

# CARS

## CONFERENCE ON ASIA ROAD SAFETY 2024

“Safer Journey, Sustainable Future”

**2-4 SEPTEMBER  
2024**

**PUTRAJAYA INTERNATIONAL  
CONVENTION CENTRE (PICC),  
PUTRAJAYA**

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## EVENT SCHEDULE | 2 SEPTEMBER 2024, MONDAY

0830 - 0930

- Registration and Arrivals

0930 - 1015

- **Plenary 1**

**Safe and Sustainable Mobility in Asia-Pacific: On the Road to the Safe and Sustainable Goals**

*Weimin Ren*

*Director of Transport Division, United Nations Economics and Social Commission for Asia and the Pacific (UNESCAP)*

1015 - 1030

- Break

1030 - 1115

- **Plenary 2**

**Malaysia Road Safety Plan 2022-2030**

*Assoc. Prof. Ts. Dr. Siti Zaharah Ishak*

*Director General, Malaysian Institute of Road Safety Research (MIROS)*

1115 - 1200

- **Plenary 3**

**Towards Safe, Sustainable and Smart Highways**

*Datuk Nik Airina Nik Jaffar*

*Managing Director, PLUS Malaysia Berhad*

1200 - 1230

- **Plenary 4**

**Road Safety - From “Vision Zero” to Safe System**

*Dato’ Sri Dr. Mohammed Azman bin Aziz Mohammed*

*Group Chief Executive Officer, Social Security Organization (PERKESO) and President, International Social Security Association (ISSA)*

Venue: Dewan Perdana Hall B

## EVENT SCHEDULE | 2 SEPTEMBER 2024, MONDAY

1230 - 1400

- Networking Lunch

1400 - 1530

- **Opening Ceremony by YAB Dato' Seri Dr. Ahmad Zahid bin Hamidi, Deputy Prime Minister of Malaysia**

1530 - 1615

- **Plenary 5**  
**Road Safety: Strategies and Innovations in Europe**  
*Prof. Dr. Walter Eichendorf*  
*President, European Transport Safety Council (ETSC)*

1615 - 1645

- **Plenary 6**  
**Main Challenges in Deploying Autonomous Fleet**  
*Niels de Boer*  
*Senior Programme Director, Centre of Excellence for Testing & Research of Autonomous Vehicles – NTU (CETRAN)*

1645

- Adjourn

1930 - 2200

- **Road Safety Awards Dinner (by invitation only)**

Venue: Dewan Perdana Hall B

## EVENT SCHEDULE | 3 SEPTEMBER 2024, TUESDAY

0830 - 0900

- Registration and Arrivals

0900 - 1030

- **Breakout Session**  
**Catalyzing Industry Leadership on the Road to Morocco**

- **Keynote Statement (Video)**  
*Jean Todt*  
*UN Special Envoy for Road Safety*
- **Technical Presentations**
- *Weimin Ren*  
*Director of Transport Division, UNESCAP*
- *Tomofumi Saito*  
*Vice President of Technology, Autoliv Asia*
- *Ir. Ts. Azhar Hamzah*  
*Director, Human Factors and Road User Behavioural Centre, MIROS*
- *Eric de Seynes (Video)*  
*President, International Motorcycle Manufacturers' Association (IMMA)*

Venue: Dewan Perdana Hall B

- **Breakout Session**  
**Safe and Sustainable Mobility**

- **Session 1**  
**Decarbonizing Urban Mobility: Insights from the Adoption of Flexible Working Arrangements in Greater Klang Valley**  
*Dr. Susilawati*  
*Senior Lecturer, Monash University, Malaysia*
- **Session 2**  
**Practical Applications of AI and Data Science for Safer Streets and Sustainable Mobility**  
*Dr. Syrus Borja Gomari*  
*MobilityVision+*
- **Session 3**  
**ISO 39001 Road Traffic Safety Management Systems: Industry Experience on Commuting Safety**  
*Carolyn Maniselvi Santhiavoo*  
*Safety Officer & CEPSSWAM, KPJ Tawakkal KL Specialist Hospital*

Venue: Dewan Perdana Hall B2



## EVENT SCHEDULE | 3 SEPTEMBER 2024, TUESDAY

1030 - 1045

- Break

1045 - 1245

- **Breakout Session**  
**Catalyzing Industry Leadership**  
**on the Road to Morocco** *(cont'd.)*

- **Roundtable Discussion by**  
**Industry Leaders**

**Moderator:**

- **Weimin Ren**  
*Director of Transport Division,*  
*UNESCAP*

**Panelists:**

- **John Hogan**  
*Head of Communications, Norton*  
*Motorcycle*
- **Ku Mohd Asraf Ku Ishak**  
*Technical Chairman, Motorcycle*  
*and Scooter Assemblers and*  
*Distributors Association of Malaysia*  
*(MASAAM)*
- **Ekkasit Najaitruek**  
*Federation of Asian Motorcycle*  
*Industries (FAMI)/*  
*Thai Honda Co., Ltd.*
- **Prof. Dr. Wong Shaw Voon**  
*Chairman, MIROS*
- **Wrap-up and Next Steps**  
*Valeria Motta*  
*Partnership Officer, UN Road*  
*Safety Fund (UNRSF)*

Venue: Dewan Perdana Hall B

- **Breakout Session**  
**Innovative Safety Solutions for**  
**the Future of Transportation**

- **Session 1**

**Advanced Technology for Safer**  
**and Sustainable Transportation**

*Tetsuya Matsushita*  
*Manager, R&D,*  
*Autoliv Japan Ltd., Japan*

- **Session 2**

**Development of Next Generation**  
**Vehicle in Malaysia**

*Ts. Mohd Sharulnizam Sarip*  
*Chief Operating Officer (COO),*  
*Malaysia Automotive Robotics &*  
*IoT Institute (MARii)*

- **Session 3**

**Advanced Safety Technologies for**  
**Heavy Vehicle**

*Mr. Hengxi Zhao*  
*Advanced Safety System Research*  
*Engineer, China Automobile*  
*Engineering Research Institute*  
*(CAERI)*

- **Session 4**

**Road to Rail**

*Ramesh Balakrishnan*  
*Chief Operating Officer of Rail,*  
*Railway Assets Corporation (RAC)*

Venue: Dewan Perdana Hall B2

## EVENT SCHEDULE | 3 SEPTEMBER 2024, TUESDAY

1245 - 1400

- Networking Lunch

1400 - 1430

- Plenary 7

### **Safety of Gig Economy Workers on the Roads: Emerging Trends and Challenges**

*Dr. Azlan Darus*

*Head of Prevention, Medical and Rehabilitation Division,  
Social Security Organization (PERKESO)*

1430 - 1500

- Plenary 8

### **Promotion of Decent Work and Road Safety in the Transport Sector**

*Alejandra Cruz Ross*

*Transport Specialist,  
International Labour Organization (ILO)*

1500 - 1630

- **FORUM – “Innovating Safety: Navigating Tomorrow's Roads for Fleet and Commuting Safety”**

#### **Moderator:**

- *Assoc. Prof. Ts. Dr. Siti Zaharah Ishak*  
*Director General, Malaysian Institute of Road Safety Research (MIROS)*

#### **Panelists:**

- *Dr. Azlan Darus*  
*Head of Prevention, Medical and Rehabilitation Division,  
Social Security Organization (PERKESO)*
- *Alejandra Cruz Ross*  
*Transport Specialist, International Labour Organization (ILO)*
- *Prof. Dr. Walter Eichendorf*  
*President, European Transport Safety Council (ETSC)*
- *Valeria Motta*  
*Partnership Officer, UN Road Safety Fund (UNRSF)*

1630 - 1700

- Closing Remarks and Ceremony

**Venue: Dewan Perdana Hall B**

## EVENT SCHEDULE | 4 SEPTEMBER 2024, WEDNESDAY

### Time for HEVTEC

0900 - 0930

0930 - 1000

1000 - 1010

1010 - 1030

1030 - 1130

1130 - 1230

1230 - 1400

1400 - 1500

1500 - 1515

1515 - 1640

1640



### Heavy Vehicle Conference 2024 (HEVTEC)

- Arrival
- Morning Tea
- Opening Doa & Speech by Emcee and Safety Briefing
- Opening Speech by PLUS
- **Forum 1 - Operational Excellence for Safer Roads: Paving the Way to a Sustainable Future**
- **Forum 2 - Heavy Loads, High Costs: The Impact of Overloaded Vehicles on Roads and Safety**
- Lunch Break
- **Forum 3 - Highway Incidents and Their Ripple Effect: Challenges for Logistics Companies**
- Survey, Closing Ceremony, Gift and Group Photo Session
- Focus Group Discussion (Optional session, Pre-register)
- End Session

Venue: Dewan Perdana Hall B

### TECHNICAL VISITS

- **Technical Visit 1**  
**Visit to PERKESO Rehabilitation Centre,**  
Ayer Keroh, Malacca.
- **Technical Visit 2**  
**Visit to MIROS PC3 Crash Lab (MIROS PC3),**  
Tiang Dua, Malacca.
- **Technical Visit 3**  
**PLUS Traffic Monitoring Centre (TMC), Persada PLUS,**  
Petaling Jaya, Selangor.



### PLENARY 1

## **Safe and Sustainable Mobility in Asia-Pacific: On the Road to the Safe and Sustainable Goals**

**Speaker:**

**WEIMIN REN**

DIRECTOR OF THE TRANSPORT DIVISION ,  
ECONOMICS AND SOCIAL COMMISSION FOR ASIA AND  
THE PASIFIC, ESCAP

### BIOGRAPHY

Mr. Weimin Ren has been the Director of the Transport Division at the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) since 2018 and is also Chair of the United Nations Road Safety Fund (UNRSF) Steering Committee. Before joining ESCAP, he was Director General of the Department of International Cooperation at China's Ministry of Transport, where he managed various transport sector issues and played a key role in China's WTO accession and international maritime conventions. At ESCAP, he leads efforts to promote sustainable transport development in Asia and the Pacific and guides global road safety initiatives. He holds a Master of Science in General Maritime Administration and Environment Protection from WMU and a Bachelor's degree in Maritime Law from Dalian Maritime University.



## PLENARY 2

### **Malaysia Road Safety Plan 2020-2030**

#### **Speaker:**

**ASSOC. PROF. TS. DR.  
SITI ZAHARAH ISHAK, CMILT**

DIRECTOR GENERAL,  
MALAYSIAN INSTITUTE OF ROAD SAFETY RESEARCH,  
MIROS

## BIOGRAPHY

Assoc. Prof. Ts. Dr. Siti Zaharah Ishak is a Director-General of Malaysian Institute of Road Safety Research (MIROS) and an Associate Professor at University Technology MARA (UiTM), Shah Alam. She obtained her Doctor of Philosophy in Transport System Engineering from the University of South Australia, Adelaide Australia in 2010.

Dr. Siti Zaharah is now serving numerous national and international committees related to road safety. Amongst them are Road Congestion and the Cabinet Committee on Road Safety in Malaysia, World Road Association (PIARC), Road Engineering Association of Asia and Australasia (REAAA), Road Engineering Association of Malaysia (REAM), Intelligent Transportation Systems (ITS) Malaysia, Highway and Transportation Engineering Technical Division (HTETD) and Institution of Engineer Malaysia (IEM). Her areas of expertise are road safety, public transport and transportation system engineering that covers road and rail.



### PLENARY 3

## **Towards Safe, Sustainable and Smart Highways**

### **Speaker:**

**DATUK NIK AIRINA NIK JAFFAR**

MANAGING DIRECTOR,  
PLUS MALAYSIA BERHAD

### BIOGRAPHY

Datuk Nik Airina Nik Jaffar has been the Managing Director of PLUS Malaysia Berhad since May 1, 2023. She holds a Master of Science in Civil Engineering from the University of Miami and has over 30 years of experience in project development and management, both locally and internationally, including major projects like the North-South Expressway and the Manila-Cavite Expressway. She has previously led Opus Group Berhad, UEM Group Berhad, and UEM Builders Berhad, among other roles. Datuk Nik Airina is a Fellow of the Chartered Institution of Highways and Transportation (CIHT) and has held various positions in industry associations. She currently serves on the Boards of Universiti Teknologi Mara (UiTM) and the Construction Industry Development Board (CIDB), as well as on the boards of PMB's subsidiaries.





#### PLENARY 4

### Road Safety - Vision Zero and Safe System Approach

#### Speaker:

#### **DATO' SRI DR. MOHAMMED AZMAN AZIZ MOHAMMED**

GROUP CHIEF EXECUTIVE OFFICER AND PRESIDENT,  
SOCIAL SECURITY ORGANISATION, PERKESO AND  
INTERNATIONAL SOCIAL SECURITY ASSOCIATION, ISSA

#### BIOGRAPHY

Dr. Mohammed Azman is the 17th President of the International Social Security Association (ISSA) and Group Executive Officer of PERKESO. He pursued his medical degree at the University of Malaya, Malaysia, and specialized in Occupational Medicine at the Royal College of the Physicians, Ireland. He started his career in 1993 as a young medical doctor and in 2001, he became the first medical doctor employed by PERKESO.

After years of dedication, he became the CEO of PERKESO in 2015 and since then, he has initiated various innovations and reforms to adapt to the changing world and enhance PERKESO's social security protection. He is also instrumental in the introduction of the Employment Insurance System in Malaysia, a strong interconnection between social security and labour market interventions for the people of Malaysia. He is committed to championing initiatives that provide these workers with security and support they need to thrive in today's dynamic economy.





### PLENARY 5

## Road Safety: Strategies and Innovations in Europe

### Speaker:

### PROF. DR. WALTER EICHENDORF

PRESIDENT,  
EUROPEAN TRANSPORT SAFETY COUNCIL, ETSC

### BIOGRAPHY

Walter Eichendorf, born on July 20, 1953, is a prominent figure in road safety and transportation research. He serves as President of the European Transport Safety Council (ETSC), Honorary President of the German Road Safety Council (DVR), and Professor at Bonn-Rhine-Sieg University, while also holding a position as Vice Governor at Lions International. Eichendorf's extensive career includes over 30 years of involvement with road safety, starting as a researcher at the European Southern Observatory and later working with the Federation of German Berufsgenossenschaften and DGUV, where he championed the Vision Zero strategy. He was President of DVR from 2009 to 2022 and has been honored with numerous awards, including the Federal Cross of Merit. Eichendorf is married to Claudia and resides near Bonn in the Rhineland.



## PLENARY 6

### **Main Challenges in Deploying Autonomous Fleet**

#### **Speaker:**

#### **NIELS DE BOER**

CHIEF OPERATING OFFICER AND SENIOR PROGRAMME DIRECTOR,  
ENERGY RESEARCH INSTITUTE @ NTU (ERI@N) &  
FUTURE MOBILITY SOLUTIONS (AVS & CETRAN)

## BIOGRAPHY

Niels de Boer is a Senior Scientist and the Chief Operating Officer at NTU's Energy Research Institute (ERI@N), where he also serves as Senior Programme Director for the Centre of Excellence for Testing & Research of Autonomous Vehicles – NTU (CETRAN). Before joining NTU, Niels had extensive industry experience, including roles at Delphi Singapore in automotive powertrain development, Siemens-VDO/Continental in automotive infotainment systems, and Vestas in electrical drivetrains for wind turbines. He was also Technology Quality Manager at Lloyd's Register, overseeing global research in energy technology and developing certification standards.



## PLENARY 7

### **Safety of Gig Economy Workers on the Roads: Emerging Trends and Challenges**

#### **Speaker:**

#### **DR. AZLAN DARUS**

HEAD OF PREVENTION,  
HEAD OF PREVENTION, MEDICAL AND REHABILITATION  
DIVISION SOCIAL SECURITY ORGANIZATION, PERKESO

## BIOGRAPHY

Dr. Azlan, a public health specialist and occupational health physician, leads the Prevention, Medical, and Rehabilitation Division at Malaysia's Social Security Organization (PERKESO), overseeing occupational safety and health programs as well as medical and rehabilitation services. He also serves as Vice-Chairperson of the Technical Commission on Insurance against Occupational Injury and Occupational Diseases and as Vice-President of the Section on Transportation at the International Social Security Association (ISSA). In Malaysia, he is a member of the National Council of Safety and Health and the Malaysian Road Safety Council. Academically, he is a research fellow at the University of Malaya and Universiti Utara Malaysia, contributing to both local and international journals. An advocate of Vision Zero, he actively participates in safety committees and conferences worldwide.



### **PLENARY 8**

## **Promotion of Decent Work and Road Safety in the Transport Sector**

### **Speaker:**

**ALEJANDRA CRUZ ROSS**

TRANSPORT SPECIALIST,  
INTERNATIONAL LABOUR ORGANIZATION (ILO)

### **BIOGRAPHY**

Alejandra Cruz Ross is a national from Mexico and a lawyer by training. She has 13 years of experience in transport planning, programming and operational aspects. She has been working for the ILO since 2013 first as a technical officer in the transport sector, and now as a transport specialist. She is part of the Sectoral Policies Department. Alejandra is currently in charge of conducting global research and providing support to international meetings for the following sectors: road transport, urban transport, railways and civil aviation.



### **BREAKOUT SESSION**

## **Catalyzing Industry Leadership on the Road to Morocco**

### **Keynote Statement**

**Speaker:**

**JEAN TODT**

UN SPECIAL ENVOY FOR ROAD SAFETY,

### **BIOGRAPHY**

Jean Todt has been the UN Secretary-General's Special Envoy for Road Safety since April 2015. Born in 1946 in Pierrefort, France, Todt studied economics, business, and marketing in Paris and began his career as a rally co-driver, winning the World Rally Championship for Manufacturers in 1981. He later led Peugeot Talbot Sport and served as Director of Sporting Activities for PSA Peugeot Citroën. From 1993 to 2006, he was Team Principal and CEO of Ferrari. Todt also served as President of the FIA from 2009 to 2021. He is a co-founder and Vice-President of the Institut du Cerveau et de la Moelle Épineière and has received notable awards for his humanitarian and road safety work, including the 2016 Humanitarian of the Year Award and the 2022 Lifetime Achievement Award from the European Commission. He is married to actress Michelle Yeoh and has one son, Nicolas.





## **BREAKOUT SESSION**

### **Catalyzing Industry Leadership on the Road to Morocco**

### **Global Outlook: Improving Motorcycle Safety**

#### **Speaker:**

#### **WEIMIN REN**

DIRECTOR OF THE TRANSPORT DIVISION ,  
ECONOMICS AND SOCIAL COMMISSION FOR ASIA AND  
THE PACIFIC, ESCAP

## **BIOGRAPHY**

Mr. Weimin Ren has been the Director of the Transport Division at the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) since 2018 and is also Chair of the United Nations Road Safety Fund (UNRSF) Steering Committee. Before joining ESCAP, he was Director General of the Department of International Cooperation at China's Ministry of Transport, where he managed various transport sector issues and played a key role in China's WTO accession and international maritime conventions. At ESCAP, he leads efforts to promote sustainable transport development in Asia and the Pacific and guides global road safety initiatives. He holds a Master of Science in General Maritime Administration and Environment Protection from WMU and a Bachelor's degree in Maritime Law from Dalian Maritime University.



## **BREAKOUT SESSION**

### **Catalyzing Industry Leadership on the Road to Morocco**

#### **Welcoming Notes and UNRSF Overview**

#### **Speaker:**

#### **VALERIA MOTTA**

PARNERSHIP OFFICER,  
UN ROAD SAFETY FUND, UNRSF

## **BIOGRAPHY**

Valeria Motta has over 10 years of experience in road safety, working in both the non-profit and public sectors. As a road safety advocate, her work has focused on enhancing the capacity of civil society organizations worldwide by designing advocacy and campaign strategies to support the achievement of SDGs 3.6 and 11.2. Ms. Motta has led multi-cultural teams, structured processes, and executed diverse programs simultaneously in various countries, promoting evidence-based road safety interventions and putting people at the center.

As Partnerships Officer at the UN Road Safety Fund, Ms. Motta is responsible for strategic engagement and partnerships with member states, corporations, philanthropies, and other relevant stakeholders. She holds a Juris Doctor (J.D.) degree from Universidad de Montevideo, Uruguay, and a Master of Business Administration (MBA) from IE Business School, Spain.





## TECHNICAL PRESENTATIONS

### Addressing Motorcycle Safety

**Speaker:**

**TOMOFUMI SAITOH**

VICE PRESIDENT OF TECHNOLOGY,  
AUTOLIV ASIA

## BIOGRAPHY

The career was started from automotive safety system design in Japanese OEM with approximately 10 years. Afterward moved to Autoliv thru an US airbag module/inflator manufacturer. Totally contributed 37 years for automotive safety from various business field not only Passive safety also Active safety, not only engineering but also sales/project management. The career trajectory is, Airbag program manager, Sales Vice-president for Japanese OEMs, Advanced development director, Vice-president of technology in Autoliv Japan, Vice-president of technology in Autoliv Nissin brake systems Japan, and the current role is Vice-president of technology in Autoliv Asia.



## **BREAKOUT SESSION**

### **Catalyzing Industry Leadership on the Road to Morocco**

### **Safer Motorcycling in Malaysia**

#### **Speaker:**

#### **IR. TS. AZHAR HAMZAH**

DIRECTOR, HUMAN FACTOR AND ROAD USER  
BEHAVIOURAL CENTRE,  
MALAYSIAN INSTITUTE OF ROAD SAFETY RESEARCH,  
MIROS

## **BIOGRAPHY**

Azhar brings extensive expertise in industrial and manufacturing operations. His proficiency includes road crash investigation and a deep understanding of vehicle crash test standards and operations. He plays a crucial role in the national standards committee for land transport, particularly in developing and revising Malaysian Standards for motorcycles, safety helmets, mopeds, and electric bicycles. Currently, Azhar chairs the Motorcycle Helmet Working Group and has overseen numerous research projects at MIROS, participating in regional and international grant initiatives. A professional engineer and technologist, he also excels as a trainer for safe automobile driving and motorcycle riding. He currently leads the Human Factors & Road User Behavioural Change Centre at MIROS while pursuing a PhD in Engineering



## **BREAKOUT SESSION**

### **Catalyzing Industry Leadership on the Road to Morocco**

#### **IMMA's Role in Enhancing Motorcycle Safety and Sustainability**

#### **Speaker:**

#### **ERIC DE SEYNES**

PRESIDENT,  
INTERNATIONAL MOTORCYCLE MANUFACTURES'  
ASSOCIATION, IMMA

## **BIOGRAPHY**

Eric de Seynes is currently serving as the President of the International Motorcycle Manufacturers Association (IMMA). His previous role as Vice President of the European Association of Motorcycle Manufacturers (ACEM) has well equipped him for this position. A lifelong motorcycle enthusiast, de Seynes inherited his passion from his father, beginning his racing career in 1974 and competing in the Paris-Dakar rally in 1982. His career in the motorcycle industry includes notable leadership positions, such as being named Group Executive Officer of Yamaha Motor Company Ltd. in 2016, and later becoming the first non-Japanese President and CEO of Yamaha Motor Europe.



## BREAKOUT SESSION

### **Catalyzing Industry Leadership on the Road to Morocco**

#### **Roundtable Discussion**

#### **Panellist:**

#### **PROF. DR. WONG SHAW VOON**

CHAIRMAN,  
MALAYSIAN INSTITUTE OF ROAD SAFETY RESEARCH,  
MIROS

## BIOGRAPHY

Professor Wong, a Full Professor at the Department of Mechanical & Manufacturing Engineering, University Putra Malaysia since 1997, has had a distinguished career in road safety and engineering. He was seconded to the Malaysian Institute of Road Safety Research (MIROS) in 2007, initially as Director of the Vehicle Safety and Biomechanics Research Centre, and later became MIROS' Director-General in 2011. His secondment ended in 2017, after which he joined the MIROS Board as a Director and was appointed Chairman of the Board in 2022. He is also an Adjunct Professor at Qatar University and served as Special Advisor on Road Safety to Myanmar's Minister of Transport and Communications until 2021. Currently, he is a member of the Steering Committee for the United Nations Road Safety Fund (2022-2024). Professor Wong has played a key role in advancing road safety initiatives both nationally and internationally, including the MIROS Act 2012, rear seatbelt laws, various UN regulations, the ASEAN NCAP, and the ISO39001 road traffic safety management system, among others.



## BREAKOUT SESSION

### **Catalyzing Industry Leadership on the Road to Morocco**

#### **Roundtable Discussion**

#### **Panellist:**

#### **JOHN HOGAN**

HEAD OF COMMUNICATIONS,  
NORTON MOTORCYCLE

## BIOGRAPHY

John Hogan is the Head of Marketing and Communications at Norton Motorcycles, where he drives brand equity and generates sales demand for one of the world's oldest and most iconic motorcycle manufacturers. As a member of the Senior Leadership Team, John helps shape strategies that ensure both internal efficiency and customer-facing success. Beyond his role at Norton, John is a Sunday Times bestselling author, presenter, former national columnist, and award-winning journalist. When he's not getting things done in the fast-paced world of marketing, you'll find him enjoying the calm of fly fishing.





**BREAKOUT SESSION**

**Catalyzing Industry Leadership  
on the Road to Morocco**

**Roundtable Discussion**

**Panellist:**

**EKKASIT NAJAITRUEK**

REPRESENTATIVE,  
FEDERATION OF ASIAN MOTORCYCLE INDUSTRIES,  
FAMI / THAI HONDA CO., LTD.

**BIOGRAPHY**

Ekkasit Najaitruek is the Manager of the Traffic Safety Strategic Management Department at Thai Honda Co., Ltd. He holds an MBA from Assumption University of Thailand (ABAC) and a BBA from Srinakharinwirot University (SWU). In addition to his role at Thai Honda, Ekkasit serves as the Vice Chairman of Road Safety (WG007) at the Thailand Automotive Institute (TAIA) and Chairman of Road Safety at the Federation of Asian Motorcycle Industries (FAMI), where he plays a pivotal role in advancing road safety initiatives.



## BREAKOUT SESSION

### Catalyzing Industry Leadership on the Road to Morocco

#### Roundtable Discussion

#### Panellist:

#### KU MOHD ASRAF KU ISHAK

TECHNICAL CHAIRMAN,  
MOTORCYCLE AND SCOOTER ASSEMBLERS  
AND DISTRIBUTORS ASSOCIATION OF MALAYSIA,  
MASAAM

## BIOGRAPHY

Ku Mohd Asraf Ku Ishak is the Manager of the Marketing & Government Liaison Department at Boon Siew Honda Sdn. Bhd., where he plays a key role in driving the company's marketing initiatives and fostering strong relationships with government stakeholders. He holds a Bachelor of Mechanical Engineering from UiTM and brings his technical expertise to the industry as the Technical Chairman of the Motorcycle & Scooter Assemblers & Distributors Association of Malaysia (MASAAM), where he contributes to shaping industry standards and practices.





### **Breakout Session**

## **Safe and Sustainable Mobility**

### **Decarbonizing Urban Mobility: Insights from the Adoption of Flexible Working Arrangements**

#### **Speaker:**

#### **DR. SUSILAWATI**

SENIOR LECTURER,  
MONASH UNIVERSITY, MALAYSIA

### **BIOGRAPHY**

Dr. Susilawati, who earned her Master's and PhD in Transportation Engineering from the University of South Australia, is a Senior Lecturer at Monash University Malaysia's Department of Civil Engineering. Before joining Monash in 2014, she worked as a spatial analyst for Caltex Indonesia, Black and Veatch Indonesia, and the South Australia Health Department. Her research focuses on smart and sustainable mobility, including intelligent transportation systems and connected vehicles. She has worked on projects related to smart cities, travel demand management, and the impact of flexible working arrangements and shared autonomous vehicles on congestion and CO2 emissions. Dr. Susilawati received the Australian Road Research Board (ARRB) Young Researcher award in 2010 and is a Chartered Professional Engineer with Engineers Australia.



### **Breakout Session**

## **Safe and Sustainable Mobility**

### **Practical Applications of AI and Data Science for Safer Streets and Sustainable Mobility**

#### **Speaker:**

**DR. SYRUS BORJA GOMARI**

PRESIDENT,  
MOBILITY VISION

### **BIOGRAPHY**

Dr. Syrus is the founder and CEO of Mobility Vision+ Inc., which specializes in developing advanced urban mobility planning products using computer vision and data science. With over 10 years of experience in urban mobility research and consulting, including roles at BMW Group Navigation Team and Rupprecht Consult for European Commission projects, Dr. Syrus launched Mobility Vision+ to significantly reduce urban mobility planning time from months or years to just a few days. Since its app launch in March 2023, the company has engaged with over 100 professionals and experts, six cities in the Philippines, the Department of Transportation (DOTr), the Metropolitan Manila Development Authority (MMDA), NGOs, private developers, and industry partners.



### **Breakout Session**

## **Safe and Sustainable Mobility**

### **ISO 39001 Road Traffic Safety Management System: Industry Expirience on Commuting Safety**

#### **Speaker:**

### **COROLIN MANISELVI SANTHIAVOO**

SAFETY OFFICER & CEPSWAM,  
KPJ TAWAKKAL KL SPECIALIST HOSPITAL

### **ABSTRACT**

Carolin Maniselvi Santhiavoo is a dedicated safety professional based at KPJ Tawakkal KL Specialist Hospital in Kuala Lumpur, where she has worked since 2016. She holds a Diploma in Nursing from KPJ University, a Certificate in Occupational Safety and Health from NIOSH, and is currently pursuing a Master's in Occupational Safety and Health and Risk Management at Open University Malaysia. Carolin has been a Certified Scheduled Waste Manager since 2010 and has led the OSH Department to achieve several accreditations and certifications, including ISO 9001:2015, ISO 45001:2018, and ISO 14001:2012, as well as awards such as the RoSPA Gold Award in 2016 and the MSOSH Gold Class 1 Award in 2017 and 2018. She is passionate about creating safer workplaces and driving improvements in occupational safety and health.



## **BREAKOUT SESSION**

### **Innovative Safety Solution for the Future of Transportation**

#### **Advanced Technology Solution for Safer and Sustainable Transportation**

#### **Speaker:**

#### **TETSUYA MATSUSHITA**

MANAGER, R&D,  
AUTOLIV JAPAN LTD., JAPAN

## **BIOGRAPHY**

My career was started from test engineering for airbags. Afterward experiencing almost every type of airbag and seatbelt development, have created and suggested innovative restraint systems. In recent years, focusing the PTW safety system development and research, not only efforts in passive safety field, rather challenging with various holistic approach. I am managing the governmental affairs as a representative for ASEAN and Japan in my company to save more lives together with regional partners, I am a member of top-committee of JNCAP (Japan New Car Assessment Program) as a representative from JAPIA (Japan Auto Parts Industries Association)



### **BREAKOUT SESSION**

## **Innovative Safety Solution for the Future of Transportation**

### **Development of Next Generation Vehicle in Malaysia**

#### **Speaker:**

#### **TS. MOHD SHARULNIZAM SARIP**

CHIEF OPERATING OFFICER,  
MALAYSIA AUTOMOTIVE ROBOTICS & IOT INSTITUTE,  
MARii

### **BIOGRAPHY**

Ts. Mohd Sharulnizam Bin Sarip is the Chief Operating Officer at the Malaysia Automotive, Robotics and Internet of Things Institute (MARii), bringing over 18 years of experience in the automotive sector, particularly in vehicle construction, standards, regulations, and policy. He holds a Master's degree in Engineering from Universiti Putra Malaysia, a Bachelor's in Electrical, Electronics, and System Engineering from Saitama University in Japan, and a Certificate in Data Science and Analytics from the University of California, Berkeley. Specializing in Malaysia's National Automotive Policy (NAP), he co-chairs the National Standards Committee for Transport and is Deputy President of Intelligent Transport System (ITS) Malaysia. He also oversees the development of Malaysia's National Emission Testing Centre and the Centre of Excellence for Future Industry, and is a key figure in developing the ASEAN EV Implementation Roadmap for 2025.





## **BREAKOUT SESSION**

### **Innovative Safety Solution for the Future of Transportation**

### **Advanced Safety Technologies for Heavy Vehicle**

#### **Speaker:**

#### **MR. HENGZI ZHAO**

ADVANCED SAFETY SYSTEM RESEARCH ENGINEER,  
CHINA AUTOMOBILE ENGINEERING RESEARCH  
INSTITUTE, CAERI

## **BIOGRAPHY**

Hengxi Zhao is an Advanced Safety System Research Engineer at the China Automotive Engineering Research Institute. He earned his Bachelor of Science in Vehicle Engineering from Beijing Institute of Technology and a Master's (Diploma) in Vehicle Engineering from Dresden University of Technology, where he also worked as a Traffic Accident Analyst at the Traffic Accident Research Institute. His previous roles include researching vehicle safety systems, comparing global vehicle test protocols, and conducting vehicle testing for occupant protection. At China Automotive Engineering Research Institute, Hengxi specializes in implementing and monitoring vehicle safety tests according to various international standards, analyzing test results, and researching safety assist systems. His work also involves commercial vehicle export certification, traffic accident investigations, and coordination of international issues.



## **BREAKOUT SESSION**

### **Innovative Safety Solution for the Future of Transportation**

#### **Road to Rail**

#### **Speaker:**

#### **RAMESH BALAKRISHNAN**

CHIEF OPERATING OFFICER,  
RAIL RAILWAY ASSETS CORPORATION, RAC

## **BIOGRAPHY**

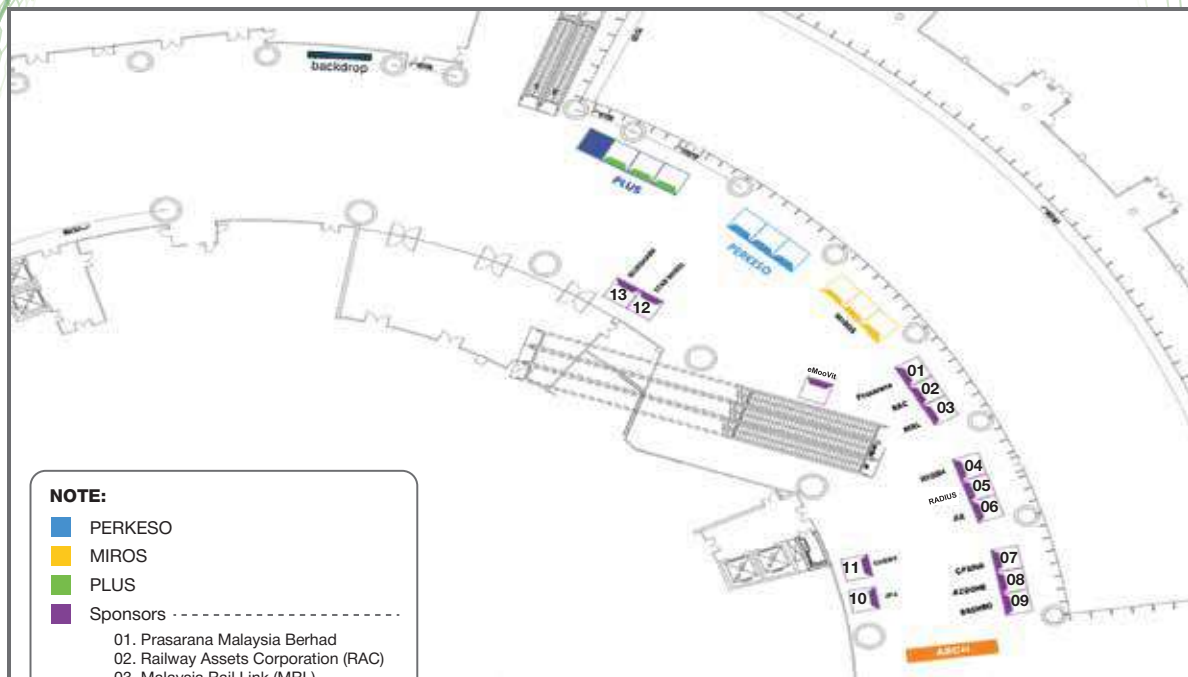
Ramesh Balakrishnan is the Chief Operating Officer at the Rail Unit at Railway Assets Corporation overseeing rail related projects under Ministry of Transport and also rail initiative projects under RAC to advance and strengthen the operations of the KTMB rail network. Prior to RAC, he was with Suruhanjaya Pengangkutan Awam Darat (SPAD) as the Deputy General Manager of the Rail Division for 4 years where he was involved in regulatory oversight for MRT1, MRT2, LRT 3, RTS.



# CARS

CONFERENCE ON  
ASIA ROAD SAFETY **2024**  
“ Safer Journey, Sustainable Future ”

## BOOTH LAYOUT



### NOTE:

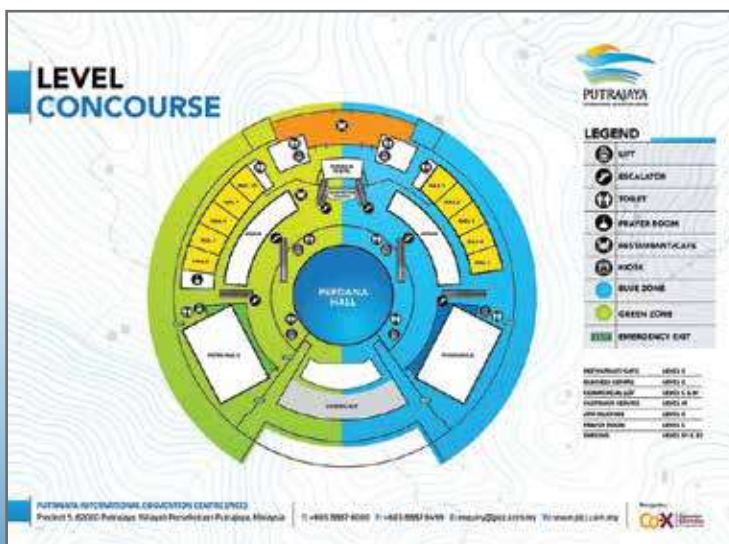
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