12th Asia Pacific ITS Forum & Exhibition 2012
Kuala Lumpur, Malaysia

Sunway Pyramid Convention Centre
16-18 April 2012

Powering Transformation in Transportation

For more information, visit: www.itsasiapacific2012.com
For general enquiry, please email to: enquiries@itsasiapacific2012.com

Attend this forum and accrue 18 CPD from BEM
ABOUT THE FORUM

The theme of the 12th Asia Pacific ITS Forum and Exhibition in 2012 in Kuala Lumpur is Powering Transformation in Transportation. Intelligent Transport System has been a powerful enabler of emerging technologies which provides a holistic and total experience for transport stakeholders and users. ITS serves as the technological bridge between driver, vehicle and traffic/road environment, and serves to provide a seamless connection for multi-modal journeys. The key objectives of the 12th Asia Pacific ITS Forum and Exhibition are among others, are;

- to showcase the latest and best practices in planning, funding, deploying, managing, maintaining and operating ITS solutions and technologies;
- to review latest and emerging developments in standards and/or harmonization of system architectures;
- to present various innovations in the varied fields of ITS;
- to discuss collective operational experiences and lessons learnt;
- to establish continuing dialogues on (national) policy directions, strategic initiatives, barriers and challenges to the industry; and
- to report on R&D needs and findings.

The 12th Asia Pacific ITS Forum and Exhibition is a significant part of the continuing efforts by the ITS Asia Pacific Body to facilitate Intelligent Transport Systems (ITS) cooperation and coordination between member countries in the Asia Pacific region and a platform for knowledge sharing, networking and cooperative collaborations.

FORUM FORMAT

The ITS Forum will be held over two and half days and comprises:

- 3 Plenary Sessions which will engage delegates and specialists in the areas of communications, telematics and tolling technologies.
- 2 Executive Sessions for presentation of international reports on the latest state of developments in the respective countries.
- 13 Technical/Special Sessions covering a broad spectrum of ITS related technologies, best practices and latest deployments.

In conjunction with the Forum, there will be various exhibits showcasing the latest technology, equipment, systems and solutions from a wide array of international ITS systems developers, solution and service providers and suppliers.

We invite all ITS and business professionals, policy makers, industry players, transport and technology enthusiasts to join us at this unique event. See you in April 2012!

SEMINAR REGISTRATION

Online Registration
Click to http://www.itsasiapacific2012.com/registrationform.asp for online registration

Offline Registration
Download the Registration Form in PDF format (Please complete and fax to the Registration Committee at +603 7727 4979)

Registration fee

<table>
<thead>
<tr>
<th>Early Bird (until 15 Feb 2012)</th>
<th>Regular (16 Feb - 13 April 2012)</th>
<th>On-Site (from 14 April 2012)</th>
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<tr>
<td>Delegate</td>
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<td>Cancellation received on or before 15 Feb 2012</td>
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<td>Cancellation received on or after 1 Mar 2012</td>
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* NOTE:
1. Registrations AFTER 13 Apr 2012 MUST be done on-site
2. A copy of student card and an official letter from your university confirming that you are a full-time student is required for student registration. Students are required to present their student cards upon collection of badges on-site.

REGISTRATION ENQUIRIES

ItraMAS Technology Sdn Bhd
No. 1, Jln PJU 8/5A,
Damansara Perdana
47820 Petaling Jaya, Selangor, Malaysia
Tel: +603 7727 0979 Fax: +603 7727 4979
Ms. Norhidayati Halim
Tel: +012-218 1892
Ms. Adibah Mohamed
Email: adibah@itsasiapacific2012.com
SPONSORSHIP

The 12th Asia Pacific ITS Forum & Exhibition 2012 offers exciting opportunities to increase your presence in the region, whether it is through being a sponsor, advertising your services and products or as an exhibitor showcasing your unique products and services at this prestigious event.

Become a sponsor

With sponsorship opportunities ranging from the Welcome Reception, Luncheon Symposiums, conference bags, writing pads, delegate gifts and more, there is something for every-sized marketing budget.

As a sponsor, your organisation will have increased visibility at an event that brings together a cross-section of influential decision makers from the region into one location. Not only is it the perfect opportunity to strategically place your company as a market leader, being a sponsor at the 12th Asia Pacific ITS Forum & Exhibition allows you to maximise your organisation’s visibility and increase brand image and market share through an integrated marketing strategy.

EXHIBITION

Become an Exhibitor

Exhibitions are the cornerstone of an integrated marketing programme that can translate into partnerships and networking opportunities during and after the event.

Don’t miss the opportunity to showcase your unique products and services at this prestigious event.

<table>
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<tr>
<th>Standard Fee</th>
<th>Gold RM12,000.00</th>
<th>Silver RM10,000.00</th>
<th>Bronze RM8,000.00</th>
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SPONSORSHIP ENQUIRIES

Urban Forum (Malaysia) Sdn Bhd
45-2, Block C2, Dataran Prima
Jalan PJU 1/39, 47301 Petaling Jaya, Malaysia
Tel: +603 2273 8155   Fax: +603 2273 5595
Email: ITS2012@urban-forum.com

Ms. Mal Tennekoon
Mobile: +6012 260 8327
Email: mtennekoon@urban-forum.com

Mr. Gurcharan Singh Gill
Mobile: +6012 230 6826
Email: Gurcharan@urban-forum.com

EXHIBITION ENQUIRIES

Hopetech Sdn Bhd
Bangunan MCOBA, 42 Jalan Syed Putra,
50460 Kuala Lumpur, Malaysia
Tel: +603 2273 8155
Fax: +603 2273 5595

Ms. Shima Ibrahim
Mobile: +6012 230 6826
Email: shima.ibrahim@itsasiapacific2012.com

Mr. Gurcharan Singh Gill
Mobile: +6012 326 6193
Email: Gurcharan@urban-forum.com

LEGEND

- GOLD BOOTH
- SILVER BOOTH
- BRONZE BOOTH
- ITS AP BOOTH
- AUTO DISPLAY AREA

EXHIBITION FLOOR PLAN
Day 1 - Monday 16 April 2012

Registration

1000-1030

Opening Ceremony
Welcome Speech by Organizing Chairman, Optam Int. M. Alex Bin Kaim
Address by Secretary General, ITS Asia-Pacific, Mr. Harumi Arai
Keynote Address by Hon. Minister of Works Malaysia and Official Launch

1030-1100

LAUNCH OF EXHIBITION
REFRESHMENT BREAK

1100-1200

Venue: Pyramid 2, Level CP 3
Plenary Session 1: Keynote Addresses by
1. Professor and Chair Executive Officer, Temasek Polytechnic, Dr. Hideki Watanabe
2. Chief Executive Officer, Costa-ITS Europe, Dr. Hermann Meyer
3. Chairman of ITS Japan, Dr. Hiroshi Makino / Prof. Shinsuke Kamijo, Prof. Sorawit Narupiti, Prof. Jason Chang, Prof. Edward Chung
4. President of ITS Malaysia, Dato’ Ir. Hj. Mohamad Ishraf Bin Aiman

1220-1300

Venue: Pyramid 2, Level CP 3
Traffic Engineering

1400-1500

Venue: Pyramid 1, Level CP 3
Traffic Technology

1600-1700

Venue: Pyramid 1, Level CP 3
ITS Implementation in Malaysian Toll Highways by Abu Bakar Bahrun

1730-1900

WELCOME RECEPTION

Day 2 - Tuesday 17 April 2012

Registration

1000-1100

Venue: Pyramid 3, Level CP 3
Plenary Session 2: Transformational Technologies in Communications and Broadband

1100-1200

Venue: Pyramid 3, Level CP 3
Traffic Technology

1220-1300

Venue: Pyramid 3, Level CP 3
Vehicle Telematics

1400-1500

Venue: Pyramid 3, Level CP 3
Trafﬁc Information Services / Network Operations

1600-1700

Venue: Pyramid 3, Level CP 3
Vehicle Telematics

1730-1900

WELCOME RECEPTION

Day 3 - Wednesday 18 April 2012

Registration

1000-1100

Venue: Pyramid 3, Level CP 3
Plenary Session 3: Transformational Technologies in Tolling Systems

1100-1200

Venue: Pyramid 3, Level CP 3
Trafﬁc Technology

1220-1300

Venue: Pyramid 3, Level CP 3
Vehicle Telematics

1400-1500

Venue: Pyramid 3, Level CP 3
Traffic Information Services / Network Operations

1600-1700

Venue: Pyramid 3, Level CP 3
Vehicle Telematics

1730-1900

WELCOME RECEPTION
TECHNICAL VISITS

TV1: PLUS Traffic Monitoring Centre and MHA Traffic Management Centres
The visit provides insightful views on the operations and management of Asia’s largest toll expressway operator with close to 1000kms of tolled expressway in Malaysia and a briefing and tour of the Malaysian Highway Authority (MHA)’s Traffic Management Centre which collates and co-ordinates traffic information for various tolled road operations at national and regional level.

TV2: Integrated Transport Information System (ITIS) and Integrated Transport Terminal (ITT)
ITIS showcases Malaysia’s 1st regional ITS deployment. ITIS, developed by City Hall Kuala Lumpur, senses the pulse of traffic as it ebbs in and out of all key arterial roadways into and around the city. The ITT serves as a main interchange for heavy rail, commuter and express rail, and light rapid transit systems. Various applications in ITS enable the use of an integrated ticketing system and bus arrival information in enhancing passenger comfort and security.

TV3: SMART (Stormwater Management and Road Tunnel)
This visit provides an insight into the world’s first combined stormwater management and road tunnel (SMART), one of Malaysia’s finest engineering showcase. The visit will include a tour of the state-of-the-art operations control room equipped with the latest systems in operations management, surveillance and maintenance.

TV4: Mass Rapid Transit System (MRT)
The MRT, now called My Rapid Transit, is the main component of the Greater Klang Valley National Key Economic Area and will be the largest infrastructure project in the country. Participants will be briefed on the Rapid Transit project details, including the adoption of the Project Delivery Partner concept, a first in Malaysia.

They will also gain a perspective of the value management study (VMS) to ensure cost optimisation, and the role of the independent checking engineer (ICE) to ensure strict verification of the project delivery process. Participants will also visit the Cochrane project site where the tunnel boring machines for the tunneling section of the line under the heart of Kuala Lumpur city will be launched and where the future station will be integrated with a major urban redevelopment project.

TV5: PROTON
PROTON is a Malaysian automobile manufacturer headquartered in Subang Jaya and Shah Alam, Selangor, Malaysia with a manufacturing plant in Tanjung Malim, Perak. Founded in 1983, its name is a Malay acronym for Perusahaan Otomobil Nasional.

PROTON Plant Tour provides guided plant tour including Body Shop and Trim Final Line. The visitors will be able to see how our national cars are assembled using the state of the art equipment and facilities. With high automation level in manufacturing which seen various kinds of robots are used, highly skilled manpower also involved in many processes in order to produce a good quality car.
Malaysia in Brief
To know Malaysia is to love Malaysia. A bubbling, bustling melting pot of races and religions where Malays, Indians, Chinese and many other ethnic groups live together in peace and harmony. Multiculturalism has not only made Malaysia a gastronomical paradise, it has also made Malaysia home to hundreds of colourful festivals.

Kuala Lumpur
Kuala Lumpur – KL to its friends – began as a tin-mining shanty town, but has now evolved into a 21st-century metropolis, dominated by the tallest skyscrapers in Southeast Asia. KL is every inch the Asian cyber-city: historic temples and mosques rub shoulders with space-age towers and shopping malls; traders’ stalls are piled high with pungent durians and locals sip cappuccino or feast at bustling street side hawkers stalls serving food from across the continent.

TOUR 1
Golfing in Malaysia
Glenmarie Golf & Country Club
Date: 15 April 2012, Sunday
Time: 7.00 am - 2.00pm
Price: RM 650.00/pax
Lunch: Provided
Min: 30 pax
Max: 36 pax

TOUR 2
KL Sights
Date: 15 April 2012, Sunday
Time: 8.00 am - 2.00pm
Price: RM 250.00/pax
Lunch: Provided
Min: 30 pax
Max: 35 pax

TOUR 3
Petaling Street Sights
Date: 15 April 2012, Sunday
Time: 3.00 pm - 9.00pm
Price: RM 150.00/pax
Dinner: Provided
Min: 30 pax
Max: 70 pax

TOUR 4
Malacca Cultural Visit
Date: 19 April 2012, Thursday
Time: 7.00 am - 6.00pm
Price: RM 240.00/pax
Lunch: Provided
Min: 30 pax
Max: 70 pax

Malacca was founded by a Sumatran Prince named Parameswara and thereafter flourished under the Malacca Sultanate. The state was known as the Venice of the East when it was the centre of spice trade in the region. It is easy to get around on foot or trishaw to explore the many places that make it unique.

KL Hop-On Hop-Off
Tour and explore “the diverse, contrasting and colourful scene of Kuala Lumpur” with Malaysia’s only semi glass roof double deck bus. This tour, coupled with our insightful on-board commentary, will ensure that you experience all Kuala Lumpur has to offer.

KL Central Market
Central Market used to be the town's wholesale and retail wet market for fresh produce. Build in 1930’s, it was renovated and reopened in 1986, and was the first example of a heritage building being adapted for a different use. It is now a leading crafts centre in the city.

Petaling Street
Petaling Street is part of KL Chinatown. The whole street turns into a night market in the evening with vendors selling wares that include clothing and personal effects. The area has dozens of restaurants and food stalls, serving local favorites.

The above social programme maybe subject to changes without any prior notice.
The 12th Asia Pacific ITS Forum and Exhibition will be held at Sunway Pyramid Convention Centre. The SPCC is strategically located within the Klang Valley of Greater Kuala Lumpur and is easily accessible by key expressway connectors. The venue is about 40mins drive from the KL International airport to the south and about a half hours drive from the city centre to the east. It is sited within the 800 acre upscale premier township of Sunway Integrated Resort City and is well served by a mega theme park. The 12,000sf SPCC, complemented with fine dining, entertainment, leisure, shopping and healthcare facilities is an ideal venue for the Forum and Exhibition.

For the convenience of participants, the organising committee has arranged preferential rates with the following hotels.

RECOMMENDED HOTELS

1. **Pyramid Tower**
   - Persiaran Lagoon, Bandar Sunway
   - 46150 Petaling Jaya, Selangor Darul Ehsan, Malaysia
   - Tel: +603 7492 8000
   - Fax: +603 7492 8006
   - Website: http://kualalumpur.sunwayhotels.com

   Corporate Room Rate (Per Night)
   - RM420 (Single with breakfast)
   - RM400 (Single/Double without breakfast)
   - Contact Person
     - Mohd Fariz bin Abdul Latif
     - Mobile: +6019 223 1171

2. **Sunway Resort Hotel & Spa**
   - Persiaran Lagoon, Bandar Sunway
   - 46150 Petaling Jaya, Selangor Darul Ehsan, Malaysia
   - Tel: +603 7492 8000
   - Fax: +603 7492 8006
   - Website: http://kualalumpur.sunwayhotels.com

   Corporate Room Rate (Nett Per Night)
   - RM330 (Single/Double without breakfast)
   - RM320 (Single with breakfast)
   - Contact Person
     - Mohd Fazr bin Abdul Latif
     - Mobile: +6019 223 1171

3. **Grand Dorsett Subang Hotel**
   - Jalan SS 12/1
   - 47500 Subang Jaya, Selangor Darul Ehsan, Malaysia
   - Tel: +603 5031 6000
   - Fax: +603 5031 9624
   - Website: www.granddorsett.com/kualalumpur

   Corporate Room Rate (Nett Per Night)
   - RM300 (Single/Double without breakfast)
   - RM320 (Double with breakfast)
   - Contact Person
     - Ahmad Roslan Bin Abdul Rashid
     - Mobile: +6016304 3658

4. **The Summit Hotel Subang USJ**
   - Persiaran Kewajiban USJ1
   - 47600 USJ 16, Selangor Darul Ehsan, Malaysia
   - Tel: +603-8023 3000
   - Fax: +603-8023 2233
   - Website: www.summithotelusj.com

   Corporate Room Rate (Nett Per Night)
   - RM290 (Superior Room)
   - RM310 (Deluxe Room)
   - Contact Person
     - Maya Sar Khan
     - Mobile: +6019 6037 785

5. **Holiday Villa Subang Malaysia**
   - 9, Jalan SS 12/1
   - 47500 Subang Jaya, Selangor Darul Ehsan, Malaysia
   - Tel: +603 5633 8788
   - Fax: +603 5633 5461
   - Website: www.holidayvillasubang.com

   Corporate Room Rate (Approximately 3km from Forum Venue)
   - RM300 (Single/Double without breakfast)
   - RM350 (Double with breakfast)
   - Contact Person
     - Mohd Fazr bin Abdul Latif
     - Mobile: +6019 223 1171

For the convenience of participants, the organising committee has arranged preferential rates with the following hotels.

ENQUIRIES

**SOCIAL PROGRAMME**
- Malaysian Highway Authority
  - Wisma Lebuhraya, KM-6, Jalan Srandang - Kajang, 43000 Kajang, Selangor, Malaysia
  - Tel: +603 8738 3021
  - Fax: +603 8736 0605
  - Ms. Zaida Abdul Aziz
  - Email: zaidai@km.gov.my

**ACCOMMODATION**
- Bina Puri Holdings Bhd
  - Wisma Bina Puri, 88 Jalan Bukit Idaman 8/1, 68100 Selayang, Selangor, Malaysia
  - Tel: +603 6136 3333
  - Fax: +603 6137 0661
  - Ms. Ho Poh Hong
  - Tel: +603 2691 7483
  - Email: enquiries@itsasiapacific2012.com

**SECRETARIAT**
- Pasukan Projek ECER
  - Cawangan Jalan, Jalan Pejabat JKR Malaysia, Arau 2, Dewan Tan Sri Mahfuz Khalid, Jalan Sultan Sulaimuddin, 50582 Kuala Lumpur, Malaysia
  - Fax: +603 2691 1068
  - Email: enquiries@itsasiapacific2012.com

**Recommended Hotels**

1. **Pyramid Convention Centre.** The SPCC is strategically located within the Klang Valley of Greater Kuala Lumpur and is easily accessible by key expressway connectors. The venue is about 40mins drive from the KL International airport to the south and about a half hours drive from the city centre to the east. It is sited within the 800 acre upscale premier township of Sunway Integrated Resort City and is well served by a mega theme park. The 12,000sf SPCC, complemented with fine dining, entertainment, leisure, shopping and healthcare facilities is an ideal venue for the Forum and Exhibition.

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   - 46150 Petaling Jaya, Selangor Darul Ehsan, Malaysia
   - Tel: +603 7492 8000
   - Fax: +603 7492 8006
   - Website: http://kualalumpur.sunwayhotels.com

   Corporate Room Rate (Nett Per Night)
   - RM400 (Single/Double without breakfast)
   - RM420 (Single with breakfast)
   - Contact Person
     - Mohd Fazr bin Abdul Latif
     - Mobile: +6019 223 1171

2. **Pyramid Tower**
   - Persiaran Lagoon, Bandar Sunway
   - 46150 Petaling Jaya, Selangor Darul Ehsan, Malaysia
   - Tel: +603 7492 8000
   - Fax: +603 7492 8006
   - Website: http://kualalumpur.sunwayhotels.com

   Corporate Room Rate (Nett Per Night)
   - RM420 (Single/Double without breakfast)
   - RM450 (Double with breakfast)
   - Contact Person
     - Mohd Fazr bin Abdul Latif
     - Mobile: +6019 223 1171

3. **Grand Dorsett Subang Hotel**
   - Jalan SS 12/1
   - 47500 Subang Jaya, Selangor Darul Ehsan, Malaysia
   - Tel: +603 5031 6000
   - Fax: +603 5031 9624
   - Website: www.granddorsett.com/kualalumpur

   Corporate Room Rate (Nett Per Night)
   - RM300 (Single/Double without breakfast)
   - RM350 (Double with breakfast)
   - Contact Person
     - Ahmad Roslan Bin Abdul Rashid
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     - Mohd Fazr bin Abdul Latif
     - Mobile: +6019 223 1171

The participants are required to complete the Hotel Reservation Form which can be downloaded from the Forum & Exhibition Website.