

PTV Group boosts footprint in Middle East (MENA)

New Managing Director appointed to expand worldwide growth

Karlsruhe/Dubai, 25 September 2018. According to the motto “Think globally, act locally”, the software provider PTV Group, Karlsruhe, is further expanding its international business in the transport and logistics sectors. Sales are managed worldwide in six regions. One of them, the entire growth region in the Middle East, Africa and India, will be taken over immediately by Andrea Petti as the new Managing Director. With his experience in intelligent transportation systems (ITS) he will further strengthen the development of the enterprise headquartered in Germany. In addition to the existing offices in Dubai, Doha and Johannesburg, other regional locations are planned in Saudi Arabia and India, ensuring greater proximity to local projects and customers. The previous managing director and co-founder of the company Dr. Thomas Schwerdtfeger retires after four decades of commitment and passion.

The challenges in the region are many and varied. Currently, there is targeted investment in the trend topic mobility – with future-oriented solutions for optimising transport and logistics. “We see huge demand in Middle East. A lot of cities and regions are currently being asked to make mobility for their citizens fit for the future with the help of attractive public transport and modern transport services. There is immense interest in learning from our know-how as an experienced mobility provider how expertise can be built up on-site and innovative technologies used for this”, reports Vincent Kobesen, CEO of the PTV Group.

Embracing new mobility concepts

With population and urbanization expected to continue increasing, public transport systems as well as alternative sustainable modes will be crucial to limit congestion and traffic, which have already reached alarming levels in many capitals across the region.

“The challenge is to shift private transport to public transport” explains Andrea Petti, Managing Director of PTV MENA. “Because of the low oil price, we have very powerful engines and no taxes. Therefore, it will be very difficult to really orchestrate mobility in a city unless you manage to bring the private transport into a shared or public transport. That is the biggest challenge in order to really embrace new mobility concepts.”

Change in management

Andrea Petti brings a lot of practical experience from business development and system integration in the local markets. He has worked in Turkey and Dubai for more than 20 years. Thus, for example, he was – located in Dubai – responsible for the global ITS business for Ericsson, one of the leading providers of Information and Communication Technology (ICT).

The previous managing director and co-founder of the company Dr. Thomas Schwerdtfeger retires after four decades of commitment and passion by end of 2018. He continues to serve PTV Group as an advisor.

Huge market potential

For most countries in the region, the transport sector is central to their main objectives of accelerating economic development through export led growth, creating jobs, and reducing exclusion. It is also key to regional integration and vital to improving the quality of life and reducing poverty. There are two different categories: On the one hand, the transition countries as Africa where the optimisation of the environment and infrastructure is currently in the focus. On the other hand, the wealthy countries of the Gulf Cooperation Council (GCC), which are early adopters and which are keen to test new technologies and to rapidly implement new trends and solutions from inception to delivery as green-field-projects.

Andrea Petti and his team are dedicated to providing transport authorities, transport logistics companies, mobility-as-a-service providers as well as institutes and consultants with software and services for shaping sustainable transportation systems.

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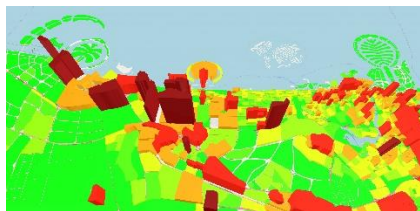
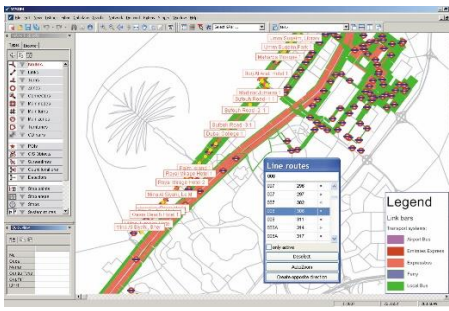
Imagery



Andrea Petti is the new Managing Director at PTV MENA in Dubai.



PTV Group foresees a huge potential for mobility solutions in Middle East, Africa and India.



Traffic planning with the software PTV Visum adjusted to local requirements

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PTV The Mind of Movement.

PTV Group takes a holistic approach that integrates all aspects of traffic, transport and logistics to create and promote sustainable mobility. Recognised as global market leader, PTV develops intelligent software solutions for transport logistics, traffic planning and traffic management. Thus cities, companies and people save time and money, enhance road safety and minimise the impact on the environment. Based on its unique expertise in every facet of mobility, PTV ensures that people and goods arrive at their destinations safe and sound, and on time.

More than 2,500 cities deploy PTV products. Trips and routes for over one million vehicles are planned with our software. The European transport model, which encompasses all passenger transport and freight movements in Europe, is developed using PTV software. We currently have more than 700 colleagues worldwide committed to driving the high performance of our products. The company's headquarters located in the heart of the Karlsruhe technology region houses its centre of development and innovation. From here, PTV plans and optimises everything that moves people and goods worldwide – it's the idea which has accompanied the Group since its foundation in 1979.

The PTV business is managed worldwide in six regions: Nordics, Central and Eastern Europe, Southern Europe, MENA (Middle East, Africa, India), Asia Pacific, Americas.

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