



Asian Strategy & Leadership Institute

*Dedicated To Creating A Better Society*

Keynote Address and Official Opening  
**Y.B. DATO' SRI ONG TEE KEAT**  
Minister of Transport

### SUMMIT HIGHLIGHTS

- Towards and Integrated Regulatory Approach
- A Unified and Seamless Public Transport Network
- Increasing Public Transport Utilisation – Addressing Key Concerns
- Engaging Technology in Public Transport
- Investing in Public Transportation



**Integrating the Public  
Transport Network**

# NATIONAL SUMMIT ON URBAN PUBLIC TRANSPORT

**15 OCTOBER** 2009

**PRINCE HOTEL & RESIDENCE** KUALA LUMPUR

# NATIONAL SUMMIT ON URBAN PUBLIC TRANSPORT



Malaysia has experienced tremendous economic success over the last three decades, which gave rise to rapid urbanisation of Klang Valley as well as other major cities and towns in the country. This, coupled with rising income, sprawling land use and robust growth in the automobile industry have contributed to motorisation and car-based traffic in Malaysia, which in turn, led to high traffic demand and congestion. As natural resources deplete and environmental red flags are raised, we recognise that the only sustainable way to support traffic growth is public transportation.

The use of public transport in Kuala Lumpur has declined from 35% in 1980 to about 16% in recent years. This does not compare favourably with other Asian cities that have higher public transportation usage rates, such as Seoul (60%), Singapore (56%), Manila (54%), Tokyo (49%) and Bangkok (40%). In stepping up efforts for public transport improvement, the government has set a goal to increase public transport usage to 25% by Year 2012, as well as to target a ratio of 70:30 for private to public vehicle ownership.

Integration – in regard to regulation, planning, network route and infrastructure – is seen as the chief missing link in our transport network and will be the key towards a more efficient public transport network. Stemming from this and major issues & concerns raised at ASLI's inaugural summit in 2008, the National Summit on Urban Public Transport 2009 shall resume its objective in providing a platform in bringing together key players from the government, private sector, civil societies and consumer bodies to brainstorm on possible collaborative efforts and generate new ideas on improving urban public transport. The Summit will deliver an impactful programme by providing industry updates and opening up discussions on transport regulation, network integration, public transport utilisation, technology and investing in public transport.

## WHO SHOULD ATTEND

This summit will benefit the following organizations and their personnel, especially Decision & Policy Makers, Senior & Middle Management Teams and key Executives:

- Government Departments & Agencies regulating the Public Transport, Public Works & Infrastructure and Urban Development sectors
- Business Corporations with projects or vested interest in the Public Transport industry
- Specialists in Land Traffic & Transportation, Public Infrastructure and Urban Development & Town Planning
- Civil Societies, Consumer Bodies, Trade Unions and NGOs

## CONFIRMED ROLE-PLAYERS:

- **Datuk Eddy Chen**  
Immediate Past President, Real Estate and Housing Developers' Association Malaysia (REHDA) & Group Managing Director, Metro Kajang Holdings Berhad
- **Dr. Dahlia bt. Rosly**  
Director, Federal Department of Town and Country Planning
- **Ir. Dr. Tai Tuck Leong**  
Managing Director, Perunding Trafik Klasik
- **Mr. Goh Bok Yen**  
Director, Mag Technical and Development Consultants Sdn Bhd
- **Mr. Moazz Yusuf Ahmad**  
Advisor, Association for the Improvement of Mass Transit – Klang Valley (TRANSIT)
- **Mr. Uwe Ahrens**  
Chief Executive Officer, Melewar Engineering Group
- **Prof. Dr. Ahmad Farhan Mohd Sadullah**  
Director General, Malaysian Institute of Road Safety Research

## INVITED ROLE-PLAYERS:

- **Dato' Idrose bin Mohamed**  
Group Managing Director, Syarikat Prasarana Negara Berhad
- **Dato' Mohd Nadzmi Salleh**  
Chairman/Managing Director, Konsortium Transnasional Berhad
- **Dato' Seri Ir. Kamarul Zamani bin Mohd Ali**  
Executive Director, Gamuda Berhad
- **Datuk Dr. Mohamed Ashfar Ali**  
President, Pan Malaysian Bus Operators
- **Datuk Halimah binti Mohamed Sadique**  
Chairman, Commercial Vehicle Licensing Board
- **Datuk Hj. Hasni Harun**  
CEO – Malaysia, MMC Corporation Berhad
- **Datuk Thomas George**  
Secretary-General, Ministry of Works
- **Ar. Goh Hock Guan**  
Chairman, Akitek Jururancang (Malaysia) Sdn Bhd
- **Dr. Aminuddin bin Adnan**  
Managing Director / President, KTM Berhad
- **Hj. Anuar bin Kassim**  
Director General, Department of Railways
- **Ir. Dr. Leong Siew Mun**  
Director, Urban Transport, DBKL
- **Mr. Chew Liong Kim**  
Managing Director, BinaFikir Sdn Bhd
- **Mr. Muhammad Sha'ani bin Abdullah**  
Secretary-General, FOMCA
- **Mr. Shah Hakim Zain**  
Group Chief Executive Officer, Scomi Group Berhad
- **Mr. Suffian Baharuddin**  
Chief Executive Officer, RapidKL
- **Mr. Zafer Hashim**  
President / Group Managing Director, Bank Pembangunan Malaysia Berhad
- **Ms. Hasni Zarina Mohamed Khan**  
Managing Director, Touch 'n Go Sdn Bhd

**15 OCTOBER 2009**

## **PRINCE HOTEL & RESIDENCE** Kuala Lumpur

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8:00 am Arrival and Registration of Participants

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9:10 am WELCOMING REMARKS

**Dato' Dr Michael Yeoh** Chief Executive Officer/Director, Asian Strategy & Leadership Institute

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9:20 am KEYNOTE ADDRESS and OFFICIAL OPENING

**Towards an Efficient and Integrated Public Transport Network**

**YB Dato' Sri Ong Tee Keat** Minister of Transport

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9:50 am MORNING REFRESHMENTS & NETWORKING SESSION

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10:10 am **SESSION 1: Towards an Integrated Regulatory Approach**

Regulatory fragmentation has been commonly identified as the root cause of our public transport woes. This session looks toward the unified land transport authority, its roles & functions and its action plans going forward.

- National Public Transportation Commission – rationale, roles and responsibilities
  - Goals and action plans of the Commission towards improvement of the public transport delivery system
  - Collaboration between the Commission, private sector players and consumers
  - Effective enforcements of policies & regulations
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11:20 am **SESSION 2: A Unified and Seamless Public Transport Network**

Existing rail and bus based public transport services are deemed to be lacking in integration which leads to problems in travel connectivity as well as poor accessibility and convenience for commuters. This session will concentrate on the improvement on the public transport system by exploring short and long term solutions by looking at various aspects, such as:

- Route & fare integration – inter-modal and intra-modal
  - Integrated transport terminals
  - Design & planning of bus routes, rail lines, parking & pedestrian facilities, etc.
  - Incorporating public transport planning into development planning
  - Synergy in public transport planning & implementation between key stakeholders
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12:30 pm NETWORKING LUNCH

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1:30 pm **SESSION 3: Increasing Public Transport Utilisation – Addressing Key Concerns**

In order to achieve the 70:30 ratio of private-public vehicle and up the public transport usage rate from 16% to 25%, major concerns facing commuters and operators need to be addressed. What can be done to increase demand for public transport? This session will focus on:

- Price and quality of transport service & facilities
  - Reliability and safety aspects
  - OKU friendly services and facilities
  - Effective monitoring of service quality and maintenance level
  - Strategic transit points and complementary pedestrian/commuter facilities
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2:45 pm **SESSION 4: Engaging Technology in Public Transportation**

Technology has been a driving force behind lifestyle changes new ways of working and innovative business solutions. This session will discuss existing and emerging transport technology and how they will aid improvements in the public transport system.

- Using information technology to improve transport management
  - Transportation system advancements
  - Smart card technology and integrated ticketing interface
  - Management support system and operating support system for public transportation
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4:00 pm **SESSION 5: Investing in Public Transportation**

One of the key challenges of public transportation is finding a sustainable model to finance its high investment and operational cost. Discussion will focus on maximizing investment value and sustainable financing methods for public transportation.

- Business viability for investors and operators
  - Effective allocation of investment: bus-intensive vs. rail-intensive development
  - Prospects of financing via 'value capture' and public-private sector partnerships
  - Investments in human capital training and development
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5:15 pm AFTERNOON REFRESHMENTS & **END**

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**Notes:**

- The Organiser reserves the right to alter the content and timing of the programme in the best interest of the Seminar and is not responsible for cancellations due to unforeseen circumstances.
- The Organiser accepts no responsibility for statements made orally or in written material distributed by any speaker at the summit. In addition, the Organiser is not responsible for any copying, republication or redistributions of such statements.
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- Programme as at 20 August 2009.



# ABOUT ASLI

ASLI is dedicated to creating a better society and is an independent not-for-profit organization that promotes leadership, strategic thinking and bilateral business partnerships. ASLI's mission is to help organizations enhance leadership and strategic capabilities through the interchange of ideas, information and knowledge. Towards that end, ASLI continuously engages in the research and implementation of strategic leadership programmes, publications, conferences, CEO Membership Forums, and international bilateral business missions.

ASLI's events have been addressed by Heads of State, Prime Ministers, Senior Cabinet Ministers, Captain of Industry and prominent Strategic Thinkers to discuss issues of strategic importance to Governments and Businesses. ASLI has, over the years, organized high-level programmes focusing on bilateral business partnerships in Singapore, Indonesia, Philippines, Australia, Japan, USA, Canada, Britain, Germany, China and South Africa. All net proceeds from ASLI's programmes are donated to the non-profit ASLI Foundation. ASLI is also the Malaysian Secretariat of various bilateral Business Councils.

## REGISTRATION FORM

### 1st Delegate

Dr/Mr/Ms		
Position		
Tel		Fax
E-mail		

### 2nd Delegate

Dr/Mr/Ms		
Position		
Tel		Fax
E-mail		

### 3rd Delegate

Dr/Mr/Ms		
Position		
Tel		Fax
E-mail		

Organisation's Name		
Mailing Address		

Approving Manager's Name		
Position		
E-mail		

Human Resource/ Training Manager		
Tel		Fax
E-mail		

Bankdraft/Cheque No.		
Bank		Amount

Please indicate the nature of your business

<input type="checkbox"/> Natural Resources	<input type="checkbox"/> Construction/Engineering	<input type="checkbox"/> Insurance/Healthcare
<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Communications & IT	<input type="checkbox"/> Properties
<input type="checkbox"/> Service & Retail	<input type="checkbox"/> Consultancy	
<input type="checkbox"/> Education		
<input type="checkbox"/> Others, please specify		

☐ No, I cannot attend this conference but please keep me updated by sending me additional information as it becomes available on the following topics:-

<input type="checkbox"/> Marketing	<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Service
<input type="checkbox"/> IT	<input type="checkbox"/> Finance	<input type="checkbox"/> Personnel
<input type="checkbox"/> Management		
<input type="checkbox"/> Others, Please specify		

## REGISTRATION INFORMATION

### REGISTRATION FEES

**Normal Registration Fee** **RM1250.00**

NOTE: Fee includes lunch, refreshments & conference documentation.  
Registration fee is HRDF SBL claimable (subject to approval by HRDF)

**Special Group Discount** **RM980.00**

(NOTE: For a group of 3 pax or more)

**Government Officials** **RM980.00**

### VENUE

Prince Hotel & Residence, Kuala Lumpur

### PAYMENT

The fee must be paid in advance of the event. Walk-in delegates with payment will be admitted on 'space availability' basis. Cheques or bankdrafts should be crossed and made payable to **Asian Strategy & Leadership Incorporated Sdn Bhd.**

### FOR PRIVATE SECTOR

The organisers reserve the right to stop any registered delegate from taking part in the event if no proof of payment can be presented. This only applies to registered delegates who have **NOT** paid the registration fees prior to the event date.

### FOR GOVERNMENT OFFICIALS

A Local Order (LO) or letter of approval to participate must be presented before the event.

### SUBSTITUTION/CANCELLATION

Substitution is allowed for a registered delegate. Please note that all payments must be made prior to the event proper. For cancellations, a refund minus 10% service charge will be sent to the said delegates if cancellation is received in **WRITING** by **1st October 2009**. No refund will be made for cancellation received after **1st October 2009**.

### NATIONAL SUMMIT ON URBAN PUBLIC TRANSPORT

15 OCTOBER 2009

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