
DISCUSSION AT TCMEA19: THE INCREASING NEED FOR ADVANCED TELEMATICS

The 5th Telematics Conference Middle East & Africa was held in Dubai end of March 2019. The main topic this year was Advanced Telematics in Fleet Management. The event also hosted 2 panel discussions, which provided a great insights into the current situations of fleet management and telematics industry.



From left: Wael Alkadamani, Leon Zhu, Frances Ogujawa, Ingus Rukis, and Sankalp Dhavale. (Photo: Ergo Institute)

The 1st panel discussion titled 'The Increasing Need for Advanced Telematics' was moderated by Wael Alkadamani, the telematics consultant for the GCC. The guests discussed the need for advanced telematics in the Middle East And Africa, and went through a series of questions and concerns on whether MENA market of telematics really requires advanced solutions. And if so, is the market and its end-users ready to actively implement innovation and utilize it on a daily basis?

Panel guest were Sankalp Dhavale, Executive Director at CVS Mobile (Slovenia), Ingus Rukis, Co-founder and CTO at Mapon (Latvia), Frances Ogujawa- CEO of Citracks (Nigeria) and Leon Zhu, the Product Director at Howen Technologies (China), were mostly positive that the market is quite open to innovation, and the governments in the GCC are stimulating such opportunities by bringing in the laws to stimulate the adoption of IoT in streets, roads and fleets.

The discussion started with CVS Mobile about their advanced solution and the richness of their platform, it went further on the importance of all the features, and whether or not all of them are being utilized by the customers. Sankalp Dhavale was optimistic and assured that the market in MENA countries is quire rich, and with their system they are trying to be ahead of time, and will be ready when the market brings in new requirements.

The discussion moved all the way to Africa, where we asked Frances Ogujawa from Citracks to explain what difficulties are being faced in the African market, and whether the government is supportive of its adoption. Frances Ogujawa was also optimistic even though she mentioned a lot of challenges mostly caused by the lack of knowledge and scarce security in the region. This means that telematics is used mostly for safety rather than data analytics, since the market is huge and telematics providers are opening doors to new solutions in the market. Presently, the African market is in its development stage, and would need another 5-10 years to start utilizing advanced technologies.

Back to Europe, we had Mapon on board and Ingus Rukis shared their fresh experience with us in the Middle East and their strategy to start building a strong network locally, they trust that the Middle East is the gate to connecting Europe and Africa, so such conferences is the right place to be and have the chances to expand your brand in the region. Platforms in Europe are molded through different perception of issues faced in transportation, yet have a full potential to better the lives of fleet managers here in the Middle East.



From left: Ingus Rukis, and Sankalp Dhavale. (Photo: Ergo Institute)



From left: Wael Alkadamani, Leon Zhu, Frances Oguyawa. (Photo: Ergo Institute)

Eventually the discussion reached MDVR solutions and Howen Technology, being an MDVR leader. Leon Zhu explained how important it is connect the MDVRs with the telematics and make them perform as one system, discussed the value that these systems bring, Leon was happy to share some successful projects in the Middle East, and the strategy of moving toward Africa in the coming year.

In the end, all the panelists agreed that world are accelerating toward advanced telematics, which calls the technology work under stringent pressure, be flexible, and open to the new requirements - this all definitely betters the user experience, and paves the way to the market for advanced technologies.



Audience at Telematics Conference in Dubai, March 2019. (Photo: Ergo Institute)