



## INTELLIGENT TRANSPORT SYSTEM ASSOCIATION OF MALAYSIA

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10 November 2016

YBhg. Dato ' / Sir / Madam,

### **SEMINAR ON INTELLIGENT TRANSPORT SYSTEM (ITS) YEAR 2017**

**Theme : "Driving ITS to a New Normal" on 21 - 23 February 2017**

ITS MALAYSIA (ITSM), in collaboration with the Ministry of Works, the Malaysian Highway Authority and the Public Works Department of Malaysia supported by CIHT, REAM and PSKLM will host a seminar titled *ITS Seminar and Exhibition 2017 with the theme "Driving ITS to a New Normal."*

2.0 Seminar three (3) days proposed to start on **21 to 23 February 2017 in Connexion @ Nexus, Bangsar South City, Kuala Lumpur** aimed at focusing on the industry of ITS in order to provide opportunities and needs of the industry in raising awareness, commitment to the industry ITS in the present and the future between the public and private sectors. The seminar participants target for 500 people and 36 companies for exhibition and it will be officiated by **YB Datuk Seri Minister of Work Malaysia.**

3.0 The objectives of the seminar includes: -

- i) Provide a platform for government agencies and the private sector and academic institutions involved directly or indirectly with ITS, discuss and exchange experiences geared to the needs of industry in the formulation of policy and its development strategy in this country.
- ii) To study and identify the current status of development / enhancement of ITS in Malaysia as well as overseas countries.
- iii) Create opportunities for cooperation between the parties involved in ITS applications that can benefit the economic and social results of the development of road transport networks are organized, technologically smart and environment-friendly.
- iv) To analyze the needs of the implementation and development of ITS technologies and the future of the industry in Malaysia and how Malaysia should move towards the development of its more advanced.

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- v) Introducing technology solutions and best management practices for each investment in the development of the road network (road network investment) and other transport to the economic and social returns in the form of the maximum can be obtained.
  
- vi) It provides exposure to the latest technology development in Intelligent Transport Systems in the developed countries, learn from the experience of developed countries in overcoming bottlenecks in the application of ITS and the good relations between the Association of ITS in Asian countries or even the world.

The organizer of this seminar are very pleased to invite YBhg.Dato'/Sir/Madam and representatives who are directly involved with ITS in the organization to attend this seminar. Below are detail about the Seminar Fee registration:-

Registration Category	Registration Fee	
	Early Bird (Before 31 Disember 2016)	Normal (1 st January -21 February 2017)
Delegation	RM 1,200.00	RM 1,400.00
ITS Members/ Government/Speakers	RM 1,000.00	
Student	RM 500.00	

Please refer seminar brosur in Appendix A.

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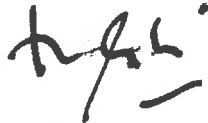
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For the initial setup, the secretariat requested to fill out the registration form in Appendix B and submit direct to the Registration Committee Mr. Janari Sekeli at 013-3952272 email: [janari.jkr@1govuc.gov.my](mailto:janari.jkr@1govuc.gov.my).

Any inquiries can contact Secretariat Ms.. Zaida Abdul Aziz at 03-8737300 / 87383021 / 019-3514331 (e-mail: [zaida@llm.gov.my](mailto:zaida@llm.gov.my)) or Ms. Ili Nabilah Nasir at 03-8737300 / 87382552 / 012-6675699 (e-mail: [nabilah@llm.gov.my](mailto:nabilah@llm.gov.my))

Support and cooperation of YBhg . Dato ' / sir / madam and your representative to attend the Seminar is highly appreciated with thanks.

Yours sincerely,



**(DATUK IR. MD. AMIR KASSIM)**

Chairman Organising Committee

ITS Seminar 2017

Intelligent Transport System Association of Malaysia

(ITS Malaysia)

