



## **Uber launches its first MENA-wide series of events called *Ignite***

### **January 18, 2021**

Uber announces the launch of Uber Ignite, its first series of events that brings together the diverse perspectives of thought leaders, regulators, corporates, start-ups and innovators to collectively address a number of urban challenges faced in the MENA region. The series aims to equip guests with the knowledge needed to unlock and maximize technology-focused opportunities for growth in our communities.

Abdellatif Waked, General Manager of Uber Middle East and Africa, commented on the launch: "I'm excited for Ignite to launch in the MENA region as a platform for dialogue and engagement to address current urban challenges. As our region continues to modernise and develop at an increasing rate, we believe we can play a key role in bringing together experts from across multiple sectors and industries to collectively address issues and provide recommendations."

Titled as 'Tech for Transport Safety', Uber Ignite's inaugural panel discussion will be held on January 26, and will focus on how safety across multiple modes of transport is evolving, and the role of technology in meeting the current mobility demands in urban development. Representatives from Virgin Hyperloop, Derq, Trella, General Motors, and Uber will bring their expertise to the discussion to shine light on potential solutions that be conceptualised and developed across the region.

The event will be hosted virtually due to Covid-19 for the safety of all participants and attendees.

### **About Uber:**

Uber's mission is to bring reliable transportation to everywhere, for everyone. We started in 2010 to solve a simple problem: how do you get a ride at the touch of a button? Seven years and more than two billion trips later, we have started tackling an even greater challenge: reducing congestion and pollution in our cities by getting more people into fewer cars.

In the Middle East, Uber is already in Amman, Bahrain, Beirut, Dammam, Dubai, Doha, Istanbul, Jeddah, Karachi, Lahore, Madinah, Makkah, Manama, Riyadh, and in 11 cities in Egypt: Greater Cairo, Alexandria, Mansoura, Tanta, Damanhur, Zagazig, Hurghada, Damietta, Ismailia, Port Said, and El Suez, in addition to the Eastern Province with plans for expansion across the region. To request a ride, users must download the free application for Android, iPhone, Windows Phone, Blackberry 7, or sign up at [uber.com/app](https://www.uber.com/app). For more information, please visit: <https://www.uber.com/cities/>

For more information on the USLP: [www.unilever.com/sustainable-living/](http://www.unilever.com/sustainable-living/)



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