

EMIRATES TRANSPORT

Issue [80] January 2021

Participation in the first carbon neutral virtual exhibition in the Middle East

Virtual assistance technology to teach new drivers

New services to enhance maintenance of luxury vehicles

Renewal of six ISO certificates in the Integrated Management System



More smart solutions in various fields of work

Vision

Integrated transport and sustainable growth.

Mission

We are committed to providing services of transport and leasing, school transport, auto maintenance and repairs and logistics, in accordance with the highest occupational health and safety, and environmental standards for our partners and customers, be they individuals or institutions. We also strive to enhance our financial resources within the framework of corporate governance, risk management and shrewd investment.

Values

Transparency and Governance: We are committed to promoting the concepts of corporate governance and management accountability and consolidating a culture of transparency and openness. We arrive at our decisions based on scientific methods to achieve optimum performances and results.

Safety and Security: We believe security and safety are the primary requirements for all stakeholders including those affected by our performance. Accordingly, we work tirelessly and without compromise to sincerely meet this vital requirement.

Innovation and Foresight: We are committed to providing an environment that encourages creativity and innovation, and we continually strive to adopt the latest processes, innovative services and management practices that address the needs of our customers and meets their expectations and aspirations.

Care and Comfort: We focus our efforts and invest our resources in caring for our customers and responding to their individual needs and expectations. We endeavour to ensure their comfort and earn their loyalty and their support for the mission and objectives of Emirates Transport.

Aspiration and Excellence: We are committed to work towards achieving world-class status, transferring our exceptional knowledge and expertise, and expanding across local and regional markets in all areas of our specialties in the sectors of transport, supplementary and related services.

Competence: We believe that exceptional achievements and outstanding performance are the inevitable result of our convictions, daily practices and competent performances across the various organizational levels and in all disciplines and work sites.

Happiness: We believe that happiness is a human right and consider it the cornerstone in our strategic plan and the various programmes and initiatives geared towards customers, employees and the community.



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CEO Message

Overcoming challenges in all circumstances

With the publication of this issue of the magazine, Emirates Transport turns the page on the year 2020, which was an extraordinary year by any standards, both locally and globally. Indeed, the past year was the most challenging in light of the business interruptions and the

halting of economic activities for a period of time due to the Covid-19 pandemic, and - of course - the transport sector was one of the most affected by this situation.

Faced with this, and thanks to the effort of the various ET teams and the directives of the Board of Directors, the company succeeded in achieving the desired flexibility to balance our strategic objectives and the requirements of customers. This resulted in achieving the financial targets for the year and continuing our work despite all circumstances. As such, the year 2020 will be seen as a vivid example of success in the face of crises, fully coordinating with clients, investing in innovative solutions and advanced technologies for business continuity and to develop and provide services without interruption.

We have been very keen on maintaining regular contact and communication with our customers across various categories in the government and private sectors. We worked together to construct a comprehensive visualisation of scenarios for provision of services, choosing the best scenario for all parties and bridging any gaps that may appear during operations.

The company also undertook extensive precautionary measures to maintain the health and safety of employees and customers, such as ensuring the compliance of sites and buildings with the relevant instructions, until the return of normal business. As we move into the new year, we will study the ongoing developments in the business sector, in terms of the fluid Covid-19 situation, and develop optimal options that ensure the continuation of our previous successes.



Mohammed Abdullah Al Jarman
CEO of Emirates Transport



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Linking all services within a single digital algorithm engine New technical and smart solutions introduced to manage relations with customers

Emirates Transport has announced it has developed a mobile application for customers as an integrated point of access for all its transport services.

Mohammed Abdul Rahim, manager of ET's Digital Transformation Department, stated that, in line with the policy of creativity, intellectual excellence and smart transformation pursued by the company, the application was developed to allow customers access to all transport services provided by Emirates Transport, without the need to search several services in different applications.

Abdul Rahim stressed that this application will also allow all service providers within the company to participate within this unified platform, which aims to link all services provided by Emirates Transport with each other through a digital algorithm engine enhanced with the latest artificial intelligence (AI) systems.

The manager of the Digital Transformation Department confirmed the completion of the first phase of the customer service system - enhanced with machine

learning and artificial intelligence technologies - which entailed the automation of sales and services and marketing processes.

He added that the app will help provide unified platform for Emirates Transport customers to achieve the concept of Mobility as an Experience, which was developed in cooperation with "Salesforce", one of the world's leading platforms in customer relationship management (CRM) applications and programmes - and in coordination with Smaartt Digital Consulting.

Abdul Rahim explained that the application is based on eight core foundations, including: master data management, transport asset management, transport services management, field services management, geographic information systems, the Emirates Transport community, artificial intelligence and analytics and the unified channel for customers. All of which, he added, are designed to delight customers and enrich their experience with the company, whilst further expanding its reach.



Analysing fleet performance and productivity through smart reporting

Smart technologies to manage a fleet of more than 36,000 vehicles

Emirates Transport revealed that it is managing a huge fleet of more than 36,200 vehicles distributed throughout the country by applying the best global business models and practices in the field of fleet management.

Abdullah Rashid, manager of the Fleet Management Unit at Emirates Transport, said that the size of the fleet that the company owns, the great expansion of its business and the diversity of its commercial activities dictated the creation of an administrative unit dedicated to the management of the fleet.

The Unit adopted the latest technologies and global best practices, in line with the ET's digital and smart transformation initiatives, and its strategic values related to innovation and future foresight.

Rasheed pointed out that the practices applied in managing the Emirates transport fleet contribute to

increasing operational efficiency, and reducing costs through the optimal utilization of the company's resources.

Rasheed added that the success and growth of Emirates Transport reaffirms the efforts it is making, especially in managing fleet systems and safety, by applying modern technologies in planning and programming the work of transport fleets.



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More than 2,000 digital transactions completed in the first quarter

Artificial intelligence used to enhance human resource operations

Emirates Transport announced that it has developed a digital platform for Robotic Process Automation (PRA) systems to manage human resources procedures and processes.

The step comes within the framework of the company's continuous efforts towards digital transformation and is consistent with the directives of the UAE's wise leadership on the necessity of future foresight, keeping pace with the Fourth Industrial Revolution, and in line with the UAE Strategy for Artificial Intelligence.

Mohammed Abdul Rahim, manager of the Digital Transformation and Information Systems Department at ET, stated that the company is keen to employ the latest technologies in artificial intelligence systems to enhance and increase levels and quality of performances.

He added that ET applies process automation systems

that automatically complete many of the repetitive daily tasks in the Human Resources Department, ensuring a more optimal use of time and resources and directing focus towards strategic and focussed programmes and initiatives.

Abdul Rahim commented further that the number of human resources digital transactions completed through digital channels amounted to 2,213 during the first quarter of the current year 2020.

The manager of the Digital Transformation and Information Systems Department stated that the successful introduction of the PRA system had resulted in improving and raising the level of performances and services, helping achieve the company's strategic goals, in addition to reducing operational costs and enhance productivity and quality levels.



Transport services provided for approximately 2,631 students

23 school transport contracts signed with private schools in Dubai and Sharjah

Emirates Transport, the largest and oldest school transport provider in the UAE, announced that it has signed 23 new and renewed contracts for school transport services with private schools in Dubai and Sharjah, since the start of the year.

According to Abdullah Abdul Rahman, Sales Manager for Dubai and Sharjah, the signed contracts will see ET provide 447 school buses to transport approximately 2,631 students studying in 23 private schools through. The Sales Manager for Dubai and Sharjah stated that Covid-19 safety measures are applied vigorously on all buses in the school transport fleet, in addition to university and college transport buses.

He elaborated that some of these measures include the disinfection of school buses, ensuring adherence to social distancing during boarding, disembarking, and whilst on board the bus, reducing the number of students on buses by 40-60% from the usual capacity, conducting daily thermal tests for drivers, bus

supervisors and all students over the age of six before boarding the bus.

Abdul Rahman added that the growth in contracts from private schools over the recent years has been mirrored by the huge increase in the size of fleet of school buses, which shot up from the initial 400 buses in 2014 - when the ET Private Schools Transport Centre was first established - to more than 1,800 by the end of 2019.

It's worth mentioning that ET's clients in the emirates of Sharjah and Dubai include the Bukhatir Education Advancement and Management (BEAM), which operates the International School of Creative Science-Muwaileh, the American School of Creative Science, the American School of Creative Science, as well as Al Ansar International Private School. Others include, the Choueifat International School in Sharjah, the Greenwood International School, Al Mawakeb Private School, Al Sadiq Islamic English School, and the School of Modern Skills in Dubai.



The growth in contracts from private schools over the recent years has been mirrored by the huge increase in the size of fleet of school buses.





In the first nine months of the year

125,000 vehicles serviced in Dubai and northern emirates

Emirates Transport has completed service operations for more than 125,000 vehicles during the first nine months of 2020 in its various workshops in Dubai, Sharjah, Ajman, Umm Al Quwain and Ras Al Khaima. Obaid Rubaya Almehairbi, manager of the Emirates Centre for Auto Services, said that the services were carried out through eight external workshops, which are based on client premises, and eleven workshops based on ET's premises, all with the highest technical services that adheres to environmental sustainability standards of the State. Almehairbi added that the Centre has a daily capacity to service 600 vehicles a day, through 700 auto technicians. He stressed that ET is keen to utilize all its expertise

in the field of auto services to offer the best standards and exceed the expectations of its clients. The manager of the Emirates Centre for Auto Services explained that the Centre provides comprehensive maintenance services including periodical maintenance and repairs, accident repairs, tyre replacements, painting, upholstery, washing and lubrication, as well as a range of other services. Almehairbi also confirmed that Emirates Transport disinfects all its auto workshops twice daily, in addition its auto technicians adhering to precautionary measures related to safety, including wearing masks and gloves, and disinfecting vehicles before and after services, in order to preserve the safety of workers and client from the spread of the coronavirus (Covid-19).



EMIRATES MOTO
As Good As New

Through its brand "Emirates Moto"

Emirates Transport rolls out new services for luxury vehicle

The Luxury Vehicles Unit at Emirates Transport, Emirates Moto, has boosted its services to customers by introducing new integrated services that include sales of luxury vehicles and their spare parts, extended warranty and maintenance contracts, mechanical and electrical repairs, periodical maintenance programmes approved by the car maker, and offering offers and packages of integrated care and protection for vehicles. Marwan Hanna, manager of the Luxury Vehicles Unit, stated that the integrated maintenance services provided by the Unit's branches in Dubai and Sharjah would also provide accident repair services, vehicle body repairs, and vehicle painting and polishing, including nanoceramic coating protection.

Regarding the capacity of Emirates Moto's auto maintenance workshops, Hanna revealed that the Dubai workshop can serve up to 100 vehicles per day through 54 maintenance lanes, while the Sharjah workshop can serve 25 vehicles a day through 15 maintenance lanes, adding that the total number of staff at the Unit stands at more than 70 specialized technicians. The manager of Emirates Moto said the Unit works to implement the standards and specifications of the cars' manufacturers, and carries out maintenance operations with quality and professionalism that meets the expectations of clients, adding that all Covid-19 precautionary measures are strictly enforced to protect both clients and employees.



The Dubai workshop can serve up to 100 vehicles per day through 54 maintenance lanes, while the Sharjah workshop can serve 25 vehicles a day through 15 maintenance lanes.





Introduced a digital system to improve service delivery options for clients

Points of direct contact with the public reduced at vehicle inspection centres

Emirates Transport has announced the reduction of direct contact points with the public for its vehicle inspection services, in its centres in Abu Dhabi, and work is underway to extend the process to the rest of the centres throughout the country by the end of the year.

The reduction was achieved thanks to the introduction of an electronic system that allows the completion of service requirements and their digital documentation, with the aim of improving the services provided to private car owners as well as owners of commercial transport fleets.

Crucially, the system will also contribute to reducing unnecessary risks of the spread of Covid-19 by minimising human contact.

Amer Al Shehi, manager of the Auto Inspection Centres at Emirates Transport, stated that the company is keen to improve the quality and efficiency of its services and apply the latest smart technologies that meet the requirements of partners and customers and achieve their happiness whilst adhering to the best standards in health and safety.

He also stated that approximately 237,000 vehicle inspections are carried out annually by the centre and they can all be completed now through a dedicated software service.

Al Shehi commented further that Emirates Transport is continuing to improve its customer relationship management through the ICRM system, a digital system that helps streamline service delivery.



The company is keen to improve the quality and efficiency of its services and apply the latest smart technologies that meet the requirements of partners and customers.

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Through 4 auto services workshops

Nearly 7,000 vehicles serviced at ET's RAK Centre since start of year

Emirates Transport, through its Auto Services Unit in Ras Al Khaimah, provided maintenance services for 6,885 vehicles since the start of this year.

The serviced vehicles belong to various federal and local government entities, as well as from the private sector companies in the emirate.

Abdul Rahman Hassan Kaddaw, manager of ET's Ras Al Khaimah Auto Services Unit, said that ET is keen to utilize all its expertise in the field of auto services to offer the best standards and exceed the expectations of its clients. Kaddaw also stated that the number of serviced vehicles was understandably down slightly on the same period of last year due to the effects of the coronavirus lockdown

but insisted business has picked up considerably since the return to work.

The manager of ET's Ras Al Khaimah Auto Services Unit explained that the Ras Al Khaimah Auto Unit provides comprehensive maintenance services, through four workshops, including periodical maintenance and repairs, accident repairs, tyre replacements, painting, upholstery, washing and lubrication, as well as a range of other services.

Kaddaw also pointed out that the comprehensive auto services are carried out from four main maintenance workshops, which include three express maintenance workshops.



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A commitment to implementing Covid-19 preventive measures

100 contracts signed in Dubai and Sharjah

Emirates Transport has announced the signing of 100 new and renewed contracts with several government and private sector entities in the emirates of Dubai and Sharjah during the first three quarters of 2020.

Head of Sales for the Zone, Tariq AlSedawi, stated that the signed contracts, which have a range in duration of between 3 to 5 years, were for the provision of passenger transport and vehicle leasing services.

He explained that the high quality and efficient service package offered by ET, a fruit of nearly 40 years of experience in the field, had resulted in attracting and renewing a number of contracts with several government and private establishments, despite the effects of the ongoing pandemic.

AlSedawi affirmed ET's commitment to implementing preventive measures to ensure the health and safety of its passengers and drivers, in accordance with the

directives issued by the authorities to combat the spread of Covid-19.

He explained that some of these measures include disinfection of vehicles before and after each transport journey, daily temperature checks for drivers, periodic medical tests for all drivers and the wearing of masks and gloves.

The fleet of the ET's Transport and Leasing Division currently stands at more than 16,000 vehicles, which includes buses and light vehicles. The Division also employs nearly 8,500 drivers who undergo continuous training to ensure the highest standards of safety and professionalism.

Some of the Division's most prominent clients in Dubai and Sharjah include Emirates Airline Group, Dubai Police, Dubai Duty Free, ENOC, in addition to a number of universities and colleges.



The third quarter saw an increase in business activity for the company with the signing of two new contracts and renewal of 14 others.

Including 16 contracts in the third quarter alone

60 new and renewed contracts signed in the northern regions by end of H3 of 2020

Emirates Transport announced the signing of 15 new contracts and 45 renewed contracts for transport and leasing services in the northern emirates by the end of the third quarter of 2020.

Khalifa Al Khalidi, Head of Sales in the Northern Regions, stated that the third quarter saw an increase in business activity for the company with the signing of two new contracts and renewal of 14 others.

He also explained that there currently 12 running contracts for employee transport service, eight of which were signed just this year.

Al Khalidi added that the company was able to attract new clients despite the exceptional circumstances caused by the spread of Covid-19, which left wide negative effects on global economic activity, and affected most areas of

work, especially transport and leasing activities, which confirms the high competitive capabilities of ET.

The contracts serve a number of governmental and private companies and entities in the Emirate of Fujairah, in addition to the cities of Khorfakkan, Kalba, as well as the emirates of Ajman, Umm Al Quwain and Ras Al Khaimah.

Al Khalidi stated that ET's northern emirates fleet consists of nearly 3,100 various vehicles, operated by approximately 2,000 drivers.

It is noteworthy that Emirates Transport provides a variety of services in the northern regions including transport and leasing services, which encompasses school and university transport, as well as transport services for governmental and private institutions.



The high quality and efficient service package offered by ET had resulted in attracting and renewing a number of contracts with several government and private establishments, despite the effects of the ongoing pandemic.



Main subject of inquiries were disinfection services provided by ET

Call Centre receives 22,000 calls since the start of the Covid-19 pandemic

The Emirates Transport (ET) Call Centre (8006006) has received approximately 22,000 calls since the start of the impact of the Covid-19 pandemic in March, it was revealed.

Marwa Jabr, head of the Customer Happiness Section, stated that the Call Centre also received 2,522 emails during the same period.

Jabr indicated that the ET Call Centre is one of the main channels that the company has allocated to communicate with its clients, individuals, partners and the wider community, as the company is always keen to receive feedback to improve its services.

She said: "Our call centre is ready to receive your comments and inquiries about our services, seven days a week, and we strive to respond to your queries and comments in a professional, efficient and timely manner.

"Most of the enquiries revolved around Covid-19 measures and disinfection service provided by the company," added Jabr.

The head of the Customer Happiness Section said that Call Centre employees are trained to deal with all type of enquiries and are required to respond to them within a specific period of time and in a professional manner consistent with the best practices and standards of excellence.

Jabr added that Emirates Transport performs real-time monitoring of performance and performance-related indicators of the various ET centres, and carefully monitors the volume and nature of incoming calls, through continuous data analysis, in addition to strengthening and providing all communication teams with updated information.



Services provided through 2,000 buses, and 2,500 drivers

100,000 employees transported daily in accordance with precautionary measures

Engineer Othman Ali Bu Hussain, manager of Emirates Transport's Commercial Transport Operations for the Dubai and Sharjah Zone, said that the company transfers more than 100,000 employees on a daily basis to and from their places of work, in accordance with Covid-19 precautionary measures.

Bu Hussain explained that Emirates Transport provides an integrated transport service, in accordance with the highest standards of security and safety, which contributes to its success and the expansion of its business activities.

The manager of Commercial Transport Operations explained that the Dubai and Sharjah Zone was contracted with about 60 entities to provide transport services for employees who number more than 100,000, around the clock, seven days a week. He added that the services are provided through 2,000 buses,

for which about 2,500 drivers are allocated, indicating that buses are equipped with the latest technological systems such as cameras, tracking devices and other systems that conform to international specifications and standards in quality, efficiency and safety.

Regarding the precautionary measures applied on buses to ensure the safety of the transported workers, Bu Hussain stated that in the event any passenger has a confirmed infection with the Covid-19 virus, contact with the competent authorities in this regard is made, and the use of the bus is stopped and completely disinfected in coordination with the company's safety department. Further steps include an immediate medical examination of the driver whilst obliging him to quarantine for a period of 14 days, in order to preserve his safety and the safety of other transported persons.



Emirates Transport provides an integrated transport service, in accordance with the highest standards of security and safety.



In collaboration with Lloyd's Register

Emirates Transport renews six IMS certificates

Emirates Transport has successfully renewed six of its ISO certificates for the Integrated Management System (IMS) following external audit procedures by Lloyd's Register, ET's ISO certification partner.

Khalid Shukur, manager of the Environment and Occupational Health & Safety Department (OHSE) at ET, commented that the renewal of certifications reflects the keenness of the company to enhance its various services and systems, in line with its growth and development objectives.

Shukur added that ET regularly implements the necessary audits on the Integrated Management System, in order to renew the system certificates and enhance quality of services.

The OHSE manager also explained that this latest

certification renewal was achieved after the company successfully concluded the assessments and audits conducted by Lloyd's Register to verify that the necessary conditions were met.

The assessments were conducted during a number of visits by audit teams to ET's organizational units including departments, business centres, branches and facilities in various locations across the country.

The audit covered six certificates including the Customer Complaints Management System (ISO 10002), Customer Satisfaction Management System (ISO 10001), Customer Satisfaction Monitoring and Measurement Management System (ISO 10004), Training Management System (ISO 15001), Risk Management System (ISO 31000), and Management System Projects (ISO 21500).



“The renewal of certifications reflects the keenness of the company to enhance its various services and systems, in line with its growth and development objectives.”

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Strict precautionary measures to ensure safety of employees and trainees Emirates Transport Driving Institute the first in Dubai to use virtual assistant technology

Emirates Transport has begun the use of virtual assistance services via chat boat technology via WhatsApp for people wishing to enrol in training programmes at its Emirates Transport Driving Institute (ETDI), thus becomes the first driving institute in Dubai to apply this technology.

Abdullah Al Madhani, manager of ETDI, revealed that the institute seeks to provide all capabilities and services that can attract customers to training programmes in an integrated and smart environment equipped with all digital solutions that can save them time, effort and costs.

Al Madhani pointed out that the virtual assistant technology has contributed to enhancing the confidence of trainees and customers in the services of the institute, especially during the Covid-19 pandemic, as smart technologies reduce direct contact points,

which contribute to reducing the chances of the virus spreading.

He added that the institute provides a number of other distance services during the pandemic, including electronic payment options, SMS payment receipts for customers, providing online theory lectures, in addition to reducing the capacity of the driving test vehicles from two students to only one student per test, and using smart solutions and technologies in training and testing. The manager of ETDI also stated that the institute applies all recommended precautionary measures, including the installation of thermal cameras at entrances, in addition to measuring temperatures using a hand-held device, and enforcing the wearing of masks, providing hand sterilizers and gloves, in addition to displaying instructional posters in the various facilities of the institute as part of awareness efforts.



Through the Emirates Transport Training Centre

More than 12,000 ET school bus drivers and supervisors receive Covid-19 prevention training

Emirates Transport has revealed it has trained 12,165 school bus drivers and supervisor on Covid-19 preventative measures, within the framework of the precautionary and preventive measures adopted by the concerned authorities and strategic partners in the various emirates.

The employees received their training at the Emirates Transport Training Centre, which organised and delivered the training programme in cooperation with a number of government agencies.

Abdullah Al Madhani, manager of the Emirates Transport Training Centre, stated that ET was keen to develop new training material based on a comprehensive safety plan that was been put in place to raise awareness of Covid-19 for school transport bus drivers and supervisors.

Al Madhani explained that the number of employees benefiting from the training programme included 6,914 school bus drivers and 5,251 bus supervisors and that is for the period until the end of November.

The training programme was launched earlier this year with the aim of enhancing awareness of international health standards, the latest developments in Covid-19 related instructions and preventive measures, and as part of new requirements in promoting health care and the best ways to protect workers and customers against the virus.

The manager of the Emirates Transport Training Centre also stated that the training package for the Covid-19 prevention programme, intended for school bus drivers and supervisors, covered multiple topics including awareness of the virus and its symptoms, methods of prevention, means of reporting suspected infections, roles and responsibilities in addition to dealing with mandatory personal protective equipment on the bus.

He added that the Emirates Transport Training Centre offers a wide range of other training packages for school bus drivers and supervisors including courses in civil defence and first aid procedures, dealing with students and parents, and emergency evacuation of the bus.



ET was keen to develop new training material based on a comprehensive safety plan that was been put in place to raise awareness of Covid-19 for school transport bus drivers and supervisors.

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Through a pavilion with a virtual area of 18 sq. m

Emirates Transport participates in the first carbon neutral virtual exhibition in the Middle East

Emirates Transport successfully concluded its participation in the Water, Energy and Environment Technology Exhibition “WETEX” and Dubai Solar Energy 2020.

The event was the first carbon-neutral 3D virtual exhibition held in the Middle East and North Africa region, and took place between 26 and 28 October 2020. The annual WETEX was organized by the Dubai Electricity and Water Authority (DEWA) under the generous directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister and Ruler of Dubai, and the patronage of His Highness Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and Chairman of DEWA.

Aaref Alblooshi, manager of ET’s Marketing Department, stated that the Company was keen to participate in one of the most important global exhibitions specializing in the areas of environment, water, energy and innovation, which offers a distinct platform to highlight ET’s efforts in the field of sustainability, stressing that WETEX is one

of the largest exhibitions for green projects.

Alblooshi also stated that, during its participation in the virtual exhibition, Emirates Transport displayed a number of services that promote green practices, such as the vehicle CNG modifications, dry car wash, tyre renewal service and other services through which the Company succeeded in integrating investment and economic goals with environmental objectives. He noted that the participation of Emirates Transport in the exhibition, which came through a virtual 18 square meters pavilion, has enhanced its position as one of the UAE’s largest and leading companies in the transport sector.

The manager of ET’s Marketing Department also expressed the depth of the strategic partnership between Emirates Transport and Dubai Electricity and Water Authority, highlighting that ET has participated in previous sessions of the exhibition and provided golden sponsorship for previous editions.



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To ensure safety of passengers at all times

Emirates Transport drivers reminded of driving procedures during bad weather

Emirates Transport reiterated to all its drivers a number of safety tips during difficult weather including dealing with heavy rain, strong winds and foggy conditions.

Hanan Saqer, executive director of Corporate Services, said that transport services during bad weather follow comprehensive procedures as set out in the official ET Manual for Transport Operations.

These procedures, she added, are based on the company's emergency plans, issued by the Department of Environment, and Occupational Health & Safety (OHSE), and adheres to regulations and recommendations issued by the National Centre for Meteorology and the National Emergency Crisis and Disaster Management Authority (NCEMA).

Saqer also pointed out that cooperation between all concerned groups, including road users, is essential in order to achieve the highest safety standards.

Among the reminders sent out to ET drivers were instructions to halt their journey and stop their vehicles by the side of the road at times of low visibility of less than 100 meters.

The executive director of Corporate Services added that a number of procedures to inspect the operational readiness of transport vehicles were also implemented recently as part of regular maintenance operations and ahead of the winter weather.

Saqer stressed that the company will continue to apply precautionary measures to prevent the spread of the Covid-19 virus, across its various operations including commercial and school transport services. These measures includes continuous disinfection, temperature checks, periodic testing for drivers and wearing masks by employees, drivers, clients and passengers.



"Cooperation between all concerned groups, including road users, is essential in order to achieve the highest safety standards."



Al Jarman: "The 49th Anniversary of the Union ... Enduring feats and lessons for the future"

His Excellency Mohammed Abdullah Al Jarman, CEO of Emirates Transport, said: Despite the succession of years and the multitude of accomplishments by countries and peoples around the world, the union of the United Arab Emirates remains a distinct historical moment by all standards. It is a remarkable, uniting experience that God has made possible through devotees with sincere will, determination and authenticity. The same trailblazers later managed to translate the vision and aspirations of the wise leadership and the people of this blessed country into impressive gains and successes, despite the challenges and difficulties faced by the founding fathers, led by the late Sheikh Zayed bin Sultan Al Nahyan.

This auspicious experience was - and still is - a fertile field from which we draw morals and lessons to learn and evaluate the present, and to draw inspiration for promising plans to foresee and even create the future. Today, we clearly see the fruits of these efforts, made by the rulers of our dear homeland and its honourable offspring for nearly 5 decades, reflected in the progress and prestige of the UAE and its position at the forefront of many global indicators in terms of development, economy, education, business and high standards of living.

We congratulate His Highness Sheikh Khalifa bin Zayed Al Nahyan - President of the State, and his brother His Highness Sheikh Mohammed bin Rashid Al Maktoum - Vice President and Prime Minister and Ruler of Dubai, and his trustworthy Crown Prince His Highness Sheikh Mohammed bin Zayed Al Nahyan, and their brothers, the rulers of the emirates. We pray to the Almighty that we can all move forward in the service of our country, to strengthen our unity and take future steps with confidence and cohesion.



Five tips to get the most out of your workday



By Mary Barrett
Professor of Management,
University of Wollongong

Getting a lot done each day is about more than just having the right productivity tools and setup. It is about taking care of your body and mind, and this starts even outside of the workplace.

We all need strategies for increasing productivity; here are five to get you started.

1 Get a good night's rest

The first key to productivity is plenty of sleep. Getting 7-8 hours sleep a night will flow through into your work, from sharper decision making and problem solving, to

better coping with change.

It is not just the quantity of sleep that matters, but quality as well. You should try to stick to a regular sleep pattern. Going to bed late during the working week and hoping to catch up with a sleep-in on the weekends may make you feel more productive, but you are disrupting your sleep-wake rhythms. This makes it difficult to feel alert and ready for work on Monday.

Get into a good sleep routine by setting a regular bedtime. Then avoid caffeine, alcohol, nicotine, and other chemicals that interfere with sleep.

Limit light exposure – including from TV, phone and computer screens - in the evening. Eat, drink and exercise enough, but not too much and not too close to your bedtime. Make sure your bedroom is a calm place, and use it only for sleep.

2 Drink some coffee at work

Coffee helps you feel alert because it blocks adenosine, the main compound in your brain that makes you sleepy. Benefits of caffeine range from increased alertness and reaction time, to improved learning, memory and even mood. The effects lasted from one to eight hours.

Nevertheless, coffee is not just effective on a chemical level.

Researchers at MIT found that scheduling coffee breaks so that the entire team took it at the same time increased productivity. When tested at a bank call centre, efficiency increased by 8% on average, and 20% for the worst performing teams. The benefit here came less from the caffeine and more from increasing the interactions between team members.

However, before you rush out to grab a coffee, remember that in these experiments “a good cup of coffee” means black coffee. Research shows the levels of the beneficial antioxidants in coffee were higher and lasted longer in black coffee drinkers than for people who added sugar or non-dairy creamer to their coffee.

3 Take a break and do some exercise

Researchers in America have found that taking breaks during the workday is important for workers to replace workplace “resources” - energy, motivation, and concentration. These resources are not limitless, and periodically need “charging” by doing activities that require less effort or use different resources than normal work, or are just something the worker enjoys. A break could mean completely stopping work and doing something fun. An office-worker might go for a run, for instance. Alternatively, it could just mean switching tasks and doing something different, such as a supermarket shelver sitting down and doing paperwork. The researchers also found it matters when you take your break. You will be most productive after a break if

you take it early in the workday rather than later, when you are already tired.

However, perhaps you should also carve out special times in the day for physical movement. Researchers in Sweden found that devoting some work time to physical activity increases productivity. The research found that as little as two and a half hours of physical activity a week led to more work being done in the same amount of time, and reduced absenteeism due to sickness.

4 Conquer procrastination

Procrastinating not only reduces your immediate productivity by delaying work, but increases stress and lowers well-being. This can make your productivity even worse, later.

There are a range of relatively simple interventions you can do, such as eliminating notifications on your devices, only working for 15 minutes to get a project started, or creating smaller goals.

A classic remedy now supported by a University of Pennsylvania study is to divide tasks into smaller pieces so you can work through a more manageable series of assignments. Use the higher energy levels you have in the morning to do a small task you don't feel like doing, such as phoning someone you have been reluctant to contact. You'll give yourself the mood and energy boost that comes from a small achievement.

5 Do one thing at a time

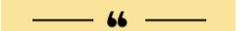
Don't be tempted to multitask. Our brains are not suited to dealing with multiple streams of information or doing multiple jobs at the same time. The more tasks we try to do simultaneously, the slower we complete them and the more mistakes we make.

Further, the research found that those who do multitask are more prone to becoming distracted by their environment.

By contrast, take that difficult phone call you just made. You gave it your full attention and finished it. Now, do something else important and then take a short coffee break, perhaps a walk. Your body and your mind will be in top gear and so will your productivity.



Researchers at MIT found that scheduling coffee breaks so that the entire team took it at the same time increased productivity.



Submarines

Curated by: Fuad Mohd Ali

Famous Submarines

“Soviet submarine B-59”

On 27 October 1962, during the Cuban Missile Crisis, a group of 11 United States Navy destroyers and the aircraft carrier USS Randolph located the diesel-powered, nuclear-armed submarine B-59 near Cuba and started dropping signalling depth charges, explosives intended to force the submarine to come to the surface for identification. There had been no contact from Moscow for a number of days and those on board the B-59 did not know whether war had broken out or not. The captain of the submarine, Valentin Grigorievitch Savitsky, decided that a war might already have started and wanted to launch a nuclear torpedo. Unlike the other submarines in the flotilla, three officers on board B-59 had to agree unanimously to authorize a nuclear launch: Captain Savitsky, the political officer Ivan Semonovich Maslennikov, and the flotilla commodore (and executive officer of B-59) Vasili Alexandrovich Arkhipov. Typically, Soviet submarines armed with the “Special Weapon” required the captain only to get authorization from the political officer to launch a nuclear torpedo, but due to Arkhipov’s position as commodore, B-59’s captain also was required to gain Arkhipov’s approval. An argument broke out, with only Arkhipov against the launch. Arkhipov eventually persuaded Savitsky to surface and await orders from Moscow. This effectively averted the general nuclear war, which probably would have ensued if the nuclear weapon had been fired.



That’s Interesting...

- The first submarine not propelled by human power was the French vessel named ‘Plongeur’. Launched in 1863, it used compressed air for propulsion.
- On February 17, 1864, during the American Civil War, the HL Hunley became the first submarine to sink an enemy warship. The submarine sank after her successful attack, killing all eight of the crew.
- The first nuclear-powered submarine, named USS Nautilus, was used for the first time in 1954.
- The nuclear-powered technology of British submarine HMS Artful means it will never need to be refuelled and can circumnavigate the world submerged, manufacturing the crew’s oxygen from seawater as she goes.
- In 1998, an intruding North Korean submarine was exposed after being tangled in a South Korean fishing net. All nine on board died and the vessel sank, as it was being towed to port by a South Korean naval boat.

Crime & Punishment

The drug cartels of South America and organized crime have long been known to use semi-sub speedboats, Narco-Torpedoes and Narco-Submarines for smuggling cocaine from South America to Mexico and eventually to the United States of America. Counter-measures in the Americas in the war on drugs are the use of Anti-Submarine Technology such as Submarine-hunter Aircrafts, Submarines and Coast Guard Ships. Now for the first time a Narco-Submarine has been seized transporting more than 3,000 Kilogram Cocaine to Spain.

Newer submarines are ‘nearly-fully’ submersible to be difficult to detect visually, by radar, sonar, or infrared systems. Cargoes are typically several tons. In 2015, the largest-known cargo of 7.7 tonnes was seized on a semi-submersible.

On 10 August 2017, Swedish freelance journalist Kim Wall boarded the midget submarine UC3 Nautilus, in Køge Bugt, Denmark, with the intent of interviewing its owner, Danish entrepreneur Peter Madsen. She was reported missing after Nautilus failed to return to Refshaleøen, Copenhagen. The submarine was found sunken the following morning and Madsen was arrested upon being rescued from the water. Between 21 August and 29 November, Wall’s dismembered body parts were found in different locations around the area. Following a widely publicised trial, Madsen was convicted with her murder and sentenced to life imprisonment on 25 April 2018. The case is also known in Denmark as “The submarine case”.



In Popular Culture

In literature, French writer Jules Verne published ‘20,000 Leagues Under the Sea’ in 1870, a popular science fiction novel that boosted interest in submarine design.

From 1910 to 2010, some 150 fictional films in which a submarine plays a significant role in the storyline have been made. Many of these are set in World War I, World War II, or the Cold War; others depict relatively “authentic” terrorist scenarios.

Some movies depict historical events from actual battles or incidents, such as Above Us the Waves, a 1955 film which depicts the true story of the British Royal Navy’s midget submarines attacks on the Tirpitz. Other submarine movies develop a fictional plot created using more or less realistic details of naval warfare, such as U-571 (2000) and Crimson Tide (1995), which tells the story of a clash of wills between two high ranking officers aboard a U.S. nuclear missile submarine.

Other submarine films from the fantasy, science fiction or occasionally horror film genres depict entirely fictitious events, these include Voyage to the Bottom of the Sea is a 1961.

“Yellow Submarine” is a chart topping song by the English rock band the Beatles from their 1966 album Revolver. “One of Our Submarines” (1982) is a song by British musician Thomas Dolby. The inspiration for the song was Dolby’s late uncle, who died as a submarine crewman during World War II.

