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COMPENDIUM OF 11TH ATRANS Annual Conference

**“Transportation for A Better Life:
Lessons Learned from Global Experiences
To Local Best Practices”**

**24 August 2018
Bangkok**

COMPENDIUM OF 11TH ATRANS ANNUAL CONFERENCE

TRANSPORTATION FOR A BETTER LIFE:
LESSONS LEARNED FROM GLOBAL EXPERIENCES TO LOCAL BEST PRACTICES

24 August 2018

Bangkok, Thailand

Program of 11th ATRANS Annual Conference on Transportation for a Better Life: Lessons Learned from Global Experiences to Local Best Practices
24 August 2018, 09:00 – 18:00 at Grand Ball Room, 4th Floor, Radisson Blu Plaza Hotel, Sukhumvit Road, Bangkok, Thailand

Day 1, 24 Aug 2018							Main Conference Day						
08:00-09:00		09:00 – 09: 05			09:05 – 09:15			09:15 – 09:40					
Registration							Opening Session at Grand Ball Room, 4 th Floor Hosted by Dr. Tuenjai Fukuda, ATRANS Secretary – General and Dr. Nuwong Chollacoop, Vice-Chair of Research Committee						
							Welcome Remarks Mr. Chamroon TANGPAISALKIT ATRANS Chairperson			Introductory Remarks Pol. Lt. Gen. Satoshi KAMADA Executive Director of International Association of Traffic and Safety Sciences (IATSS) and Former Senior Commissioner of National Police Agency, Japan			Opening Remarks His Excellency, Mr. Arkhom TERMPITTAYAPASITH Minister of Transport, Thailand
09:40 – 10:00							Coffee break and See exhibition and poster sessions						
10:00 – 12:00							Morning Session – Panel Discussion						
Plenary Session	Moderator	Invited Speaker 1	Invited Speaker 2	Invited Speaker 3	Invited Speaker 4	Invited Speaker 5							
Session 1: Lessons Learned from Global Experiences to Local Best Practices on Road Traffic Safety Room: Grand Ball Room <i>(Each speaker has 15 minutes for presentation)</i> 45 minutes for panel discussion	Dr. Witaya CHADBUNCHACHAI Director of WHO Collaborating Center for Injury Prevention and Safety Promotion, Thailand	(10:00-10:15) Road Traffic Safety: Lessons Learned from UK to Local Best Practices By Mr. Barry SHEERMAN Chairman of Global Network for Road Safety Legislators and Member of Parliament, United Kingdom	(10:15-10:30) Road Traffic Safety: Lessons Learned from Australia to Local Best Practices By Mr. Robert KLEIN Traffic Accident Commission International Consultant, Australia	(10:30-10:45) Road Traffic Safety: Good Practices from Vietnam By Dr. Khuat Viet HUNG Executive Vice Chairman of National Traffic Safety Committee, Vietnam	(10:45-11:00) Accident and Road Safety Managements on National Highway in Thailand By Mr. Sujin MUNGNIMITR Director of Highway Safety Bureau, Department of Highways (DOH), Thailand	(11:00-11:15) Road Safety Improvement on the Rural Road Network By Dr. Chakree BAMRUNGWONG Director of Road Safety Audit Bureau, Department of Rural Roads (DRR) Thailand							
		(11:15-12:00) Panel Discussion											
12:00 – 13:10							Luncheon provided at 27 Bites on 2nd Floor						
13:10 - 15:10							1 st Afternoon Session – Parallel Sessions						
Session: 2A Smart City: Connecting Peoples Room: Grand Ballroom A, 4 th Floor <i>(Each speaker has 20 minutes for presentation)</i> 40 minutes for discussion, Q&A	Asst. Prof. Dr. Sittha JAENSIRISAK Ubonratchathani University, Thailand	(13:10-13:30) Singapore’s Smart Mobility Initiatives: Towards a Smart Global City By Mr. Loh Chow KUANG President of Singapore Urban Transport International Academy (SingUT)	(13:30-13:50) Smart mobility and Smart Cities of the Future 2 By Prof. Dr. Atsushi FUKUDA ATRANS Honorable Advisor, Nihon University, Japan	(13:50-14:10) Smart City and Smart Mobility as a Future City By Prof. Dr. Agachai SUMALEE Director of Smart City Research Center, King Mongkut’s Institute of Technology Ladkrabang, Hong Kong Polytechnic University	(14:10-14:30) Smart City towards Smart Life By Dr. Katanyoo KLABSUWAN President of Smart City Thailand Association								
		(14:30-15:10) Discussion, Questions and Answer											
15:10 – 15:30							Coffee break and See exhibition and poster sessions						

AYRF 2018 Program of Paper Presentation, Parallel Sessions: 2B, 2C, and 2D

Parallel Session	Program of ATRANS Young Researcher’s Forum (AYRF) Paper Presentation Sessions		
	<Session 2>: Parallel Session of ATRANS Young Researcher’s Forum Paper Presentation (Each presenter has 12-minute for presentation and 2-minute for questions and answers)		
Duration 13:10 – 15:10	<Session 2B>Topics: 1 – 9(English Session) Room: Grand Ballroom B, 4 th Floor Chaired by Dr.Rungsun Udomsri, ATRANS Board Member Paper Evaluator: Dr.Pattarathep Sillapacharn, DOH	<Session 2C>Topics: 1 – 9(English Session) Room: China Table, 3 rd Floor Chaired by Asst.Prof.Dr.Paramet Luathep, Prince of Songkla U. Paper Evaluator: Pol. Col. Dr. Waiphot Kulachai, Burapha University	<Session 2D>Topics: 1 – 9(TH Session) Room: The Gallery, 3 rd Floor Chaired by Prof. Dr. Alexis M. Fillone De La Salle University, Philippines Paper Evaluator: Assoc. Prof.Dr. Thaned Satiennam, KKU
13:10 – 13:24	<u>AYRF18-002</u> Impact of dependency parameter of each discrete-continuous choice on model estimation results using Frank copula-based discrete-continuous model By Monorom RITH, Prof. Jose Bienvenido Manuel B. BIONA, and Prof. Dr. Alexis M. FILLONE	<u>AYRF18-016</u> A Survey on Motorcycle Drivers’ Phone Use While Driving in Vietnam By Ha Huy Nguyen Nam	<u>AYRF18-001</u> Bridge Safety Under Extreme Hydrological Conditions By Chi Thi Kim Thai
13:24 – 13:38	<u>AYRF18-005</u> Estimating Effects of Fuel Price Hikes on the Transport Sector By Krister Ian Daniel Roquel, Alexis Fillone, and Kris Danielle YU	<u>AYRF18-019</u> Practical Approach for Improving Safety of School Transport in Thailand By Thanachart Paliyawate	<u>AYRF18-003</u> Automated Car and Public Acceptance in Developing Countries: Case Study in Viet Nam By Hoang Phuc Hai and Prof. Zhao Sheng Chuan
13:38 – 13:52	<u>AYRF18-010</u> Good practices on freight transport management: Lessons-learned and applicability for Vietnam By Dr. Nguyen Thi Binh	<u>AYRF18-020</u> Policy Impacts to Traffic Safety: Experience of Seoul (Korea) and Hanoi (Vietnam) By Dr. An Minh Ngoc	<u>AYRF18-014</u> Advantages and disadvantages of transport infrastructure connectivity at seaport – a case study of Haiphong (Viet Nam) By Nguyen Thi Nhu
13:52 – 14:06	<u>AYRF18-013</u> A study on the trips generated in Southville 7 integrated into the planning of a shuttle service system By Angelo Josh E. Custodio, Jacob D. Layug, Reil Dominic Z. Catolos, Jonathan M. Uy, and Dr. Maria Cecilia R. Paringit	<u>AYRF18-029</u> A Study on the Effect of Motorcycle Traffic Safety Workshop for High School and University Students in Phnom Penh, Cambodia By Toshiki Koyanagi, Nagahiro Yoshida, and Yuto Kitamura	<u>AYRF18-018</u> Perspectives of the use of GPS in travel survey: Research on Identification of missing trips in a GPS pilot survey in Hanoi By Dr. Thanh Tu NGUYEN
14:06 – 14:14	8 minutes Break and continue the 2 nd half session		

Continue AYRF 2018 Program of Paper Presentation, Parallel Sessions: 2B, 2C, and 2D

Parallel Session	Program of ATRANS Young Researcher’s Forum (AYRF) Paper Presentation Sessions		
Duration 14:14– 15:10	<p><Session 2B>Topics: 1 – 9(English Session) Room: Grand Ballroom B, 4th Floor Chaired by <i>Dr.Pattarathep Sillapacharn, DOH</i> <i>Paper Evaluator: Dr.Rungsun Udomsri, ATRANS Board Member</i></p>	<p><Session 2C>Topics: 1 – 9(English Session) Room: China Table, 3rd Floor Chaired by <i>Col. Pol. Dr. Waiphot Kulachai, Burapha University</i> <i>Paper Evaluator: Asst.Prof.Dr.Paramet Luathep, Prince of Songkla U.</i></p>	<p><Session 2D>Topics: 1 – 9(TH Session) Room: The Gallery, 3rd Floor Chaired by <i>Assoc. Prof.Dr. Thaned Satiennam, KKU</i> <i>Paper Evaluator: Prof. Dr. Alexis M. Fillone</i> <i>De La Salle University, Philippines</i></p>
14:14– 14:28	<p><u>AYRF18-017</u> A GPS-based Application for On-road Emergency Needs of Drivers By Maria Cristine Mariano Tan, Kathleen Ann Reyes Dacullo, Max Aldea del Rosario, Lance Kua Koa, Prof. Dr. Alexis Morales Fillone, and Dr. Maria Cecilia Rubio Paringit</p>	<p><u>AYRF18-015TH</u> Study risk behavior of motorcyclists on Mittraphap Road in Khon Kaen, Thailand By Nattawat Rasri, Chananon Chonyuth, Nuttawut Sriponpek, Jetsada Kumphong, and Assoc.Prof.Dr. Thaned Satiennam</p>	<p><u>AYRF18-022</u> Study on Traffic Management in Order to Reduce Congestion [Surrounding Areas of Primary Schools in Center of Hanoi By Vu Van Huy, Ngo Trung Phuong, Nguyen The Ngoc Anh, and Assoc.Prof.Dr. Dinh Van Hiep</p>
14:28 – 14:42	<p><u>AYRF18-024</u> Estimation of Disaster Damage Costs by Urban Flood and Impacts of Adaptation Policies -The Case Study of Khon Kaen, Thailand- By Noriyasu TSUMITA, Hiroki KIKUCHI, and Prof. Dr. Atsushi FUKUDA</p>	<p><u>AYRF18-028TH</u> Effects of Motorcycle Lane Width on Traffic Efficiency By Jatuwit Suwannarong</p>	<p><u>AYRF18-023</u> Strategy for Multimodal Transport Development: Case Study of Hanoi-Lao Cai Corridor By Dr. Le Thu Huyen and Dr. Pham Hong Nga</p>
14:42 – 14:56	<p><u>AYRF18-026</u> Analysis of Park and Ride Usage in Bangkok Metropolitan Region -Case of Adjacent Area along Purple Line- By Hiroto Numa, Hironori Ozawa, Dr. Malaitham Sathita, Prof. Dr. Atsushi Fukuda, and Asst.Prof.Dr. Varameth Vichiensan</p>	<p><u>AYRF18-031TH</u> Effects Of Health Literacy Program With Shot Film Multimedia On VCD For Creating Health Literacy Skill In The Prevention Of Traffic Accidents From Motorcycles in 60-69 Years Old of The Elderly In Kaset Sombun District, Chaiyaphum Province By Nuttha Chumnanya</p>	<p><u>AYRF18-025</u> Reliability of Breadth First Search finding missing link of Bluetooth data collection: Case study Bangkok, Thailand By Dr. Rattanaporn Kasemsri, Piyapong SUWANNO, Prof. Dr. Atsushi FUKUDA, Assoc. Prof. Tetsuhiro ISHIZAKA, Assoc. Prof. Sorawit NARUPITI</p>
14:56 – 15:10	<p><u>AYRF18-032</u> Assessment on-Street Parking Demand Depend on Land Use in Downtown, Case Study; Kahramanmaras City, Turkey By Ahmet Basid DOGRU, Ahmet YILDIRIM, and Sayana SER</p>		
15:10 – 15:30	Coffee break and See exhibition and poster sessions		

Continued Program of 11th ATRANS Annual Conference on Transportation for a Better Life: Lessons Learned from Global Experiences to Local Best Practices

15:30 - 17:30		2 nd Afternoon Session – Parallel Sessions				
		Moderator	Invited Speaker 1	Invited Speaker 2	Invited Speaker 3	Invited Speaker 4
Session: 3A Friendly Transportation-related issues Room: Grand Ballroom A, 4 th Floor <i>(Each speaker has 20 minutes for presentation)</i>	Prof. Dr. Atsushi FUKUDA Nihon University, Japan	(15:30 – 15:50) Urban Transportation and Urban Bus System By Prof. Dr. Fumihiko NAKAMURA Vice President, Yokohama National University, Japan	(15:50 – 16:10) Digital Technology for Urban Mobility: A Case of Public Transport By Assoc.Prof.Dr. Sorawit NARUPITI Chulalongkorn University	(16:10 – 16:30) Walkability and Accessibility to enhance Public Transportation Usage By Capt.Dr. Tongkarn KAEWCHALERMTONG Chulachomklao Royal Military Academy	(16:30-16:50) Energy Efficiency and Multi-Purpose-Mobility for friendly transport of Senior People By Mr. Junichi YASU , JICA Expert, Accurate Systems Inc., and Dr. Yoshinori KONDO , National Institute of Environmental Studies (NIES), Japan	
		(16:50-17:30) Discussion, Questions and Answers				
40 minutes for Q&A						
Session 3B: Road Safety and Education Room: Grand Ballroom B, 4 th Floor <i>(Each speaker has 15 minutes for presentation)</i>	(15:30 - 15:45) Report of IATSS Cambodia Project Moderated and Presented by Prof. Dr. Yuto KITAMURA University of Tokyo, Japan	(15:45 – 16:00) Road Safety Education and Behavior in Vietnam By Dr. Khuat Viet HUNG Executive Vice Chairman of National Traffic Safety Committee, Vietnam	(16:00 – 16:15) Factors Impact to Consumer’s Behavior on E-Bike in Vietnam: A Case Study in Hanoi City By Dr. Pham Thi Kim NGOC Head of Science Management and Law Dept., Hanoi University of Science and Technology, Vietnam	(16:15 – 16:30) Youth and Road Safety Education By Asst. Prof. Dr. Sittha JAENSIRISAK Ubonratchanathi University	(16:30 – 16:45) The effectiveness of “Mirroring Method” IATSS Road Safety Research Project in Japan By Prof.Dr. Kazuhisa OGAWA Tohoku University, Japan	(16:45 – 17:00) Motorcycle Safety - Technical & Institutional Approaches - By Mr. Keigo YOSHIDA HONDA Research and Development, Japan
		(17:00-17:30) Discussion, Questions and Answers				
30 minutes for Q&A						
Session 3C: Logistics Room: The Gallery, 3 rd Floor (Each speaker has 20 minutes for presentation)	Dr. Sumet ONGKITTIKUL Research Director, Transportation & Logistics Policy, Thailand Development Research Institute (TDRI)	(15:30 – 15:50) Logistics Management in Thailand By Dr. Jirapan LIANGROKAPART Director, Logistics an Engineering Management Program, Mahidol University	(15:50 – 16:10) Cross Border Transportation for EEC from Practitioner Perspective By Dr. Surat JANTHONGPAN Cross Border Transportation Thailand Product Head, KWE-Kintetsu World Express (Thailand) Co.,Ltd.	(16:10 – 16:30) Green Freight and Logistics: Global Experiences to Local Best Practices, GIZ Perspective By Mr. Friedel SEHLEIER Project Deputy Director Transport and Climate Change (TCC), GIZ Office Thailand	(16:30 – 16:50) Logistics, SCG Perspective By Mr. Chalot WONGSANGUAN Managing Director of SCG Skills Development Co., Ltd.	
		(16:50-17:30) Discussion, Questions and Answers				
40 minutes for Q&A						

Remarks: (1) Exhibition and Poster Sessions together with morning and afternoon Coffee Breaks are provided during 09:40 – 10:00 and 15:10 – 15:30.

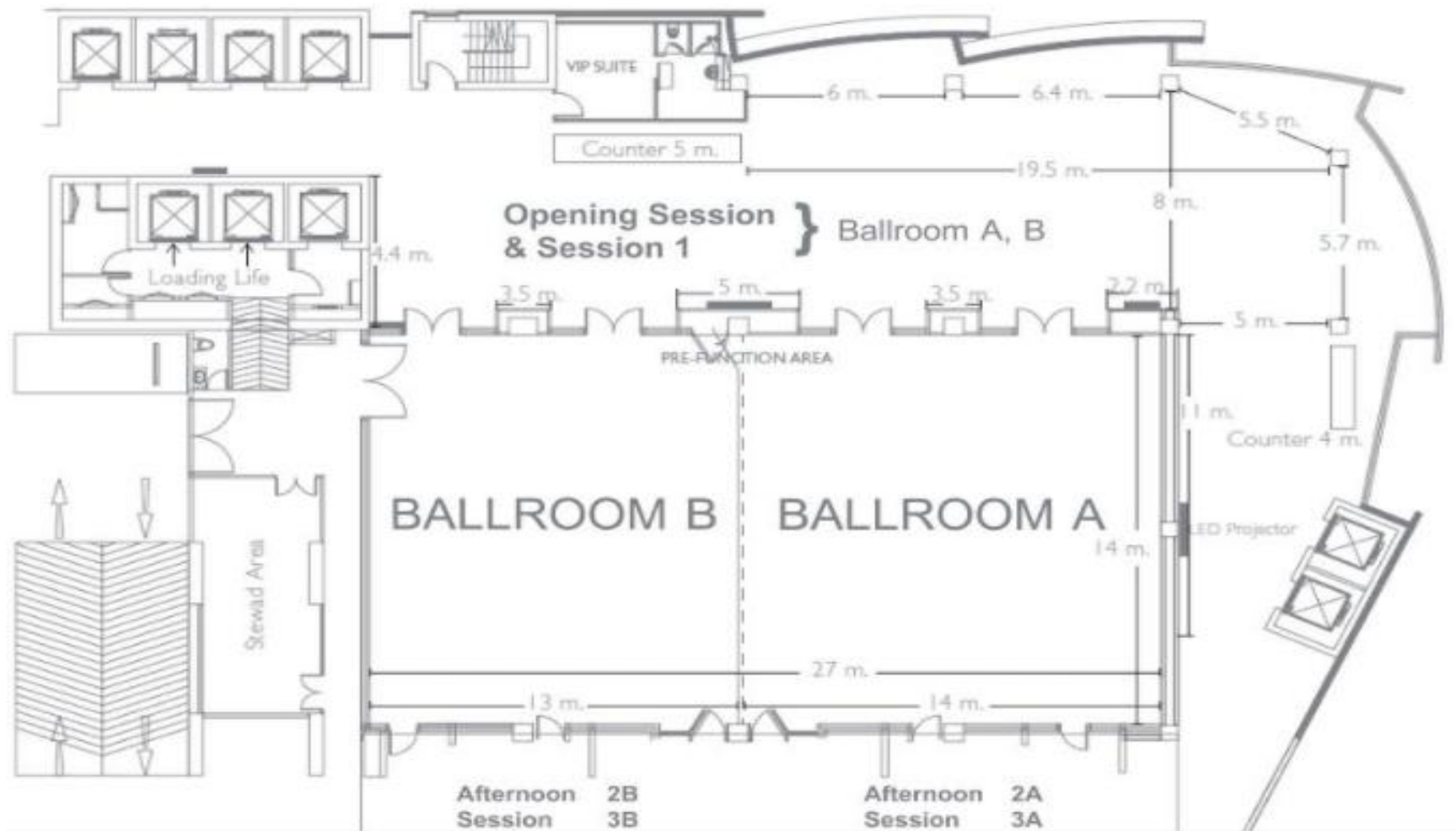
Continued Program of 11th ATRANS Annual Conference on Transportation for a Better Life: Lessons Learned from Global Experiences to Local Best Practices

17:30 – 18:00	Presents Certification to AYRF Presenters	Presents Best Paper & Presentation Awards	Presents Certification to AYRF 2018 Committee	Closing Remark
	By Mr. Chamroon Tangpaisalkit, ATRANS Chairperson			
19:00 – 21:30	Reception at ESC Bar by the pool, the Radisson Blu Plaza Hotel (By Invitation only)			

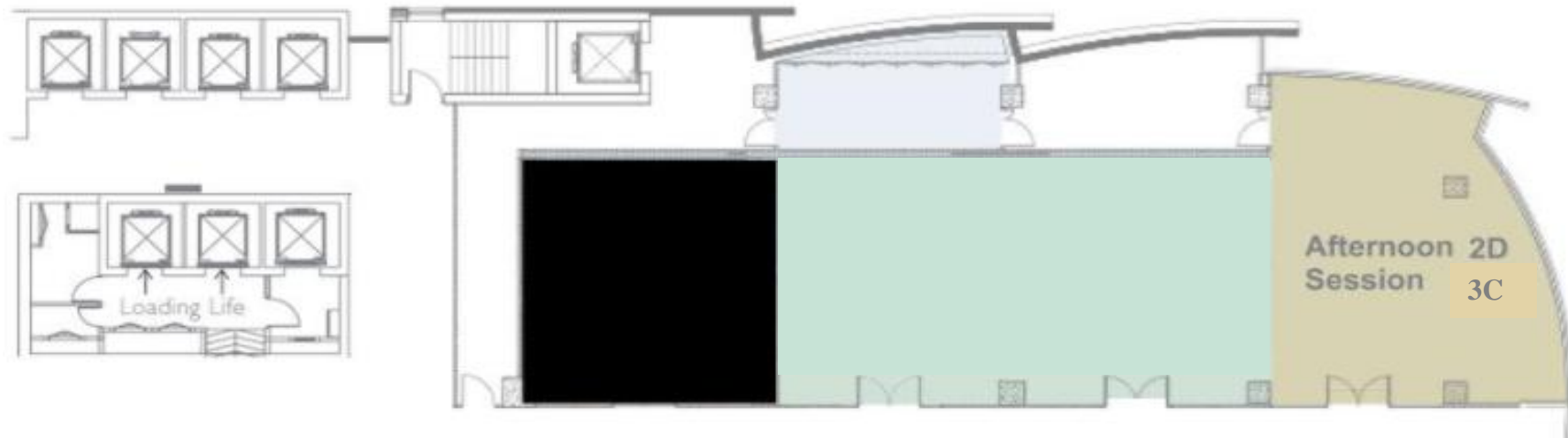
Remarks: (1) Exhibition and Poster Sessions together with morning and afternoon Coffee Breaks are provided during 09:40 – 10:00 and 15:10 – 15:30.

Day 2, 25 August 2018	<i>Technical Visit – Transit Oriented Development (TOD) at Bang Sue Central Station</i>	
Duration	Program	Remarks
8:20 – 8:30	Gathering at Radisson Blu Plaza Hotel	The technical visit is under patronage of MOT.
8:30-9:30	Departure from Hotel by Buses and arrival at Bang Sue Central Station	
9:30-10:00	Arrival at Bang Sue Central Station and have a Short break	2 buses are provided by AP HONDA.
10:00 – 11:30	Listen to introductory presentation & observation at the field site	There will be an intro presentation and explanation in English only.
11:30 - 11:45	Conclusion of technical visit & Group Photo Taken	Light meal and soft drinks are provided on board.
11:45 – 12:45	Leave Bang Sue Central Station and Back to Hotel by buses and End of the program	

Main Conference Floor located on 4th Floor



Parallel Sessions of 2C, 2D, and 3C Located on 3rd Floor



Session 2C: China Table



<Morning Sessions>

< OPENING SESSION >

Duration: 09.00-09.40 at Grand Ball Room A & B on 4th Floor

Welcome Remarks

by

Mr. Chamroon TANGPAISALKIT, ATRANS Chairperson

Introductory Remarks

by

General Pol. Sotoshi KAMADA,
Executive Director of International Association of Traffic and Safety Sciences (IATSS)

Opening Remarks

by

His Excellency, Mr. Arkhom TERMPITTAYAPASITH,
Minister of Transport, Thailand

Welcome Remarks

By Mr. Chamroon TANPAISALKIT, ATRANS Chairperson

Good morning, a very warm welcome to all of you to the eleventh (11th) ATRANS Annual Conference:

- His Excellency, Arkhom Termpittayapaisith, Minister of Transport, Thailand;
- Mr. Barry Sheerman, Chairman of Global Network for Road Safety Legislators and Member of Parliament of the United Kingdom
- Mr. Nikorn Chamnong, President of People's Safety Foundation
- General Pol. Satoshi Kamada, Executive Director of International Association of Traffic and Safety Sciences (IATSS), Japan;
- Mr. Silpachai Jarukasemratana, ATRANS Honorable Advisor and Former Permanent Secretary of Ministry of Transport;
- Prof. Dr. Atsushi Fukuda, ATRANS Honorable Advisor, Japan;
- Dr. Witaya Chadbunchachai, Director of WHO Collaborating Center;
- Distinguished Guest Speakers from Australia, GIZ, Japan, Singapore, Vietnam, and Thailand;

As well as Delegates and ATRANS Committee Members, Ladies and gentlemen, we, at ATRANS, are delighted to host this gathering today.

Let me briefly look back at the history of ATRANS activities:

On forth (4th) of May 2007, a group of the very keen academics, researchers and Transport Practitioners joined hands to discuss seriously in forming a non-profitable and pure academic research activity benefiting society at large, which has become ATRANS Society nowadays.

This year, ATRANS has entered the eleventh (11th) years of operation since its establishment in 2007. Our vision is to pursue "Transportation for a Better Life." One of ATRANS missions is to turn research outcomes to actual implementation in the community.

In response to the needs of young researchers, we initiated ATRANS Young Researcher's Forum to provide a broader opportunity to not only young researchers but also students at large to present their research outputs and to share their knowledge and ideas through paper presentations.

His Excellency Arkhom, Distinguished guests, ladies and gentlemen:

Transportation plays an important role to fuel its economic growth and social development. The Purpose of today's conference is to discuss the issues that we are most concerned in transportation and other transport-related problems that we have been facing for decades.

We may agree that Information and Communications Technology play a very vital role in assisted mobilizing people better and smarter. We may also agree that Management of Mobility is a tool to achieve sustainable city development and provide competitiveness in transport sector.

Road accidents have emerged as a significant cause of deaths and injuries for decades. With extremely high casualties and property damages, road crashes have tremendous impacts on human life and national economy. We are badly in need of Improvements of traffic engineering, legislations and road safety education. This is therefore, the main theme of our 11th ATRANS Annual Conference is "Transportation for a Better Life focuses the issues on Lessons Learned from Global Experiences to Local Best Practices."

The friendly transportation like "buses," "electric vehicle," "walkability and accessibility" as well as utilization of ITS technology for management of publication transportation have also been discussed a great deal these days.

The Smart City and Safe System Approach for Road Safety Management, together with Transport Infrastructure like Rail System and Transit Oriented Development, and Logistics have recently drawn a lot of attention in Asia and here in Thailand and beyond.

I hope you will join in the discussion today, making it fruitful and beneficial for everyone.

Distinguished guests, delegates, ladies and gentlemen:

Our members and staffs here have worked enthusiastically and relentlessly in preparing and making this annual conference possible. We wish to ensure that all the distinguished guests and the participants gain many and diverse ideas related to transportation. We hope you may use this opportunity for network building and as a cross-cultural exchange with one another.

ATRANS will always step forward little by little to contribute to our dynamic society through accumulating research and knowledge on transportation, traffic safety, energy and environment and through providing opportunities to share the outcomes with all of you.

And Last but not least, ATRANS is greatly in debt of International Association of Traffic and Safety Sciences for funding ATRANS academic activity. Without their consecutive contribution, ATRANS would not have come to this far. At this time, ATRANS is honored to invite General Pol. Satoshi Kamada, Executive Director of International Association of Traffic and Safety Sciences (IATSS), Japan to address our assembled delegates and guests an introductory remarks with the introduction of IATSS organization.

General Pol. Satoshi Kamada, please.

END



Introductory remarks

By **General Pol. Satoshi Kamada, Executive Director**
International Association of Traffic and Safety Sciences (IATSS), Japan

Good morning, it has been a privilege and honor to welcome you to the tenth (10th) ATRANS Annual Conference:

- His Excellency, Arkhom Termpittayapaisith, Minister of Transport, Thailand;
- Mr. Barry Sheerman, Chairman of Global Network for Road Safety Legislators and Member of Parliament of the United Kingdom
- Silpachai Jarukasemratana, ATRANS Honorable Advisor and Former Permanent Secretary of Ministry of Transport;
- Mr. Chamroon Tangpaisalkit, ATRANS Chairperson;
- Distinguished Guest Speakers

As well as Delegates and ATRANS Committee Members, Ladies and gentlemen.

My name is Satoshi Kamada, Executive Director of International Association of Traffic and Safety Science, so called IATSS in short. I am very happy to be here at this gathering today.

Please allow me to say some brief words on behalf of IATSS.

IATSS was established in 1974, headquartered in Tokyo. We have 50 eligible members and many advisors with various expertise related to transportation.

We at IATSS are working together in pursuing “Ideal Mobile Society” and hence, our researches focus on “Practicality and Foresight.” As for Practicality & Foresight..., IATSS is a private organization, but it involves various people and organizations including government.

IATSS was founded by Honda founders, but it is not tied to the interest of Honda or Japan. We just work for people’s welfare in the present and future. Stance and strategy of ATRANS and IATSS seem quite similar. That is why IATSS has cooperated with ATRANS ever since its founding. A good job by ATRANS is a progress for IATSS, too.

‘Global’ to ‘Local’ is the keynote, today. IATSS also focuses on international comparison and cross-border development. A session related to one of IATSS projects is on today’s program. We are ready to liven up this conference.

Problems and tasks in Thailand and Japan are quite different. But difference can be the chance of further researches. Followings are just examples... on road safety.

In case of Japan, ratio of vulnerable victims (pedestrians etc.) is very high. People became more sensitive about safety issues. Concern toward aged drivers has increased. Accumulated infrastructure must be renewed! But further, new investment is required.

In case of Thailand, there are high fatality rate on the roads, frequent motorcycle accidents, and infrastructure looks developing rapidly. Safety-related technologies can be introduced at a fast pace. People's concern on injuries on the roads increasing.

Japan is confronting Super aging and future mobility. Population began to decrease. Rural towns are vanishing. Network of compact cities may be the future framework. Optimizing public transportation is crucial. Ridesharing is not very popular, so far. Vehicles designed for aged people are appearing. Utilizing autonomous driving technologies is a big challenge.

As to Thailand, Birth rate is low. Super aging comes in very near future. Public transportation and road facilities look expanding. How will be the future model of transportation?

Thailand and Japan are facing the particular imminent tasks. But we share many common contemporary challenges.

I hope all of us can find something inspiring through global discussions in this conference.

Thank you very much.

END

< SESSION 1 >

**Lessons Learned from Global Experiences to Local Best Practices
on Road Traffic Safety**Duration: 10.00-12.00 at Grand Ball Room A & B on 4th Floor

Moderated by: Dr. Witaya Chadbunchachai, Director of WHO Collaborating Center

DURATION	TOPIC	SPEAKER
10:00-10:15	Road Traffic Safety: Lessons Learned from the UK to Local Best Practices	Mr. Barry SHEERMAN Chairman of Global Network for Road Safety Legislators and Member of Parliament, United Kingdom
10:15-10:30	Road Traffic Safety: Lessons Learned from Australia to Local Best Practices	Mr. Robert KLEIN Traffic Accident Commission International Consultant, Australia
10:30-10:45	Road Traffic Safety: Lessons Learned from Vietnam	Dr. Khuat Viet HUNG Executive Vice Chairman of National Traffic Safety Committee, Vietnam
10:45-11:00	Accident and Road Safety Managements on National Highway in Thailand	Mr. Sujin MUNGNIMITR Director of Highway Safety Bureau, Department of Highways (DOH), Thailand
11:00-11:15	Road Safety Improvement on Rural Road Network	Dr. Chakree BAMRUNGWONG Director of Road Safety Audit Bureau, Department of Rural Roads (DRR) Thailand
11:15-12:00	Panel Discussion	

Moderator of <Session 1>

Dr. Witaya Chadbunchachai
ATRANS Board Committee and
Director of Trauma & Critical Care Center,
WHO Expert Advisory Panel for Injury Prevention & Control.
E-mail: buncha96@yahoo.com, dr.bunchachai@gmail.com

**Brief Biography:****Education:**

1983: *Fellow of Royal College, Surgery, Faculty of Medicine, Khon Kaen*
 1977: *MD, Medicine, Mahidol University, Thailand*

Position:

- Director of WHO Collaborating Center on Injury Prevention and Safety Promotion*
- Member in WHO Trauma and Emergency Care Services Advisory Group*
- Consultant in the Board of National Institute for Emergency Medical Service*
- Consultant of MOPH trauma service plan committee*
- Chairman of Provincial Technical Support for Traffic Injury Prevention Project, Thai Health Promotion Foundation*
- Expert Advisory Panel on Injury and Violence Prevention and Control, WHO-Geneva*
- SEARO road traffic advisory panel committee*
- Member in the Board of Asian Transport Research Society*

Experience:

1993 *Traumatology, Alfred Hospital, Monash University, Australia*
 1995 *Emergency Medicine Service, JICA, Japan*

Honour, award received:

- 1992 *Topnotch Physician Award, International College of Surgeon of Thailand*
- 1994 *Topnotch Physician Award, Medical and Disaster Institute, Medical Department*
- 1995 *Bronze prize in Paper Presentation Annual Academic Conference, Ministry of Public Health*
- 1995 *Golden prize in Paper Presentation Annual Academic Conference, Ministry of Public Health*
- 1997 *Mahidol – B Braun Award*
- 2003 *Personal excellent award in Traffic Injury Prevention, National Safety Council*
- 2008 *Gold Medal in UC Partnership Award, National Health Security Office*
- 2010 *Personal excellent award, Royal college of surgeon of Thailand*
- 2012 *Physician excellent award, Medical Council of Thailand*
- 2015 *Robert Danis Prize, International Society of Surgery*
- 2017 *Personal excellent award, National Institute of Emergency Medicine*

First Speaker of <Session 1>

Mr. Barry SHEERMAN
Chairman of Global Network for Road Safety Legislators and
Member of Parliament, United Kingdom
E-mail: barry.sheerman.mp@parliament.uk



Brief Biography:

“Barry Sherman is a Labour and Co-operative MP for Huddersfield in the United Kingdom, and Chair of the Global Network for Road Safety Legislators. The Global Network for Road Safety Legislators was established at an international meeting of Parliamentarians held in London in December 2016 that adopted the ‘Westminster Declaration’ calling on parliaments worldwide to take action to improve the legal basis for road safety. Their Manifesto #4RoadSafety issued by their Leadership Council highlights the policies and laws that can be adopted to support the Road Safety SDGs and global targets for road casualty reduction.

Barry Sheerman is also Chair of the Parliamentary Advisory Council for Transport Safety (PACTS). PACTS is a registered charity supporting the All-Party Parliamentary Group for Transport Safety. Its aim is to advise and inform members of the House of Commons and of the House of Lords on transport and road safety issues. As a backbench MP, Barry Sheerman was instrumental in moving an amendment to the 1981 Transport Act which made seat belt wearing a legal requirement. He was one of the founders of the Global Road Safety Partnership and has been a life-long supporter of road safety policies in the UK and internationally.

*Additionally, Barry was the **Shadow** Spokesperson for Disabled Peoples' Rights from 1992-94, for Education and Employment from 1983-88 and for Home Affairs from 1988-92. He also chaired the House of Commons Select Committee on Education and Skills from 2001-2007 and then the Children, Schools and Families Committee until 2010.*

Barry is a serial social entrepreneur having started multiple social enterprises, including Policy Connect, which runs a number of policy forums and parliamentary groups, and the John Clare Trust. Barry is also keen to share his passion for social enterprise and is a visiting professor at Huddersfield University's Business School. Barry has also been an avid environmental supporter for many years and has a particular interest in the marine environment. He was a chief member of both the Friends of the Earth in the United Kingdom and the Socialist Environment and Resources Association and currently chairs the PLP Backbench DEFRA Committee.

Barry chairs a diverse range of All Party Parliamentary Groups including the APPG for Yorkshire and North Lincolnshire, Miscarriages of Justice, Management, Gas Safety, Atrial Fibrillation and Sustainable Resource. He is also the chair of EPSRC's Centre for Innovative Manufacturing, the Global Network for Road Safety Legislators, the Westminster Crowdfunding Forum, the Skills Commission and the Westminster Autism Commission. In addition, Barry sits on the boards of Veolia, the Institute for Collaborative Working (ICW), the Sutton Trust, Optimised Waste Logistics (OWL), the Dominic Rogers Trust, Achieve Ability and Fair life."

Road Traffic Safety: Lessons Learned from UK to Local Best Practices
By Mr. Barry SHEERMAN

Summary:

Second Speaker of <Session 1>

Mr. Robert KLEIN
International Road Safety Expert, Australia
E-mail: rob.klein@bigpond.com



Brief Biography:

Rob Klein is currently the Team Leader for ADB/ASEAN Capacity Building. This project is works with Government officers from ten ASEAN counties and includes redevelopment of the ASEAN Region Road Safety Strategy.

In recent years Rob has worked on other ADB projects in China, India and Vietnam. He has also undertaken work extensively with the liquor industry and various corporate organisations such as Rio Tinto and Chevron and Shell. Prior to these roles Rob was Regional Director for GRSP where he has contributed to the development of the UN Good Practice Guides and led implementation of the guides in ASEAN countries. He has also overseen the development and implementation of professional development enforcement and public education programs to support implementation of the Good Practice Guides.

Prior to joining GRSP, Rob had been a practitioner and manager in the road safety field for Vic Roads and ARRB Transport Research for over twenty years. He has extensive management experience, having been responsible in the State of Victoria for managing teams leading vehicle roadworthiness programmes, road safety education, pedestrian and community road safety programmes. He has in depth knowledge of public education through both community and media delivery, traffic safety education, vulnerable road user and vehicle safety. His experience encompasses policy and strategy, product and program design and development, deliverer preparation, program monitoring and performance management.

Rob also has extensive experience in developing and managing the delivery of programs in Thailand including school based road safety education, helmet wearing interventions, and capacity building. He has worked with many Thai research and government agencies.

Road Traffic Safety: Lessons Learned from Australia to Local Best Practices

By Mr. Robert KLEIN

Summary:

Third Speaker of <Session 1>

Dr. Khuat Viet HUNG

Executive Vice Chairman of National Traffic Safety Committee, Vietnam

E-mail: kviethung.mt@gmail.com



Brief Biography:

Dr. Khuat Viet Hung obtained his Doktor-Ingenieur degree in the field of Transport Planning and Traffic Engineering from Technische Universitaet Darmstadt (Germany) in December 2006 and started working as a lecturer of the Institute of Transport Planning and Management (University of Transport and Communications, Hanoi, Vietnam) since January 2007.

In September 2007, he was appointed as Director of the Consulting Centre for Transport Development of UTC and Dean, Institute of Transport Planning and Management (UTC) since April 2009.

Between 1.2007 and 8.2012, his work was integrating between teaching, managing an academic institution, doing research and providing consultant service to transport sector in Vietnam on urban transportation planning and design as a research engineer. His recent major topics of research are performance-based urban transport planning, traffic management and traffic safety.

Between 9.2012 and 6.2014, he worked as a high-ranking government official in Ministry of Transport (MoT). He was appointed and working in the position of Director General of the Department of Transport (MoT) and directly involving in policy making for transport services and logistics in the MoT and Government of Vietnam. Since June 2014, he has been appointed by the Prime Minister to be the Executive Vice Chairman of the National Traffic Safety Committee and Member of Steering Board of MoT.

Road Traffic Safety: Lessons Learned from Vietnam

By Dr. Khuat Viet HUNG

Summary:

Motorization in Vietnam: There are approximately 3.7 million cars and 55 million motorcycles registered in 2018. The number of vehicle ownership rate is about 22 car/1000 people, and 577 motorcycles/1000 people. The motor vehicles have been increased at rapid speed (annual growth rate is 7.3% for motorcycles and 6.3% for cars, 300,000 cars and more than 3 million motorcycles newly registered every year (data for 2014), which is equal to 850 new cars and 9000 new motorcycles every day) whereas Vietnam Road density is 0.3 km/km² and 1.12 km/1000 people

Road accidents share about 99% of total cases and 98% of fatalities. There has been **Traffic Safety Good Practices in Vietnam through National Traffic Safety Committee (NTSC)** by the launch of **Traffic accident in Vietnam 2010-2017 Reduction Plan** consisting Milestones and traffic safety policies, just to name a few.

For instances, Compulsory Helmet Regulation:

- Economic burdens due to head injuries caused by road crashes:
- According to a 2005 study from Viet Duc Hospital in Hanoi of patients who had sustained traumatic brain injuries (TBIs) :
- Direct costs of treatment for the first year post-injury ranged from \$849 USD for minor TBIs to as much as \$2,365 USD for severe ones.
- Compared with the average monthly income in Vietnam of only \$51.50 USD in 2004, it is easy to understand how financially devastating this could be.
- Only 12% of families could afford to pay for treatment. Others had to borrow money from relatives or sell assets to cover costs.
- For those patients in the study who sustained severe TBIs, 60% could not resume work or their usual daily activities after 6 months and 80% needed someone to stay home to support them while they recovered.

Taking actions:

- **National Policy on Accident and Injury Prevention 2002-2010**
- Developed as a collaboration between relevant ministries - commitment to reduce road crash deaths from 14 to 9 per 10,000 vehicles by 2010 (*according to AIPF*)

- **Helmet Action Plan Workshop (2006)**
- Convened 75 participants from government ministries, nonprofits, and the private sector, including representatives from 10 provincial traffic safety departments.
- Set in motion plans for the universal helmet law and laid a blueprint for a feasible nationwide plan.
- Highlighted the strong commitment of the new director of the NTSC to instituting universal helmet use nationwide.

Vietnam Helmet Wearing Coalition (2007)

- A group of multilateral agencies, nonprofits, and private sector companies with the mission of promoting the issue of non-helmet use to the forefront of public discourse.
- Developed and supported the nationwide, hard-hitting “Wear a Helmet. There are No Excuses.” Campaign.

Traffic Safety Good Practices in Vietnam through GPS Monitoring System for Commercial Vehicles with the Criteria to be sent and monitored:

- Speed
- Routes
- Working hours of drivers
- Time and location of stops

Traffic Safety Good Practices in Vietnam for Pedestrian Zones:

For examples: Pedestrian Zone in Hanoi at Hoankiem Lake From 19:00 Fri– 24:00 Sun.,
Pedestrian Zone in Ho Chi Minh City: Nguyen Hue Street

Strategies: Private motoring vehicle use management:

- Motorcycle Usage Control
 - Emission Test for Motorcycle (2018)
 - Motorcycle Inspection (2020)
 - Designated Motorcycle Restricted Zone (2030)
- Car Usage Control
 - Parking Control (Odd-Even Plate Number, I-Parking - 2017)
 - Parking Pricing(2018)
 - Congestion Charging (2020)
 - Designed Car Restricted Zone (2030)

Fourth Speaker of <Session 1>

Mr. Sujin MUNGNIMIT
Director of Highways Safety Bureau,
Department of Highways, Ministry of Transport, Thailand
E-mail: sujin.doh@gmail.com

**Brief Biography:**

Mr. Sujin Mungnimit is the Director of Highway Safety Bureau, Department of Highways. He had 35 years of experience in traffic planning and road safety management. His specialize is Blackspot Improvement. Sujin introduced a new model to identified blackspots called "Sequential pacing Data Analysis Model" which Highway Department has stilled using. He involved in a number of projects of road safety and blackspots improvement. Sujin was also member of several committees in road safety and related fields. He has presented at many national and international conferences on his expert knowledge of Highway Safety. Sujin obtained a Master of Engineering in Traffic Engineering from Institute of Industrial Sciences, University of Tokyo.

Accident and Road Safety Management on National Highway in Thailand

By Mr.Sujin MUNGNIMIT

Summary:

Fifth Speaker of <Session 1>

Dr. Chakree BAMRUNGWONG

Director of Road Safety Audit Bureau, Department of Rural Roads (DRR) Thailand

E-mail: chakreeb@yahoo.com

**Brief Biography:****EDUCATION HISTORY:**

1992	<i>Thammasat University Bachelor of Engineering (Civil Engineering)</i>
1996	<i>Saitama University Master of Engineering Program in Civil Engineering</i>
1998	<i>Saitama University Doctor of Engineering Program in Civil Engineering</i>

WORK EXPERIENCE:

<i>Position</i>	<i>Places</i>	<i>Time length</i>
<i>Director of Office of Road Safety Audit, Public Works Engineer, Expert Level</i>	<i>Office of Road Safety Audit, Department of Rural Roads, Ministry of Transport</i>	<i>2016 - Current</i>
<i>Public Works Engineer, Professional Level</i>	<i>Bureau of Planning, Department of Rural Roads, Ministry of Transport</i>	<i>2009 - 2016</i>
<i>Public Works Engineer, Practitioner Level</i>	<i>Bureau of Bridge Construction, Department of Rural Roads, Ministry of Transport</i>	<i>2002 - 2009</i>
<i>Public Works Engineer, Practitioner Level</i>	<i>Bureau of Bridge Engineering, Public Works Department, Ministry of Interior</i>	<i>2001 - 2002</i>

DUTY AND RESPONSIBILITY:

Current Position : Director of Office of Road Safety Audit

Vision : No fatalities and serious injuries on Thai Rural Roads in 2037

Missions : Direct and manage the unit to tackle traffic safety problems on rural roads by means of Road Safety Audit (RSA) Process. The process begins with problem identification which is to analyze and determine the locations where there are risks of traffic accident and prioritize them. Then the trained auditors will audit each particular location to find out types of risk and related factors which are the root of the problem. After that, appropriate measures will be suggested and the budget for improving traffic safety will be estimated and allocated accordingly.

Road Safety Improvement on the Rural Road Network

By Dr. Chakree BAMRUNGWONG

Summary:

<Afternoon Sessions>

< PARALLEL SESSION OF SESSION 2A >

Smart City: Connecting Peoples

Duration: 13.10-15.10 at Grand Ball Room A on 4th Floor

Moderated by: Asst. Pro. Dr. Sittha Jaensirisak, Ubonratchathani University

TIME	TOPIC	SPEAKER
13:10-13:30	Singapore's Smart Mobility Initiatives: Towards a Smart Global City	Mr. Loh Chow KUANG President of Singapore Urban Transport International Academy (SingUT)
13:30-13:50	Policy and Development of Smart City in Japan	Prof.Dr. Atsushi FUKUDA ATRANS Honorable Advisor, Nihon University, Japan
13:50-14:10	Smart City and Smart Mobility as a Future City	Prof. Dr. Agachai SUMALEE Director of Smart City Research Center, King Mongkut's Institute of Technology Ladkrabang, Hong Kong Polytechnic University
14:10-14:30	Smart City: Connecting People	Dr. Monsak SOCHAROENTUM Senior Expert, Smart City Promotion Dept., Digital Economy Promotion Agency
14:30-15:10	Discussion, Questions & Answers	

Moderator of <Session 2A>

Asst. Prof. Dr Sittha Jaensirisak
Ubonratchathani University, Thailand
E-mail: Sittha.j@gmail.com / Sittha.j@ubu.ac.th

**Brief Biography:**

Sittha Jaensirisak (PhD) is an assistant professor in transport engineering at Ubon Ratchathani University. He received a master degree from University of Newcastle upon Tyne, UK, and PhD from Institute for Transport Studies (ITS), University of Leeds, UK. His experiences include: study of acceptability and effectiveness of London Congestion Charging, prediction of travel demand, estimation of values of travel time and other service attributes for public transport, traffic impact assessment of land development, city planning, development of integrated transport and land use modelling for Bangkok, and national freight modelling for Thailand. He has been involving projects relating to public transport planning e.g. BRT and LRT planning, non-motorised transport (NMT) planning, integrated sustainable transport planning, as well as transit oriented development (TOD). He also has experience in organising workshops and training courses on sustainable transport and land use planning in the Mekong Region, including: Cambodia, Laos, Thailand and Vietnam. Recently, he has been working on bus and taxi reform in Bangkok, Bangkok mass transit planning, public transport planning in provinces, as well as estimation the value of life, and road safety education and assessment.

First Speaker of <Session 2A>

Mr. Loh Chow KUANG
President / CEO
Singapore Urban Transport International (SingUT)
Tel: +65 92958939
E-mail: CKLoh@SingUT.sg / CKLoh_SingUT@Yahoo.com.sg /
CKLoh1@Gmail.com

**Brief Biography:**

Mr Loh has 33 years of professional experience in urban transport planning, development, regulation and management covering policy, institutional framework, integrated transport planning, public transport planning, bus regulation, development and operations, transportation studies, traffic management, road/rail safety management as well as transport advisory and professional capacity development.

Mr Loh received his Master Degree in Transport Engineering and Operations from University of Newcastle upon Tyne in UK; and Bachelor of Civil Engineering degree from the National University of Singapore.

Mr Loh held various senior positions in Singapore Land Transport Authority (LTA), served as the Secretary of Public Transport Council; and headed the transportation units of listed public transport group and Sentosa Development Corporation.

Mr Loh led several international transport advisory projects, including in China (Zhuhai and Tianjin Eco-City), Mauritius, Fiji, Malta, Colombo as well as Singapore, covering integrated transport strategy and master planning, public transport and institutional reform, Intelligent Transport Systems master planning as well as congestion charging concept and traffic management. He also advised major UK and China transport groups on international bus service tendering projects.

Mr Loh initiated and led the inaugural World Urban Transport Leaders' Summit in 2008. He set up LTA Academy and oversaw the design and delivery of 500 professional development and study programmes for over 10,000 senior government officials and professionals from 100 countries. Mr Loh also led several international professional capacity development programmes and workshops, including in Cambodia, Laos, Myanmar, Beijing, Tianjin, Guangzhou and Macao.

Mr Loh delivered technical presentations at major international conferences, seminars and workshops in 20 over countries/cities, including US(World Bank), Germany, Japan, Korea, South Africa, Fiji, China (15 cities incl Hong Kong and Macao), Indonesia, Philippines(ADB), Singapore and Malaysia. He has been invited to be the international review expert for several China projects.

Professionally, Mr Loh is a Board Member of the Chartered Institute of Logistics and Transport (CILT) Singapore, Vice President of CILT Macao; and serves on the Transportation Engineering Group of the Institution of Engineers Singapore. He is also the Adviser of International Liveable City Development to Zhuhai, China. Mr Loh served as the international expert member of the Science and Technology Committee of Shanghai Construction and Transportation Commission.

Mr Loh published several technical papers in international journals. He regularly gives transport lectures at Nanyang Technological University (NTU), National University of Singapore (NUS), Centre for Liveable Cities, Civil Service College and other professional institutions to senior government officials and professionals from Asia (including China, South-East Asia, Central Asia, Middle-East, etc), Africa and other countries.

Singapore's Smart Mobility Initiatives: Towards a Smart Global City **By Mr. Loh Chow KUANG**

Summary:

Abstract

Singapore is a highly populated island city state with 5.6m people living on 720 sqkm land. Over the last 50 years, Singapore has been dramatically transformed into a modern, efficient and innovative global metropolis with high-quality of life. Despite rapid urbanisation, development and population growth, as well as exponential increase in social effluence and vehicle ownership, Singapore is the most liveable city in Asia with congestion-free roads, clean air and dominant public transport usage.

The presentation outlines the successful urban transport development experiences and smart mobility initiatives of Singapore. It highlights the vision-driven, holistic, integrated and sustainable approach in transport governance, policy, planning, implementation and management. In addition, it highlights the key innovations and solutions that leverage on intelligent transport systems, advanced transport telematics, big data analytics, artificial intelligence, autonomous driving technologies, etc; that form part of Singapore's overall Smart-National initiatives. These help to make Singapore's urban transport system smarter, people-centric, greener and better connected as well as more informative and interactive, while contribute to making Singapore a smart global city.

Second Speaker of <Session 2A>

Prof. Dr. Atsushi Fukuda
Professor of Department of Transportation Systems Engineering,
College of Science and Technology, Nihon University
E-mail: fukuda.atsushi@nihon-u.ac.jp



Brief Biography:

Professor Atsushi FUKUDA has served in the academic field for 28 years teaching and doing research in the field of transportation systems analysis and transportation planning. He was seconded by the Japan International Cooperation Agency (JICA) as Assistant Professor to the Asian Institute of Technology for two years.

He has also fulfilled his responsibility as the Member of the Advisory Committee for many ODA projects such as the feasibility study on Bangkok-Chiang Mai High Speed Rail, the preparedly study on revision of Mass Transit System Master Plan (M-Map 2 Blueprint), etc. Prof. Fukuda has also led various feasibility studies on the Clean Development Mechanism, Nationally Appropriate Mitigation Actions (NAMAs) and Joint Crediting Mechanism (JCM) studies in the transport sector in the ASEAN region.

Education:

1978-1982: B.Eng. (Transportation Engineering) Nihon University
1982-1984: M.Eng. (Transportation Engineering) Nihon University
1984-1988: Dr.Eng. (Transportation Engineering) Nihon University

Honors and Awards:

1988 IATSS Dissertation Award, IATSS
1997 Best Presenter Award, 52th Annual Meeting of JSCE
2003 Best Paper in the Decision Technologies Track Award, 36th Annual Hawaii International Conference in System Sciences
2006 Excellent Practice Paper Award, the 3rd National Transport Conference, Ministry of Transport, Engineering Institute of Thailand, Khonkean University
2009 International Activity Incentive Award, Japan Society of Civil Engineers (JSCE)

Smart mobility and Smart Cities of the Future 2

By Prof. Dr. Atsushi Fukuda, Nihon University, Japan

Summary:

The concept of Smart City drew the attention after year 2010 in Japan. In the past, similar concept with Smart City such as compact city, eco-city, sustainable city, etc. have been proposed. However, in corresponding to energy constraint which occurred by Great East Japan Earthquake, urban problems including the aging society, etc., the new concept which will provide energy-efficient society and high quality of life society was required. Recent innovation of ICT and promotion of IoT made the Smart City possible by providing efficient and integral management of infrastructures.

Thus, most of efforts to realize Smart City in Japan concentrate to develop new technologies regarding ICT for management and apply them to an existing city, while development of well-designed new city with efficient infrastructures such as road network, transit line, water supply, etc. has been proposed in developing nation.

Through many Smart City projects in Japan, applicable technologies regarding Electric Vehicle, Smart Grid, Renewable Energy, etc. were developed with huge financial support from the government. Further more, new concepts such as autonomous car, sharing economy and MaaS affect to the idea of Smart City.

Since the period of develop technologies regarding Smart City is over, main issue is how to realize Smart City by combining those technologies. Both private firms and the Japanese government try to export our experience and developed technologies as a package for Smart City development in Asian counties.

Third Speaker of <Session 2A>

Prof. Dr. Agachai SUMALEE
Director of Smart City Research Center at KMITL
E-mail: asumalee@gmail.com



Brief Biography:

Professor Agachai Sumalee has extensive academic and industrial experience in the fields of transport planning, intelligent transportation system, smart city, and logistics management.

He is the director of Smart City Research Center at KMITL. Dr. Sumalee is the developer of several smart transport applications including DLT GPS, Taxi OK, Smart Bus Terminal, EXAT ITS, DOH Smart Highway, and other system for private sectors. Based on his contribution to smart mobility development he received ASPIRE Prize in 2014 for the best scientist in Asia Pacific Economic Community (APEC) selecting from all scientists under 40 years old in APEC countries. He also received 2018 UK Outstanding Alumni Award for Social Impact.

Dr. Agachai is also involved in several high-level policy reform in Thailand transportation sector including the bus reform act TOD policy and legal framework, transport fare structure, and road safety strategy. He has been serving as board and committee members of several government and non-government committees. He is also currently Editor in Chief of Transportmetrica B and editorial board members of several leading transport journals including Transportation Research Part B, Transportation, Transportmetrica A.

Smart City and Smart Mobility as a Future City

By Prof.Dr. Agachai SUMALEE, Director of Smart City Research Center at KMITL

Summary:

Recent developments of internet of things (IoT) and Big data have made it easier and cheaper to collect, store, analyze, use, and disseminate multi-source data. The main mission of Smart Mobility platform is to capitalize on these opportunities to innovate the way we collect our data, analyze problem, and manage our multi-modal transportation system. Three key aspects of smart mobility will be presented in this talk including: data acquisition platform, data analytics (on-line and long-term analytics), and on-demand service application. This presentation will discuss the overall framework and the interrelationship between each components of smart mobility platform. Examples of data acquisition platform from National GPS data center, DOH Smart Highway, and Taxi OK system will be discussed. For the real-time analytics the example of national travel time analysis, taxi demand analytics, and truck stop prediction will be explained with real-world application. In addition the national freight movement and safety analysis will be discussed to illustrate the application of big data in long-term analytics. The presentation will also provide examples of on-demand service from real-world applications ranging from smart bus terminal information, logistic optimization, to on-demand taxi.

Fourth Speaker of <Session 2A>

*Dr. Katanyoo Klabsuwan
President of Smart City Thailand Association
E-ideas co.,Ltd., 7/290 Moo10 Chockchai 4 Rd.
(Soi 51) Ladphrao Bangkok, Thailand 10230*

Email: katanyoo@eideas.co.th



Brief Biography:

Dr. Katanyoo Klabsuwan is the CEO E-ideas Co.,Ltd., and the President of **the Smart City Thailand Association**. His area of expertise is Research and Development in Product for Smart City Management System.

Smart City towards Smart Life

By Dr. Katanyoo Klabsuwan, President of Smart City Thailand Association

< PARALLEL SESSION OF SESSION 2B >

ATRANS Young Researcher's Forum 2018 Paper Presentations

Duration: **13:10 – 14:06** at Grand Ball Room B on 4th Floor

Chaired by: **Dr. Rungsun Udomsri, ATRANS Board Committee**

TIME	TOPIC	PRESENTER
13:10 – 13:24	PAPER ID: AYRF18-002 Impact of dependency parameter of each discrete-continuous choice on model estimation results using Frank copula-based discrete-continuous model	Monorom RITH, Prof. Jose Bienvenido Manuel B. BIONA, and Prof. Dr. Alexis M. FILLONE
13:24 – 13:38	PAPER ID: AYRF18-005 Estimating Effects of Fuel Price Hikes on the Transport Sector	Krister Ian Daniel Roquel, Alexis Fillone, and Kris Danielle YU
13:38 - 13:52	PAPER ID: AYRF18-010 Good practices on freight transport management: Lessons-learned and applicability for Vietnam	Dr. Nguyen Thi Binh
13:52 – 14:06	PAPER ID: AYRF18-013 A study on the trips generated in Southville 7 integrated into the planning of a shuttle service system	Angelo Josh E. Custodio, Jacob D. Layug, Reil Dominic Z. Catolos, Jonathan M. Uy, and Dr. Maria Cecilia R. Paringit
14:06 – 14:14	8 minutes break and continued the 2 nd half session	

< PARALLEL SESSION OF SESSION 2B >

ATTRANS Young Researcher's Forum 2018 Paper Presentations

Duration: 14:14 – 15:10 at China Table on 3rd Floor

Chaired by: Dr. Pattarathep Sillapacharn, Department of Highways

TIME	TOPIC	SPEAKER
14:14– 14:28	PAPER ID: AYRF18-017 A GPS-based Application for On-road Emergency Needs of Drivers	Maria Cristine Mariano Tan, Kathleen Ann Reyes Dacullo, Max Aldea del Rosario, Lance Kua Koa, Prof. Dr. Alexis Morales Fillone, and Dr. Maria Cecilia Rubio Paringit
14:28 – 14:42	PAPER ID: AYRF18-024 Estimation of Disaster Damage Costs by Urban Flood and Impacts of Adaptation Policies -The Case Study of Khon Kaen, Thailand-	Noriyasu TSUMITA, Hiroki KIKUCHI, and Prof. Dr. Atsushi FUKUDA
14:42 – 14:56	PAPER ID: AYRF18-026 Analysis of Park and Ride Usage in Bangkok Metropolitan Region -Case of Adjacent Area along Purple Line-	Hiroto Numa, Hironori Ozawa, Dr. Malaitham Sathita, Prof. Dr. Atsushi Fukuda, and Asst.Prof.Dr. Varameth Vichiensan
14:14– 15:10	PAPER ID: AYRF18-032 Assessment on-Street Parking Demand Depend on Land Use in Downtown, Case Study; Kahramanmaras City, Turkey	Ahmet Basid DOGRU, Ahmet YILDIRIM, and Sayana SER

< PARALLEL SESSION OF SESSION 2C >

ATRANS Young Researcher's Forum 2018 Paper Presentations

Duration: **13:10 – 14:06** at China Table on 3rd Floor

Chaired by: **Asst. Prof. Dr. Paramet Luatthep, Prince of Songkla University**

TIME	TOPIC	SPEAKER
13:10 – 13:24	PAPER ID: AYRF18-016 A Survey on Motorcycle Drivers' Phone Use While Driving in Vietnam	Ha Huy Nguyen Nam
13:24 – 13:38	PAPER ID: AYRF18-019 Practical Approach for Improving Safety of School Transport in Thailand	Thanachart Paliyawate
13:38 - 13:52	PAPER ID: AYRF18-020 Policy Impacts to Traffic Safety: Experience of Seoul (Korea) and Hanoi (Vietnam)	Dr. An Minh Ngoc
13:52 – 14:06	PAPER ID: AYRF18-029 A Study on the Effect of Motorcycle Traffic Safety Workshop for High School and University Students in Phnom Penh, Cambodia	Toshiki Koyanagi, Nagahiro Yoshida, and Yuto Kitamura
14:06 – 14:14	8 minutes break and continued the 2 nd half session	

< PARALLEL SESSION OF SESSION 2C >

ATRANS Young Researcher's Forum 2018 Paper Presentations

Duration: 14:14 – 15:10 at China Table on 3rd Floor

Chaired by: Pol.Col.Dr. Waiphot Kulachai, Burapha University

TIME	TOPIC	SPEAKER
14:14– 14:28	AYRF18-015TH Study risk behavior of motorcyclists on Mittraphap Road in Khon Kaen, Thailand	Nattawat Rasri, Chananon Chonyuth, Nuttawut Sriponek, Jetsada Kumphong, and Assoc.Prof.Dr. Thaned Satiennam
14:28 – 14:42	AYRF18-028TH Effects of Motorcycle Lane Width on Traffic Efficiency	Jatuwit Suwannarong
14:42 – 14:56	AYRF18-031TH Effects Of Health Literacy Program With Shot Film Multimedia On VCD For Creating Health Literacy Skill In The Prevention Of Traffic Accidents From Motorcycles in 60-69 Years Old of The Elderly In Kaset Sombun District, Chaiyaphum Province	Nuttha Chumnanya
14:56 – 15:10	Paper absence	

< PARALLEL SESSION OF SESSION 2D >

ATRANS Young Researcher's Forum 2018 Paper Presentations

Duration: 13:10 – 14:06 at The Gallery on 3rd Floor

Chaired by: Prof. Dr. Alexis M. Fillone, De La Salle University

TIME	TOPIC	SPEAKER
13:10 – 13:24	PAPER ID: AYRF18-001 Bridge Safety Under Extreme Hydrological Conditions	Chi Thi Kim Thai
13:24 – 13:38	PAPER ID: AYRF18-003 Automated Car and Public Acceptance in Developing Countries: Case Study in Viet Nam	Hoang Phuc Hai and Prof. Zhao Sheng Chuan
13:38 - 13:52	PAPER ID: AYRF18-014 Advantages and disadvantages of transport infrastructure connectivity at seaport – a case study of Haiphong (Viet Nam)	Nguyen Thi Nhu
13:52 – 14:06	PAPER ID: AYRF18-018 Perspectives of the use of GPS in travel survey: Research on Identification of missing trips in a GPS pilot survey in Hanoi	Dr. Thanh Tu NGUYEN
14:06 – 14:14	8 minutes break and continued the 2nd half session	

< PARALLEL SESSION OF SESSION 2D >

ATRANS Young Researcher's Forum 2018 Paper Presentations

Duration: 14:14 – 15:10 at The Gallery on 3rd Floor

Chaired by: Assoc. Prof. Dr. Thaned Satiennam, Khon Kaen University

TIME	TOPIC	SPEAKER
14:14– 14:28	AYRF18-022 Study on Traffic Management in Order to Reduce Congestion [Surrounding Areas of Primary Schools in Center of Hanoi]	Vu Van Huy, Ngo Trung Phuong, Nguyen The Ngoc Anh, and Assoc.Prof.Dr. Dinh Van Hiep
14:28 – 14:42	AYRF18-023 Strategy for Multimodal Transport Development: Case Study of Hanoi-Lao Cai Corridor	Dr. Le Thu Huyen and Dr. Pham Hong Nga
14:42 – 14:56	AYRF18-025 Reliability of Breadth First Search finding missing link of Bluetooth data collection: Case study Bangkok, Thailand	Dr. Rattaporn Kasemsri, Piyapong SUWANNO, Prof. Dr. Atsushi FUKUDA, Assoc. Prof. Tetsuhiro ISHIZAKA, Assoc. Prof. Sorawit NARUPITI

< PARALLEL SESSION OF SESSION 3A >

Friendly Transportation-related issues

Duration: 15.30-17.30 at Grand Ball Room A on 4th Floor

Moderated by: Pro. Dr. Atsushi Fukuda, Nihon University

DURATION	TOPIC	SPEAKER
15:30 – 15:50	Friendly Public transportation in Asia and Central America	Prof. Dr. Fumihiko NAKAMURA Vice President, Yokohama National University, Japan
15:50 – 16:10	Utilization of ITS for Management of Public Transportation	Assoc.Prof.Dr. Sorawit NARUPITI Chulalongkorn University
16:10 – 16:30	Walkability and Accessibility to enhance Public Transportation Usage	Capt.Dr. Tongkarn KAEWCHALERTONG Chulachomklao Royal Military Academy
16:30-16:50	Energy Efficiency and Multi-Purpose-Mobility for friendly transport of Senior People	Mr. Junichi YASU, JICA Expert, Accurate Systems Inc., and Dr. Yoshinori KONDO, National Institute of Environmental Studies (NIES), Japan
16:50-17:30	Discussion, Questions and Answers	

Moderator of <Session 3A>

Prof. Dr. Atsushi Fukuda
Professor of Department of Transportation Systems Engineering,
College of Science and Technology, Nihon University
E-mail: fukuda.atsushi@nihon-u.ac.jp

**Brief Biography:**

Professor Atsushi FUKUDA has served in the academic field for 28 years teaching and doing research in the field of transportation systems analysis and transportation planning. He was seconded by the Japan International Cooperation Agency (JICA) as Assistant Professor to the Asian Institute of Technology for two years.

He has also fulfilled his responsibility as the Member of the Advisory Committee for many ODA projects such as the feasibility study on Bangkok-Chiang Mai High Speed Rail, the preparedly study on revision of Mass Transit System Master Plan (M-Map 2 Blueprint), etc. Prof. Fukuda has also led various feasibility studies on the Clean Development Mechanism, Nationally Appropriate Mitigation Actions (NAMAs) and Joint Crediting Mechanism (JCM) studies in the transport sector in the ASEAN region.

Education:

1978-1982: B.Eng. (Transportation Engineering) Nihon University
1982-1984: M.Eng. (Transportation Engineering) Nihon University
1984-1988: Dr.Eng. (Transportation Engineering) Nihon University

Honors and Awards:

1988 IATSS Dissertation Award, IATSS
1997 Best Presenter Award, 52th Annual Meeting of JSCE
2003 Best Paper in the Decision Technologies Track Award, 36th Annual Hawaii International Conference in System Sciences
2006 Excellent Practice Paper Award, the 3rd National Transport Conference, Ministry of Transport, Engineering Institute of Thailand, Khonkean University
2009 International Activity Incentive Award, Japan Society of Civil Engineers (JSCE)

First Speaker of <Session 3A>

Prof. Dr. Fumihiko Nakamura
Professor of Department of Civil Engineering,
Graduate School of Urban Innovation
Vice President, Yokohama National University
E-mail: nakamura-fumihiko-xb@ynu.ac.jp

**Brief Biography:**

Professor Fumihiko NAKAMURA has served in the academic field for 28 years teaching and doing research in the field of urban transportation planning. He was seconded by the Japan International Cooperation Agency (JICA) as Assistant Professor to the Asian Institute of Technology for two years.

He has also fulfilled his responsibility as the Member or Chairperson of the Advisory Committee for many urban transportation planning and urban planning projects in Japan. He also has had a lot of field research work on urban transportation systems in developing nations such as Thailand, Myanmar, Laos, Vietnam, Jakarta, Brazil and Colombia..

Education:

1981-1985: B.Eng. (Urban Engineering) University of Tokyo

1985-1987: M.Eng. (Urban Engineering) University of Tokyo

Academic Degree : Dr.Eng, (Urban Engineering) University of Tokyo in 1991

Honors and Awards:

2006 Continuing International Contribution Award, Japan Society of Civil Engineers (JSCE)

Urban Transportation and Urban Bus System

By Prof. Dr. Fumihiko Nakamura

Summary:

The new trend of urban transportation research includes, more on human based, more interdisciplinary, decision making supportive, sustainability oriented, multi- and inter- modal oriented, and implication with other areas such as urban planning. In this context, several important keywords towards urban transportation for sustainable and creative cities are picked up by the presenter such as green modes first, walkable city center and streets, safe and secured bicycles, reliable public transportation, enjoyable transportation nodes and connected and shared mobility. Urban bus system should be based on this framework.

Three issues are discussed in the following section on urban buses. Firstly, the roles of buses are divided into two clear directions. The first one is so called as BRT (Bus Rapid Transit) and BHLS (Bus with High Level of Service), which could be rail-like system with higher capacity and higher speed with punctuality. The second one is so called as DRT (Demand Responsive) and Minibuses (some of paratransit modes), which could be rather taxi-like system with more flexibility and accessibility. Secondly, in case of the first type, punctuality and speed are the most important indices, while the other type requires the index of an accessibility for DRT-types. Thirdly, the process and actors should be identified clearly. Planning, management and operation must be segregated. Also, the actors such as the local authorities, public companies and private operators should be clearly defined to have an appropriate range of duties and responsibilities. Needless-to-say, bus is one of the urban transportation modes located in the framework with bikes, motorcycles and cars considering circulation Management and on- and off-street parking.

The presentation picks up two interesting case cities, Curitiba in Brazil and Bogota in Colombia. Curitiba is well known as integration among bus, street network and land use as well as hierarchical bus network. It is noted that serious traffic congestion problem exists due to some sort of mismatch between local government and federal government. BRT system in Bogota has the highest record of a peak-hour capacity. Remarkably, the system is appreciated by middle income white collared business people as the system is much faster, more punctual and secured.

In conclusion, the potential and limitation of buses must be understood. Some sort of myths about BRT should be noted. At the same time, the potential of paratransit could be considered under the condition that they must be safe and reliable. Furthermore, the framework of urban transportation should be related to the implication with other modes considering competitiveness and complementarity. Finally the linkage between urban development and buses and identification of roles of authorities, public companies and private operators are very important towards Sustainable Development by Reliable Buses.

Second Speaker of <Session 3A>

Assoc.Prof.Dr. Sorawit Narupiti
Department of Civil Engineering, Faculty of Engineering,
Chulalongkorn University
E-mail : kong@chula.ac.th

**Brief Biography:**

Dr. Sorawit Narupiti is an Associate Professor at Department of Civil Engineering, Chulalongkorn University, where he served as Head of Department from 2012 to 2015. He specializes in transportation and traffic engineering especially Intelligent Transportation Systems (ITS), sustainable mobility, and transport policy. He has been conducting research and development on Intelligent Transportation Systems (ITS) for more than 20 years.

He has numerous academic papers and made presentations on topics at regional conference levels. He is currently an editor/reviewer in some ITS-related journals/conferences and a coordinator of the ITS group in Smart Mobility Research Center at Chulalongkorn University. He has taught classes on Transportation Engineering, Highway Engineering, Traffic Engineering, Transport Policy and Planning, Intelligent Transport System, Sustainable Mobility and more. Professionally, he served as the President of Thai ITS Association from 2008-2012 and 2017-present, the secretary of Intelligent traffic information center (iTIC) foundation which promotes better transport through the use of intelligent transport system data in Thailand. Moreover, he joins many transportation engineering professional associations. He is also active in ITS activities in Asia-Pacific region

He has been appointed in many key roles in transport policy and strategies. He has advised many organizations in the field of policy related to transport, organization strategy, energy, and sustainability.

POSITION:

*Head of Civil Engineering Department, Chulalongkorn University 2012-2015
President, Thai ITS Association (ITS Thailand) 2008-2012, 2017-present
Secretary, Intelligent Traffic Information Center Foundation, 2010-present*

Professional society:

*Engineering Institute of Thailand (EIT)
Thai Society for Transport Studies (TSTS)
Asia Transport Society (ATRANS)
Multi-GNSS Asia (MGA)
ITS Asia-Pacific (ITS AP)*

Digital Technology for Urban Mobility: A Case of Public Transport

By Assoc.Prof.Dr. Sorawit Narupiti

Summary:

Third Speaker of <Session 3A>

Capt.Dr. Tongkarn KAEWCHALERMTONG
Chulachomklao Royal Military Academy
E-mail: tkaewcha@gmail.com

**Brief Biography:**

Major Dr. Tongkarn Kaewchalermtong is a lecturer in Civil Engineering Department at Chulachomklao Royal Military Academy, and serves as an operation officer, in the Neighboring Countries Coordination Center, under Royal Thai Army. In addition to his academic position, Dr. Kaewchalermtong is currently an advisor at National Engineering 2561 Organizing Committee, the Engineering Institute of Thailand Under H.M. The King's Patronage. Internationally, he serves as the executive education associate at Lee Kuan Yew School of Public Policy, National University of Singapore, and an expert at Transport Division, Economic and Social Commission for Asia and the Pacific (UNESCAP). Dr. Kaewchalermtong also serves as a vice-president in Thai Intelligent Transport Systems Association (ITS Thailand), and a member committee in Thai Railway Engineering Association and Intelligent CCTV Association. Prior to these roles, he served as a committee at the Election Technology Development Commission, the Office of the Election Commission of Thailand, an expert at the Innovation District Project, the National Innovation Agency, as well as an advisor at Doi Tung Development Project, Mae Fah Luang Foundation under Royal Patronage. His research efforts are currently focused on the complexity and people behaviors on transportation issues. He holds degrees from Stevens Institute of Technology in Ocean Engineering (Ph.D.) and Construction Management (M.S.), and from Mahidol University in Civil Engineering (B.Eng.).

Walk Ability and Accessibility to Enhance Public Transportation Usage
By Capt.Dr. Tongkarn KAEWCHALERMTONG

Summary:

Fourth Speaker of <Session 3A>

Mr. Junichi YASU
Jica Expert, Accurate System Inc.
Email: junichi.yasu@gmail.com

**Brief Biography:**

Junichi Yasu has around 25 years of professional experience as an engineer in the field of test and measurement at Sony/Tektronix. In the field of power electronics for EV/HEV, he and his member had produced the IGBT (Insulated Gate Bipolar Transistor) tester with several patented key technologies of IGBT. Especially, he had supported for the first commercial HEV in the world.

And he worked as a field engineer of new glow plug with pressure sensor for Diesel engine. he supported almost Japanese car maker to catch up the clean diesel technology of Europe. Recently, he is supporting NIES (National Institute for Environmental Studies) as a visiting researcher to create the newly low carbon transport system (LCTS) and proposing new universal society of terminal transportation system. That is multi-Purpose mobility (mPm) of SMILE-First Project.

EDUCATION

1982 - Degree Major Graduation Year University Bachelor Of Engineering Mechanical Engineering (Exhaust and combustion efficiency of the 4-cycle engine) 1982 Meisei University Of Tokyo

EMPLOYMENT RECORD

*2015 – present : Head of Innovation Center, Acurate Systems INC.
2014 – present : Visiting Researcher of NIES
2013 – 2015 : Manager of Diesel Tech, Hidria Corporation.
2012 – present : Director of the Advanced Technology Group, K.K. Ranet
2009 – 2013 : Manager of Production/Customer Service/Procurement/IT, MTS Sensors Technology Corp.
2002 – 2009 : Senior Engineer, Tektronix Japan, Ltd.
1982 – 2009 : Project Manager, Sony/Tektronix Ltd.*

Fourth Speaker of <Session 3A>

Dr. Yoshinori KONDO
National Institute of Environmental Studies (NIES), Japan
Email: kondos@nies.go.jp

**Brief Biography:**

Dr. Yoshinori Kondo is a Principal Researcher at National Institute for Environmental Studies, Japan (NIES). He received the B., M., and D. engineering degrees from Kobe University. He joined NIES in 1988 and currently, his principal concerns are to create a new world with full of smiles by human being and the environment and to solve human health issues using the combination of electric or human-powered mobility and public transportation.

Energy Efficiency and Multi-Purpose-Mobility for Friendly Transportation of Senior People

By Mr. Junichi YASU and Dr. Yoshinori KONDO

Summary:

< PARALLEL SESSION OF SESSION 3B >

Road Safety and Education

Duration: 15.30-17.30 at Grand Ball Room B on 4th Floor

Moderated by: Pro. Dr. Yoto Kitamura, University of Tokyo, Japan

TIME	TOPIC	SPEAKER
15:30 – 15:45	Road Accident in Cambodia	Prof.Dr. Yuto Kitamura, University of Tokyo, Japan
15:45 – 16:00	Road Safety Education and Behavior in Vietnam	Dr. Khuat Viet HUNG Executive Vice Chairman of National Traffic Safety Committee, Vietnam
16:00 – 16:15	Factors Impact to Behavior of E-Bikers	Dr. Pham Thi Kim NGOC Head of Science Management and Law Dept., Hanoi University of Science and Technology, Vietnam
16:15 – 16:30	Influencing Change in Unsafe Driving by Road Safety Education	Asst. Prof. Dr. Sitha JAENSIRISAK Ubonratchanathi University
16:30 – 16:45	The effectiveness of "Mirroring Method" IATSS Road Safety Research Project in Japan	Prof.Dr. Kazuhisa OGAWA Tohoku University, Japan
16:45 – 17:00	Motorcycle Safety - Technical & Institutional Approaches -	Mr. Keigo YOSHIDA HONDA Research and Development, Japan
17:00 – 17:30	Discussion, questions and answers	

Moderator and First Speaker of <Session 3B>

Prof. Dr. Yuto Kitamura
Associate Professor, Graduate School of Education,
The University of Tokyo
E-mail:

**Brief Biography:**

Dr. Yuto Kitamura is Associate Professor at Graduate School of Education, The University of Tokyo. He received his Ph.D. in Education from University of California, Los Angeles (UCLA).

He had worked as Assistant Education Specialist in the Education Sector of UNESCO in Paris and taught as Associate Professor at Nagoya University and Sophia University, both in Japan.

He was the Fulbright Scholar at the George Washington University and Visiting Professor at The University of Dhaka in Bangladesh. He is currently Special Advisor to Rector at the Royal University of Phnom Penh in Cambodia. He is also the Associate Member of the Science Council of Japan (i.e., National Academy) and the Member of the Board of Education, Tokyo Metropolitan Government.

Report of IATSS Cambodia Project
By Prof. Dr. Yuto Kitamura

Summary:

As in the other emerging countries, rapid increase of traffic accidents and road traffic congestion are becoming bigger issues in Cambodia, and it is pointed out that people's lack of normative consciousness as well as lower level of driving techniques are the major causes.

Our project focused on young motorcycle drivers in Phnom Penh, and we tried to find out effective methods to improve their consciousness and behavior towards safe driving.

Second Speaker of <Session 3B>

Dr. Khuat Viet HUNG

Executive Vice Chairman of National Traffic Safety Committee, Vietnam

E-mail: kviethung.mt@gmail.com



Brief Biography:

Dr. Khuat Viet Hung obtained his Doktor-Ingenieur degree in the field of Transport Planning and Traffic Engineering from Technische Universitaet Darmstadt (Germany) in December 2006 and started working as a lecturer of the Institute of Transport Planning and Management (University of Transport and Communications, Hanoi, Vietnam) since January 2007.

In September 2007, he was appointed as Director of the Consulting Centre for Transport Development of UTC and Dean, Institute of Transport Planning and Management (UTC) since April 2009.

Between 1.2007 and 8.2012, his work was integrating between teaching, managing an academic institution, doing research and providing consultant service to transport sector in Vietnam on urban transportation planning and design as a research engineer. His recent major topics of research are performance-based urban transport planning, traffic management and traffic safety.

Between 9.2012 and 6.2014, he worked as a high-ranking government official in Ministry of Transport (MoT). He was appointed and working in the position of Director General of the Department of Transport (MoT) and directly involving in policy making for transport services and logistics in the MoT and Government of Vietnam. Since June 2014, he has been appointed by the Prime Minister to be the Executive Vice Chairman of the National Traffic Safety Committee and Member of Steering Board of MoT.

Road Safety Education and Behavior in Vietnam

By Dr. Khuat Viet HUNG

Summary:

Motorization in Vietnam: There are approximately 3.7 million cars and 55 million motorcycles registered in 2018. The number of vehicle ownership rate is about 22 car/1000 people, and 577 motorcycles/1000 people. The motor vehicles have been increased at rapid speed (annual growth rate is 7.3% for motorcycles and 6.3% for cars, 300,000 cars and more than 3 million motorcycles newly registered every year (data for 2014), which is equal to 850 new cars and 9000 new motorcycles every day) whereas Vietnam Road density is 0.3 km/km² and 1.12 km/1000 people

Road accidents share about 99% of total cases and 98% of fatalities. There has been **Traffic Safety Good Practices in Vietnam through National Traffic Safety Committee (NTSC)** by the launch of **Traffic accident in Vietnam 2010-2017 Reduction Plan** consisting Milestones and traffic safety policies, just to name a few.

For instances, Compulsory Helmet Regulation:

- Economic burdens due to head injuries caused by road crashes:
- According to a 2005 study from Viet Duc Hospital in Hanoi of patients who had sustained traumatic brain injuries (TBIs) :
- Direct costs of treatment for the first year post-injury ranged from \$849 USD for minor TBIs to as much as \$2,365 USD for severe ones.
- Compared with the average monthly income in Vietnam of only \$51.50 USD in 2004, it is easy to understand how financially devastating this could be.
- Only 12% of families could afford to pay for treatment. Others had to borrow money from relatives or sell assets to cover costs.
- For those patients in the study who sustained severe TBIs, 60% could not resume work or their usual daily activities after 6 months and 80% needed someone to stay home to support them while they recovered.

Taking actions:

- **National Policy on Accident and Injury Prevention 2002-2010**
- Developed as a collaboration between relevant ministries - commitment to reduce road crash deaths from 14 to 9 per 10,000 vehicles by 2010 (*according to AIPF*)

- **Helmet Action Plan Workshop (2006)**
- Convened 75 participants from government ministries, nonprofits, and the private sector, including representatives from 10 provincial traffic safety departments.
- Set in motion plans for the universal helmet law and laid a blueprint for a feasible nationwide plan.
- Highlighted the strong commitment of the new director of the NTSC to instituting universal helmet use nationwide.

Vietnam Helmet Wearing Coalition (2007)

- A group of multilateral agencies, nonprofits, and private sector companies with the mission of promoting the issue of non-helmet use to the forefront of public discourse.
- Developed and supported the nationwide, hard-hitting “Wear a Helmet. There are No Excuses.” Campaign.

Traffic Safety Good Practices in Vietnam through GPS Monitoring System for Commercial Vehicles with the Criteria to be sent and monitored:

- Speed
- Routes
- Working hours of drivers
- Time and location of stops

Traffic Safety Good Practices in Vietnam for Pedestrian Zones:

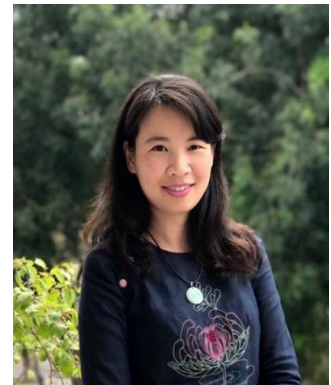
For examples: Pedestrian Zone in Hanoi at Hoankiem Lake From 19:00 Fri– 24:00 Sun.,
Pedestrian Zone in Ho Chi Minh City: Nguyen Hue Street

Strategies: Private motoring vehicle use management:

- Motorcycle Usage Control
 - Emission Test for Motorcycle (2018)
 - Motorcycle Inspection (2020)
 - Designated Motorcycle Restricted Zone (2030)
- Car Usage Control
 - Parking Control (Odd-Even Plate Number, I-Parking - 2017)
 - Parking Pricing(2018)
 - Congestion Charging (2020)
 - Designed Car Restricted Zone (2030)

Third Speaker of <Session 3B>

*Dr. Pham Thi Kim Ngoc
Head of Science Management and Law Department,
School of Economics and Management,
Hanoi University of Science and Technology (HUST)
E-mail: ngoc.phamthikim@hust.edu.vn*



Brief Biography:

Dr. Pham Thi Kim Ngoc obtained her bachelor degree in Economic Engineering for Chemical Industry in Hanoi University of Science and Technology (Hanoi, 1996); Master of Business Administration from AIT (Thailand, 2000); and Doctor rer. Pol. in Social Science and Economics from University of Fribourg (Switzerland, 2008).

Prior to her academic career, Dr. Ngoc worked for National Fisheries Inspection and Quality Assurance Department, Ministry of Fisheries (now Ministry of Agriculture and Rural Development) as planning expert. Currently, Dr. Ngoc is National coordinator of the International Executive MBA and Doctor of Business Administration, AIT in Vietnam. She is also a Co-founder and member of Board of Management of SCDI (Center for Supporting Community Development Initiatives).

From 2000 to present, Dr. Ngoc is a lecturer of School of Economics and Management of HUST. She has taught courses in Advanced Strategic Management, Organizational Behavior, Management, Corporate Social Responsibilities and Business Ethics, Research Methodology, Human Resources Management for both undergraduate and post graduate programs and foreign programs at HUST. She is also a visiting faculty at Vietnam German University in Vietnam (2012-2015) and an exchange professor at Turku University in Finland (2012).

Dr. Ngoc has conducted some researches on the SME development impacts assessment, employee's job satisfactions, E-bike using, incubation and acceleration, competencies for management, etc. She has authored and co-authored more than 20 articles in journals and international conferences, and book chapters. Dr. Ngoc is a member of Organizing Committee and Proceedings Editing Board of The International Conference on Economic Challenges – Improving SMEs' Competitiveness (ICECH).

Fields of expertise and research: Strategic Management, Organizational Behavior, Leadership, Management of Change, HRM, CSR and Business Ethics, Research Methodology, Management, Renewable Energy, Green Growth, Green Transportation, SME Development Impacts Evaluation.

Factors Impact to Consumer Behavior on E-bike in Vietnam: A case study in Hanoi city

By Dr. Pham Thi Kim Ngoc

Summary:

Vietnam, a crowded country with a population of 94 million, has a rapid increase of the demand for travel and private vehicle ownership recently. There are about 3.2 million private cars and 49 million motorcycles regularly operated in the whole country (NTSC, 2017). As the public transportation currently meets only 10 percent of total travel needs of people in Hanoi and HCMC - the two biggest cities of Vietnam, personal vehicles are still more common for people. By 2020, private vehicles are estimated to account for 75 – 80 percent of total travel needs (JICA, 2016); and Hanoi will have about 7 million of motorbikes and around 1million private cars (Hanoi Transportation Department, 2017). The number of private vehicles has exceeded the planning by the year of 2020 (Decision No.365 of Prime Minister, 2013). Thus, two-wheel personal vehicles will still be dominant means used primarily by consumers in the near future.

Along with an increase of dominant motorbike, the emergence of electric two-wheel vehicles (E-vehicle or E-moped and Electric bike) as a new personal vehicle has attracted many people to use widely in crowded cities of Vietnam. In the year of 2015, 2 million electric vehicles were in use (Doan Loan, 2015). Parallel with the rapid increase in the use of electric two-wheelers, the number of electric vehicle manufacturers has grown up. There are about 70 electric vehicle manufacturers in the whole country. The average quantity of supply is estimated about 400,000 units per year, and the number of E-bike accounts for approximately 30 percent (Ba Do, 2015). The supply and demand quantity of E-bike is increasing significantly. Therefore, understanding the consumer behavior toward the E-bike in Vietnam is a big concern of enterprises and governments and the whole society.

The main purpose of this research is to identify the factors impact to consumer behavior of E-bike in Vietnam. The research focused on E-bikers who are students at high schools (grade 10-12) with the age from 15-18 years old in Hanoi. 700 questionnaires were distributed to the students in 10 high schools in Hanoi. The usable return questionnaires are 561 (accounted for 80.14%). Findings show that there are 3 factors impact to the consumer behavior on E-bike including Attitude, Subject norm, and Attraction of alternative motorcycle. Among these factors, the Attitude has a strongest impact, then Subjective norm factor and the Attraction of alternative motorcycle. Attitude toward behavior of E-bikers is affected by 3 factors: belief of Economic benefits, belief of Convenience, and belief of Environmental Friendliness. The factor has the strongest impact to attitude is the Economic benefits factor, then the Environmental Friendliness, and the Convenience. The findings also show that there is no difference on consumer behavior on E-bike between the gender and age.

In order to encouraging the use of E-bike to reduce the environment pollution and to strengthen the development of E-bike industry in the future, there are some recommendations are given:

- For the E-bike manufacturers, it is necessary to reduce the production costs, improve the quality of E-bike, etc. to attract and encourage more people to use the E-bike;*
- For the policy makers and government authorities, it is necessary to control and constraint the use of motor cycle to reduce the environment pollution; to change the perception and behavior of consumer on green and friendly environment product like E-bike; to manage and control the quality of E-bike's manufacturers; to support the E-bike manufacturers such as preferential tariff, patent protection; to develop the green battery industry and to conduct the research on the safety of E-bike.*

Fourth Speaker of <Session 3B>

Asst. Prof. Dr Sittha Jaensirisak
Ubonratchathani University, Thailand
E-mail: Sittha.j@gmail.com / Sittha.j@ubu.ac.th

**Brief Biography:**

Sittha Jaensirisak (PhD) is an assistant professor in transport engineering at Ubon Ratchathani University. He received a master degree from University of Newcastle upon Tyne, UK, and PhD from Institute for Transport Studies (ITS), University of Leeds, UK. His experiences include: study of acceptability and effectiveness of London Congestion Charging, prediction of travel demand, estimation of values of travel time and other service attributes for public transport, traffic impact assessment of land development, city planning, development of integrated transport and land use modelling for Bangkok, and national freight modelling for Thailand. He has been involving projects relating to public transport planning e.g. BRT and LRT planning, non-motorised transport (NMT) planning, integrated sustainable transport planning, as well as transit oriented development (TOD). He also has experience in organising workshops and training courses on sustainable transport and land use planning in the Mekong Region, including: Cambodia, Laos, Thailand and Vietnam. Recently, he has been working on bus and taxi reform in Bangkok, Bangkok mass transit planning, public transport planning in provinces, as well as estimation the value of life, and road safety education and assessment.

Youth and Road Safety Education

By Asst. Prof. Dr Sittha Jaensirisak

Summary:

Abstract

Road accidents are one of the major causes of young mortality worldwide. In OECD countries they account for 35-40% of injury-related among teenagers and young adults (OECD-ECMT, 2008). In Thailand, approximately 10-15% of road fatalities are 15-24 year olds (Road Traffic Death Data Integration (RTDDI), Bureau of Non Communicable Disease, Thailand).

Human factors appear to be one of the main causes for almost of the crashes. It is very likely that improving driving behaviour can decrease accident rate significantly. In Thailand many activities, such as raising public awareness on driving safely through public events and media, improving road geometries, and law enforcement, have been deployed to manage change in driving behaviour, in order to reduce number of accidents. However, numbers of road fatality in Thailand has still not shown any sign of reduction.

An ATRANS previous research (Jaensirisak et al, 2018) found that students (mainly motorcyclists) are less likely to perceive road accident as "my serious problem". So they value the cost of accident less than the convenience of unsafe driving behaviours e.g. not wearing helmet, speeding, and drunk driving. Driving behaviour change is the first and most important thing that has to be changed, in order to create safe society. However, typical campaigns and activities (TV, roadside messages, etc.) are unlikely to influence behaviour (only intention). The study suggests that enforcement is the most effective strategy to influence the change, particularly in a short term. However, safe driving behaviours cannot be achieved by law enforcement alone. For a long term, road safety education would increase individuals' perception of road accident. The study found that education measures that could affect the behaviour change include campaigns promoting to save lives of families and friends, direct campaigns for each road user group and each behaviour, and campaigns to change perception of "no accident for short distance traveling."

Road safety education for changing driver behaviour must be a structured process, particularly for young drivers, and design to match type of person and behaviour. Therefore, a current ATRANS Research Project titled "Influencing change in unsafe driving by road safety education" aims (1) to design and organise road safety education campaigns for managing change in unsafe driving behaviour; and (2) to evaluate effectiveness of the road safety education campaigns in changing unsafe driving behaviour.

This presentation will focus on the review of road safety education, and some initial results of the project.

Fifth Speaker of <Session 3B>

*Prof.Dr. Kazuhisa Ogawa
Professor, Teacher Education Center
Tohoku Institute of Technology
Email:*

***Brief Biography:***

Prof. Ogawa works at Teacher Education Center, Tohoku Institute of Technology.

He had taught as Research Associate at Osaka University and as Associate Professor at Hiroshima International University.

His main field is traffic psychology.

He has recently engaged in developing road safety education programs for school children and professional drivers.

He has been involved in a number of committee works related to school safety in Prefectural Boards of Education and Ministry of Education in Japan.

He thinks that his mission is to widely spread effective safety education for all road users.

The Effectiveness of “Mirroring Method” IATSS Road Safety Research Project in Japan

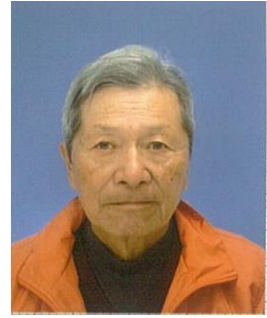
By Prof.Dr. Kazuhisa Ogawa

Summary:

We present the research results on the effectiveness of “Mirroring Method” (a method of promoting reflection). In 2016, our project conducted a field study on bicycle riding of junior high school students, and in 2017, educational materials and programs for cycling safety using “Mirroring Method” were developed.

Sixth Speaker of <Session 3B>

Mr. Keigo Yoshida
Alumnus of HONDA
Email:

**Brief Biography:**

- 1943 Born in Toyama, Japan.
- 1966 Graduated from Kyoto University's Faculty of Engineering with major in Mechanical Engineering.
- 1966 Joined Honda Motor Co., Ltd. Assigned to Honda R&D Co., Ltd.
- 1985 Appointed Executive Chief Engineer, Honda R&D Co., Ltd.
- 1993 Became Head of Environment and Safety Planning Office, Honda Motor.
- 1998 Appointed Secretary General of Co-working Forum, Administration & Legal Division, Honda Motor.
- 2004 Retired from Honda Motor.

Motorcycle Safety - Technical & Institutional Approaches - By Mr. Keigo Yoshida

Summary:

Motorcycles are energy-saving, resource-saving personal use vehicles, and the sound development of the motorcycle market is beneficial to society.

However, it cannot be said that sound development was achieved in the motorcycle market in Japan and the Western countries in the 1960s through the 1980s.

In the market for sporty motorcycles favored by young people, the number of accident fatalities has rapidly increased at a rate exceeding the increase in sales, and the market collapsed due to social backlash.

What this experience has taught us is that it is essential to reduce accidents by employing social methods such as driving licensing, taxation, and insurance to prevent the mismatch of young people who are beginner motorcycle riders riding high-performance sports-type motorcycles.

In Japan, it was only in the case of motor-driven cycles with an engine displacement of up to 50 cc that no increase in accident fatalities was seen despite the sharp increase in their sales. This indicates that motorcycles of this size are suitable as entry motorcycles and that measures to promote their use are effective for the prevention of accidents and sound development of the market.

It goes without saying that driving safety education, mandatory wearing of a helmet, and improvement of safety through technical means in parallel with social methods are important in reducing the number of accident fatalities.

< PARALLEL SESSION OF SESSION 3C >

Logistics

Duration: 15.30-17.30 at The Gallery on 3rd Floor

Moderated by: Dr. Sumet Ongkitikul, Thailand Development Research Institute (TDRI)

TIME	TOPIC	SPEAKER
15:30 – 15:50	Logistics Management in Thailand	Dr. Jirapan LIANGROKAPART Director, Logistics an Engineering Management Program, Mahidol University
15:50 – 16:10	Cross Border Transportation for EEC from Practitioner Perspective	Dr. Surat JANTHONGPAN Cross Border Transportation Thailand Product Head, KWE- Kintetsu World Express (Thailand) Co.,Ltd.
16:10 – 16:30	Green Freight and Logistics: Global Experiences to Local Best Practices, GIZ Perspective	Mr. Friedel SEHLEIER Project Deputy Director Transport and Climate Change (TCC), GIZ Office Thailand
16:30 -16:50	Logistics, SCG Perspective	Mr. Chalot WONGSANGUAN Managing Director of SCG Skills Development Co., Ltd.
16:50 – 17:30	Discussion, Questions and Answers	

Moderator of <Session 3C>

Dr. Sumet Ongkittikul

Thailand Development Research Institute (TDRI) Foundation, Thailand

E-mail: sumet@tdri.or.th



Brief Biography:

Sumet Ongkittikul is a research director for transportation and logistics policy at the Thailand Development Research Institute. He holds a PhD in Social Sciences (Transport Studies) from Erasmus University Rotterdam. He is also an ATRANS member and chair of ATRANS research committee. His main research interests are in the fields of transport policy, transport regulation, logistics, and road safety. His current research includes transport and trade facilitation in ASEAN; financing transport infrastructure; urban bus regulatory reform; public transport safety; and road safety policy.

First Speaker of <Session 3C>

Dr. Jirapan Lianglokapart
Faculty of Engineering, Mahidol University, Salaya, Thailand
E-mail: jirapan.lia@mahidol.ac.th

**Brief Biography:**

Dr. Jirapan Liangrokapart is a lecturer and Director of Ph.D. Program in Logistics and Engineering Management at the Faculty of Engineering, Mahidol University, Thailand. She has got an MBA degree from Thammasat University, Thailand and a Ph.D. in Industrial Engineering from Clemson University, USA. She had worked as Assistant Dean at the School of Management, Asian Institute of Technology for 8 years before she moved to Mahidol University. Her research areas of interest include Operations Improvement, Performance Measurement, Logistics and Supply Chain Management, and Transportation Management.

Logistics Management in Thailand

By Dr. Jirapan Lianglokapart

Summary:

Companies value the outsourcing of their logistics services for cost reduction, more focus on core business, more flexibility in logistics operations, reduction on asset investment, and increase of service level. Third party logistics (3PL) has increased its importance over the past two decades. As 3PL industry has been growing dramatically and the competition is intense, many 3PL firms are struggling to keep its presence. Therefore, this research focuses on third party logistics sustainability in order to survive successfully in the long term. To prolong its existence, A framework of 3PL sustainability measure is developed based on previous literatures and then trimmed down by experts using Delphi survey.

The common sustainability concept called Triple Bottom Line (TBL) framework developed by Elkington in 1999 had been reviewed from the beginning. The framework was supported widely and enhanced in detailed measures by other literatures. The total of 17 measures was summarized and experts were asked to review its importance and application specifically for 3PL industry. Then a set of 14 measures were selected consensually. There are cost, financial performance, asset investment, environmental concern, employee satisfaction, safety, customer satisfaction, operations performance, service quality, information technology, innovation, business intelligence, service range, and geographical coverage. The measures including governance, analytical capability, corporate image, relationships, and management strategy were considered as less-important measures and dropped out from the list while business intelligence and geographical coverage were added up.

Then, the 14 measures for 3PL sustainability were classified into 5 dimensions including the original Economic Performance (EcP), Environmental Performance (EvP), Social Performance (SoP) and the additional Operational Excellence (OpE) and Service Capability (SvC). Analytical Hierarchy Process (AHP) method was used to prioritize the measures so that the 3PL companies may choose to focus on improvement of specific performance under limited resources and time. The findings gave highest importance on OpE followed by SvC and EcP. In details, the customer satisfaction was ranked the first, followed by service quality, cost, financial performance, safety, and business intelligence. Finally, these rankings help the 3PL companies to focus their improvement on specific issues for sustainability under its limited resources and time which in turn will benefit for entire logistic industry in the future.

Second Speaker of <Session 3C>

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**Brief Biography:****Education:**

- B.Economics Science
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Experience:

- Vice President, Thai Logistics and Production Society (TLAPS)
- Director, Master of Science Program in Logistics and Supplychain Management, Southeast Bangkok College.
- Special Lecturer, International Logistics and Supply Chain Management, UTCC.
- Cross Border Transportation , Thailand Product Head, Southeast Asia Region, KWE-Kintetsu World Express (Thailand) Co., Ltd.

Expertise:

- Domestic and International Transportation Management.
- International Trade Management.
- Logistics and Supply Chain Management.

Cross Border Transportation for EEC Practitioner Perspective ***By Dr. Surat Janthongpan***

Summary:

The eastern part of Thailand is located in strategic points that can be linked to China and India that the population is large and high expansion rate of economic . The proportion of gross domestic product (GDP) in the Nations of Asia and the Pacific. representing 1in 3of the value of the GDP of the world.

In addition, 3provinces in the eastern part of Thailand ,Chacerngsao ,Chonburi and Rayong is also an important industrial production base of country, ,including the petrochemical industry, the automotive and parts.

With the availability of infrastructure such as Laem Chabang Commercial Port Map Ta Phut Industrial Estate , Highway between the city (Motorway), Double Track Rialway and U-Tapao International Airport ,also there is Pattaya as a tourist attraction with a global reputation. It also has enough space for the expansion of the industrial sector for further developed into a development corridor in the East (Eastern Economic Corridor: EEC) " to support the Asia's leading economic regions and competitiveness economic expansion of country.

By having the super 10targets to industrial cluster mechanism driving the economy for the future (New Engine of Growth) like a cluster of automotive and parts, cluster of electronic appliances, cluster of petrochemicals & chemicals and environmentally friendly, cluster of tourism industry cluster of aviation industry and cluster of logistics, etc.

Cross Border Transportation is an express, secure lead-time transportation model throughout ASEAN and The South China areas. Cross Border Transportation provides a link to connect the international pick-up and delivery by consolidated or chartered service for goods and peoples. It also provides a comprehensive advantages over traditional air and sea movement.

However the cross border transportation that has strengths, weakness, opportunity and many obstacles that want more research ,studies in order to seek forms of effective action both the time and cost ,appropriate security that need to cooperate closely both the public and private sectors.

Third Speaker of <Session 3C>

Mr. Friedel Sehlleier

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Transport Sector in the ASEAN Region” and
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Brief Biography:

Mr. Friedel Sehlleier is the acting project director of the ASEAN-German technical cooperation project on “Energy Efficiency and Climate Change Mitigation in the Land Transport Sector in the ASEAN Region” implemented by German International Cooperation (GIZ).

He holds a Master of Arts degree in Political Science, Economics and Psychology from the University of Bonn, Germany. After a 5 year career in climate change policy and carbon markets with a London-based consulting firm and with GIZ’s Program on Climate Change in Developing Countries in Eschborn, Germany, he moved to Bangkok in 2013 to work on sustainable transport policies across Southeast Asia. He is also the project’s focal point on green freight and logistics, and in this role also acts an advisor in GIZ’s EU-funded project “Sustainable Freight Transport and Logistics in the Mekong Region.

Green Freight and Logistics: Global Experiences to Local Best Practices

By Mr. Friedel Sehleier

Summary:

According to the International Energy Agency (IEA) 2017, road freight transport is responsible for 7 percent of the global energy-related CO₂ emissions. In addition, road freight vehicles also contribute to air pollution with more than 1/3 of nitrous oxide (NO_x) emissions and approximately 50 percent of fine particulate matter (PM_{2.5}) emissions from transport.

Therefore, the need for green freight is increasing globally. Besides climate change and air pollution, the demand for logistics efficiency, technological advances and cost-saving opportunities for enterprises are driving the momentum towards green freight.

Green freight is a concept to reduce environmental impacts of freight without compromising its development benefits and enhance the efficiency of the economy with environmental co-benefits. Four strategic approaches to reduce the GHG emission of freight transport include Avoid, Shift, Improve and Fuel. The concept of "Avoid" is to improve the efficiency of the freight system by reducing the need to travel, consequently reducing energy use and associated GHG emissions. 'Avoid' approaches include creating alliances for general cargo, internet-based freight exchange and its supporting infrastructure such as an innovative logistic city. 'Shift' is an approach to improve trip efficiency by shifting trips from the most energy consuming mode towards more environmentally friendly options. 'Shift' policies and measures include improvement of rail and intermodal infrastructure and discourage the use of truck such as lorry ban in the certain times or areas. 'Improve' measures focus on improving vehicle performance and supporting the use of efficient trucks. 'Improve' approaches include vehicle taxes, eco-driving etc. Another green freight measure is the promoting the use of cleaner 'Fuel' including sustainable standards for biofuels, alternative fuelled vehicles and reduced petroleum tax, etc.

There are several green freight implementations in ASEAN such as a SIRIM standard in Malaysia which developed a voluntary industry standard for transport operations, vehicle management, personnel, and technologies. There is also an eco-driving training campaign for truck drivers across the Mekong region. Participants were able to improve their fuel efficiency by around 10% which brings environmental, financial and safety benefits at a low cost.

Fourth Speaker of <Session 3C>

*Mr. Chalot Wongsanguan
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Sustainability Solution Business Director,
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**Brief Biography:**

Job Title Organization / Company
Managing Director,
SCG Skills Development Co., Ltd.
Sustainability Solution Business Director, SCG Logistics Management
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Professional Experiences
Logistics & Supply Chain Management
Road Transport Safety

Educational Background
B.A. in Political Science
B.S. in Industrial Engineering
M.S. in Engineering Management

Latest Training / Workshop /Seminar
Executive Development Program
)Columbia Business School, Columbia University, USA.(

Logistics, SCG Perspective

By Mr. Chalot Wongsanguan

Summary:

SCG Logistics Management Company Limited is a subsidiary of SCG Cement – Building Materials. The company provides logistics management services.

SCG Logistics Management (SCG-L) is a Third Party Logistics provider (3PL), offering total logistical support and transportation of products, ranging from raw materials to finished goods, both locally and internationally.

Prior to the 1997 economic crisis, SCG Logistics Management was only a department supporting logistics for Siam Cement PCL.

In 1998, after the economic crisis, an organizational restructuring resulted in the department being formed as a company called Bangsue Transport.

In 2000, the company was renamed Cement Thai Logistics

In 2004, the company was renamed SCG Logistics Management as part of the SCG brand. SCG Logistics provides integrated logistics and transportation management services in Thailand and abroad, using the most efficient management system, offering an extensive network, and providing warehouse services on par with international standards. State-of-the-art technology is integral to our ability to provide services that truly answer the needs of our customers. Effective management has led to our consistent growth over the years.

Business Philosophy

SCG-L abides by SCG's four core values which are Adherence to Fairness, Dedication to Excellence, Belief in the Value of the Individual, and Concern for Social Responsibility. SCG-L also believes that business success could be sustained when all related stakeholders receive fair benefits. Hence, the Win-Win-Win concept has been SCG-L's key principle in order to balancing benefit to customers, suppliers, employees and shareholders.

Service:

SCG Logistics offers several types of logistics management services, based on the varied needs of customers. We continue to improve our services to maintain customer satisfaction. Our range of services includes: Domestic Transportation Service / Cross border Service / Import-Export Service / Warehouse Management Service / Cold Chain Service

Regional Logistics Service

In order to minimize environmental impact, SCG Logistics uses transportation that reduces air pollution emission such as multi-modal transportation using fuel-efficient vehicles including

train or ship in combination with trucks, reducing backhaul by ensuring our trucks don't run empty to maximize fuel usage, or using large trucks to transport consolidated

shipment from several customers at the same time to our distribution center, then using smaller trucks to deliver the goods to the destination, helping to reduce greenhouse gas emissions.

Our safety initiatives include stringent maintenance of our transport vehicles as well as the development of our drivers. SCG Logistics has established the Skill Development School to design and develop several levels of training for our drivers. We have also built public truck stations in many regions of Thailand so that our drivers can rest on long-distance driving, so that they can drive safely and our communities are also safe. This is in line with SCG's philosophy to encourage sustainable and mutual growth of the organization and the community.

Closing Remarks

By Mr. Chamroon Tangpaisalkit, ATRANS Chairperson

Distinguished guests, Delegates, Ladies and gentlemen,

The 11th ATRANS Annual Conference has come to its inevitable conclusion. I would like to express my heartfelt thanks to you for taking your precious time joining our ATRANS Annual Conference on “Transportation for a Better Life: Lessons Learned from Global Experiences to Local Best Practices.”

I am overwhelmed by your enthusiastic participation today. More than 200 participants from across the nation and overseas have taken part in this International Academic Conference.

Briefly looking back from today’s sessions:

The first Panel Discussion was, I believe, a good opportunity to share various perspectives on “Lessons Learned from Global Experiences to Local Best Practices on Road Traffic Safety.”

As for the Parallel Sessions, I believe we were able to broaden and deepen our knowledge about Smart City particularly, on Connecting Peoples. Needless to say that Logistics and Friendly Transportation as well as other Environmental related issues are the key challenging us for many years. Utilization of technology through Intelligent Transportation System or ITS will enable us to mitigate and to conveniently access to information and public transportation.

I hope you enjoyed listening to the young researcher and student paper presentations in the Young Researcher’s Forum Session. I also would like to congratulate those whose papers and presentations were selected as the Best Paper and Presentation Award. Your hard works are finally paid off. Congratulations once again.

In closing today’s conference, I would like to express my sincere thanks to you once again for your participation and cooperation in making this event such a real success.

We sincerely ask for your continual support and collaboration in the future so that ATRANS can continue doing its best to serve and to contribute to our mobile society in the Asian region and beyond.

To our foreign guests and participants, we hope you have a pleasant stay here in Bangkok. Please enjoy your time and make your trip a memorable one.

We look forward to meeting you again in the 12th ATRANS Conference next year. Thank you very much.

END



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