



INTELLIGENT TRANSPORT SYSTEM
ASSOCIATION OF MALAYSIA

*ITS Seminar and
Exhibition 2017*

Driving ITS to a New Normal

*Connexion@Nexus,
Bangsar South
Kuala Lumpur, Malaysia*

21-23 February 2017

Organised by



INTELLIGENT TRANSPORT SYSTEM
ASSOCIATION OF MALAYSIA



MINISTRY OF WORKS
MALAYSIA

In Collaboration



PUBLIC WORKS DEPARTMENT
MALAYSIA



MALAYSIAN HIGHWAY
AUTHORITY

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ROAD ENGINEERING
ASSOCIATION OF MALAYSIA



ASSOCIATION OF HIGHWAY
CONCESSIONAIRES MALAYSIA

About The Seminar

The theme chosen for this Seminar is **“Driving ITS to a New Normal”**. Various emerging and disruptive technologies have changed the normal mode of business, strategies and traditional approaches to ITS solutions. ITS professionals now work in a significantly changed landscape and are faced with new challenges. This Seminar provides a platform for continuing and expanding dialogue between public and private sectors; to exchange ideas and needs and an opportunity to close key information gaps.

This Seminar brings together international & local experts from the various areas to meet & discuss issues impacting & promoting our industry, identify opportunities, address common challenges, share their experiences, build networks and in the process, enrich themselves.

We are pleased to extend an invitation to your organization to participate in this important Seminar which offers exciting opportunities to increase your presence in the market, whether it is through being a sponsor, exhibitor or just advertising your services & products. Sponsorship & showcasing are the cornerstone of an integrated marketing programme that can translate into partnership and networking opportunities during and after the Seminar.

The Seminar is designed to attract all those who are in the industry, be it concessionaires, expressway regulators, related government authorities, project managers, engineers, contractors, consultants, financiers, bankers, lawyers, and a wide range of public and private organizations from Malaysia & The Asian Pacific Region.

Seminar Benefits

- Reinforce your organization's role as a leader by showcasing its expertise, products and services or innovative outcomes to targeted audience of prospective and current buyers, government authorities and an interested and relevant audience.
- Establish strong visibility among key players in the the ITS and related industries and professional community.
- Leverage the media opportunities created through this platform to promote your organization's achievements and unique contributions to the industry.
- Take advantage of an excellent opportunity to maintain a high profile in value target market.
- Network over daily lunches and evening functions with targeted decision makers from the public and private sectors.
- Establish new contacts, exchange ideas and views, and use this event to tap on the opportunities expertise we bring you.

Seminar Format

The Seminar will be held over an event packed three days comprising among others:

- Three Plenary Sessions of keynote addresses and engaging panel discussions.
- Three parallel streams of technical sessions thematically organised based on current topical areas of interest.
- ITS workshops to be conducted in collaboration with subject matter experts.
- Special sessions for research presentations.
- Networking sessions
- An Exhibition showcase over the entire duration of the Seminar
- Technical visits to strategic ITS showcases in the Klang Valley

Call For Papers

ITS Seminar and Exhibition 2017 now calling for Technical Papers for the forum. The papers submitted shall:

- Be in English.
- Be original in content, with necessary copyright releases where relevant.
- Not be commercial in nature or advertorial, or promoting any specific product.
- Based on original research and development or real world project or deployment experiences that may be relevant.
- Development, use and /or application of ITS.
- Preferably cover topics along the following themes:

| | |
|--------------------------------------|--|
| 1. Advanced Public Transport Systems | 6. Safety Systems |
| 2. Social Initiatives/Crowdsourcing | 7. Travel Demand Management |
| 3. EV and Connected Technologies | 8. Research |
| 4. IoT/Smart City Concept | 9. Systems Development and Integration |
| 5. Traffic Analytics | |

Guidelines for Submission of Abstracts

Abstracts should be limited to about 500 words. The abstract should be preceded by the author's full name, professional affiliations, organization, position and contact details. Once the abstract has been accepted, the author shall be required to submit the full paper and presentation within the stipulated date. Authors will be guided by submission requirements upon acceptance. All submissions shall be transmitted via emails in editable softcopy sufficient for final arrangement and layout for printing in the Seminar's Proceedings. All the presenters shall be required to be registered as delegates prior to acceptance of final papers for printing.

The abstracts should be sent to:

ITS Seminar and Exhibition 2017 (Technical Papers)

Lot No. 3-3

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Seminar Programme

DAY 1

Tuesday (21 Feb 2017)

| | | |
|------|------|--|
| 0800 | 0900 | Registration |
| 0900 | 1000 | Opening Ceremony |
| 1000 | 1045 | Launch of Exhibition / Refreshment Break |
| 1045 | 1215 | PLENARY SESSION 1: CHALLENGES AND OPPORTUNITIES |
| 1215 | 1345 | Lunch |
| 1345 | 1530 | Session A1: Tolling Technologies Session B1: Telematics, Mapping, Fleet Management Session C1: Research Presentations |
| 1530 | 1600 | Refreshment Break |
| 1630 | 1730 | Session A2: Big Data / IoT / Smart - Future Cities Session B1: Ticketing Systems, Enforcement, e- Payments Session C2: Research Presentations |

DAY 2

Wednesday (22 Feb 2017)

| | | | |
|------|------|--|--------------------|
| 0900 | 1000 | PLENARY SESSION 2: Roundtable / Panel Discussion 2: EMBEDDING ITS INTO INDUSTRY - Getting the ITS Message Across | Networking Session |
| 1000 | 1045 | Break | |
| 1045 | 1230 | Session A3: Public Transport Session B3: Social Initiatives / Crowdsourcing Networking Session | |
| 1230 | 1400 | Luncheon Talk | |
| 1400 | 1530 | Session A4: EV / Connected Technologies Session B4: Innovations in ITS ITS Workshop | |
| 1530 | 1600 | Refreshment Break | |
| 1600 | 1730 | Session A5: Traffic Analytics / Emerging Tech / Safety [Moderator: tbd] Session B5: Travel Demand Management / EV Management ITS Workshop | |

DAY 3

Thursday (23 Feb 2017)

| | | | |
|------|------|--|--|
| 0900 | 1030 | Session A6: Transport Plans / Planning | Session B6: R&D / Systems Integration |
| 1030 | 1045 | Refreshment Break | |
| 1045 | 1145 | PLENARY SESSION 3 Roundtable / Panel Discussion 3: ITS - education, investment, funding; driving outcomes | |
| 1145 | 1200 | Refreshment Break | |
| 1200 | 1245 | Closing Ceremony | |
| 1245 | 1400 | Lunch | |
| 1400 | 1730 | Technical Visits | |

Seminar Registration

Registration Fee

| | |
|---------------------------------|------------|
| Early Bird | RM1,200.00 |
| Normal | RM1,400.00 |
| ITS Members / Government | RM1,000.00 |
| Student | RM 500.00 |

Registration Enquiries

Public Work Department

Cawangan Jalan, Tingkat 15
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50582 Kuala Lumpur

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Enquiries regarding registration can be directed to the above contact points.

Who Should Attend

Everyone involved in the Transportation Industry, including:

- International organisations and national governments
- Regional, local and municipal road and traffic authorities
- Academicians, advisors and researchers
- Equipment manufacturers, suppliers and vendors
- Systems integrators, service providers, applications developers
- ITS project managers, consultants and contractors
- Road/transport planners, engineers and professionals
- Public transport and logistic providers
- ITS users and member organisations and others

Secretariat

Malaysian Highway Authority

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Exhibition Booths

Don't miss the opportunity to showcase your unique products and services during this event as the ITS Seminar & Exhibition 2017 offers an exhibition package. ITS Seminar & Exhibition 2017 is a perfect platform to showcase your expertise, products and services as well as innovation to an interested, relevant and influential audience. Exhibitions booths are limited, therefore allocation will be on first come – first basis and confirmation will be given upon full payment.

Booth Specifications/Facilities Provided

Standard Shell Scheme measuring 9sq. meters (3mx3m) comprises of side and back panels with fascia board. Exhibitors will be provided with one (1) information desk, two (2) folding chairs, one (1) power point (13amp), two (2) fluorescent lights (40w) and one (1) waste paper basket.

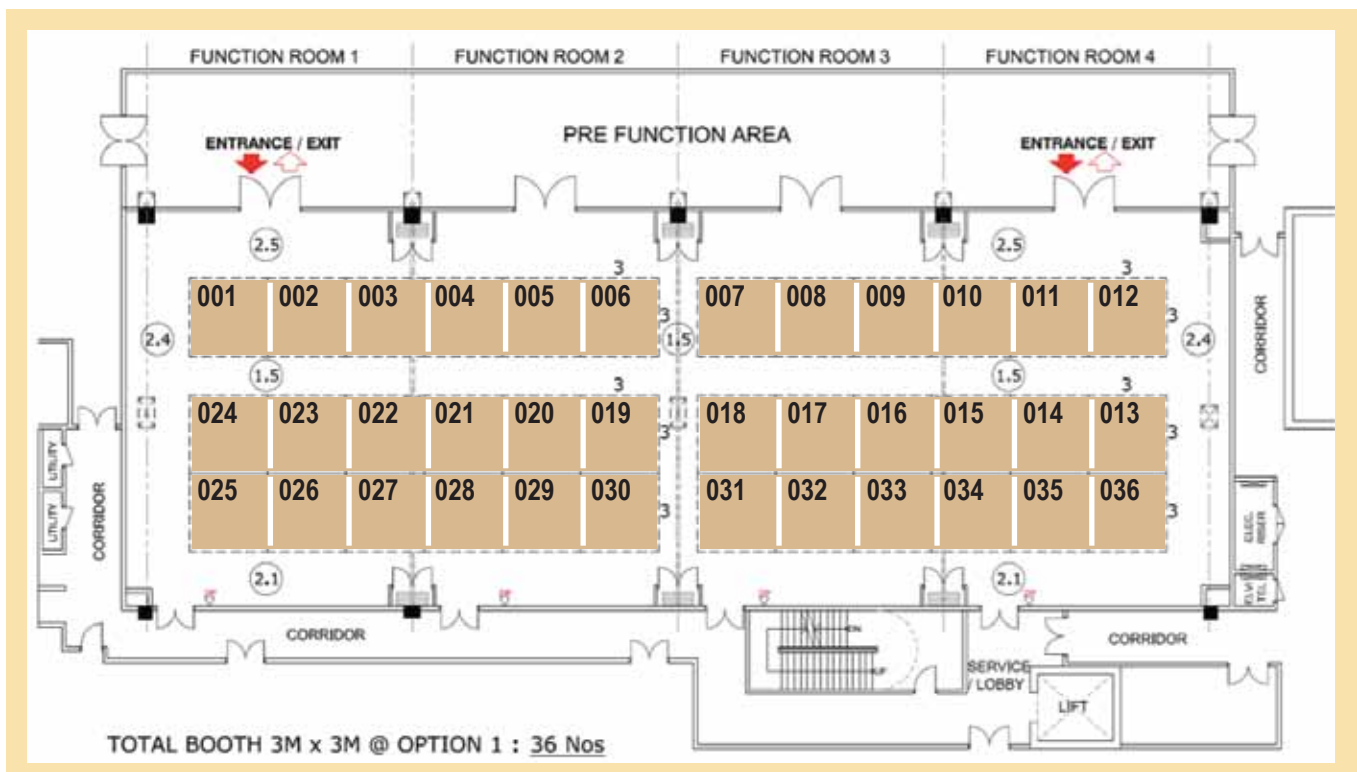
Exhibitor's Entitlements

- One (1) free seminar registration for each booth taken.
- Two (2) exhibition passes will be given for each booth taken.
- A profile of the exhibitor not exceeding 100 words will be included in the Exhibitor's Directory.

Booth Category And Reservation Rates

Shell Scheme measuring 3m x 3m (9m²): Booth numbers from A 001 to A036.
Rate: RM 9,000.00 per booth.

Exhibition Booth Plan



Exhibition Enquiries

Malaysian Highway Authority
Wisma Lebuhraya, KM. 6
Jalan Serdang-Kajang
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Technical Visit

Technical Visit 1

Klang Valley Mass Rapid Transit (KVMRT) Operations Control Centre – Sungai Buloh-Kajang (SBK) & Sungai Buloh-Serdang-Putrajaya (SSP)

The Klang Valley Mass Rapid Transit (KVMRT) System is set to be one of the most important and largest transport infrastructure projects Malaysia has embarked on. This project is listed as an Entry Point Project (EPP) under the Economic Transformation Programme's Greater Kuala Lumpur/Klang Valley National Key Economic Areas (NKEA), and will provide a major boost in the integration and efficiency of urban public transport. The KVMRT project will see the construction of three MRT lines; MRT Line 1, MRT Line 2 and MRT Line 3.



Technical Visit 2

Northport (Malaysia) Operation Control Centre

Northport is one of the largest multi-purpose ports of its kind in the national ports system offering dedicated facilities and services to handle wide variety of cargoes ranging from containers to cars, break bulk cargoes as well as capacity to handle liquid and dry bulk cargoes of all types and shipment sizes. Its facilities are located at two locations - in Northport, Southpoint for conventional cargo handling and in Northport where the state-of-the-art container handling facilities are located.



Technical Visit 3

Department of Civil Aviation Malaysia Operation Control Centre

The Air Traffic Management (ATM) Sector is the largest sector in the Department of Civil Aviation Malaysia. There are 775 Air Traffic Controllers and 193 administrative personnel in this sector, located throughout Malaysia. The headquarters is located in Putrajaya while operations are located at various stations within Peninsular and East Malaysia. The Malaysian airspace is divided into the Kuala Lumpur and Kota Kinabalu Flight Information Regions (FIR). There are 2 air traffic control centres; in Kuala Lumpur and Kota Kinabalu, a sub-centre in Kuching as well as 12 Control Towers in Peninsular Malaysia, 4 in Sabah and 8 in Sarawak.



Technical Visit 4

Bus Rapid Transit (BRT) Sunway Line Operation Control Centre

Bus Rapid Transit (BRT) combines the convenient features of a light rail transit system with the usage of dedicated lanes, environmentally friendly buses as well as customer-friendly infrastructure. It will offer fast, cost effective and integrated transport solution in areas that are densely populated and in need of a reliable public transportation system. In a Public-Private Partnership initiative, Prasarana Malaysia Berhad and Sunway Berhad have built an elevated Bus Rapid Transit (BRT) system to serve Bandar Sunway and Subang Jaya hence, bringing a solution to the traffic congestion problem to the area.

