
FIRST ANNUAL TELEMATICS CONFERENCE MIDDLE EAST & AFRICA HELD IN DUBAI

More than 100 delegates took part in the global Telematics Conference Middle East & Africa, held for the first time in Dubai. The telematics focused conference and exhibition was dedicated primarily to telematics solutions for fleet management of commercial vehicles, smart fleets, and integrated solutions. The focus at the event this year was telematics as a value added service in fleet management in the Middle East and Africa region.



The Future of Telematics in the Region

"The Middle East and Africa region is highly diverse, and this is the case also with the telematics industry in the region," explained Dominique Bonte, Vice President and Practice Director at ABI Research. The region currently presents many obstacles that are hampering the growth of the industry: regional instability, lack of road and other infrastructure in some parts of Africa, the presence of local telematics solution providers that offer mostly low cost solutions oriented primarily towards safety and security issues. "Nevertheless, commercial telematics in the region holds huge potential in the future, with 26% CAGR and 2.5 million subscriptions by 2019," predicted Bonte.



Dominique Bonte, Vice President and Practice Director at ABI Research: "Middle East and Africa telematics will reach 2.5 million subscriptions by 2019." (Photo: Ergo Institute)



Tracy Ryan, Marketing Director EMEA at Telogis: "By 2020, 50 billion things will be connected, more than the world population." (Photo: Ergo Institute)

From Internet of Things to Internet of Everything

The automotive sector is changing rapidly with the presence of connected and autonomous cars. Not only cars – everything is getting interconnected. “By 2020, 50 billion things will be connected, more than the world population,” assured Tracy Ryan, Marketing Director EMEA at Telogis. “In the IoT security will be of greater concern than ever,” stressed Ethem Eldem, Senior Director/M2M Services at Etisalat. Connectivity is the key to the future of telematics, because it enables the industry to offer advance solutions for business efficiency and productivity.



Ethem Eldem, Senior Director/M2M Services at Etisalat: “In the IoT security will be of greater concern than ever.” (Photo: Ergo Institute)



Zaim Azrak, CEO at Location Solutions: “We must educate our clients.” (Photo: Ergo Institute)

Customer Education as a Must

Zaim Azrak, CEO at Location Solutions – Middle East, presented the “view of telematics from the ground”. Telematics solution providers in the region need to focus on many different challenges in order to stay on track with the best business solutions. “The crucial thing for a telematics company in the region,” Azrak continued, “is to have good business processes.” Azrak stressed the importance of quality services. In order to deliver the right quality, the industry needs to educate its end users about the real added value of commercial telematics for fleet management in transport, logistics and distribution, and other vertical markets in the industry.



Boris Pankov, CEO at Omnicomm: “All you need is to measure actual fuel volume in the tank.” (Photo: Ergo Institute)



Antanas Segzda, Sales Director for South Europe, Turkey, Iran, Iraq at Teltonika: “You have to understand each country situation and adapt your strategy.” (Photo: Ergo Institute)

Fleet Optimization with Accurate Monitoring

Boris Pankov, CEO at Omnicomm, a fuel sensor manufacturer, claimed that although the fuel price is not the biggest issue in the Middle East and some parts of Africa, fuel monitoring enables more accurate measuring and delivers value added service and solutions to their customers. Antanas Segzda, the Sales Director for South Europe, Turkey, Iran, Iraq at Teltonika, presented the most recent solutions in fleet management, and exposed the importance of insurance telematics in the future, OBD tracking solutions, people tracking and security, and asset tracking. New market niches will develop in the telematics market as well and will make it possible to track everything, either for business purposes and business optimization or for personal challenges and security.



Faheem Gill, Dashroad.
(Photo: Ergo Institute)



Sebastian Stefan, LoadMe.
(Photo: Ergo Institute)



Raymond Kenney, Inquiron.
(Photo: Ergo Institute)

5 minute startup pitches

The Dubai conference offered short presentations from carefully selected startups, solving problems with connected vehicles, logistics and distribution, and big data in the transport industry. Young entrepreneurs had only 5 minutes to convince the audience that their product or service is very interesting and highly needed in the telematics industry. "Startup segment connected already successful companies in the telematics industry with new establish companies, which deliver innovative ideas and new approaches to the telematics sector," claimed Conference Director Alenka Bezjak Mlakar. The first three startups who prepared a pitches at the first Telematics Conference in Dubai were: Faheem Gill, Founder at Dashroad, Raymond Kenney, Managing Director at Inquiron, and Sebastian Stefan, CEO at LoadMe.



In the telematics focused exhibition area, participants could see 12 companies: Baltic Car Equipment, CVS Mobile, Inosat Global, Omnicomm, Prologix Distribution, RCS, Ruptela, SafeFleet, Telogis, Teltonika, TomTom Middle East & Africa, and Tramigo. (Photo: Ergo Institute)

Annual Gathering in Dubai

The event in Dubai ended with a panel discussion on the current situation and future trends in Middle East and Africa telematics. Moderator Sebastjan Vagaja, Head of Business Development at CVS Mobile, hosted panel guests, including Oliver Albu, International Business Development Manager at SafeFleet, Ethem Eldem, Senior Director /M2M Services at Etisalat, Muhammad Atif Jamil, Director of Smart City and IoT/M2M Solutions, Middle East Region at Huawei, and Antanas Segzda, Sales Director for South Europe, Turkey, Iran, Iraq at Teltonika. All guests agreed on the importance of telematics for regional development, and emphasized the value that telematics can deliver to its end users. "The current situation in telematics is not the same as in the USA or Western and Northern Europe, but the future offers many business opportunities in the region," all participants agreed. The official part of the event was concluded by Conference Director Alenka Bezjak Mlakar, who invited the guests to attend the second global Telematics Conference Middle East & Africa, which will be held on 2–3 March 2016 in Dubai.



The event in Dubai ended with a panel discussion on the current situation and future trends in Middle East and Africa telematics. (Photo: Ergo Institute)



After conference dinner and networking. (Photo: Ergo Institute)

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