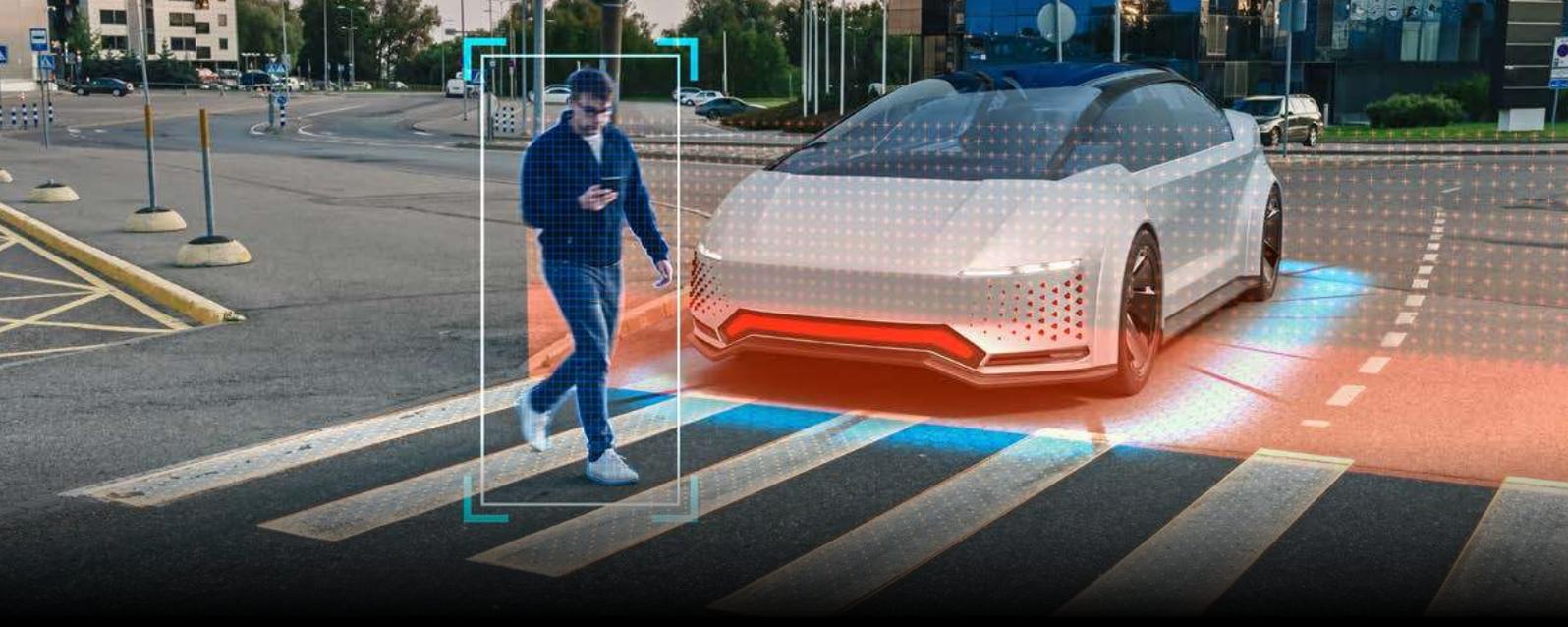
Stefano Ammirati

Director Road Safety & Global
Advocacy
FIA- Fédération Internationale de
l'Automobile



Nneka Henry

Head UN Road Safety Fund
UN Road Safety Fund



DECADE OF ACTION FOR ROAD SAFETY



2021 - 2030



SUSTAINABLE DEVELOPMENT GOALS

ORSAPS is committed to contributing to the **UN Decade of Action on Road Safety 2021-2030** and supporting their ambitious target of preventing at least 50% of road traffic deaths and injuries by 2030.

GLOBAL PLAN

DECADE OF ACTION FOR ROAD SAFETY
2021-2030

UN General Assembly Resolution 74/299 declared a **Decade of Action for Road Safety 2021-2030**, with the target to reduce road traffic deaths & injuries

BY AT LEAST 50% during that period

The **Global Plan** describes what is needed to achieve that target, and calls on governments & partners to implement an integrated

SAFE SYSTEM APPROACH

- Multimodal transport & land-use planning
- Safe road infrastructure
- Safe road use
- Safe vehicles
- Post-crash response

WHAT TO DO?

HOW TO DO IT?

WHO TO DO IT?

- Legal frameworks
- Gender
- Technologies
- Speed management
- Focus on low- and middle-income countries
- Financing
- Capacity development
- Funders
- Government
- Civil society
- Private sector
- UN agencies



5 E's of Road Safety

The most well-known remedial measures for road safety improvement are based on the '5 Es' with an additional '2 Cs' recommended namely 'Coordination and Cooperation' need to be applied together in order to reduce accidents.



ACTIVITY ARENA

Buckle Up: Steering the Future of Road Safety

The Event encompasses a series of awareness initiatives and extensive campaigns. A number of activities, competitions, workshops and programs aimed at enhancing traffic safety and encouraging motorists to abide by traffic laws will be held during the Exhibition.

By combining innovative technology, immersive experiences and interactive games, the Event endeavors to pass the message of shared responsibility in creating a safe and tolerant road environment.



The Event will not only be informative but also impactful in promoting road safety awareness and the adoption of safe driving practices to the general public.



HIGHLIGHTS

EXHIBITION



Discover the diverse display, latest advancements and solutions in Traffic Safety and Accident Prevention.

CONFERENCE



Engage with industry experts to learn about the most recent innovations and strategies to making our roads safer for everyone.

NETWORKING



Connect with key stakeholders and decision makers from across the sectors and enhance collaboration.

DEMOS



Experience dynamic demonstrations of advanced road safety technologies and solutions.

ACTIVITY ARENA



Participate in a variety of activities, competitions, interactive games, workshops and programs.

EXCLUSIVE OFFERS



Explore and benefit from exclusive offers, special deals and promotions on top Road Safety Products and Services.

CONFERENCE



ORSAPS is Oman's most important and influential conference on Road Safety. A gateway for the industry professionals and stakeholders to communicate, share knowledge, exchange views on best practices, discuss current challenges and business opportunities, identify innovative solutions to operate effectively and stay abreast with the latest global trends.



Encompassing the widest range and high-quality content agenda, immerse yourself in engaging sessions, insightful discussions and presentations delivered by a broad spectrum of influential speakers in the industry.



Attendees will have the opportunity to engage with industry experts in thought-provoking discussions, join focused conference sessions, panel discussions, Q&As and learn from more than 25+ thought leaders delivering actionable insights.

WHY ATTEND



Get direct valuable insights from key policymakers and industry leaders from the Road Safety Sector.



One-stop for industry professionals to exchange trailblazing ideas and strategies on adoption of Road Safety measures.



Cross sector business networking - Professionals from various industries get together to connect, network and collaborate.



Equip yourself with insights and trends to stay ahead of the curve.



Perspective on the local market: Gather insights on how Oman has been working towards achieving its vision of Goal Zero.



PRE-Qualified Delegates: To ensure you meet the right decision makers from the public and private sector all attendees are PRE-Qualified.

KEY TOPICS



Road Safety Innovations and Evidence-Based Practices



Road Safety Education & Public Awareness Campaigns



Multi-modal Transport and Land-use Planning for a Safe System



Intelligent transportation system for accident prevention and detection



Institutional Capacity Development for Safer Roads



Preventing vehicle fires and reducing fire related deaths and injuries



Safety Standards, Policies and Legislation



Leveraging new technologies and good practices from the region and beyond



Pedestrian Safety



The Road to Zero: A Vision to eliminate Road Deaths and injuries



Emergency Response and Incident Management



Best Practices and International Safety Standards



WHY SPONSOR

The Event presents diverse sponsorship opportunities to create a strong impact and presence. Being a Sponsor will raise your company profile, create more brand awareness and enable your company to be more interactive with potential clients before, during and after the event.

DESIGN CUSTOMISED SPONSORSHIP PACKAGES BEST SUITED TO YOUR COMPANY'S BUDGET AND REQUIREMENTS



Promote and increase brand image



Maximize your participation at the event



Drive traffic to your stand



Achieve multiple business objectives



Display and position your products and/or services



Stand out from your competitors



Benefit from highly targeted marketing



Gain from integrated PR and media exposure



Assured ROI (Return on Investment)



Highlight your organizations commitment and present your road safety initiatives



WHY EXHIBIT



THE ONLY Expo and Conference dedicated to Road Safety in Oman



ESTABLISH direct contact with Government officials and representatives



NETWORK with key decision makers and influencers



SECURE new partnerships while strengthening ties with current associates



GENERATE quality new sales leads and build prospect database



DISCOVER unparalleled business opportunities



SHOWCASE your company's accomplishments and increase brand awareness



DEMONSTRATE and promote your products, services and expertise



APPOINT agents, seek principles and dealership opportunities



EVALUATE the market needs and assess your competitors



POSITION your brand to targeted buyers and visitors



LAUNCH new products and services directly to targeted buyers



INCREASE market presence by expanding retail and distribution network



ACCESS new markets and grow your business network



MEET and engage with new and existing customers



Who will you meet at Oman Road Safety & Accident Prevention Summit



Government Agencies



Transport Authorities



Police



Civil Defense Authorities



Who are responsible for the delivery and enforcement of safety on Oman's road network.



Traffic Safety Committees



Standards Boards



NGO's



Who drive policies and regulations on road safety in Oman.



Consultants



Designers



Contractors



Engineers



Who are responsible for designing and building the transport and safety infrastructure.



System Integrators



System Architects



Who select the technologies and equipment that will be implemented in Oman's road networks.



Solution / Technology Providers



Who showcase their solutions and technologies to combat accidents and to improve the traffic safety on Oman's roads.

ADVERTISING & MARKETING CAMPAIGN



A WIDE-REACHING MARKETING AND PR CAMPAIGN

Benefit from our diverse 360-degree multi-channel marketing strategy from social media and digital, to print and public relations which is tailored to target relevant audience to the Expo.



ADVERTISING

Advertisements in local newspapers, weekly and monthly magazines, industry publications and prominent online industry websites.



PR CAMPAIGN

A strategic and extensive PR campaign implemented to raise awareness about the event, the sponsors and exhibitors. Press conferences and regular press releases from the start to the end of the event.



RADIO AND TV MARKETING

Radio and live onsite TV coverage before and during the event.



DIRECT MARKETING

VIP and personal invitations sent to prime visitors and industry professionals, decision makers and target audience.



MEDIA AND ASSOCIATION PARTNERS

Invitation by Trade Media and Industry Associations to their subscribers and members.



EMAIL / SMS / WHATSAPP

Email broadcast sent to our complete database, informing them about the event. SMS Campaigns and WhatsApp Marketing to unique users including investors and homebuyers.



TELE-MARKETING

A dedicated team of telemarketers with industry specific knowledge, will personally invite and remind key invitees to ensure their attendance at the exhibition.



OUTDOOR ADVERTISING

Adverts on billboards and mupies at significant locations.



SOCIAL MEDIA AND DIGITAL CAMPAIGN

Connecting and engaging with our followers, keeping them updated throughout the year via LinkedIn, Twitter, Instagram and Facebook.

Personalized Speaker, Sponsor and Exhibitor Social Media and WhatsApp promotion generating additional network impressions.

Social Media Marketing through digital ad impressions on Google and Social Media networks.

Bloggers and Influencer Campaigns reaching multiple social media users.

WHY ATTEND

One stop destination for multiple products, services and solutions on Traffic Safety and Accident Prevention. **Mark your calendar for an unmissable event!**

Why attend Oman Road Safety & Accident Prevention Summit?



Identify the latest solutions, strategies and technologies that can be best utilized within your organization to prevent road accidents.

Analyze a complete overview of the opportunities and tools to successfully implement innovative and safer road programs.



Explore business opportunities and establish valuable industry partnerships.

Benefit from exclusive offers, special deals and promotions on top road safety products and services.



Meet with the government stakeholders and industry professionals driving traffic and road infrastructure developmental projects.

Experience dynamic demonstrations of the advanced road safety technologies and solutions.



Hear from expert speakers who will talk about global and regional best practices that can be implemented to improve traffic efficiency and safety on the roads.

Participate in a variety of activities, competitions, interactive games, workshops and programs.



Learn about new initiatives and updates on upcoming projects and developments.

Connect with industry leaders, decision makers and peers to build valuable relationships.



WHO SHOULD ATTEND

-  Academia
-  Airport Authorities
-  Armed Forces
-  Chairman, Directors, CEOs, MDs and GMs
-  Civil Defense Authorities
-  Consultants and Contractors
-  Defensive Driving Trainers
-  Driving Schools
-  Emergency Rescue Services and Equipment
-  Emergency Response Suppliers
-  Enforcement
-  Fire Protection Services and Products
-  Fleet Managers
-  Healthcare Providers
-  Highway Safety Engineers
-  HSE Managers
-  HSE Training Institutes
-  Industry Executives
-  Infrastructure Developers
-  Insurance Companies
-  International and Regional Road Safety Associations
-  ITS - Intelligent Transport Systems Suppliers
-  Legal Firms
-  Local and International Media
-  Local, Regional Government and Organizations active in Field of Traffic Safety and Law
-  Major Oil and Gas Producers
-  Ministries and Municipalities
-  Motoring Organizations
-  Non-Government Organizations and Associations
-  Occupational Health and Safety Advisers
-  Parking Equipment and Solution Providers
-  Police Officials
-  Public Health Practitioners
-  Public Safety and Planning Managers
-  Public Transportation Companies
-  Road and Safety Consultants
-  Road Construction Engineers
-  Road Infrastructure Equipment and Services
-  Road Safety and Accident Prevention Officers
-  Road Safety Committees
-  Road Safety Products and technology
-  Security and Emergency Response Managers
-  Traffic Safety Training
-  Traffic Department Officials
-  Traffic Management Services and Products
-  Traffic Safety Organizations and Societies
-  Transport and Logistic Companies
-  Transport Infrastructure
-  Urban Planners and Architects



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Oman Convention & Exhibition Centre

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For Speaking Opportunities, Exhibiting and
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