

GCC Traffic Week exhibition highlights dangers of Phone use



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The 37th Unified GCC Traffic Week awareness exhibition kicked off on the morning of Wednesday, 16 April 2025, at Place Vendôme Mall. This year's event is held under the theme “No Phone While Driving” and will continue until the evening of Friday, 18 April 2025.

The exhibition was inaugurated by H.E. Staff Major General Abdullah bin Mohammed Al-Sowaidi,

Assistant Undersecretary of the Ministry of Interior for Technical and Specialized Affairs, in the presence of several department directors and officers from the Ministry of Interior and the Internal Security Force (Lekhwiya), along with representatives from concerned entities. The exhibition features a variety of interactive activities and demonstrations, as well as dedicated pavilions showcasing the latest technologies used to enhance road safety, in addition to brochures and educational materials.

Running alongside the exhibition is a series of awareness lectures held at the General Directorate of Traffic's auditorium, targeting various segments of society, including school students and delivery drivers. These lectures aim to provide accurate information on traffic rules and etiquette, while emphasizing the importance of adhering to traffic safety standards.

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