





CIEL EVENTS

Marketing & Events



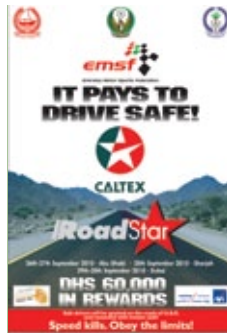
Image credit: <http://www.who.int/multimedia/2009/wha62/ev/mult-3.html>

## The Beginning

- The association with motor sport stems from childhood
- Pursuing road safety is a personal passion after the unfortunate fatal accident of my older brother
- Career highlight - invited to witness a historic UN debate on road safety at the 62nd General Assembly at the UN H.Q., New York



## Roshanara Sait



## The Journey

- 12 years of motor sport involvement through Emirates Motor Sports Federation (EMSF) since 1997
- Over 40 Road safety events
- 80,000 roll out of published road safety books and handbooks
- Establishing calendar events for motor corporations and government
- Strong connection with corporate sponsors
- Business projects ensuring substantial income for EMSF

## To Sum It Up

Focus on marketing, developing and public relations for business projects involving motor sport / road safety activities



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## Projects Initiated and Implemented

- Driving Skills Challenge in collaboration with Audi in 1997, continues till date with BMW & MINI
- Bi-annual Caltex Roadstar Campaign in Dubai in 1998 till date, has now been expanded to include Abu Dhabi, Sharjah & Fujairah and has won the prestigious Dubai Award for Sustainable Transport in the Transport Safety category
- School Children's Road Safety project in collaboration with Dubai Shopping Festival in 1999 and with Porsche in 2006
- A direct off-shoot is the idea of a "Children's Traffic City." Dubai Municipality granted permission to operate in Safa Park. Sponsorship negotiations on
- Organized driving skills challenge program for Sharjah Higher Colleges of Technology (HCT) students. Launched by Crown Prince and Deputy Ruler of Sharjah His Highness Sheikh Sultan Bin Mohammed Al Qassimi in the presence of Minister of Higher Education and Scientific Research and Chancellor of the HCT Sheikh Nahayan Mubarak Al Nahayan. EMSF received a Certificate of Appreciation from the Crown Prince and Deputy Ruler of Sharjah His Highness Sheikh Sultan Bin Mohammed Al Qassimi for its efforts during the campaign



## Major Events

- Drakkar Noir 1000 Dunes Rally in 1997, 1998 & 1999
- Jebel Ali Karting Center test drives held by some major corporations like Bridgestone, Tag Heuer & Volvo
- Instrumental in organizing the Middle East launch of the Lexus 460 and Aurion for Toyota – Japan
- Negotiating an annual long-term contract with Mobil for corporate branding on the exterior of EMSF office building







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## EMSF participation

- Ensured strong presence at prestigious Dubai and Sharjah Motor shows
- Classic Car and Convertible Car parades for the annual Dubai Shopping Festival along with Department of Naturalization and Residency Dubai (DNRD)
- Global “Think Before You Drive” campaign, an initiative of the FIA Foundation. Resulting in the invitation to be observers by the Permanent Mission of Oman to witness the historic 62nd UN General Assembly Session debate on global road safety on March 31, 2008
- EMSF being included as a stakeholder in the Global Road Safety Forum, an international organization that tracks road safety globally and impresses upon world governments the need to initiate actions to bring down the number of road accidents and resultant injuries and fatalities
- Invited to attend the prestigious workshop held by Swedish company SweRoad, contracted by the Government of Dubai to prepare a Road Safety Strategy for Dubai
- Gulf News Fun Drive



## Roshanara Sait



## Publishing

- Comprehensive, fully sponsored, 75-page Safe Driving Handbook with copyright permission from the UK Highway Code in 2003. Over 60,000 copies of the handbook were distributed in collaboration with Gulf News
- Marketed the official EMSF magazine for ten years where the production is entirely financed through paid advertisements.
- The magazine was available online on the website in English.
- Instrumental in launching the official EMSF website





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## Sharjah Colleges Mini Mall project

- Aimed to provide students a stronger understanding of a vital sector in the UAE economy.
- Hands-on exposure to a variety of concepts essential to day to day operations in the industry.
- 20 top retailers taught students skills in areas such as customer service, marketing & merchandizing, stock control and financial record keeping
- Culminated in a 3 day shopping extravaganza at a replica shopping mall constructed within the college ground where students demonstrated their newly acquired skills



# Roshanara Sait

## Mystique '09

- Held under the patronage of H.H. Shaikha Jawaher Bint Mohammed Al Qassimi and attended by her highness, students and VIP guests only, Mystique '09 was a high profile fashion extravaganza held to promote Emirati talent
- Conducted at the stunning outdoor setting located amidst fountains on the college grounds. The spectacular fashion show was enriched by state of the art lighting, music and giant LED screens. The clothes showcased by 15 international models were from 4 leading Emirati designers





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# MINI

## Driving Skills Challenge

- MINI Driving Skills Challenge organized for Sharjah Higher Colleges of Technology (HCT) students under the annual Al Noor Safe Driving Campaign
- Launched by Crown Prince and Deputy Ruler of Sharjah His Highness Sheikh Sultan Bin Mohammed Al Qassimi in the presence of Minister of Higher Education and Scientific Research and Chancellor of the HCT Sheikh Nahayan Mubarak Al Nahayan
- Students had a field day driving cars on a pre-determined circuit against the clock. The event promoted skilled driving and enhanced road safety awareness. The cars were provided by MINI and the three best times were chosen and awarded as winners of the day





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## Partners

Abu Dhabi Police  
Department of Civil Aviation  
DNRD

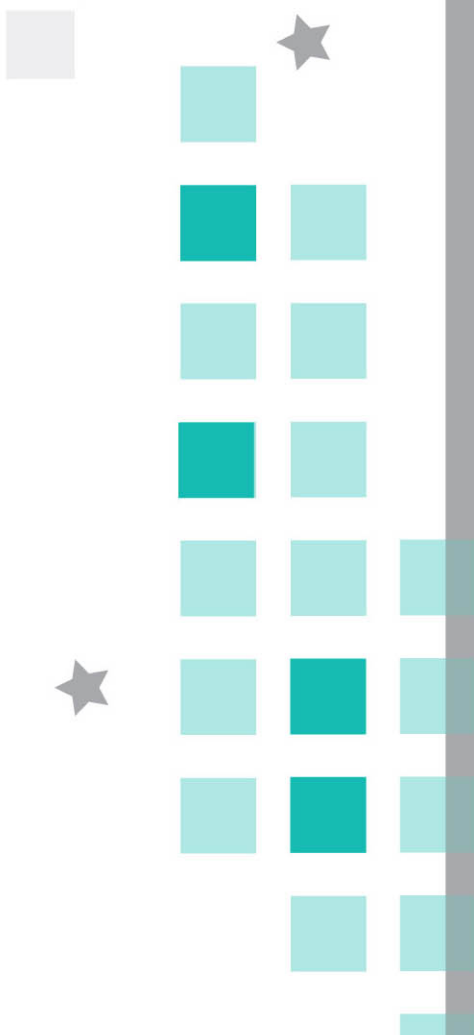
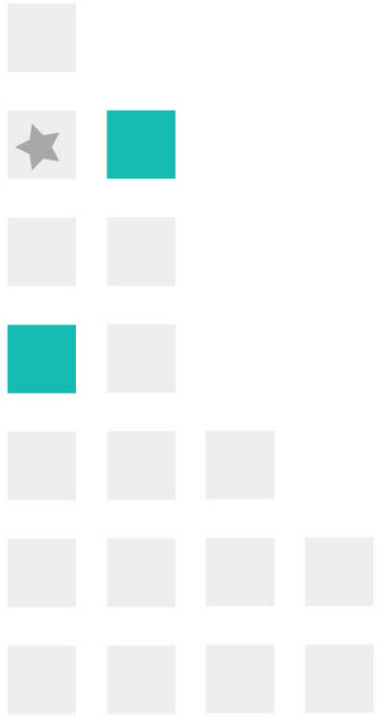
Dubai Municipality  
Dubai Police  
RTA

Sharjah Museum  
Sharjah Police

AGMC BMW  
Aeropostale  
Al Futtaim Motors - Toyota / Lexus  
Al Habtoor Motors - Mitsubishi  
Al Hawai  
Al Jaber Opticians  
Al Liaili  
Al Nabooda - Audi  
Al Nabooda - Porsche  
Al Nabooda - Volkswagen  
Arabian Automobiles - Nissan  
Audi Regional Office  
AXA Insurance  
BMW Regional Office  
Body Shop  
Books Plus  
Bridgestone M.E.  
Caltex Alkhalij  
Chocolate Bar New York  
Daimler Chrysler

Deira City Centre  
Drakar Noir  
Dubai World Trade Centre  
Emarat  
EPPCO / ENOC  
FIA Foundation  
Gargash Enterprises - Mercedes  
Gulf News  
Gulf News Broadcasting  
Harvey Nichols  
Hertz  
Inglot Make-up  
Jabra  
Liberty Automobiles  
MAF Sharjah City Centre  
Mall of the Emirates  
Marks & Spencer  
McDonald's  
MINI  
MOBIL

Montblanc  
Nasser Bin Abdullatif Al Serkal  
Nine West  
Nissan M.E.  
Nokia - Techmart  
Paris Gallery  
Pirelli  
Porsche M.E.  
Sharaf DG  
Sharjah Expo  
Sony Ericsson  
Steven Madden  
Toyota Motor Corporation - Japan  
Trading Enterprises - Honda  
Trading Enterprises - Jeep  
Volvo Regional Office  
Yokohama  
ZARA



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