



موانئ دبي العالمية  
DP WORLD

## DP WORLD JOINS WITH RTA TO SPREAD ROAD SAFETY AWARENESS

### Ramadan Social Initiative Joint Campaign

**Dubai, United Arab Emirates, August 29, 2010:** - Global port operator DP World has joined forces with the Roads and Transport Authority (RTA) in Dubai to promote road safety among employees and drivers visiting its more than 300 hectare Jebel Ali terminal.

The ongoing campaign launched in the Holy Month of Ramadan is a social initiative by DP World's Head Office and DP World, UAE Region. It is aimed at raising driver awareness about safety, including the need to regularly monitor and maintain the roadworthiness of vehicles.

RTA specialists in traffic awareness visited DP World's offices and gave lectures on road safety during the month of Ramadan. According to the RTA, 16 people were killed in 239 traffic accidents during Ramadan last year, while in 2008 there were 18 deaths in 298 road incidents. Most of the incidents happened between 1pm and 3pm.

Following the presentation, DP World staff members and RTA representatives visited the Documentation Section within the busy Jebel Ali port to hand out tyre safety awareness leaflets to truck drivers. To help spread the safety message, the leaflets are available in a number of languages.

The campaign featured an awareness exhibition organised by the RTA in DP World's Head Office in the Jebel Ali Free Zone, distributing brochures and fliers on all aspects of vehicle and driver safety.

**Mohammed Al Muallem, Senior Vice President and Managing Director, DP World, UAE Region,** said:

"DP World is committed to the safety and wellbeing of its employees and the wider community, including safety on the road. It is appropriate to launch our joint safe driving campaign during the Holy Month of Ramadan. Our aim is that all our employees and those who visit our terminal reach home safely to join their families. DP World is privileged to collaborate with the RTA in promoting safe driving, not only during this month, but also throughout the whole year."

DP World's Ramadan Social Initiative programme also includes a book donation drive to help stock the staff accommodation library, a local humanitarian and charity drive, and a field trip and Iftar reception at Dubai Mall for a group of 50 orphans.

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**Photo caption1:** *DP World staff visiting the RTA information booth.*

**Photo Caption2:** *The RTA's Amal Tareq Yousef presenting a talk to DP World employees on the subject of road safety*

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## **About DP World**

DP World is one of the largest marine terminal operators in the world, with 50 terminals and 11 new developments across 31 countries<sup>(1)</sup>. Its dedicated, experienced and professional team of nearly 30,000 people serves customers in some of the most dynamic economies in the world.

DP World aims to enhance customers' supply chain efficiency by effectively managing container, bulk and other terminal cargo.

The company constantly invests in terminal infrastructure, facilities and people, working closely with customers and business partners to provide quality services today and tomorrow, when and where customers need them.

In taking this customer-centric approach, DP World is building on the established relationships and superior level of service demonstrated at its flagship Jebel Ali facility in Dubai, which has been voted "Best Seaport in the Middle East" for 16 consecutive years.

In 2009, DP World handled more than 43.4 million TEU (twenty-foot equivalent container units) across its portfolio from the Americas to Asia. With a pipeline of expansion and development projects in key growth markets, including India, China and the Middle East, capacity is expected to rise to around 95 million TEU over the next ten years, in line with market demand.

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(1) As of 27 July 2010