



«IDEX 2013» establishes Abu Dhabi's position on the map of international exhibitions industry



Saif bin Zayed attends signing of a memorandum of understanding between the Abu Dhabi Police and «Motorsports Management»

- ▶ **«Abu Dhabi»: a variety of events in the Gulf Traffic Week**
- ▶ **Economy: Call 3000 Honda car To install the pillows and pull Heating jackets**
- ▶ **Of sand enhances the stereo campaign slogan Gulf Traffic Week «Our Safety is our Aim»**



On the occasion of the 250 anniversary of its construction

Mohammed bin Rashid and Mohammed bin Zayed and Highnesses advancing march Al Hosn Palace



رخصة القيادة حماية لك
Driver's license protect you

Our ambition

«zero» in accident

Improved indicators of traffic safety in the Emirate of Abu Dhabi during the past year 2012 compared with 2011, puts us in the forefront of countries that have achieved positive indicators in reducing the incidence of accidents and fatalities and increases in our aspirations towards achieving the level of «zero» in accidents and fatalities, and the translation of the vision of leadership policing, which provided all aspects of The forms of support in addressing the incidents in order to preserve the safety of citizens and residents and visitors.

And shape of the support and efforts of the various parties in collaboration with the Directorate of Traffic, and expand the circle of traffic awareness, in addition to road networks, modern combination of factors contributed to the improvement of indicators of traffic safety against the implementation of a number of initiatives to improve the roads and tighten controls on the roads of internal and external and strengthening partnership with all stakeholders concerned with traffic safety, and the granting of incentives for the most committed drivers safe driving, such as the Road Star and the devaluation of the traffic fines for drivers by 50% to encourage them to abide by traffic laws and traffic violations are not repeated in order to reduce accidents.

We emphasize in this context that the issues of traffic safety received attention crucial to the government, which is what makes us in the Directorate of Traffic and Patrols are working to consolidate in maintaining the wealth of mankind, as human fundamental pillar in nation-building and maintaining the gains of national revival comprehensive across the board, and the longer those the outstanding efforts of traffic safety indicators and best improved in down the rate of accidents and mortality rates.

Did not stop working on what the police and institutions concerned with traffic safety, but we have introduced the public to it through a partnership of Abu Dhabi Police with the community, through various initiatives and events involved in the field of awareness that reached all segments of society, and address them in several languages to introduce them to the concept of safe driving and road safety , and the correct use to cross the street from the pedestrian areas, and how to deal with the road when a fog, and commitment to specific speeds on the roads, and other various topics were addressed in lectures and a variety of outreach programs.

We are confident our members efficiently, and the capacity of community institutions and the public in general, access to the community without incident, through the recruitment and exploitation of all that is available to our potential and means to help in the fight against traffic accidents



Chairman of the Board of Directors

Brigadier Engineer

Hussain Ahmad Al Harthi

INSIDE ISSUE



4



8

28



38



10

«Abu Dhabi»: a variety of events in the Gulf Traffic Week

17

Cooperative partnership between the passage of Abu Dhabi and Al-Futtaim Motors

20

14 drivers receiving honors from Abu Dhabi Traffic in the Road Star

35

Dispersion of the mind and weaken academic achievement. Electronic games danger to the health of children and their thinking



Chairman of the Board of Directors
 Registered Engineer
Muhammad Ahmad Al Harthi
 Editorial Chief
Jamal Salem Al Amrey
 Published by Safer Association for
 Prevention Traffic Crashes
 United Arab Emirates
 Abu Dhabi
 P.O.Box : 334344
 Tel: 02-5550286
 Fax : 02-5550286
 Website : www.aptc.ae
 For suggestions about traffic accidents
 email to : info@aptc.ae
 Email : info@aptc.ae
 All rights reserved for Safer
 Association
 for Prevention Traffic Crashes
 All correspondence on behalf of
 the Editor

Editors for
 Sultan Al Amry
 Hamed Al Blouchi
 Adel Mohajer
 Salem Al Nahda
 Rabee Elzein
 Photography
 Radio Doha Khashman

Implementation and design, and
 print output
 Gulf International Advertising &
 Publishing

GSM
 Qasim Al Qawaemeh

United Arab Emirates
 Abu Dhabi
 P.O.Box : 38822
 Tel: 02-4402289
 Fax : 02-4402289



Your safety is our aim

Your safety is our aim» a beautiful logo for the campaign events twenty-ninth traffic Week of the Gulf Cooperation Council (GCC), the celebrated finally over and our dear, amid the interaction of society and institutions and sectors concerned with traffic safety with these events it came out in a distinctive reflected evolution in that area.

Observance of the Week Gulf Traffic crowned four initiatives «family better traffic, and the school better traffic, the driver youngster better traffic, and complex labor better traffic», which initiatives beautiful affected all segments of society and all for the dissemination of traffic culture to achieve the vision zero mortality by 2030, which is what we are trying to harness all available resources and supported by the senior leadership that are looking to achieve in order to preserve the integrity of the man who is our national wealth.

We recognize the size of the great responsibility that rests with everyone in addressing traffic accidents but in proper planning and strong determination not have access to vision zero providing solutions and cooperation with all sectors, and the commitment of all its responsibilities to contribute to the support of initiatives and ideas that will enhance traffic safety among different segments of society.

The four initiatives launched in Traffic Week step forward in police work and partnership with the community and the translation of the vision of leadership policing in highlighting the role of the public and participation events dating usefulness of awareness and education in different projects recognize the importance of know people need, such as: safe driving, and driving the vehicle within rate prescribed speeds, and leave a space between the vehicles, and the availability of public safety conditions of the vehicle, and the lack of overtaking and cutting red signal, in addition how individuals deal with the road using the pedestrian walkways and any other topics fall under the traffic awareness.

We noticed through events of the twenty-ninth traffic week the cooperation Council for the Arab Gulf States, the public response and desire to drink traffic culture, and contribute to the dissemination to protect themselves and present and future generations the risk of traffic accidents we are addressing everything that is available from a large potential comparable to what is in the developed countries.

This response is the product of a collective effort has worked to promote culture of traffic safety and access to all segments of the society over many years, through programs, lectures and events and diverse activities, compared to the case of community awareness and resurrection of his possibilities towards the phenomenon of traffic accidents.

Editor in Chief

Lieutenant/ Jamal Salem Al Amrey

On the occasion of the 250 anniversary of its construction Mohammed bin Rashid and Mohammed bin Zayed and Highnesses advancing march Hosn Palace Festival



Their Highnesses at the forefront of the march

Progress of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister and Ruler of Dubai and His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the Armed Forces and His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai national march celebration, which was launched today's era of Al Manhal Palace in the capital Abu Dhabi towards the fortress palace downtown where Hosn Palace Festival celebrations marking 250 years of its construction by the His Late Sheikh Dhiab bin Isa Al Nahyan.

And participated in the march, which embodies the trip Al Nahyan of the city of Liwa in the Western Region to Abu Dhabi, a number of sheikhs and citizens and tribal people to reach outer space for the center of the celebrations Palace fort where led by His Highness Sheikh Mohammed bin Rashid Al Maktoum and His Highness

General Sheikh Mohammed bin Zayed Al Nahyan, dances People heritage amid a wide audience.

His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of

the Armed Forces and His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Crown Princes and His Highness Sheikh Hamdan bin Zayed Al Nahyan, Ruler's Representative in the Western Region and the Senate gallery Qasr Al Hosn primarily in the occasion where briefed His Highness Vice



President and Prime Minister and Ruler of Dubai on the exhibition, which features a collection of historical documents, photos and old paintings to the elders of Al Nahyan, in addition to some collectibles Palace fort that embody the ancient past era to the elders of Al Nahyan valued customers.

He briefed his exhibition as well as in pictorial models to reflect the pattern of ancient life in the Emirate of Abu Dhabi in the pre-oil era.

And was attended by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai and the Senate Labor Review «story fort and the glory of the homeland» presented the paintings exhibition historical heritage tells the story of the lives of grandparents and style of living and livelihood in the desert, camels and the sea where the reflected paintings profession diving Fishing and camel breeding used as a means of transportation to navigate.

The review included a sound and visual effects and modern techniques which reflected the

ancient Emirati heritage and prestige Al Hosn Palace historical past and present.

His Highness Sheikh Mohammed bin Rashid Al Maktoum expressed pride with what he saw from the plates heritage embodied the nobility of the past for grandparents especially elders Al Nahyan customers who came to Abu Dhabi from the Liwa to make a history in this emirate beloved, which is now the capital of modern state was founded and built by the His Late Sheikh Zayed bin Sultan Al Nahyan.

He said his establishment of this diverse heritage festival but come to define the present and young generations the heritage of their ancestors and their long struggle to build a nation reap these generations now the fruits of what planted by grandparents and parents.

He congratulated his brother, His Highness Sheikh Mohammed bin Zayed Al Nahyan on the success of this festival organized splendor and diversity of its paragraphs heritage, which includes meals and popular dances and

folk songs, paintings and popular fashion.

The courtyard of the palace fortress designed to allow visitors to pass through the pedestrian-friendly trails permeate the festival site that reflects the design patterns of life in the sea environments and the island of Abu Dhabi and the desert and oasis .. Each region has different environments group events and performances traditional handicraft workshops and introductory lectures.

And the presence in the land of the festival a group of traditional handicraft makers where visitors can see them during the festival industry and handicrafts products as well as the possibility to sit with them and participation this business.

The festival contained a number of workshops that provide entertainment for visitor's possibility learn engraving with henna and method Sadu weaving mats and industry as well as a number of industry products using palm fronds. And is available in the festival are also a number of restaurants serving traditional

OCCASION

Emirati cuisine in addition to the 60 stores spread across the land of the festival to sell products and traditional heritage.

The exhibition addresses palace fort of historical importance of the fort and social and political developments in the region and building the exhibition features architectural design heritage and is divided into four sections. First section highlights Daw on the beginnings and the second section «Palace fort from the past to today» The third section «novels of Qasr Al Hosn» The final section of interaction with visitors, offering in sections of various historical overview of the palace through a combination of acquisitions and artifacts, sculptures, photos and videos show the history of the fort, and his career since its inception by the historical 250 years through the period that rolled on the development and the most important events that have passed him and Al Nahyan history since that period to the present day.

The exhibition also included the



geometric shapes of the fort and building materials used in it with pictures and explanations models. It seeks the exhibition to transfer an image Qasr Al Hosn and more modern and interactive with the audience, where is the fortress of the oldest buildings Urban prestigious in Abu Dhabi, including

the magnitude of the symbolic, historical and reduces the long journey of historical development and political Emirate of Abu Dhabi began construction in the eighteenth century.

Referred to as the Festival Palace fort which was organized by the Abu Dhabi Authority for Tourism and Culture is a social and cultural event lasted 10 days ovation over more than 250 years to establish a fort palace. The festival revolves Al Hosn Palace Square to familiarize the public with a long history and rich capital of the United Arab Emirates.

The festival highlights the cultural palace as a fruit of the state through the organization of interactive activities and interesting for all family members





SHIFT_

NISSAN PATROL

- Comfortable Ride
- Luxurious Interior
- Unrivalled Space

TAKE US TO A BUMPY ROAD, BECAUSE WE'VE NEVER FELT ONE.

With the stability of Nissan Patrol's unique Hydraulic Body Motion Control (HBMC) system and 4-wheel independent suspension, you can challenge any terrain. Add to that premium interiors, pin-drop cabin quietness and every journey becomes a smooth one. Experience all the class-leading features with a test drive at your nearest Nissan showroom.

Nissan Patrol. The Hero of All Terrain.
Nissan. Innovation That Excites.



Premium Interiors



Hydraulic Body Motion
Control System



REGULAR MONITORING OF YOUR CAR MAKES DRIVING SAFE AND ENJOYABLE

Nissanpatrol-me.com



المسعود للسيارات
AL MASAOOD AUTOMOBILES

ABU DHABI: NAJDA 02 6772000 | KHALIDIYA 02 6811110
MUSSAFAH: 02 5550444 | MADINAT ZAYED: 02 5544200
AL AJN: SANAYYA 03 7319000



www.nissan-almasoodautomobiles.com
www.facebook.com/nissanabudhabi
www.twitter.com/nissanabudhabi
www.youtube.com/nissanabudhabi



Saif bin Zayed during the signing of the agreement

Aims to increase traffic awareness and support activities

Saif bin Zayed attends signing of a memorandum of understanding between the Abu Dhabi Police and «Motorsports Management»

HH Lt. General Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister and Minister of the Interior, the signing of a Memorandum of Understanding between the General Command of Abu Dhabi Police, Abu Dhabi Motorsports Management, at the General Headquarters of Abu Dhabi Police.

The memorandum aims to increase the proportion of traffic awareness and culture, and stimulate and support events and competitions related to a car race between the general public,

and lovers of motor racing in particular, through the provision of appropriate and safe climate to practice the sport.

Attended the signing of the memorandum, Maj. Gen. Obaid

Al Hairi Salem Al Ketbi, Deputy General Commander of Abu Dhabi Police, and Khaldoon Al Mubarak, member of the Executive Board; Chairman of the Executive Affairs Authority of the

Executive Council of the Emirate of Abu Dhabi; Chairman of Abu Dhabi Motorsports Management, Major General Mohammed bin Al Awadi Menhali, Director General of resources Human ADP, Rashid Lakhraibani Al Nuaimi, Secretary General of the Federal Council of the composition of the population, and virtual Brigadier Ali Khalfan, Director General for the leadership of Abu Dhabi Police, Colonel Saoud al-Saadi, Director of the Secretariat of the Office of HH the Minister.

Memorandum of the understanding fell was signed, Brigadier Engineer Hussein Ahmed Al Harthy, Director of the Directorate of Traffic and Patrols in the General Command of Abu Dhabi Police, Richard Kerrigan CEO of Yas Marina Circuit; representative of Abu Dhabi Motorsports Management.

Brigadier Al Harthy Said that the memo includes customizable «Circuit Racing Youth» inside Circuit Yas, is to organize the races for fans of car racing of young people, leading to satisfy their desires; and unload their energies and to provide the appropriate atmosphere and safe for exercising those sports.

He pointed out that the memo represents a pioneering initiative of the Abu Dhabi Police, through the creation of innovative solutions to address the «race», which is a one of Traffic negative phenomena, because of the consequent serious traffic accidents resulting in deaths and serious injuries.

He explained that the memorandum of understanding aimed at keeping young people who are the mainstay of our wealth of mankind; and Imad home in the future, through the support of the

Memorandum of understanding aimed at keeping young people who are considered a pillar of human wealth

Abu Dhabi Police for events and competitions for racing cars among the general public, especially lovers of motor racing class youth, and attract them to practice their hobbies in circuit racing Yas, where the ingredients are available all safety, and the embodiment of a road safety strategy for ADP to make the roads safer.

Al Harthy said that the Memorandum of Understanding with Abu Dhabi Motorsports Management includes three main axes, Concerted where the parties' efforts to raise levels of culture and traffic safety; through coordination to prepare awareness campaigns traffic to educate young people, and work to increase traffic awareness among the participants in the races risks exceeded speeds on highways, and organize competitions on racing cars on the track, and encourage and motivate drivers to practice the sport.

He stated that the memorandum

include the establishment of a joint action plan to enable young drivers to enjoy under the leadership of their vehicles safely, and develop their hobbies in a scientific manner by motivating them to participate in competitions Yas racing, and provide outreach programs traffic to them about safe driving, as well as to raise awareness of the components of the car, and educate the special procedures ratify the amendments to adjust the car and in accordance with the approved standards.

He said: note includes clauses on harness all the possibilities available to the success of events and competitions to be established; such as provision of race cars, ambulances and civil defense, and medical personnel and equipment, clothing and services for the participants, and information campaigns about the contest and conditions and prizes allocated to the winners, along with activation of the media campaign for competitions, from through the Abu Dhabi Traffic program to reduce traffic accidents «together» on the internet «Twitter - Facebook - YouTube, and coordination on all matters relating to awareness and education; to deliver its mission to support the desired goals.

Harthy stressed the importance of the initiative of the new Yas Racing Circuit, which is an important initiative added to the community-based initiatives, launched by the Directorate Finally, one of the best young driver initiative; aimed at raising the traffic culture for this category vital and important in our society.

Under the slogan «Your safety is our aim» Carried out four community-based initiatives to promote traffic safety:



«Abu Dhabi»: a variety of events in the Gulf Traffic Week

Launched the Abu Dhabi Police, four community-based initiatives to improve traffic safety, are: «Family better traffic, and a complex workers better traffic, the driver youngster better traffic, and the school better traffic» during the events of the twenty-ninth traffic week of the Cooperation Council for the Arab Gulf States, under the slogan «Your safety is our aim».

The event was held under the patronage of HH Lt. General Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior, and the Gen. Saif Abdullah Shaafar, Undersecretary of the Ministry of the Interior; events in a ceremony opened for this purpose, which launched four initiatives.

Events included traffic awareness films, and paragraphs highlights the strategic plans that will improve the scenes of traffic in the Emirate of Abu Dhabi, including support the positive results of the program «together», to reduce traffic accidents, which contributed effectively to raise the proportion of traffic awareness, which led to lower mortality incidents by 19%.

During the year 2012 compared to 2011.

brigadier Ghaith Hassan Al Zaabi, Director General of the General Administration of coordinating traffic Interior Ministry, the Gulf Traffic Week unified the cooperation and communication between the Member States of the Gulf Cooperation Council, and

establishes the unit objectives we seek to find solutions to scientific and radical issue of traffic.

He pointed to the concern and support of there H.H leadership to promote traffic safety, praising this support, and said that the theme of this year «Your safety is our aim», is an expression of the reality of what we aspire to, and we want access to it through all the legislation and regulations of traffic, pointing out that traffic accidents have become a major cause of human and material losses in the world, stressing the importance of traffic weeks to educate the public a lot of concepts and values and traffic laws; that they may have beacon Through the use of roads.

He added that the Traffic Week

is a renewed call for safety and save lives, and appeal we turn it to everyone in order to intensify efforts to address the dangers of traffic accidents, and the resulting human and material losses, as it represents the occasion to put the traffic problem with its various dimensions in front of society and its institutions, and to invite everyone to promote their responsibilities to achieve traffic safety, and to avoid the resulting loss of traffic accidents And damage to human wealth, which is the basic foundation of progress and prosperity

Brigadier Zaabi explained that the Interior Ministry carried out a comprehensive strategy for traffic safety includes many initiatives; cooperation with the concerned authorities in the country to reduce traffic accidents and their implications, and this strategy covers all aspects related to traffic safety.

He said that we desperately need for more effective cooperation between all members of society to reduce traffic accidents; which must bear the responsibility as well as the security and traffic departments, individuals and institutions, the private sector and transport stakeholders.

He stressed that to achieve traffic safety is the responsibility of classes of society, which must seek to reduce traffic accidents, pointing out that parents them the role of monitoring the children and encourage them to comply with the laws of traffic, and motorists comply with the laws and not make mistakes that lead to traffic accidents, and on the pedestrian's role in protecting themselves from run-over accidents, abide cross

of places for crossing, and that schools assume a major role in this area, and the media play a pivotal role and important role in reducing the negative effects of traffic accidents, which have become a major concern for our society.

Furthermore, Brigadier Engineer Hussein Ahmed Al Harthy, Director of the Directorate of Traffic and Patrols at Abu Dhabi Police, following his participation in the launch of new initiatives: We look through the Gulf Traffic Week this year, which comes under the slogan «Your safety is our aim», to deal with all segments of society; of through plans and programs aimed at improving and developing levels of Traffic Safety, through the launch of initiatives and develop plans that meet with international best practices in this area, to support and enhance communication with community groups all, employing various tools and communication channels that suit and the needs of each slice community separately, In order to raise awareness about traffic safety in the various sectors.

He stated that the Directorate is working to develop and update a comprehensive plan is in the «Integrated Plan Abu Dhabi 5Es + I» for traffic control, education and awareness, and engineering improvements, and rapid response, and evaluation. Next to the development of human resources to deal with traffic issues

professionally high.

He added that the new initiatives include an initiative «family better traffic»; The importance of this initiative to address it to the nucleus of society and the first cell where a family, and aims to dedicate a culture of road safety among members of the same family, and motivate families to spread the culture of traffic and upgrading them to take space an important role in their communities daily, weekly, is also working on creating a spirit of community interaction and community responsibility for traffic safety.

He added: As programs include tariff initiative to organize a number of lectures awareness and education to promote awareness about the standards of traffic safety, and the importance of application on the ground to preserve the lives of human beings, as well as

Attendance at the ceremony

Ceremony was attended by Major General Obaid Al Hairi Salem Al Ketbi, Deputy General Commander of Abu Dhabi Police, Major General Mohammed bin Al Awadi Menhali, Director General of Police Operations at Abu Dhabi Police, Major General Abdul Aziz Maktoum Sharifi, Director General of the Preventive Security Service, Interior Ministry, and a number of officers, and Mohammed Salem Al Dhaheri, Executive Director sector operations school ADEC, and representatives of the Higher Colleges of Technology, and the Emirates Association for Traffic Safety, and the Abu Dhabi Sports Council and a number of key partners, and the heads and members of delegations of the Gulf Cooperation Council (GCC), which participated in the opening within the exchange of visits by the Inter-GCC; coincide with Gulf Traffic Week.

Your Safety is our aim

the launch of some activities and events on the social networks, and the distribution of manuals in public gatherings.

He pointed out of focus during the second initiative «complex labor better traffic, a class of workers that are an integral part of the community.

The initiative aims to devote traffic awareness in this segment of community and address all the problems of traffic they face, and through the implementation of many events and activities aimed at, most notably a meeting of workers in their homes to determine the extent of their awareness of the culture of traffic, holding lectures awareness commensurate with this understanding, and simulate points weaknesses of this category on traffic safety standards, in addition to organizing field visits to evaluate labor complexes, as well as a number of other activities that are in favor of service traffic scene.

The initiative includes the third, «school better traffic», which aims to raise awareness of traffic with slides student, and educate them about the importance of proper leadership, and include the initiative application package of events and activities important to suit the needs of the student community, including lessons in the safe passage of the road, and to identify the signals optical and what they mean all of them, in addition to harness social media to reach different segments student.

The focus fourth initiative, «the driver youngster better traffic», the young people in order to spread a culture of road safety among the various segments of the younger age, which constitute the largest proportion of the components of



the UAE society, so it was incumbent on any strategic plan traffic to touch to focus on safety issues traffic, and the standards that young people should be followed to avoid falling prey to recklessness and lack of discipline to be a positive element to their home countries.

Included the activities of the initiative package activities focused on enhancing communication with young people and stand on their understanding of the rules of traffic safety, and try to remedy the gaps in this understanding through the promotion of dialogue, and contain many of the stimuli that drive young people to engage in a system of traffic safety.

Honoring the ideal driver and distinct elements in traffic

Honored Directorate of Traffic and Patrols at Abu Dhabi Police at the launch event ideal driver Mohammed Nasser Eddin Qubaisi, and the driver ideal Reem Mohammed Khaled, and ideal driver of special needs category Akram Mustafa Abdul Karim Hamdan, the driver idealism of the same category , Amal Jumaa Ahmed Salim Alclaibi.

also honored as the elements in the sections of the Directorate of Traffic and Patrols at Abu Dhabi Police, they are: the officer ideal Lt. Ahmed Khalifa Al Nuaimi, from the Department of Investigation and accidents serious, and the policeman ideal Assistant first Mohammed Hameed naieKetbi, and Assistant first Nasser Ahmed Ibrahim Ali, and the policeman Mohammed Abdullah Al-Maamari, and administrative key Awad Salem Obaid Al Kaabi, police ideal Dhebya Khamis Al Balushi

Initiative «young driver best traffic safety»

Initiative focuses on the category of young people in order to spread a culture of road safety among various segments of the younger age, which constitute the largest proportion of the components of the UAE society.

Lt. Saif Abdullah Shaafar, and Undersecretary of the Ministry of Interior launched the initiative as part of a series of initiatives other traffic events within the

Twenty ninth week of the Gulf

Cooperation Council for the Arab States of the Gulf, under the slogan «Your safety is our aim».

Brigadier-General Hussein Al-Harthi Director of the Directorate of Traffic and Patrols at Abu Dhabi Police said the initiative includes activities, based in its entirety on enhancing communication with young people and stand on their understanding of the rules of traffic safety, and try to remedy the gaps in this understanding through

the promotion of dialogue, and contain many of the catalysts that motivate young people to engage in the traffic safety system.

He stressed that he must in every strategic plan to address traffic to focus on traffic safety issues, and the standards that young people should be followed to avoid falling prey to recklessness and lack of discipline to be a positive element to their home countries.



Initiative of the best driver motivates young people to engage in traffic safety system



The initiative included the best driver events focused on building bridges of communication with young people, and stand on the extent of their knowledge of the rules of traffic safety through the promotion of meaningful dialogue language, in what motivated to engage in the traffic safety system, and dedication as a practice in their thought process and their lives.

Dr. Tayeb Kamali, Director of the Higher Colleges of Technology

launched the initiative; presence of Brigadier Engineer Hussein Al Harthy, Director of the Directorate of Traffic and Patrols at the General Headquarters of Abu Dhabi Police, to see the events within the Gulf Traffic Week unified.

Visitors can access the passage of the Abu Dhabi-mail to reduce traffic accidents «together» via my website «Facebook and Twitter» on the World Wide Web for the events of traffic emerging within the state,

and the instructions of traffic will be in the Traffic Week annually draw prizes valuable members involved in the program.

Dr. Kamali and Brigadier-Harthy, accompanied by Colonel Khamis Ishaq Mohammed; Deputy Director of the Directorate of Traffic and Patrols at Abu Dhabi Police, and Lieutenant Colonel Jamal Al Ameri, head of public relations directorate, inspected the traffic awareness gallery organized by the college

in collaboration with companies: Emirates Driving and Omair bin Yousef Masood and Carmen.

Emirates Driving company provided a range of theoretical and practical activities about the importance of seat belt use, and evaluate leadership by Mohakah device; addition to educating students to abide by traffic laws and regulations, especially the lack of speed and use a mobile phone while driving.

The delegations also GCC participation in the Gulf Traffic Week activities in the UAE; attended the launch of the initiative referred to visit the exhibition and see the different activities.

Dr. Tayeb Kamali, evaluated the efforts of the Ministry of Interior and the Directorate of Traffic and Patrols at the General Headquarters of Abu Dhabi Police in the awareness of the different

segments of society; traffic systems, traffic and reduce traffic accidents, stressing that the college is a strategic partner with the Abu Dhabi Police in community service.

He said that the technical colleges educate students walk and traffic systems to be an example of leadership delegations also welcomed the participation of the Week Cooperation Council traffic; and invited them to get to know the college's programs and their role in raising awareness of traffic.

Moreover Brigadier Al Harthy said that the Directorate of Traffic and Patrols at Abu Dhabi Police used the latest technology in traffic awareness, stressing the desire of the Directorate access to the largest segment of young people, who have committed 26% of traffic accidents in the past year.

On the initiative of the driver better traffic, he said: Young

Imad home, present and future entrusted with the task of building and construction, so I had to focus efforts, all of which are in the side to protect them, and deepen the security and safety standards that save lives by dedicating a culture of traffic balanced mimic all the problems of traffic that they may face, and arm them with the tools to ensure that substantive deep understanding of the dimensions of traffic safety.

He added: pour tireless efforts made by the Directorate in the Department of crystallization equation of the first tip culture traffic safety and the second party for all citizens, it will not be achieved only through the employment of means and media channels mimic the aspirations of young people and in line with the style of thinking.

Initiative «traffic school» is best promoting awareness among students



Directorate of Traffic and Patrols at Abu Dhabi Police during the Gulf Traffic Week Launched initiative school better traffic for the deployment of traffic culture in ways and unorthodox methods are based to employ the means of social communication, and the consolidation of traffic culture in the minds of emerging from the people of the UAE since a very young age to reach levels of education developed.

Included key players in the initiative of the school better traffic create a balance between theoretical education and practice of the culture of traffic on the ground through a package of interactive activities include lessons in the safe passage of the road and to identify the signals and what they mean all of these signals, and field visits, whether to school or from Directorate of Traffic and Patrols at Abu Dhabi to raise their awareness of mental identify the tasks and the work carried out by the Directorate was simplified. And also «monitor the prizes to the winners in this category.

Best traffic family Initiative promote community awareness of traffic safety



Confirmed the Directorate of Traffic and Patrols at Abu Dhabi Police that family initiative credited traffic dedicated traffic safety culture among family members and encouraging them to spread this culture.

Colonel Hamad Mubarak bin atheith-Al Ameri, Director of the passage of the capital and Colonel Khalifa Mohammed Al Kheily, director of traffic engineering and road safety in the Directorate of Traffic and Patrols at Abu Dhabi Police was Inaugurated initiative with the participation of Maryam Rumaithi, Director General of the Family Development Foundation and Said Ali Ghafli Services Department Director

The initiative «best family traffic» is considered to be one of the new community initiatives launched by the Abu Dhabi Police to give the community the lead and assume its responsibilities towards the issues of traffic safety

According to Colonel Hamad Mubarak bin atheith-Al Ameri we can provide safety and security, traffic to the family of the most important pillars attached by the Directorate greatest attention, pointing out that it can be found on the contest requirements through the website of Abu Dhabi Traffic on Face book and on Twitter and YouTube so as to enhance the involvement of the public in the largest cases of traffic safety, and dedicate a state of societal awareness results reflected positively on the traffic behavior and deepen understanding on these issues

He pointed out that the initiative «best family traffic» importance lies in being addresses the nucleus of society and the first cell where a family. The initiative aims to perpetuate a culture of road safety among members of the same family and motivate families to spread the culture of traffic and upgrading

them to take an important place in the daily and weekly gatherings. It also works to create a spirit of community interaction and community responsibility for traffic safety.

He stressed the importance of partnership between the Family Development Foundation and the passage of Abu Dhabi for the deployment of traffic culture in the society, pointing out that the programs tariff own initiative include organizing a number of lectures, awareness and education to promote awareness about the standards of road safety and the importance of application on the ground to preserve the lives of human beings, as well as the launch of some activities and events on the social networks, and the distribution of manuals in public gatherings.

Promote national corporate social responsibility

Cooperative partnership between the passage of Abu Dhabi and Al-Futtaim Motors

Concluded Directorate of Traffic and Patrols at Abu Dhabi Police community partnership of cooperation with the company long-Futtaim Motors granting platinum sponsorship of events and activities of the Abu Dhabi Traffic program to reduce traffic accidents (together) for the year 2013.

The agreement was signed by Abu Dhabi Traffic Brigadier Engineer Hussein Ahmed Al Harthy, Director of Traffic and Patrols Directorate of Abu Dhabi Police and Mr. Lynn Hunt, head of Department of Motor Vehicles in Al-Futtaim Group.

Via Brigadier Engineer Hussein Ahmed Al Harthy, Director of Traffic and Patrols Directorate of Abu Dhabi Police hoped that this step will be a motivation for other companies to take the initiative to strengthen the role of the community and work for the benefit and the good of the homeland and the citizen.

He said that the Directorate of Traffic and Patrols all efforts are being made to reduce traffic accidents and the resulting deaths and serious injuries, along with the dissemination of traffic safety culture in the society with all its components and groups. He pointed out that the Directorate has been able to improve the indicators of traffic safety to reduce traffic accidents in Abu Dhabi mortality rate of 19% last year, and I think that this figure is insufficient alone to reflect the size of the effort in this regard.

Al Harthy «Any effort remains a minor unless blows everyone, without exception, for the advancement of their duties and contribute to the role played by the Directorate of Traffic and Patrols, and this is what I've realized. Al-Futtaim Motors, one of the companies leading national, rushed to exert all efforts in support of our efforts in the district and we highly value These efforts and they are appreciated by all official bodies

Al Harthy that the partnership with Al-Futtaim Motors crowned by uniting all efforts for the success of the activities of Gulf Traffic twenty ninth Week in Abu Dhabi which is organized under the banner of (our destination safety) so as to enhance efforts to support community-based initiatives that have been launched in order to find the best formats possible cooperation by beneficial interest to achieve the desired goals.

For his part, Mr. Lynn Hunt said: «This partnership comes in the context of full and completes our understanding of the responsibilities undertaken by



national companies and their role in deepening its involvement in activities and events that the good citizen and devoted his favor.

Topping the traffic community's attention to the issue as an urgent task that requires urgent action to save human wealth which constitutes the essential foundation in this country.

He stressed that the Al-Futtaim Motors will spare no effort to do everything that would hurt in the promotion of the outputs of the traffic scene in the state.

It is noteworthy that community initiatives launched by the Directorate include: Family best traffic this initiative addresses the family as the first parachute in stimulating various family members to engage in efforts to perpetuate the culture of traffic safety. The second initiative is the best traffic school, because school is the best and most effective ways to disseminate the culture of traffic safety in the hearts of emerging and make it an integral part of everyday behavior.

The initiative focuses the best young traffic on the creation of a culture rooted in the hearts of young people and deepens security and safety standards that save lives and through traffic devoted to the culture of balanced mimic all of the traffic problems that they may face. While highlighting fourth initiative as an inevitable necessity to complete the traffic safety concepts and disseminate among the various social circles, namely the complex initiative Worker best traffic in an effort to create an integrated situation awareness of traffic and the elements of traffic safety.

**Committed 46% of traffic
accidents last year**

Abu Dhabi Traffic desensitize young people through social networks



Brigadier Engineer Hussein Ahmed Al Harthy Director of the Directorate of Traffic and Patrols at Abu Dhabi Police said the Abu Dhabi Traffic in traffic awareness through social networking sites «Facebook and twitter and YouTube pioneering initiative globally and regionally to improve the behavior of drivers in general, and especially young people in order to achieve the sustainable safety of traffic to maintain human life which is considered the most important wealth and development .

He stressed that the provision of traffic safety and security for the family is the most important priorities of the Abu Dhabi Traffic through the implementation of a comprehensive strategy in the areas of awareness and control of traffic and engineering that led to a significant reduction in mortality and the number of traffic accidents during the past two years at rates greater than the target percentages

He reported that the number of

traffic accidents committed by young drivers in the age group of 18 to 30 years old accounted for about 46% of the number of traffic accidents that have occurred over the past year, and emphasizes the importance of raising awareness of this class of important community traffic safety through initiatives effectively accommodate the era by communicating with them via social networking sites

He explained that the incidents committed by young people varied between trampled accidents and shocked and deterioration, resulting in 132 deaths among young people, against the 168 injury, and attributed the occurrence of such incidents to speeding, negligence and exceeded the red traffic light and do not leave enough distance, neglect and lack of attention

He said that in the framework of the methodology to communicate with the community in order to achieve a sustainable traffic safety has launched four new community-

based initiatives, including the best young driver initiative, which aimed at raising traffic culture and slide it as the most dangerous traffic and Family Initiative best traffic.; The best traffic school initiative, designed to enhance safety standards in schools and the level of traffic awareness among students and workers camp Initiative traffic better, to raise the level of traffic culture among workers

He pointed to the efforts of «regular education» in the field of traffic awareness, among the various members of the community, and activate the traffic awareness among families, by visiting homes and directing your driver (the driver's home) and nannies in the homes, how to deal with the correct children inside the vehicle and on the road, directing parents through their contribution to reduce traffic accidents.

4% of traffic accidents in AL Ain because the red signal exceeded during the past year

Exceeding the red signal in the city of AL Ain formed 4% of the reasons that led to the occurrence of accidents in the city, in what grew Department Traffic and patrols eye Directorate of Traffic and Patrols at Abu Dhabi Police control traffic signals to reduce irregularities bypass signal, and within the framework of a traffic strategy Safety Directorate to reduce hazardous violations and the resulting serious accidents and deaths and serious injuries

He said Major Salah Abdullah Humairi Head of Traffic and patrols eye in the Directorate of Traffic and Patrols at Abu Dhabi Police directives of the Directorate to raise the level of traffic safety on the roads through the intensification of traffic control and increase oversight bodies at intersections to reduce bypass optical signals pointing out that the number of irregularities bypass the traffic light red was released last year amounted to about 2114 eye violation

and he called motorists in the context of traffic awareness programs to not increase the speed in order to catch up with the optical reference after its transformation from green to yellow and before turning to red so as to avoid collision with vehicles coming from the other direction. He stressed the importance of adhering to the optical signals to stop completely and wait in the case of the color red



and do not move until the change to green

It is noteworthy that the traffic law and traffic has text on the federal offense beyond red light on

the fine of 800 dirham's, and an eight-point traffic, in addition to the impoundment of the vehicle 15 days, and the emancipation of violating his presence and absence.

14 drivers receiving honors from Abu Dhabi Traffic in the Road Star



Two drivers receiving honoring gift

14 drivers receiving honors from the Directorate of Traffic and Patrols at Abu Dhabi Police in cooperation with the Federation of UAE motorsport, motorcycles and Saaed Association for Prevention of Traffic Crashers during the contest way as the star of the most committed of traffic laws and regulations during the leadership of the different ways in Abu Dhabi,

Lieutenant Colonel Jamal Salem Al Ameri, head of public relations at the Directorate of Traffic and Patrols at Abu Dhabi Police said this session of the contest road star in Abu Dhabi, which coincides with the Gulf Traffic Week Twenty-ninth under the slogan «Your safety

is our aim», stressing that the purpose of the celebration of the Week of traffic is a reminder of the community need to support efforts to achieve sustainable traffic safety

He added that the road star motivate drivers to abide by traffic laws and traffic, explaining that drivers honorees selected by the committee included all of the traffic assistant Abdul Rahim Yousef Al Hammadi and Corporal Mohammad Al heraiz Al Ameri, first policeman Abdul Samad Ali Al Hammadi

He called on motorists in the framework programs of traffic awareness to the need to reduce

speeds and commitment speeds assessed on different ways and buckle and lack of concern for follow-up way back on the phone or use it while driving, leaving enough distance and commitment to line the road and ensure the validity of the tires to walk

Al Ameri stressed the need for attention and reduced speeds near intersections and not to increase the speed in order to catch up with the optical reference after its transformation from green to yellow and before turning to red so as to avoid collision with vehicles coming from the other direction.

Saaed Association presented her experience in the dissemination of traffic culture in the international forum



Saaed Association for prevention of traffic presented its experience in raising the level of traffic culture in a society of the United Arab Emirates in the International Forum for Traffic Safety, hosted by Tunisia.

The presentation provided by Lt. Colonel Jamal Salem Ameri, Executive Director of Saaed Association, said the presentation included vision and mission of the association and what has been achieved by the efforts of awareness aimed at all segments of society and its institutions through different partnership with the Directorate of Traffic and Patrols at Abu Dhabi Police and plan for the development of voluntary traffic work, so that it becomes an essential component to address the causes of traffic accidents, casualties and economic and social over the next decade.

The presentation addressed the role of the Assembly in the dissemination of culture of traffic through a magazine helped to reduce traffic accidents, and released for counting the fourth of the magazine according to the latest techniques in the field of preparation, design and output journals, participate in the preparation of the topics specialize in the field of traffic safety, and is distributed in the UAE all

He added that the presentation had a good impression



of the participants in the International Forum, which was held under the title «any role for civil society in the implementation of the contract for road safety and discuss a variety of topics important to activate the role of civil society in irrigated safety over the next ten years.

Participation Assembly as the first of its kind at the regional level and the Arab world in light of payment of the Assembly in international partnerships and benefit from the international experience to be reversed in the local Emirati community addition to the definition of the role played by civil society in increasing traffic culture in order to reach the best practices through the exchange of these experiences



One of the elements of traffic for drivers explains how to drive safely.

To reduce serious accidents Awareness programs for drivers in traffic and transportation construction companies



Began by construction companies and Transport, in collaboration with the Directorate of Traffic and Patrols at Abu Dhabi Police, the Association has helped to reduce traffic accidents, providing outreach programs to drivers to know the requirements of safety and security while driving on the roads, to prevent them from driving at times of thick fog in order to reduce accident rates that can be caused by trucks.

Continues Directorate of Traffic and Patrols Association helped to

raise awareness campaigns will continue throughout the year, where the outreach teams of the Department of Public Relations and Media Directorate visited several construction companies and transportation.

And provided education to about 200 in the driver Western Bainuna Group General Contracting Mussafah area in Abu Dhabi, and urged them to take caution while driving heavy trucks and respect for traffic laws and a commitment to legal speeds.

The head of Baynunah Western group Contracting Mohammed Khalfan Al Hamli, «The Group focuses on developing the performance of drivers where in order to maintain their safety and the safety of other drivers on the road as well as achieve economies of economic terms have been reduced accident rates and thus discipline workflow company and projects based on them without stopping because of an accident. «

Hamli added that the number of drivers in the company of those who have received training provided by the Directorate of Traffic and Patrols at Abu Dhabi Police, there were 200 large trucks driver, pointing out that the company has about 1,000 light vehicles, medium and heavy.

Moreover, the Director General of Bainuna Western group Zuhair Hmenda «The management company interested in serious rings of awareness and training for all drivers, especially truck drivers and provide them with information about how maintenance of vehicles and dealing with defects on the road as well as on the proper handling of the vehicle in an emergency.»

He pointed out that the

group holds many international certifications in quality, including 9001 in 2004 for quality and other 14001 and 18001 environmental standards for health and safety as well as waste treatment and certification of the Health and Safety Department of Abu Dhabi Municipality.

The Directorate of Traffic has implemented a number of measures that aimed to provide traffic safety and to avoid the risks caused by truck accidents by selecting the speed on the roads of 80 kilometers per hour, also included preventive measures to prevent truck accidents stop the movement of its progress on the roads in case of low the level of visibility due to fog and the vagaries of the weather, to identify ways of functioning and the prohibition of entry into the city of Abu Dhabi during peak times and during the changing weather conditions.

The Directorate has called on companies operating in the field of trucking and drivers to abide by traffic law and legal speeds and loads and lack of legal overtaking and checking tires and do not use counterfeit tires, which ended the period of validity and leave enough distance behind other vehicles.

She stressed the need to make sure you install loads properly so as to avoid the crash and road resulting in accidents and dangerous obstruction to traffic in addition to overloading, which may cause a burst tire as a result of high pressure upon law requires all drivers to abide by the cargo identified as they carry Chemicals and petroleum dangerous.

Saaed Association and Abu Dhabi: Traffic educating student in «spring without Accident» exhibition in Abu Dhabi



Saaed Association for Prevention of Traffic Crashes in promoting the concept of road safety among students in collaboration with the Directorate of Traffic and Patrols at Abu Dhabi Police in the exhibition «spring without Accidents» organized by the Family Development Foundation, Abu Dhabi with the participation of schools «Al Dhebyaniah and Al Bateen Scientific and future and Ajnadeen» as part of a systematic community outreach so as to enhance traffic safety in the education sector.

Jamal Salem Al Ameri, head of public relations at the Directorate of Traffic and Patrols at Abu Dhabi Police admiration slogan chosen by the students of the exhibition »spring without traffic accidents» and the pursuit of the Directorate to make all the seasons of the year without traffic accidents, stressing the efforts of the Abu Dhabi Police through a strategy of traffic safety to reduce all accidents which students are exposed.

The exhibition included the activities of a variety awareness shows of the early students of the issue of traffic safety, and attended the events leading Khalid Mohammed Abdul Karim Al Ali and Capt. Aisha Mohammed Al

Zaabi and Ms. Mary Muslim Mazrui director of the Center of Abu Dhabi in the Family Development Foundation and administrators and teachers Schools and ventricular scientific and Future School and Ajnadeen School.

He stressed submitted Al Ameri on the need to invite parents to watch creations distinctive inspired by themes traffic, including studio traffic and models about traffic accidents, and line Arabic, songs awareness of traffic and display base gold to ride school buses in addition to providing tips expensive in the field of traffic safety, and make a presentation «game the way to school is that the design requesting gift, which is about an electronic game

Al Ameri attention given by the Abu Dhabi Traffic to activate the prospects for communication with the education sector through optimal use of the means of education and training to raise the level of awareness among students, teachers and parents urged bus drivers, supervisors to abide by the rules of traffic safety

For its part, confirmed Mary Muslim Mazrui Director of Abu Dhabi in the Family Development Foundation to care for the traffic

awareness in partnership with the Abu Dhabi Traffic comes a translation of the orientations of the Government of Abu Dhabi to instill a commitment to raise awareness of traffic between the students and that as drivers of the future so as to enhance the standards of security and traffic safety to achieve the vision 2030 to become one of the five governments traffic safety check

Hamdah AL Muhairi, Director of Al Dhebyania School of the Family Development Foundation in partnership actors between the school and the Directorate of Traffic in organizing the exhibition congestion, and emphasized the attention given to the programs traffic culture which has contributed to the development of traffic culture among students and encourage them to develop and design programs and electronic games in the field of traffic safety, which enabled it to obtain numerous awards in the competition of Emirates Transport.

Saaed Association educates 1,200 workers to protect them from run-over accident



The side of the workers listens to the explanation of traffic awareness from Saaed Team

1,200 workers have benefited from the traffic awareness organized by

Saaed Association for prevention of traffic crashers, in collaboration with the Directorate of Traffic and Patrols at Abu Dhabi Police in order to reduce mortality and ran over.

The association has organized 24 awareness program for agricultural workers in the city of Abu Dhabi.

Jamal Salem Al Ameri executive director of Saaed Association for prevention of traffic crashers of traffic awareness programs for workers included lectures, exhibitions and traffic awareness points, field visits and community-based initiatives, including the initiative for workers' camp of the best traffic.

He said that aimed to raise the

awareness level of traffic culture among the workers a way that contributes to the reduction of the reasons that lead to traffic accidents and encourage drivers to abide by traffic law and traffic.

He added that he has been the focus of lectures on agricultural workers who are present depending on the nature of their work on the islands of moderation in the middle of the roads, and those who require their transition from one hand to another, passing through the streets to encourage them to adhere to cross from designated areas and attention to vehicles moving in different directions, The estimate velocities, before crossing the road

In the same vein called Ameri

motorists on internal and external roads to reduce speeds and care and attention near the places of pedestrian crossing and give them adequate opportunity to cross the road, pointing out that the failure to give priority to pedestrians consequent violation up fines AED 500 In addition to recording 6 points traffic the right of the driver.

He explained that the vehicle parking on the pedestrian crossing corridor is a financial offense AED 500, as the violation of a pedestrian crossing from non-designated areas, worth AED 200.

The side of the workers listens to the explanation of traffic awareness in the Saaed Team.

Mortality reduction of traffic accidents in

Abu Dhabi last year's 19%

Al Harthy: the development of a traffic safety check system vision zero deaths by 2030



Confirmed the Directorate of Traffic and Patrols at Abu Dhabi Police, a significant improvement in indicators of traffic safety in the Emirate of Abu Dhabi during the 2012 compared to the year 2011, reduction in the number of traffic accidents by 10% which led to a decline in the number of deaths by 19% and reduced mortality run-over accidents by 14%, and so on Despite the increase in the number of vehicles increased by 6% and drivers registered by 8%.

Directorate said in a press conference that what has been achieved as an improvement in the levels of traffic safety in the Emirate of Abu Dhabi, compared with global rates is a major traffic achievement in the field of traffic safety at the local and regional levels.

The Brigadier Engineer Hussein Ahmed Al Harthy Director of the Directorate of Traffic and Patrols at Abu Dhabi Police during a press conference that the issues of traffic safety top priorities of governments in various countries around the world, saying that we have worked on some dedicated leadership in maintaining the wealth of human because man is a pillar of the nation, have reflected this efforts positively on the levels of traffic safety and push forward towards the development of traffic safety.

Al Harthy reviewed during the conference achievements during the period (2010 - 2012), explaining that the last three years have seen an improvement in the levels of traffic safety, notably low number

of traffic accidents with injuries by 33% and deaths by 34% and injuries eloquent by 25%, and deaths of citizens in traffic accidents by 17%, and the low rate of deaths per one hundred thousand inhabitants of the population by 35% and the rate of deaths per ten thousand registered vehicles in the Emirate of Abu Dhabi by 46% and the rate of deaths per ten thousand license holder by 50%, which confirms the positive impact resulting from the implementation of the ambitious plan to improve traffic safety prepared by the Directorate in early 2010

Al Harthy Turning to the phenomena of positive and negative during 2012 compared to 2011 pointing out that of the most prominent phenomena positive reduction of deaths on the roads by 33% and the low rate of the severity of the accident by 13%, reduced accidents as a result of the speed increased by 23%, due to neglect and lack of attention by 12 %

He pointed out that of the highlights of the negative

phenomena that have been monitored during the same period and has been studied and began Directorate in the development of appropriate solutions to avoid them during the coming period was the height of traffic accidents as a result of exceeding the traffic light red by 22% and not leave the distance by 11% and mortality among citizens by 4%, and high numbers of Causing accidents who have driving experience between «3 to 5 years by 25%, as confirmed on the preparation of plans and programs that will contribute to the erosion of that during the year 2013.

Al Harthy discussed through comprehensive presentation titled traffic safety in the Emirate of Abu Dhabi, the current situation and the vision of the future levels of traffic safety in the Emirate of Abu Dhabi, compared with some of the indicators the global, regional and local terms included presentation to explain the magnitude of the problem of road safety in the world, which resulted in about a million and a half million deaths annually almost ; and more than

50 million people and maimed annually next global economic losses, which amounts to \$ 520 billion annually. In addition to the statistics of traffic accidents in the Arab countries of the world, which amounted to about half a million accident a year and about 400 thousand injured and more than 36 thousand people. As has been the study and comparison of traffic accidents at the state level in 2012

Al Harthy reviewed during the conference plan Directorate of Traffic and Patrols to improve traffic safety, which is based on the application of a comprehensive plan of action traffic is «Plan Abu Dhabi integrated 5ES + I» what it calls Directorate (5E + i) (traffic control, education and awareness, improvements in engineering, rapid response, evaluation), which are managed through the framework of the integrated and coordinated, where were identified mission of the reality of careful analysis of the data of accidents and traffic violations, all in the Department of improving the behavior of road users and the application of the laws and standards of safety on the roads, as well as increase awareness and education in general

He explained that the future plan of the Directorate based on a number of important pillars is the ongoing review of global best practices and optimum use of geographic information system (GIS) and employment programs and artificial intelligence systems to support decision-making and the development of human resources. And The Intelligent Traffic Systems Center management system and the levels of road traffic safety first of their kind in the world., Stressing the commitment in all developmental programs upgrading human resources citizenship to take the lead in the future management and sub-systems to deal with future challenges.

On the other hand reported Al Harthy that the most important initiatives and activities that will be implemented by the Directorate of Traffic and Patrols at Abu Dhabi Police to improve traffic safety during the year 2013 include the adoption awareness supporter key to achieving the safety of traffic and sustainable through the launch of several community-based initiatives to raise awareness of traffic, And intensify traffic control in his presence, complete installation of control automated «radars, systems and cut red light with the ongoing review and evaluation speed control radars devices.

It also includes comparisons standardized axes main support of the implementation strategy of the Directorate to improve traffic safety, in addition to the operation of traffic systems and smart systems supporting it, for example, the operating system management traffic safety and operation management system traffic diversions, while continuing to work with partners to audit the traffic safety all roads

Al Harthy said that the center of traffic systems Smart, who began in its implementation earlier this year, which is expected to run through this year is the best of its kind globally, and will contribute mainly to improve management systems, working traffic and traffic safety, including turn will lead to the development of working practices traffic, stressing that the center will be integrated with traffic control centers with traffic control centers in the emirate and the field work is significantly different from the traffic control centers

Al Harthy during the conference explained about seeing the Directorate to improve traffic safety to reduce mortality rate to less than 4% per annum starting from the base year (2010) in an effort

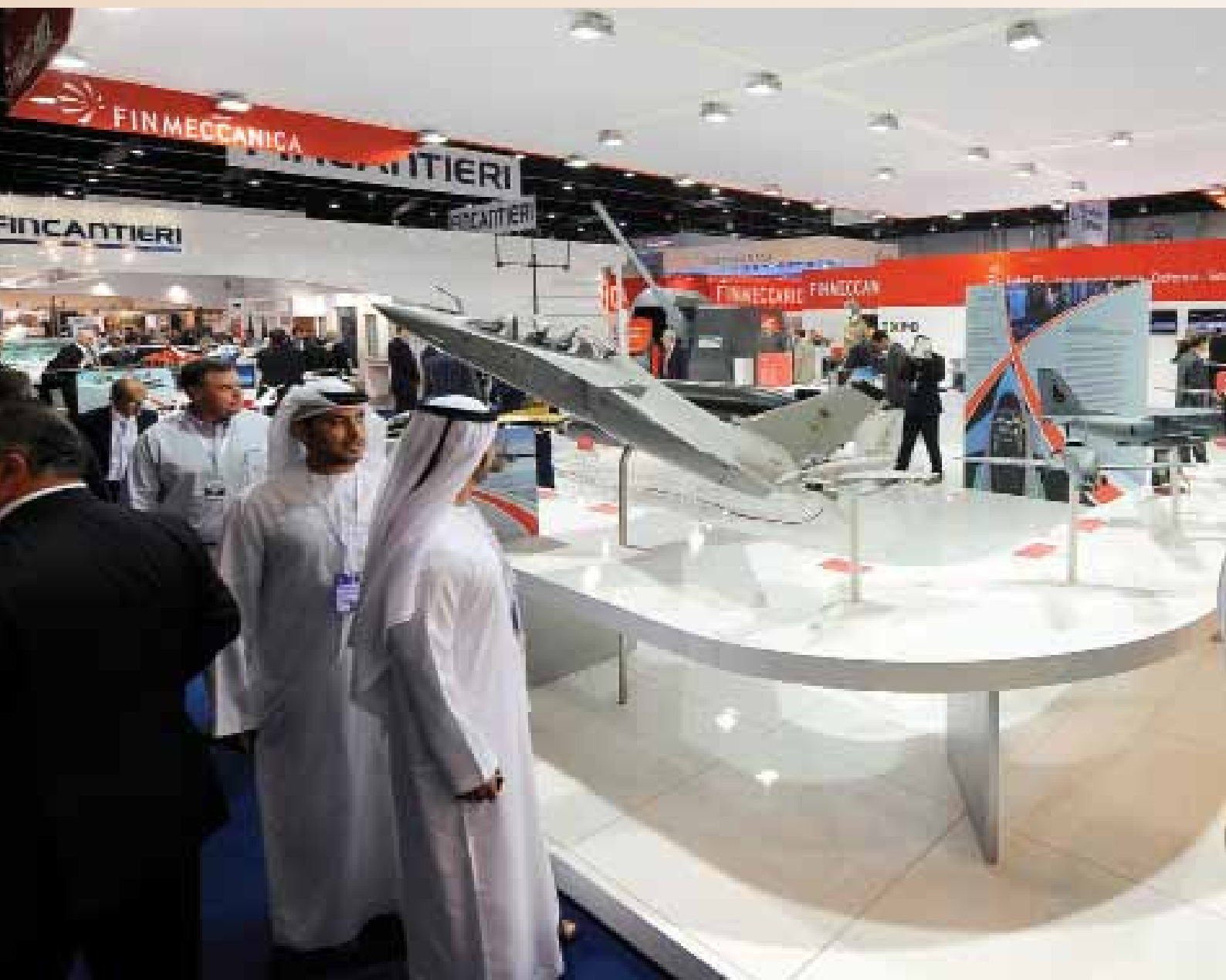
to reach the numbers of deaths resulting from traffic accidents to the vision zero by 2030, pointing out that the Directorate and thanks to plans and programs and efforts were able to achieve lower rates greater proportions of target ratios by reducing deaths by 34% in three years.

He pointed out that the Directorate has started since the beginning of this year in the implementation of 20 programs to include awareness of all segments of society to improve the behavior of road users, and increase awareness and public education, using seat belts and helmet and reduce speed, and safe passage for the road and do not exceed the traffic light, leaving enough distance and deviation sudden attention while driving; and other risks that cause traffic accidents, pointing out that the number of lectures and points of traffic awareness and exhibitions that have been implemented in Abu Dhabi last year amounted to about 766 program, benefiting about 63 562 people with a daily average of about two

He reviewed the Director of the Directorate of Traffic and Patrols during the conference, what has been achieved from the awareness of traffic through the passage of Abu Dhabi to reduce traffic accidents «together», the «Facebook and Twitter and YouTube among different segments of society, with a total posts, comments and observations on Facebook about 6,000,234 thousand and 347 , as the number of observers of the program on Facebook about 1412 followers, as the number of awareness messages via Twitter to 800 thousand users and the number of viewers of the video clip on YouTube about 6500 which shows scenes on the success of the awareness program for the passage of Abu Dhabi.

Attracted 1112 companies and 80 thousand visitors

«INDEX 2013» establishes Abu Dhabi's position on the map of international exhibitions industry



Exceeded the value of transactions concluded by the armed forces in the gallery «INDEX 2013» AED 14 billion across 55 transactions, according to the Loa General Obaid Al Ketbi, Chairman of the Higher Organizing Committee for «INDEX 2013»



Major General Obaid Al Ketbi revealed in a press conference at the end of the show exhibitors booked 50% of the exhibition space for the upcoming 2015 session pointed out that the 1112 exhibitors from 59 countries around the world showcase their products during the course of the year 2013, the number of visitors with 80 thousand people.

He said that the most important factors that have enabled «IDEX» to become one of the leading exhibitions in this field in the world, success and excellence that has been achieved in this area is to provide a clear vision, the Abu Dhabi Vision 2030 and developed infrastructure in the emirate and good planning and the existence of specialized committees that operate in advance planning and processing. He added: We have begun preparing for the day IDEX 2015 cycle.

Major General Ketbi said: «concluded the activities of the eleventh session of the Conference and Exhibition International Defense» IDEX «2013 and the second session of the exhibition maritime defense» Nafdex «, and the UAE today is proud to embrace and organize one of the most prominent opposition defense

mission in the world, and the largest of its kind in the Middle East and North Africa specialist at the land and sea defense, disciplines and various military technologies.

Ketbi said: contributed «IDEX» throughout the past twenty years, in establishing strategic partnerships distinctive, and paved the way for the transfer of knowledge and expertise to a number of major international companies in the fields of manufacturing and defense technology.

Support local businesses

He added: contributed to the exhibition, which was characterized by the Abu Dhabi-organized and hosted over the previous sessions, in support of local companies specialized to develop and enhance their competitiveness in the global arena, and position the Emirate of Abu Dhabi in the exhibition industry on a global level, especially in light of its success in establishing strategic investments in the fields of manufacturing defense and the most advanced technology in line with its quest to diversify its economy, according to the Abu Dhabi Vision 2030, and to highlight the name of the country on the map of leading defense industries, and add significant value to the various industrial sectors in the

state.

He said: The cycle of «IDEX and» Nafdex «in 2013 formed the session the largest in the history of this leading exhibition at all levels, where he participated in the session 1112 exhibitors from 59 countries from around the world, which stressed the importance of His Highness Sheikh Mohammed bin Zayed Al Nahyan, who confirmed that this broad participation reflects the importance of the threat «IDEX» for various industrial companies as an ideal platform to display the products of defense and military hardware and civilian, including meet the needs and meet the requirements of various countries to meet the challenges and the reduction of risks and threats.

Major General Ketbi said: form IDEX 2013 event the largest in its history, has seen this session crowd turnout thick completing the effectiveness and live performances accompanying him, and achieved a record over the previous sessions, where the number of visitors more than 80 thousand visitors, also reached the total value of transactions concluded in favor of the armed forces in the past few days to more than 14 billion dirham's through 55 deal, and

IDEX 2013

made «IDEX» and the « Nafdex » in this session a new area dedicated to unmanned systems, and the helicopter to view witnessed an overwhelming response from the public.

Vast improvements

He said: included development processes exhibit a vast improvements within the exhibition « Nafdex » enabled him to host 6 warships visiting several countries, global, and the establishment of special aquatic vivid impressive to the public, in addition to 8 warships from different countries moored on the quay of Mina Zayed.

He explained that, at the level of conferences and seminars that accompanied the exhibition «IDEX» 2013, has the form of Gulf Defense Conference this year, which was held before the start of the exhibition «IDEX», a top-notch global conferences in the defense sector in terms of speakers hosted a constellation of experts and analysts, and decision makers the presence of more than 6 and 12 defense ministers and 15 Chief of Staff of the military leaders from around the world, and to discuss the important military issues at the international level.

He said: During the conference held working sessions expanded discussed several issues related to maritime security and regulations uninhabited and other topics and important issues, and that in light of the continued growth and confidence of exhibiting companies, the International Defense Exhibition «IDEX» is committed to continue to work hard to improve all elements of the infrastructure of the exhibition, and implementation of expansions and



strategic improvements required in the event site to consolidate its position globally, we will strengthen the capabilities of the exhibition through further improvements to the exhibition «Nafdex» include the expansion of the pier in «Marina ADNEC» and deepening the canal to enable the exhibition of hosting more warships visiting, and we hope to continue to achieve distinct growth rates in the next session and followed by sessions in the future.

The next session

About the next session of IDEX, said Major General Ketbi: The exhibitors have booked more than 50% of the area of the twelfth session of exhibitions IDEX and Nafdex 2015, noting in his speech to the media presence huge in this session, through the participation of 188 media outlets and 850 media. He explained that the media presence has had an important role in stabilizing the position «IDEX» on the level of the region and the world, and to highlight the capabilities and expertise of large state-owned by the UAE in general and Abu Dhabi in particular in the larger organization and embrace

the world's leading events.

Maritime exhibition

For his part, Colonel Corner nautical Nasser Al Yafei spokesman « Nafdex » he began preparations for the next session in 2015, which will be working through the expansion of the exhibition sea through the canal enable larger ships to participate in the next session, pointing out that the largest ship in the current session was 90 meters long and are working to provide the resources necessary to post larger vessels during the next session.

Furthermore, said Ali Saeed Bin Harmal, Managing Director of the Abu Dhabi National Exhibition Centre, Abu Dhabi is to have a clear plan and abide by all the institutions in the emirate, which stimulate tourism and business exhibitions. He added: we in the Abu Dhabi National Exhibition Centre to put a number of exhibitions held in Abu Dhabi on the global agenda for exhibitions, stressing that the company is constantly working to provide quality services, as is the case in all the institutions of Abu Dhabi, and to serve achieve more success and excellence and the development of potential in this sector.

To support the efforts of sustainable jobs for citizens

Traffic Systems helped participate in the exhibition of National Employment 2013



Participated Saaed company for traffic systems in the fifteenth edition of the National Gallery of employment to contribute to the efforts to achieve sustainable recruitment process.

And visited the pavilion helped in the exhibition of His Highness Sheikh Abdullah bin Salem Al Qasimi, Deputy Ruler of Sharjah and was greeted by Brigadier Engineer Hussein Ahmed Al Harthy, Director of the Directorate of Traffic and Patrols at Abu Dhabi Police, Chairman of assisted systems traffic, which confirmed his company's eagerness to provide initiatives to support efforts in the establishment of a sustainable resettlement process through the activation of programs

employ cadres of citizenship to keep up with trends in the state resettlement of the private sector

Al Harthy keenness of the company through its participation in employment to highlight the employment opportunities which are full of the UAE market and how to invest in the best way that ensures access to resettlement vision adopted by the UAE government

According to Al-Harthy to job seekers from UAE nationals can by visiting the platform helped the show to identify trends and the nature of the work of the company, reflecting its commitment to continue the efforts that have evolved recently to ask for more than 100 jobs for the citizens

and within clear policy pursued by the company at the level of empowerment resettlement in order to achieve the desired goals in creating a generation capable of taking the lead

Al-Harthy said that the company is making an extraordinary effort to establish a well-established process of resettlement contribute to the creation of a generation mature professionally across the periodic organization of training courses that will hone the talents of young energetic citizenship and promote their involvement in the labor market. And so contribute to the supplement efforts to achieve sustainable recruitment process.

cars safer for V passengers and pedestrians Even when the collision



Revealed EURO NCAP agency specializing in collision tests for cars from the list of more than 7 cars safer and less losses upon the occurrence of traffic accidents.

These results come after a series of tests for the past 12 months. Was divided from the mini cars to large SUVs. Car Assessment has also been marked out of 100, in terms of containing adults and children as well as the protection of pedestrians and internal protection systems, according to a newspaper «Telegraph» the British.

The following is the order of the safest cars:

- 1- Best Super Mini Car: Renault Clio Protection for adults: 88% and 89% children and 66% infantry and its internal 99%.
- 2- Best Small Family Car: Volvo V40 Protection for adults 98% and 75% young infantry and 88% and 100% internally.
- 3- Best small car MVP number one: Ford B-MAX Protection for the top 92% and the small 84% and 67% infantry and its internal 71%.

4- Best car MVP No. 2: Fiat 500L Protection for the top 94% and the small 78% and 65% infantry and 71% internally.

5- Best Car Quad medium: Ford the Protection for the top 94% and the small 86% and 70%, while the pedestrian protection systems 100%.

6- The best four-wheel-drive car to drive off the road: Hyundai Santa Fe.

7- Best Large Family Car BMW 3-Series.

Aed 14.7 billion spending on information technology in U.A.E

The volume of spending on information technology in the U.A.E, by up to 15% over the past year, bringing the total value of spending to about 14.7 billion dirham's in 2012 account for about 33% of total spending in the GCC, according to Ibrahim Mohamed Lari, Chief Executive Officer of Injazat Data Systems "Injazat"

He said in a press statement, after the company signed an

agreement with defense training and simulation systems (Quebec for defense applications) which is based in the United States, through the participation of Injazat in the events of «IDEX». The IT spending up to \$ 12 billion in the Gulf Arab states, including about \$ 4 billion (14.7 billion dirham's) spent on this sector in the UAE.

He pointed out that Injaz experience in the areas of

information technology and defense will help in the dissemination of training solutions developed by the company (Quebec), such as an archery (SES T-200), a training system default only authorized by the U.S. military, and is part of the systems of internal training program in many organizations concerned with defense affairs in the UAE.

Resolved complaints for consumers with some companies amicably

Economy: Call 3000 Honda car To install the pillows and pull Heating jackets



Carried out and the Ministry of Economy in cooperation with the company «Honda» Motors, campaign call 3322 Car of the categories «Odyssey», models 2011 to 2013, and «Pilot» models 2009 to 2013, for the purposes of inspection and maintenance to cover holder airbag for the driver, which is installed improperly.

And pulled the ministry jackets Heating subsidiary of a global company from the local market and realized, from three complaints

received from consumers, during December 2012 and January 2013, the right of companies that specialize in online shopping, while dissolved complaint consumers relate to reject a local agency for Japanese cars, repair his newly manufactured, only after pay high sums of money.

Call the «Honda»

And, consequently, details on the tongue of the Director of Consumer Protection at the Ministry Dr.

Hashem Saeed Al Nuaimi, who said that the campaign with the company (Honda) and outlets Agency local, which included calling the 3322 Car of the markets, the state of the categories «Odyssey» models 2011 to 2013, and «Pilot» models 2009 until 2013.

He explained that the campaign classified as campaigns inspection and maintenance, and aims to install and repair rivets installed to cover holder airbag for the driver, which could have been installed

Our Society

improperly, in addition to that it is possible that some of the nails do not exist in some cars, which may cause not bulge airbag for the driver, according to its designed purpose.

He added that it was agreed with the company to instruct consumers on how to complete the maintenance process, and change the affected pieces, according to the existing structure in the car, which determines being subject to the models covered by the recall campaign or not.

Regarding the withdrawal of heating jackets has implemented the ministry campaign pull heating jackets of the domestic market, a subsidiary of global sportswear, according to a program called a voluntary global implemented by the company for those jackets, given the possibility of defects manufacturing which cause a short circuit may expose users to the risk of burns, In what the company said in the address it received by the ministry, finally it has not received any reports yet of casualties around the world linked to defects jackets.

The problem lies in the bond wrist internal exists in the jackets containing the connections small batteries for heating turned out to be defective, exposing users to the outbreak of short circuit, and agreed the company with the ministry on the implementation of the calling process on seven models of jackets manufactured on last year, is advertised as detailed in the media, with consumers to communicate with them.

He said al-Naimi that the company made it clear to the Ministry that the calling campaign guided by the standards of the quality of performance applied to their products in world markets and the state, and they are in accordance

Recouped «ministry the amount of 65 thousand dirham's for consumer furniture manufacturing company in the state, after failing health of his complaint, and he took furniture contains defects, in contravention of the contracted specifications between the two parties.

with those standards will guide consumers on how to separate the wiring for the batteries in jackets, and how to communicate with the company to re-jackets, redeemed or replaced with other products, He pointed out that this campaign is classified as one of the security campaigns, which are linked to save the safety of consumers.

Amicable solutions

According to Al-Naimi, said the ministry realized, finally, of the three complaints received from consumers, during December 2012 and January 2013, the right of companies that specialize in online shopping and display products and services for hotel, contrary to the unannounced and refused departments sites replace or return the price to consumers.

He added that the ministry after verification of the data complaints, which relate to electronic devices, and offers to stay in chalets hotel, advertised specifications are not clear enough for consumers, reached with the administrations of those sites to apply the standards of consumer protection binding supplying goods conform to the specifications advertised on

websites.

He stressed that the company has chosen replacement products and services to consumers, a substitute for the return price, pointing out that «shopping sites-mail obliged to apply the standards of consumer protection, and is similar to the sales operations in traditional outlets in the state, through the commitment of policy clarity in the display of goods, without defects, and provide security for goods that require it, such as various types of electronic devices.

Naimi said that the ministry recovered the amount of 65 thousand dirhams for consumer furniture manufacturing company in the state, after failing health of his complaint, and he took furniture contains defects, in contravention of the contracted specifications between the parties.

He pointed out that (the economy) dissolved complaint consumers relate to reject a local agency for Japanese cars, repair his newly manufactured, only after the payment of sums of money are high, claiming that he bought from the U.S. market specifications of electric powered electronic devices are different, and not subject to ensure that local, stressing that it was communicate with the agency and agreed with the officials to accept car repair, car owner against the payment of a sum of money less than requested by the agency previously.

Recouped «ministry the amount of 65 thousand dirham's for consumer furniture manufacturing company in the state, after failing health of his complaint, and he took furniture contains defects, in contravention of the contracted specifications between the two parties.

Dispersion of the mind weakens academic achievement. Electronic games danger to the health of children and their thinking



Free exercise of electronic games leads children to addiction, amid weak interest in some families the impact on growth, since the parents are not aware of the dangers and disadvantages of the practice of their children to such games for hours beyond the normal range, and the cause of its health effects and behaviors, confirms global reports that the exercise of children's electronic games affect the child's personality, blur his identity, and try to imitate the scenes footage which is undesirable.

And formed like those games the case of addiction among children who provides them with parents what they want from the new games are trading in the market, and spread among children who practice on their own without the help of others to be subject to a negative impact, some families are unable to cope with the risk of those games for their inability to dissuade their children about them, according to initial E, the things

children accustomed to playing electronic games continuously increased in their applications for the new games.

In contrast, doctors confirmed that the practice of electronic games children increase their focus and their stress, indicating that the concentration of the child plus the allowable limits leads to an increase of electricity in the front part of the brain, and at the moment the child may become infected heart like with epilepsy.

Preferably children to be what guides them Gadgets occasions, so as to contain programs entertaining variety and easily used, he says, the child Sultan Ibrahim said his family provide him with a wide range of games that used easily for long hours, made him a fan of electronic games, but the child Ismail Abdul Fattah says he prefers to be gifts received new cylinders, adding that he has grown accustomed to playing electronic games every day

without interference from parents.

The child Khalid Al Mansouri spends hours exercise electronic games, especially holidays so find the most beautiful types of entertainment, despite an attempt parents prevented him from such games but rejects any interference and to resort to cry in order to get his need, in what it says child Saad Hamdan he practiced electronic games during the presence of his parents He listens to their advice not to continue playing as serious and have many cons.

The child said Haitham Mahmoud that he has more than 50 tablets of electronic games but contain topics useful and that when he goes to the market to buy such drives will be accompanied by his father, who urges him always to buy a useful and non-frequent use so as not to move away from his studies, impact on the collected scientific grades of him.

varied perspectives of families on

Our Society

the exercise of children's electronic games some of them see as very serious, and others lean such risks, in different levels of control families for children and direct guidance to them and teach them the right ways to use the games that are commensurate with age groups.

In the view of Mohammed Abdullah «family man» that the impact of those games on growth is limited and reach the degree of severity envisaged by some individuals, because the manufactured and imported subject to the instructions and laws will protect the child, and supported by Faisal Talal «family man», saying that the production of such games is subject standards and instructions organized by the laws, especially with a focus on child protection and care to the fullest, he adds, but does not depend on the legislation only there is a great responsibility for families caring for children and teach them good practices in their lives, including the selection of quality games suitable, and not

allow them to play for long hours and to find other alternatives to take advantage of their free time.

Saif Hussein «family man» emphasizes that he does not allow his children to purchase games on their own, so do not choose to contain the substance affects their behavior, and pointed out that some children procurement process alone is acted improperly increases in their determination to choose what they want without the knowledge of parents, adding to address the phenomenon of practice for electronic games children when parents begin to be completed with the role of the school and community institutions in the field of awareness growth.

Ahmed Mabkhout «family man» says that he is with his children to choose and buy a CD, adding that they from time to go to the market to this end, pointing out that he explain to them the importance of choice in a proper way to avoid some of the scenes that affect children and their behavior, stressing understand his children to this issue and their response with parental tips.

He pointed out a lot of children flocked to the market to buy disks without parental escort what makes them more vulnerable to the risks and drawbacks posed by, due to the absence of part of the families and control that lead to the selection of

children for games that are not commensurate with his age.

Mubarak Suleiman «family man», he said that there are a lot of parents unaware of their children when purchasing tablets contain unethical images and movements, adding that some disks containing such images and other forms of violence, and a direct impact on children's behavior, which significantly change and learning violence and trying to apply what they see in their lives.

For their part, the entire staff in the stores that sell the games on a large turnout by all age groups of children to buy electronic games on an ongoing basis, and vary their choices, adding that some of the children are doing the procurement process without control parents, and others take their families purchase,

so says Abdul Rahman Mustafa, a worker that there are images negatively affect the children in the event of lack of supervision by parents, he said, adding that children purchases increasing so as to provide all that is new between the period and the other.

But Sherif Abdel Rahman one of the workers in the sale of electronic games advised parents to monitor their children and not leave them alone to see what they contain game discs, and should



be accompanied by at purchase to choose games that are age-appropriate and supported by his colleague Ahmed Omar confirming the presence of some of the children who frequent the shops on their own, but We cannot interfere in their choices of quality disks.

For their part, assured doctors that addiction to gaming e increases in tension in the child, and explained the complications that result from an increase of electricity in the front part of the brain may cause a heart like epilepsy, adding that addiction to electronic games roots chemical associated with raising the game, which cause the release of adrenaline in the body with chemicals exhilarating like «landorvin», which may be responsible for sense of euphoria player.

They also affect the spine from the long sitting and their impact on the vision and its impact on the increase of obesity sit long without movement, as well as social isolation and feeling miserable when you do not practice for these games, and they feel uncomfortable.

In the opinion of specialists that the child is unable to know the risks of those games, he is stage age



needs the care and attention and control of the family, adding that it should be on families promote the correct behaviors in children, compared to find other alternatives to spend their children's leisure time, such as gardens, parks, libraries, events and other activities that attracts young people, so as to avoid the risk of electronic games and practice, which may persist for long hours per day in some children.

They said that the addiction children to practice electronic games negatively affects academic achievement and undo this aspect, which is extremely dangerous and

remedied needs to be long period of time so that the parents to convince their children to refrain from the practice games, but to avoid entering into such problem, it must be on families to be more vigilant and to work on the proper guidance of children.

They can sit for long hours playing electronic games affect on a child's thinking and move away from the practice of some positive hobbies such as sports, reading, all of which leads to the weakness in their academic skills and educational attainment.

Protect your children before it's too late

Studies have confirmed that children addicted to electronic gaming suffer convulsions indicate neurological incursion feature extreme violence and tension in the limbs and blood, so maybe it comes to diseases, epilepsy, cerebral palsy, and the child becomes addicted to these violent games, because of the games contain violence.

It also leads to the existence of conduct disorder in terms of the child to exercise depends on the accuracy of the murder and the appearance of

blood, almost unreal, and the method of murder and slaughter tools, such as a knife or saw or a variety of weapons.

And children's sitting for long hours during the electronic gaming makes it taut minded, and being obese, and radiation and vibrations produced by, in addition to frightening dreams during the night for some children, especially those games, stories, and the horrific scenes available on CDs.



U A E citizen Innovation in front of «Marina Mall» in Abu Dhabi of sand enhances the campaign slogan of Gulf Traffic Week «Our objective safety»

Excelled Shadi Matrooshi in a sand sculpture that expresses the slogan of the campaign to contribute to traffic accidents in the Gulf Traffic Week message «Your Safety is our aim», the sand sculpture erected in Marina Mall, using the golden sands has attracted hundreds of people to take pictures.

Rain and Shi, who studied public relations and mass communication at the University of the UAE, and is currently working in the government of Abu Dhabi, says the hobby on the sand sculpture began moving inside him 10 years ago, where he tends to carve forms related to the local culture and heritage. And translated through the designs eye-catching

for many of the public, which stands contemplating splendor of these sculptures sand, which was designed and participates in a lot of national events, which are awarded through a lot of certificates of appreciation, and participated in a lot of competitions external and internal state, pointing out that during the quest for making sand sculpture was focused on the idea more than innovation design or shape.

Matrooshi said he found that the design of sand carved in the form of a car is the closest on this occasion as a result suffered a lot of motorists to traffic accidents, in addition to the car is the most important means by which the

driver navigates from one place to another,

And explain the resurrection of bringing a car hit a traffic accident and smashed the front part as a result of lack of commitment by the driver rules irrigated and regulations, to correspond to that car carved sand in the form of a car committed leader rules of traffic and traffic speed specified on the roads, as well as that the carved car was formed as a slogan for the Gulf Traffic Week Consolidated it, to complete awareness message.

He stated that the sandy message is clear and explicit for motorists to advise them of the importance of the application of traffic rules, and promote a culture of respect for



their systems and their importance in leadership, and to protect the community from various damages caused by vehicle accidents of all kinds, and to prevent accidents and minimize losses, activating the procedures of traffic safety, upgraded on the roads.

Stereotactic who created it Matrooshi, consists of sand and water, which are among the main articles of carved work, where you start sculpting process from top to bottom, and are used in that process simple tools such as forks or knife to determine the sandy carved features and show nicely.



And the time it takes carved, Matrooshi said: There is no specific time, and this is due to the type of work I do, but it takes less time than it takes in the past.

Matrooshi practiced this hobby as an entertainment and that he is trying to entertain himself by carving some form on the shore of the sea, and says « view of the sand

and pushing me to stop him long for carving and painting it, Vhoaih sculpture in the sand is one of the hobbies Technical minute that need a lot of focus on the technical material , and select the type of shape you want to sculpture, they are non-traditional pastime of the UAE society ».