



“

Digital economy is developing rapidly worldwide and is the single most important driver of innovation, competitiveness and growth.

Dato' Seri Mohamed Azmin Ali
Minister of Economic Affairs

”

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SMART SELANGOR VISION 2025

KUALA LUMPUR - Asia's largest smart city event, the Selangor Smart City & Digital Economy Convention 2018 (SDEC 2018) saw over 200 exhibitors and 8,000 attendees at its third iteration of the international convention.

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ITS Inspire Greening Malaysia



Selangor Implements Smart Docket

By
Syauqi Jamil

SHAH ALAM: The Smart Docket System is a real-time online based platform envisioned by the Smart Selangor concept, which seeks to simplify everyday routines using effective technology. Applying Internet of Things or IoT, The Smart Docket System not only allows the state government to utilise the latest technology in things as gritty as earth material mining, but also reduces leakage in state revenue while increasing revenue from earth materials.

The system replaces the old fashioned, hand-written docket issuance with an online-based system, where all dockets issued will be stored under one system, easily accessible by enforcement authorities for review, inspection and monitoring purposes.

The system is a result of a joint collaboration between Selangor Land and Mineral Office, Kumpulan Semesta Sdn Bhd (Semesta), Smart Tech Tank Sdn Bhd and CTY Weighing & Automation Sdn Bhd.

Chief Financial Officer of Semesta,

We want to make sure all operators abide by the state authority guidelines. Everything will be interlinked after this.

Mohamed Fariz Ghazali said with the system in place, it will eliminate human error or fraud as there is no room for outside interference in docket issuance.

“Using an electronic system, we can integrate it with other technologies like CCTV (closed circuit TV) and GPS (global positioning system) for transparency and to eliminate leakages. The system is also integrated with permit issuance and automated payment.”

“We want to make sure all operators abide by the state authority guidelines. Everything will be interlinked after this,”

he told Selangor Journal in an exclusive interview.

Fariz said although electronic systems have been used by the private sector all this while, the Smart Docket system is the first for government use, across the state.

“Through the government, everybody will use the same system. With that, it becomes integrated,” he said, expressing hope that the same system will be implemented nationwide.

All data collected and stored online by the Smart Docket System, can also be accessed for analysis work and advanced planning in the future, giving Selangor a head start as it is the first state to implement such system state-wide.

Aside from tracking and monitoring individual lorries, the system can also store information, provide improved control efficiency and can generate royalty collection reports.

It aims to ease the application, approval, and renewal process for pro-

ducing earth material permits while empowering its enforcement through a mobile application.

On Sept 19, Selangor Menteri Besar Amirudin Shari in his officiating speech at the Smart Docket official launch said that the system will help the state government overcome leakage while increasing state revenues from rock, soil, minerals and other earth materials.

Besides helping the state, Amirudin said the same system will also provide industry players with lucrative returns and easy access to its statistics.

“With the Smart Docket System, industry players will have a platform to ensure their production provides lucrative returns,” he said in his officiating speech.

The Smart Docket process

On the process, Semesta Assistant Project Director for Smart Docket System Mohd Izzuddin Mat Zain explained that upon a lorry’s arrival at a particular mining site, they will be required to go through weigh bridge.

This is where its Kerb Weight (weight of vehicle) will be recorded before it is allowed to enter the mining field. The data will then be sent to the operation office where it will be stored in the system’s server.

After the lorry has been loaded with earth materials, according to the guidelines that was set, it will again be required to pass through the weigh bridge, where its Gross Vehicle Weight (weight of vehicle plus maximum allowable payload) will be recorded.

The photo of the lorry, its registration number and payload will be taken and sent to the operation office to be stored in the server. Only after the lorry meets all these conditions that the Smart Docket will be printed and issued.

“This is a fully integrated system that starts and ends at the weigh bridge. The information retrieved will be sent to the operation office at the Selangor Land and Mineral Office.

“Before this, everything was done manually and this exposed it to manipulation. Operators could simply tweak their own data on top of it being a hassle. With this system, all they have to do is key in, click and submit. Everything else will be generated by the system automatically,” he said.



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“The Fourth Industrial Revolution can compromise humanity’s traditional sources of meaning - work, community, family, and identity - or it can lift humanity into a collective and moral consciousness based on a sense of shared destiny. The choice is ours.”

Klaus Schwab

IPR: Distributing Wealth to the People

By
Syauqi Jamil

KUALA LUMPUR: Ever since taking over Selangor in 2008, the Pakatan Harapan lead state government made their intentions clear in coming up with a massive agenda to distribute the state's wealth equally among its people.

Today, through a program called Inisiatif Peduli Rakyat (IPR), the state wealth, have since been meted out to the rakyat through various programs, given directly to the people of Selangor who truly require it.

Meant to mobilize the people in the form of social plans, skills, and knowledge, IPR is vital for the people of Selangor in keeping up with the state's rapid development.

In a program held on Sept 14 in Dewan Kampung Hulu Chuchoh, Sepang, a sum of RM1.49 million was contributed by the Selangor state government to 545 IPR receivers, under numerous programs, all for the locals of the Sepang district.

Selangor Journal managed to speak to a few of the receivers to find out how far IPR contributions can assist them in their business advancement.

A Helping Hand

V Vaneiy, 37, who owns a computer, based business, saw significant growth in her business after receiving a printing machine worth RM28,000.



"It really helped my business. I was unable to do so before this as the price for a printing machine is really high. Now I can operate more services and increase my printing output," she said.

For breeder A Mogan, 37, the contributions of five cattle eased him off the burden of forking out thousands of Ringgit of his own money.

"I received five cows. Usually a cow could cost me between RM400 to RM500. I am thankful to the Selangor state government as this will definitely help me as a breeder," he said.

A young farmer, who received RM30,000 worth of farming infrastructures like water pump, water reservoir and fences said such programs truly help people who needed a jump start in their business.

Muhamad Fadhli Hamdan, 24, who started small due to lack of funding, now foresees his business blooming drastically with bigger production output but more manageable at the same time.

"We started from scratch. We have to do everything ourselves. It is programs like this that really helps us expand further. I hope there will be more programs such as this, maybe this time they can help with fertiliser and other farming input," he said.

Three good friends Ong Kim Eng, 66; Pang Lie Ing, 30 and another one who only wished to be known as Teh Mua, 53, said that they wanted to start sewing for money but unable to due to the high price of an automatic sewing machine.

They expressed great delight upon receiving one auto cut and sew machine each, which was said to cost roughly around RM4,000 apiece.

"Each of us are so happy to get it, even if it's just one unit. Auto cut and sew machines are very expensive compared to the normal ones. You don't have to cut the materials manually. This will allow us to do business at ease with reduced workload," said Ong.

Spurring Economic Growth

During the event, Selangor Menteri Besar, Amirudin Shari said the contributions are given in forms that would make the receivers non-dependent towards government aides.

Despite IPR being criticised and given a negative impression by the opposition during its earlier days after it was implemented, it goes to show that it is all untrue based on Selangor's continuous economic growth and development.

"For the past three years, the state government had contributed a lot

through IPR programs with hopes that the people of Selangor can help in the state's economic advancement. We believe, with these contributions, the people of Selangor can help develop the state with us," he said.

KEEP UP THE GOOD WORK MB!

Meanwhile, besides being thankful for the contributions, the IPR receivers also expressed their admiration, surprise and gratitude for Amirudin's effort in coming down to rural areas to personally attend to people's needs.

Vaneiy said that other leaders should emulate Amirudin's efforts by coming down and meeting the people who voted for them so that these leaders can truly know the issues on the ground.

"I am so happy to be able to meet the MB, especially in places like this. We usually see him in city area, not rural areas such as this. I was shocked but happy to see him here," she said.

Fadhli also applauded Amirudin's initiative and said that he looks forward to the MB's journey through other rural places within Selangor.

"It's a really a good initiative for him to come down and meet us personally to give out these contributions. I hope other areas in Selangor can have this experience as well," he said.

Amirudin on that day started his 'turun padang' state-wide tour, kicking it off with Sepang.

He said the tour will involve all districts where work visits will happen once every two weeks to two months, depending on his schedule.

The tour will most likely end by next year, as part of the state government's effort in getting closer to the people.

Beyond newsrooms and warzones Remembering KP Waran's other superpowers

By
Cecelia Alphonsus

In the early hours of October 14th, 2018, Malaysia lost one of her legendary pressmen, KP Waran, a New Straits Times icon, after a courageous 9-month battle against cancer. Moments after his beloved wife, Sheila Singam, posted news about his passing on social media, the tributes started pouring in from veteran journalists and young reporters alike sharing heartfelt memories of him. While many recounted their days in the NST newsroom with him, not many had the opportunity to work alongside him as a corporate trainer after he left NST in 2008.

I met Waran or as I used to call him, Dad, in 2009 after I first met his amazing wife Sheila. Our first encounter was at the lobby of a 5-star hotel in Kuala Lumpur where I stood gob smacked as he embraced me in a warm bear hug and in a booming voice announced that

I am now one of his daughters (as he reckoned I had a passing resemblance to one of his daughters). Little did I know then, that day was the start of my life as I know it today.

Dad and Sheila (for the purpose of self-preservation, I knew better than to call her Mum) took me under their wing, coaching and mentoring me in writing and corporate training. For the better part of the years between 2009 and 2014, I spent most of my time in their home as they built their company, Human Equation. I followed them the length and breadth of Malaysia and assisted in countless workshops as they coached and trained top management from various blue-chip companies from the region.

At the beginning of every workshop, Dad was the official icebreaker facilitator. It didn't take long before dull and bored looking employees turned bright-eyed and bushy-tailed as Dad had the gift of getting into rapport with people

within minutes. A skill, which I am sure served him well when he was an investigative journalist.

He was never one for structure or rigidity although he was highly disciplined under his disguise of being absolutely carefree. His highest value in life was simply FUN. And that is what he strived for in everything that he did from training sessions to grocery shopping. I have never met a man who so loved going to the Cold Storage, it was yet another mundane activity that he somehow made fun and he would happily go shopping numerous times in a day.

The energy that he possessed and the number of things he did on a daily basis from corporate training, to writing about golf, to playing golf, to doting on his daughters and driving them around, to taking Sheila on dates, to playing with Bella his precious fur-baby, to socializing with friends and making new ones, to running around with his delightful godchildren from Fay and Marc Lippert, one could be forgiven to think that he alone was given more than 24 hours in a day.

He somehow packed a whole lot of life into the one that he was given. A lot

more than what we mere mortals are doing with our own lives.

Dad's superpower was making life a party, for touching and changing lives, for not sweating the small stuff and for always waking up to a new day looking like it was Christmas morning. He had a knack for knowing just what to say or when not to say anything at all. But as I write this, I wish I could hear him say "Hi daughter" one more time enveloping me in one of his bear hugs as I walk through the door.

As Joycelyn Lee, founder of the Pit Stop Community Café, sums up in a touching tribute to KP Waran recollecting the time when she first met him when she was a rookie 19 year-old journalist, "And if I only touch one other soul in my life as you have mine, if I am remembered half as well and as kindly as you are, I will consider my life well lived when my time rolls around."

Beyond the newsrooms, warzones, training rooms, golfing-greens and blue oceans, KP Waran's greatest legacy is the footprints he has left on your heart.

See you on the other side Dad.

*He will raise you up on Eagle's wings,
bear you on the breath of dawn, make
you to shine like the sun, and hold you in
the palm of His hand.*





MB - The Football Enthusiast

By
Syauqi Jamil

SEPANG: When he promised the people of Selangor that he will be a Menteri Besar that 'turun padang' (going to ground to attend to people's needs) Amiruddin Shari wasn't kidding.

On Sept 14, during a work visit in Sepang, Amiruddin literally went down to the field, complete with boots and sports gear, to take on local kampung heroes in a friendly football match.

No stranger to the world of football, Amiruddin was a former manager of the Selangor FA football team. He led the team in two consecutive Malaysia Cup finals in 2015 and 2016. He also led Selangor to

become the champion of the 2016 Sukma Games.

Sporting a yellow and red jersey, Amirudin handpicked his own selection of players in forming The MB's Choice, consisting of civil servants from the Sepang Municipal Council (MPSepang) and Sepang Land and District Office.

The MB's Choice took on Banghurus Soccer, a local youth team on the field of Sekolah Menengah Kebangsaan Sungai Rawang for a one-hour friendly match.

The game started at about 5.45pm with Banghurus Soccer scoring their first goal merely a minute into the match, much to the amusement of their supporters of all ages, who were present during the match. The MB's team ended up conceding four goals to none as the game

closed at half time.

Just as the match was about to resume for the second half, they were joined by Amirudin, Tanjung Sepat assemblyman Borhan Aman Shah, Dengkil assemblyman Adhif Syan Abdullah and Deputy President of MPSepang, Muhammad Hafiz Shaari.

Despite several worthy tries from the MB's Choice the score was 5-2 as the final whistle blew. The game ended at about 6.55pm.

At the end of the day, the main purpose of the friendly match was to act as a platform for the Selangor Menteri Besar to bond with the local community. Judging from the looks on their faces, it's safe to say that the program was a success and everybody went home happy.

Backbone of Connectivity

SmartSel is a state-backed telecommunications infrastructure provider tasked with providing internet accessibility to all Selangorians



Malaysia may have the most connected citizenry in the world, however according to the World Bank's Economic Monitor on Malaysia, the country lags behind international peers in terms of digital adoption by businesses.

Current levels of digital adoption are average for a lower middle-income economy. Only 62 percent of businesses are connected to the internet, 46 percent have access to fixed broadband services, and 18 percent have some form of web presence. Two major barriers to digital adoption are slow internet connections and a lack of affordable broadband plans.

Malaysia's goal of transitioning into a high-income nation rides on unlocking the potential of the digital economy as access to fixed broadband services is needed for the widespread adoption of innovative technologies, improving public service delivery and supporting

the growing demand of households. For Malaysia to increase productivity outcomes in the private sector and to drive the country's digital transformation, it is crucial for the country to improve its level of digital adoption and connectivity.

Connectivity and innovative digital infrastructure to leverage on the Internet of Things (IoT) have been the building blocks of the Smart Selangor initiative that is spearheading the digital transformation of Malaysia.

To that end, SMARTSEL Sdn Bhd (SMARTSEL), a wholly owned subsidiary of Menteri Besar Selangor Incorporated (MBI), has signed a Memorandum of Understanding (MoU) to enter into partnership with KT Corporation in developing telecommunication infrastructure that will accelerate the digital transformation of the Selangor State and its industries, in line with the Smart Selangor vision.

The MoU was signed by Mohamad Suhaimi bin Mohamad Tahir, Managing Director of SMARTSEL Sdn Bhd and Byeong Moo Lee, Vice President of Global Business Unit from KT Corporation, and witnessed by Yang Amat Berhormat Dato' Menteri Besar Selangor, Tuan Amirudin bin Shari, at the ceremony.

With the signing of the MoU, SMARTSEL and KT Corporation will jointly explore on the development of SMARTSEL Digital Network (SDN) that will allow government, educational institutions, businesses and citizens to have access to affordable and reliable high-speed connectivity.

Other areas of collaboration include the expansion, development and transfer of technology to support existing and new services such as broadband and public WiFi services to the underserved and rural areas.

Smart Selangor is a coordinated effort to make Selangor the Premier Smart State in ASEAN by 2025. Selangor strives to be a dynamic and vibrant regional state that aims to improve the quality of life of its citizens with people-centric solutions.

What Rural Area Athletes Have to Offer

Speaking to Selangor Journal during the half time break, Banghurus Soccer manager and coach Shah Hilal said that his team had been established since 2014, with a combined talent from Bukit Bangkong, Ulu Chuchoh and Ulu Teris.

He said that as soon as he heard the news that Amirudin will be coming down to Sepang for a one day work visit, he took the opportunity to challenge the MB to a football match, knowing his background in football.

"I was in the Selangor FA fan club under the Sepang division. Back then, he (Amirudin) brought the Selangor elite squad for a team building program nearby. This very field was where they trained," he said.

Shah expressed his gratitude towards Amirudin and the Selangor state government for being such a sport, not only by visiting and seeing what local talents in rural areas are capable of but to also play against them.

Encouraging Amiruddin to hold more activities like this in other rural areas, he said a football match, played for fun is a great way for the local community to get together and have fun but at the same it gives them the opportunity to get to know the MB more.

"Bukit Bangkong is at the corner of the state. We are often left behind when it comes to football. The infrastructure come in later than other places. We're glad to have this session with the MB. We hope the Selangor state government can now give more attention to rural area athletes," he said.

Becoming a high-income nation

Digital Economy; the new driver of economic growth

by

Cecelia Alphonsus
Chief Editor
Media Selangor



Malaysia is currently mired in the middle-income trap, our GDP per capita has fallen to 9,944 nominal US dollars from a peak of 11,183 in 2014. Productivity growth has declined in recent decades after not fully recovering from the impact of the Asian Financial Crisis between 1997 and 1998 as well as being hard hit by the Global Recession that impacted the nation from 2007 to 2009. According to a World Bank report on Malaysia released in September, the country is at a crossroad. The economic model that successfully catapulted Malaysia to upper middle-income status will not sustain robust growth indefinitely.

Dato' Seri Mohamed Azmin bin Ali, Minister of Economic Affairs, in his opening address at the Khazanah Megatrends Forum 2018 said that for Malaysia to break out of the middle-income trap, a different economic logic is required. Malaysia needs to shift towards new industries and to adapt to the global technology landscape.

"We need to establish ourselves as experts of the applications of breakthroughs in innovation and technology that will increase our economic productivity."

According to the World Bank, similar ingredients that propelled the Electrical and Electronics revolution in Malaysia in the 1970s are in place for a similar transformation of the digital economy. When the Penang Free Trade Zone (FTZ) was

set up in 1969, then Intel CEO, Andy Grove established Intel Malaysia in 1972 thus setting the stage to launch Malaysia as an Electrical and Electronics global manufacturing hub. Eventually, other big names in the microelectronics industry such as Advanced Micro Devices, HP, Hitachi Semiconductor amongst others established their presence at the FTZ, catapulting Malaysia up the value chain, integrating into regionally distributed production networks, increasing specialization while relaying simpler labour-intensive jobs to other countries.



We need to establish ourselves as experts of the applications of breakthroughs in innovation and technology that will increase our economic productivity.



In 2016, Malaysia was the first country in the world to establish a Digital Free Trade Zone (DFTZ) to promote the growth of e-commerce by providing a state-of-the-art platform for small and medium enterprises. Jack Ma, CEO of the largest e-commerce company, Ali Baba has committed major investments to the DFTZ.

However, before Malaysia blossoms into the e-commerce hub of the region, a dynamic ecosystem for digital economy to flourish needs to be established aligning digital connectivity, digital entrepreneurship and the taxation of digital platforms. This embodies changes to infrastructure to ensure it is ubiquitous, fast and inexpensive as well as to fix regulation to curb unfair business practices.

To give the digital economy the boost that it requires to spur economic growth for the nation, Azmin has stressed that the role of government is especially important in the area of R & D such as the new development of new technology. In this regard he says, "Government support is invariably needed, particularly in the development of new technology with long gestation periods and high initial fixed costs that are typically too risky for pure private sector firms." However, he said firms too need to move away from being too myopic on chasing short-term profits as this will reduce their long-term sustainability and profitability. To spur economic growth driven by the high-tech sector, Azmin says public and private collabora-

tion is crucial as Malaysians are the most digitally connected citizenry in the world.

While the government is taking a balanced development path, to recalibrate policies to enhance inclusion, integrity and sustainability while delivering economic growth, the influx of foreign investments is greatly needed. According to Azmin, "long-term FDIs in greenfield investments is encouraged to create jobs, boost purchasing power and help create a better economic eco-system."

The challenge Malaysia faces now amidst a backdrop of a trade war with the potential of escalating into a geopolitical dispute with military implications is navigating between strong fiscal discipline and stimulating economic growth. What is evident, as Azmin highlighted, because of such regional uncertainties, intra-regional trade must be enforced and ASEAN regarded as a de facto domestic market to enable growth, scale and opportunity.

In his closing address at the China Conference 2018, Azmin said that "China's vibrant economic initiatives will be pivotal in contributing towards greater economic integration in ASEAN with emphasis on infrastructure development and advancements in technology and research." Malaysia, he added, "has already embarked on the process of moving towards enhancement of e-commerce, digital economy and smart solutions in line with our move to deal with the challenges of the Fourth Industrial Revolution."

JOURNEY TOWARDS IR 4.0

By
Batrisyia Jay

From smartphones to smart speakers and even smart fridges, technology has played a major role in advancing parts of our daily lives. Likewise, this latest technological revolution will also have a significant effect on the industrial world.

Originally proposed by the German government back in 2013, Industry 4.0, also known as the Fourth Industrial Revolution (IR 4.0) is the label given to the gradual combination of traditional manufacturing and industrial practices with the increasingly technological world around us.

Traditionally a focus of innovation, it is no secret that the industrial sector will benefit the most from the next generation of technological breakthroughs, utilising the latest advances to improve efficiency and productivity via IR 4.0.

The connected ecosystem of the Internet of Things (IoT) in IR 4.0 will be able to help manufacturers and consumers alike to provide increased automation, improved communication and monitoring, along with self-diagnosis and new levels of analysis to provide a truly productive future, particularly in the business sector.

However, the IoT is not the only thing driving the IR 4.0. Machine learning, artificial intelligence and big data analytics are all expected to contribute towards significant industry change. In addition, cloud computing will continue to play a vital role, ensuring that industries can access and store their information remotely.

For instance, factories that have adopted IR 4.0 will become increasingly automated and self-monitoring as the machines within are given the ability to analyse and communicate with each other and with their human co-workers. In turn, companies will be gifted with a much smoother process that free up

workers for other tasks.

Given the benefits of IR 4.0, it is only natural for our country to feel the need to adopt it within its systems. However, is Malaysia truly ready for the adaptation of what is dubbed as the Fourth Industrial Revolution?

Malaysia still in IR 2.7

IR 4.0 and the increasing growth and expansion of the IoT has resulted in the world becoming smarter and more connected and led to major advances across a wide number of industries.

For example, many businesses across the globe are embracing a wide number of connected technologies as they look to modernise and improve their work processes. As such, the Selangor Journal team had asked an IoT expert if Malaysia is indeed ready for this shift in technology.

According to Dr Mazlan Abbas, CEO and Co-Founder of FAVORIOT and an IOT Evangelist, the answer is no.

"Somehow, we are in the midst of a very confusing era. At one end, we have the vision and wish to move towards the Fourth Industrial Revolution, but in actual fact, we are still in a mixed era of IR1.0, IR 2.0 and IR3.0," says Dr Mazlan.

Dr Mazlan, along with his group of IoT advocate friends, had made an unofficial survey on business companies in Malaysia and their adaptation to IR 4.0. They had found that Malaysia is currently only at the industrial revolution of 2.7.

"We have made an unofficial survey among the industry peers and asked the question 'Where are we now?', and the surprising answer is we are still at 2.7. We have not even reached the full era of IR3.0 yet," Dr Mazlan exclaims.

According to Dr Mazlan in his blogpost at iotworld.co, we can easily identify which era we are in by looking at these criteria:

1st IR - Manual Labour or at least steam engine



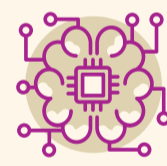
2nd IR - Electrical



3rd IR - Internet and Database



4th IR - Intelligence



Here is a simple form of registration process that easily portrays the differences from IR1.0 to IR4.0:

1st IR - Pen and Paper



2nd IR - Computer with an Excel Spreadsheet



3rd IR - Internet Registration



4th IR - Industrial Revolution - RFID or Barcode Tag or Biometrics Registration or Payment via Cryptocurrency



Causes and setbacks

Big companies in Malaysia might already be at the stage of IR 3.0, where the usage of internet is evident. However, to be in IR 4.0, these companies would have to adopt IoT, big data and others belonging to the 4.0 technology into their everyday system.

What is more disturbing is that during the survey, Dr Mazlan and his cohorts found that most companies in Malaysia are not even adapting internet into their organisation, making this as an antecedent on why Malaysia is still stuck in the era of IR 2.7.

"SMEs (small and medium enterprises), particularly in the east coast such as those selling Keropok Lekor, has not even adopted the usage of internet, making them still in IR 2.0," says Dr Mazlan.

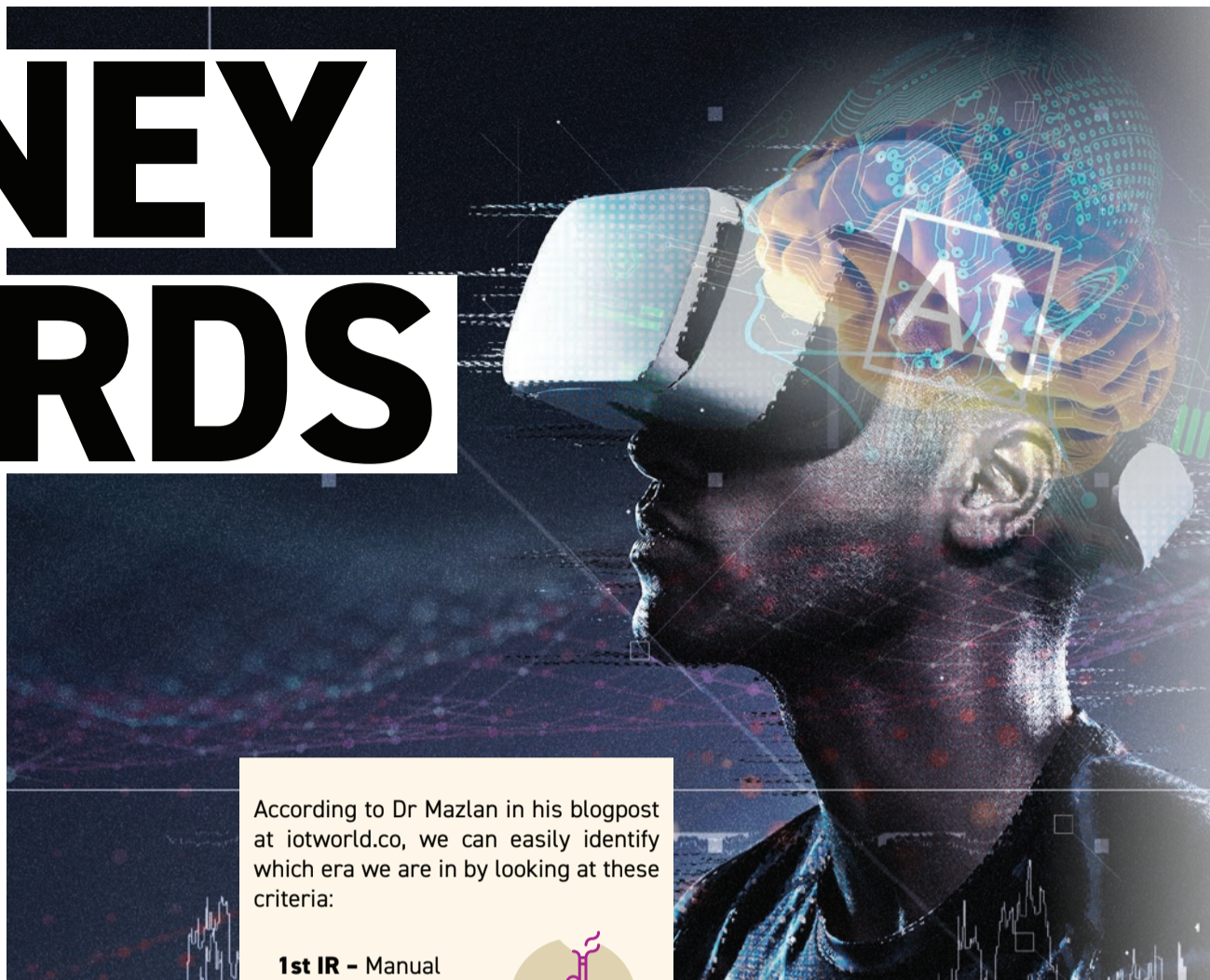
Putting two and two together was what had made the team decide that Malaysia is still in the midst of the IR 2.7 era.

"Technology is not the main problem. Whether we like it or not, whether we design it in Malaysia or not, this technology will mature in other places around the world. It's just a matter of time before it reaches the shores of Malaysia," explains Dr Mazlan.

The mindset of the people is one of the many key players in moving the country into IR 4.0. "Most of them don't have the courage to take the risk and jump into a new transformation," says Dr Mazlan.

Often in organisations, there is a big gap between the older generation and the younger generation, this generation gap is what has contributed to the sluggish mindset transformation in the country.

Dr Mazlan explains that the young-



“Technology is not the main problem. Whether we like it or not, whether we design it in Malaysia or not, this technology will mature in other places around the world. It’s just a matter of time before it reaches the shores of Malaysia.”



Dr Mazlan Abbas,
CEO and Co-Founder of FAVORIOT
and an IOT expert

er generations who join a company are tech and internet savvy individuals who are keen to move forward. However, the managerial level consisting of the older generations are reluctant to spend their resources or giving more opportunities to taking more risks.

“The older generations still have an old-school type of mindset. They feel comfortable with what they have at the moment, and they don’t want to change that,” says Dr Mazlan.

Besides organisations, Dr Mazlan feels that our universities have not been producing enough talents who could have and will contribute to the push Malaysia needs in making the jump into the era of industry 4.0.

“We are 3-5 years behind compared to other countries in adapting IR 4.0, thus contents, syllabus and courses taught in universities needs to be such that the younger generations will be better equipped to push the country forward.”

On the other hand, regulation in the country needs to be a balance between making equipment and citizens safe while ensuring innovation will not stifle. “The regulatory part of the country must be at par with the technology,” says Dr Mazlan.

Overcoming the challenges

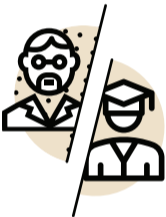
As mentioned, there are a few factors to be considered before Malaysia is able to make the shift into IR 4.0.



Talent - Malaysia is 3-5 years behind in adapting IR 4.0 compared to other countries such as Hong Kong and South Korea. Content, syllabus and new courses need to be introduced fast by local universities to cultivate bright young talents that are tech savvy and industry ready.



Mindset Transformation - Organisations need to start taking the risk and planning early instead of feeling too comfortable in their work and not willing to change their ecosystem.



Generation Gap - Gaps between the “old and traditional” management and the “young and tech savvy” employees who wanted to change but have limitation to execute the plans needs to be bridged.



Regulatory - Regulation in the country needs to be a balance between making equipment and citizens safe while ensuring innovation will not stifle.

To guarantee that they benefit from Industry 4.0, businesses must be prepared to overcome some significant challenges. The efficiency and advantages of Industry 4.0 can only be realised if machine-to-machine (M2M) communication is fast and reliable.

The added number of connected devices will place increased strain on organisations’ network infrastructure and also push national governments into ensuring their Internet speeds are up to scratch.

Seeing is believing, thus, for Dr Mazlan the easiest way to encourage organisations to join in is to show them examples of other organisations that have succeeded in shifting into the IR 4.0 era. “We need a success story to show others in order for this to build up. If you want success stories, then you need to look at start-ups and smaller organisations such as us, who is doing it fast.”

Making the jump

Favoriot is a local IoT company that offers and develops an IoT platform to support the integration of data from sensors and actuators on the internet, resulting in the collecting and storing of data from IoT devices to become less complicated to users.

Founded in 2017, Favoriot has been helping developers in building vertical applications without worrying about hosting and managing heterogeneous IoT devices, thus bridging the gap between traditional manufacturers who do not have the connectivity with the data expertise required to quickly and successfully implement a ready-for-market IoT-connected product.

Among the services provided by Favoriot is Raqib, a latest service to solve the problems of pilgrims going to Mecca to perform their Hajj and Umrah. Problems such as missing pilgrims in foreign places, the danger of disease outbreaks, and the complexity of managing a

better cities and communities through better engagement by providing a crowdsensing application that delivers complaints to the proper channels. The service offers a better workflow to resolve and track issues, including monitoring the service level agreement.

“It’s a cloud sync app where citizens can snap photos of the problems the city is currently having and is able to engage with the state government without a middle party,” says Dr Mazlan. “Citizens can even rank the problems, this way, the government will be able to focus on the top 10 problems faced by the citizens in that particular state or city.”

The government also has a role to play in order to ensure more local businesses make the leap into the IR 4.0 era. “Selangor launched an accelerator program for start-ups earlier this year, that is an example of a very good step towards the industry 4.0,” says Dr Mazlan.

The SAP (Selangor Accelerator Program) 2018, launched in April this year, is a four-month accelerator programme aimed at making participating start-ups investor-ready, and is the first ever start-up accelerator by the Selangor State Government through their initiative, Sitec.

“Innovation starts from these types of companies, so you need to nurture, build them up and support them. These are the creative people that will provide us with new solutions, so give them a good ecosystem for that, only then will you be able to see all the solutions coming up for the smart city that the state of Selangor is currently building.”

When asked about smart cities, Dr Mazlan stands firm that it’s best not to copy other country’s initiatives when building a smart city. Smart cities should be built through the eyes of the people. Thus, the government need to first understand the perspectives of the citizens and get input from them.

“Copying from other smart cities such as Korea, Japan or London won’t do as they have different set of problems. The infrastructure is different, and the culture and mindset is also different. Thus, you can’t duplicate the same smart city initiatives in other countries into Malaysia.”

For businesses looking at Industry 4.0 with unease, it is important to keep in mind that every major industrial overhaul has been accompanied by both successes and failures. Instead of fearing Industry 4.0, businesses must embrace the coming change first-hand, after having undertaken the necessary planning and preparation.

Organisations should be transparent with their employees and customers about the likely effects and possible disruption that could occur, because after all, the Fourth Industrial Revolution will see the merging of the real and the virtual worlds and could make an even bigger impact than the previous three.

huge number of pilgrims can cause anxiety to family members back home.

Raqib provides a wearable device for pilgrims that can be monitored through mobile apps by their family members or through a Pilgrim Monitoring System for Hajj authorities or travel agencies.

Another service provided by Favoriot is Favorsense, a solution to help build

“For businesses looking at Industry 4.0 with unease, it is important to keep in mind that every major industrial overhaul has been accompanied by both successes and failures.”

SMART SELANGOR VISION 2025

By
Batrisyia Jay

Continued from cover page...

Co-organised by the Selangor Information Technology & E-Commerce Council (SITEC), Menteri Besar Incorporated Selangor (MBI), Smart Selangor Delivery Unit (SSDU), and Invest Selangor Berhad, the Selangor Smart City & Digital Economy Convention was part of the Selangor International Business Summit 2018, and an 8-in-1 event covering three themes - Smart Manufacturing, Retail Revolution, and Startup Fest.

The three-day convention was held at the Malaysia International Trade and Exhibition centre (MITEC) from 13 September 2018 to 15 September 2018.

Collaborative Roundtable

"One of the key focus this year is the National Mayor Roundtable," said Dato' Teng Chang Khim, Selangor State Executive Councillor (EXCO) for Investment, Industry and Commerce and SME at the opening of the Selangor Smart City and Digital Economy Convention 2018.

"We are expecting to see over 150 mayors and leaders of local councils in Malaysia at this special roundtable, which aims to bring together key council leaders and their teams from Malaysian cities in a bid to foster openness, knowledge transfer and collaborative opportunities," he said.

The nation's first ever National Mayor Smart City Roundtable was officiated on the first day of the convention by the deputy minister of Housing and Local Government, Raja Kamarul Bahrin Shah Raja Ahmad, and attended by over 150 local council mayors and officers in a bid to foster openness, knowledge transfer and collaborative opportunities.

"We have invited overseas and local experts to share adopted solutions so as to better facilitate local stakeholders to identify ways to augment existing solutions to suit the unique needs of their respective Malaysian cities," said Raja Bahrin during his Mayor Roundtable keynote speech in MITEC, Kuala Lumpur.

The roundtable explored topics of traffic and mobility; communications and connectivity; and smart waste man-

agement, bringing together global and regional experts from UK, China, Indonesia and France, who lead discussions with local councils to explore existing solutions and fine tune them within a Malaysian context.

"We are hopeful that our mayors and local councils will be able to appreciate the various perspectives put forward and emerge from this session with greater insights and possibly concrete solutions to drive smarter Malaysian cities within these three areas," said Raja Bahrin.

Progression of a Smart Nation

According to Y. M. Raja Shahreen Bin Raja Othman, CEO of Menteri Besar Selangor Incorporated (MBI), building a Smarter nation is a journey requiring sustained effort by multiple parties.

"Events such as this National Mayor roundtable are but one of the first steps we can take by sharing our ideals, ideas, technology, and knowledge," said Raja Shahreen.

He added that the State Government is confident that Smart Selangor will not only be successful in its mission, but to also be the model for future development, encouraging innovative research as well as technology entrepreneurship in Malaysia and the region.

Raja Shahreen in his keynote speech at the opening of the Selangor Smart City and Digital Economy Convention 2018 in MITEC, Kuala Lumpur on 13 September 2018 mentioned that attaining the Smart Selangor Vision 2025 is a daunting mission which has never been fully practiced anywhere in the world that is to transform a whole state with varying degrees of development into one regional smart state.

"Since its inception, a number of programs and activities have been successfully launched and planned, and we are moving step by step towards achieving Smart Selangor's Vision 2025," he said.

Informative Interactions

Apart from B2C (Business to consumer) interactions, exhibitors also had the chance to have B2B (Business to business) interactions with other fellow exhibitors throughout the three-day convention.

"We've received a number of enquiries these past few days from visitors and exhibitors alike who will hope-

fully turn into our project customers in the future," says Goay Heow Khoon, Senior Specialist at Axiata Business Services (Xpand).

One of the main sponsors for the event, Axiata Business Services Sdn. Bhd. is a wholly-owned subsidiary of Axiata Group Berhad (Axiata), one of Asia's largest telecommunications groups in Asean and South Asia.

Operating under the brand "Xpand", the company is focused on providing new and cutting-edge enterprise communications solutions to the market of B2B and B2C companies across multiple industries.

"There is no flagship product in the company as we see each of our solution as a prime product that will suit the needs of different customers, such as the

Smart Selangor will not only be successful in its mission, but to also be the model for future development, encouraging innovative research as well as technology entrepreneurship in Malaysia and the region.

city and local councils," says Goay.

Axiata Xpand's portfolio of services include enterprise and IoT (Internet of Things) solutions, global communication products, international wholesale services as well as digital services.

"The decision to become one of the sponsors is in continuity from last year's convention as we were one of the main sponsors then," explained Azman Ismail, product director at Atilze Digital Sdn. Bhd.

One of the exhibitors and main sponsors of the Selangor Smart City and Digital Economy Convention 2018, Atilze is the high technology Internet of Things (IoT) venture of Yen Global Berhad, a company listed on the Main Market of

Bursa Malaysia Securities Berhad, the securities exchange of Malaysia.

The company supplies IoT and connected objects hardware devices, cloud-based data-driven applications and services for Connected Cars and solutions built on Low-Power Wide-Area Network (LPWAN).

"We are creating an ecosystem for us to become a meaningful IoT provider in the industry," says Azman.

According to Azman, the convention is a bridge for start-up companies to reach out to the government, industry players and customers to come on board.

"I particularly find the Mayor Smart City Roundtable a useful session as we had more fruitful conversations in a closer proximity with the government stake holders compared to the one held last year," says Azman.

World-class Forums and Exhibitions

Aside from free entry to the international exhibition featuring global tech leaders such as China Academy of Electronic and Information Technology (CAEIT), Taiwan AI Lab, Huawei, Microsoft, Axiata, German Malaysia Institute (GMI), MaGIC, and more, it also included a Smart City forum and Startup Forum for attendees too.

Top international city leaders converged to explore strategic approaches for building smart cities in the city discussion session of the Smart City forum, with speakers from smart cities in China and Indonesia, together with local Cyberjaya. Other topics included AI, fintech, blockchain, machine learning, and Industrial Revolution 4.0, with both local and international speakers.

The convention also showcased the 10 best startups nurtured from the Selangor Accelerator Program (SAP) 2018 in the SAP Demo Day, where the top five proceeded to the Selangor International Pitch (SIP) on 14 September, alongside other top APAC startups.

Building an E-commerce Platform

Day two on 14 September 2018 saw the highly anticipated Alibaba-Taobao University Global Course tackling cross-border e-commerce, as well as the intense Selangor International Pitch (SIP), which succeeded in bringing the best startups around APAC to have a live, on-stage pitching battle for the grand prize of RM100,000.

In an exclusive interview with the Selangor Journal team, Dato' Teng said this year's Smart City Convention is the best that they have ever done.

"We will continue our efforts to attract more SME's and youngsters to get involved with innovations, the state's upcoming smart city and the digital economy as this is one of the ways we can move forward," said Dato' Teng.

"I believe the state government will give us the support by giving more opportunities and incentives to assist our setups and to ensure we have achieved the status of a regional smart state in the shortest time possible," he added.

E-commerce Enhanced by Alibaba

KUALA LUMPUR – Over 800 attendees participated in the Alibaba Global Course 2018, which was co-hosted by Alibaba Business School at the Malaysia International Trade and Exhibition Centre (MITEC) on 14 September 2018.

The course was brought in by MyStartt, one of the few official Malaysian training partners of Alibaba Business School and the education partner of the Selangor Information Technology and E-Commerce Council (SITEC).

Officiated by Dato' Teng Chang Khim, Executive Council with the Selangor State Government, the conference, held on the second day of the Selangor Smart City and Digital Economy Convention 2018, was aimed at forging stronger ties between Malaysian and Chinese e-Commerce communities enabling local Malaysian merchants to showcase their expertise in global e-trading and provide their products to the Chinese consumer market.

“We know that a number of Malaysian brands such as biscuits and snacks, 3-in-1 cof-

fee, and furniture are already well-received in China, and we want more Malaysian and Selangor Brands to be as successful as well”, said Dato' Teng.

“This is a testimony of the effectiveness of the initiatives by the Selangor State Government, through SITEC and Invest Selangor, and we look forward to the second stage of SITEC's target to enlist quality Malaysian and Selangor brands to export their products globally, especially penetrating the competitive China market,” he added.

Lewis Lew, Vice President of Training College at Taobao University said, “Our mission is to make it easy to do business anywhere and the Alibaba Global Course is a natural extension of that. We are committed to addressing the shortage of e-commerce talent in important markets and, by empowering entrepreneurs around the world to understand and learn how to succeed in this dynamic industry. We aim to train 1,400 e-commerce individuals each year.”

New courses from the Alib-



This is a testimony of the effectiveness of the initiatives by the Selangor State Government, through SITEC and Invest Selangor.

aba Business School will start from October 2018, with three specialized courses in e-commerce, entrepreneurship and digital marketing, to equip Malaysian entrepreneurs with the skills and tools necessary to participate and succeed in global trade.

Taobao University is an extension of Alibaba Business School, which was founded to bring awareness, innovation and entrepreneurship to cross-border e-commerce through first-rate education and training.

To date, Alibaba Business

School has trained thousands of individuals and entrepreneurs under various programs in conjunction with leading Malaysian universities and government agencies to support Malaysia's sustainable e-commerce development.

Among customized programs that will be introduced in Malaysia include its CEO Programme, Internet-Business New Marketing Program, Internet-Business Live Broadcasting Program, E-commerce Operation Program and Entrepreneur Program.

Malaysian Startup Wins International Pitching Competition

KUALA LUMPUR — A home-grown IoT startup, Wangi Lai PLT, went home with a cash prize of RM 50,000 at the Selangor International Pitch on 14 September 2018.

Held at the Malaysia International Trade and Exhibition Centre (MITEC), the Selangor International Pitch was part of the Selangor Smart City & Digital Economy Convention 2018, which was co-organised by the Selangor Information Technology & E-Commerce Council (SITEC), Menteri Besar Incorporated Selangor (MBI), Smart Selangor Delivery Unit (SSDU), and Invest Selangor Berhad.

“The Selangor International Pitch was launched with the aim of bringing together the regional startup community in a friendly competition, where the participants will be able to

explore new perspectives and share insights into different audiences, as well as experience with different approaches and solutions,” said Yong Kai Ping, Chief Executive Selangor Information Technology & E-Commerce Council (SITEC).

“I am proud to say that the 30 startups who pitched today covered a multitude of sectors and addressed a varied plethora of issues, with some focusing on solving a local phenomenon, and others taking a more international outlook when presenting their solution. I would like to say that this goal has been achieved, as I can see that there are many among the audience who have had new insights or revelations,” Yong added.

Coming in at second place between two Taiwan-based start-ups, Wangi Lai PLT competed by pitching to a panel of judges against a highly competitive line up of 28 other top start-ups from the Asia Pacific region, such as Taiwan, Korea, China, Indonesia, Thailand, Singapore as well as Malaysia.

Beating wearable IoT air purifier start-up ible Technology from Taiwan who came in third place, Wangi Lai PLT

from Kuching, Sarawak wowed the judges with their product ‘BAWA Cane’, a clip-on IoT device for white canes to help and empower the visually-impaired to better perceive their environment.

BAWA Cane helps users with mobility and navigation by using an IoT sensor to improve obstacle detection and avoidance, giving foresight of the surrounding environment through Big Data Analytics. This information is then transmitted to a cloud server, and then to the user via audio, allowing them to navigate safely around.

The champions of the SIP, Hahow from Taiwan, went home with a staggering RM 100,000 (USD 26,000). The educational marketplace impressed the judges with their product that melds the MOOC (Massive Online Open Course) model with a crowdfunding element.

Targeting both educators and learners, Hahow allows experts to share their knowledge through pitching their courses to learners, thus allowing educators to earn money through the platform. It has received tremendous traction in their home ground Taiwan, and are in talks

locally to bring the technology and platform to serve the Malaysian market.

Third place winner ible Technology Inc. from Taiwan went home with RM 20,000. They pitched about Airvida, an ergonomic, wearable device placed around the neck that purifies the air around the user.

It generates 2,000,000 negative ions/cm³ to purify PM2.5, pollen, and smoke around the user's face, allowing users to improve air quality around offices, cars, restaurants, and anywhere else. Currently, ible Technology Inc. is looking for local distributors and channel partners in Malaysia and Asia.

The top five Malaysian startups of the Selangor Accelerator Programme also took part in the competition. They include Dropee, an online B2B marketplace; Firegent, a SaaS that mines data using AI; Homa, an O2O marketplace that sells overstock building materials; Kwikcar, a peer-to-peer car rental service; and Rtist, an online job portal for clients and those in the creative industry, such as designers and copywriters.



Progressing Towards Digital Economy

By
Batrisyia Jay

KUALA LUMPUR — The three and half month Top E-Commerce Merchant competition came to a grand close at the awards ceremony held at the Malaysia International Trade and Exhibition Centre (MITEC) on 15 September 2018.

Part of the three-day Selangor Smart City and Digital Economy Convention 2018 co-organised by the Selangor Information Technology & E-Commerce Council (SITEC), Menteri Besar Incorporated Selangor (MBI), Smart Selangor Delivery Unit (SSDU), and Invest Selangor Berhad, the funfair-themed event sought to reward and recognize well-performing online merchants in Malaysia.

Officiated by YB Dato' Teng

Chang Khim, executive councillor with the Selangor State Government, the event saw a variety of performances, by a dance troupe, jugglers, and even stilt-walkers.

Dato' Teng said that Malaysia's transition towards a digital economy is an ongoing process that presents its own set of challenges as it proceeds and that the Selangor State Government, through SITEC, has set up initiatives in motion to aid the local merchants in transitioning to e-Commerce.

"Not only has the E-Commerce Education arm of SITEC reached out to more than 5,000 prospective e-merchants, the Online 100 initiative has also aided more than 400 brick and mortar businesses in transitioning to selling online, with a gross merchandise value of more than RM8 million," said Dato' Teng.

As part of the requirements needed to participate in this competition, participating

e-merchants were required to sell their products in an online sales period during the competition.

"In the short span of 19 days, participants achieved RM 28 million sales over 222,000 orders, a testament to the quality and ability of our local e-merchants," Dato' Teng added.

In an exclusive interview with Selangor Journal, Chief Executive of the Selangor Information Technology and E-Commerce Council (SITEC), Yong Kai Ping said that the number of merchants participating for the program has increased over the years.

"What we're looking forward to now is to support and push these merchants towards the international arena to either crossing borders into e-commerce towards the east, in China, and toward the west such as through Amazon as well," said Yong.

"These are the two platforms we are looking forward to as

we would be able to excel at it since we've already cultivated a group of new merchants that are able to apply the technology and provide good servicing to customers," he said.

The champion, SEA Gamer Mall Sdn Bhd, went home with RM 10,000 in cash, a trophy and an official certificate from SITEC.

They are a fast-growing brand specializing in online gaming, digital goods and services, achieving 1600% growth over the past 10 years, and a global footprint in China, Indonesia and Thailand.

Grabbing RM 5,000 in cash, a trophy and an official certificate from SITEC is first runner up, Hermo Creative Sdn Bhd.

Hermo is Malaysia's leading online beauty retailer dedicated to providing a wide selection of high-quality and affordable beauty products sourced from Korea, Taiwan, Japan, Europe, USA, as well as other internationally renowned beauty

brands.

The second runner up, dahmakan (Farm to Fork Sdn Bhd), received RM 3,000 in cash, a trophy and an official certificate from SITEC.

Dahmakan is an online food delivery app service that delivers high quality, healthy and delicious food. Through utilizing artificial intelligence (AI) in logistics and production, they cater to the large Klang Valley market, with an eventual aim to conquer the Asian takeout market.

The other seven finalists went home with RM 1,000 in cash, a trophy and an official certificate from SITEC.

This year, two awards categories were added, the 'Best Startup Award', which was won by Wonderfly Holdings Sdn Bhd; and the 'Top E-Commerce Service Provider', which saw 14 awardees from industries such as logistics, payment gateways, online marketplaces and online media.

From Lawyer to People's Minister

By
Cecelia Alphonsus & Syaqui Jamil

KUALA LUMPUR — As someone who came from Sarawak's remote highlands to establishing a career as a prominent native land rights lawyer, to becoming an opposition member of the Sarawak State Assembly, and now a lawmaker in Parliament and the Works Minister.

One can't help but to wonder, how can one man adjust to such a rapid transition in lifestyle.

Works Minister Baru Bian, 59, however finds it surprisingly manageable, as he goes through it all just like how he would in "managing a big company".

All his life, Baru has always been known as the people's lawyer who has fought several dozen court cases in the past 25 years. The Sarawak PKR chairman often had to take on 'the big boys' and sometimes

the government, mainly in defending native customary rights (NCR) land in Sarawak.

After securing the Selangau constituency in GE14, the son of a pastor became a Member of Parliament for the first time, despite being the Ba'kelalan assemblyman since April 2011. Baru also became the first man from the Lun Bawang ethnic group to be appointed into the Federal Cabinet.

Speaking to Selangor Journal in an exclusive interview recently, Baru said his background as a lawyer had helped him prep himself up for a role as big as he is taking on today.

"I am a lawyer. The work so far has been such a challenge. We have sued all of the big boys in Sarawak, taking them and the (previous) government to court. That gave me the determination to fight and do what is right. Because of that it helped me to really prepare for any eventuality."

"Definitely, there is a big change from being a lawyer,

to opposition assemblyman to now Cabinet Minister in the new government. But to me, the process that I went through helped me to see things differently and to understand issues faced by the rakyat on the ground," he said.

Although admitting that being a minister is much different from any hats that he has worn in the past, Baru said that shifting into a different role is still manageable as chairing meeting, managing a ministry and deciding on policies has much similarity to being a local leader within the community.

"The change of role is not that difficult and I am happy to be here. It is more like managing a big company; chairing meetings, making the right decision on policies," he said.

Despite this, the father of three said that allocating personal time for himself and his family are becoming quite a big challenge lately, adding that time feels very precious now more than ever.

Nevertheless, he is thankful and finds it timely that his children are growing up to become responsible, reliable and dependable adults, where all three seems to be following his footsteps in the path of legal practitioners with no pressure from him whatsoever.

"The role that I play now really takes a lot of time. It is appointments, meetings, briefings and that's how it goes every day. But I guess it's timely now that I moved to Kuala Lumpur."

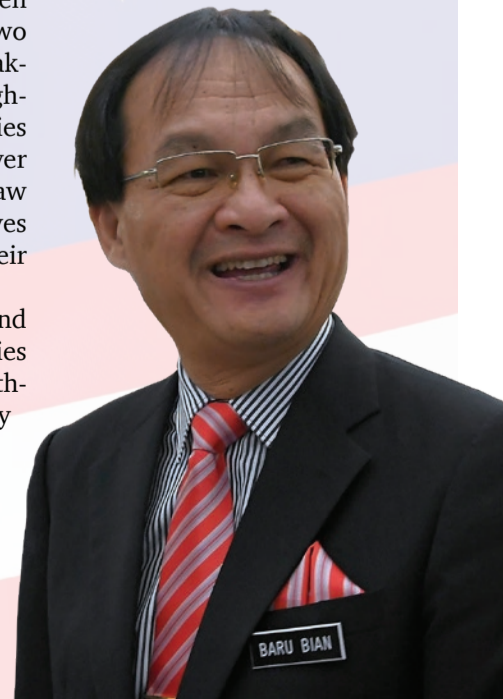
"It's good that my children are all grown up now. My two sons are lawyers and have taken over my firm and my daughter is finishing her law studies in Adelaide, Australia. I never pressured them to take up law but apparently they themselves chose this profession on their own," he said.

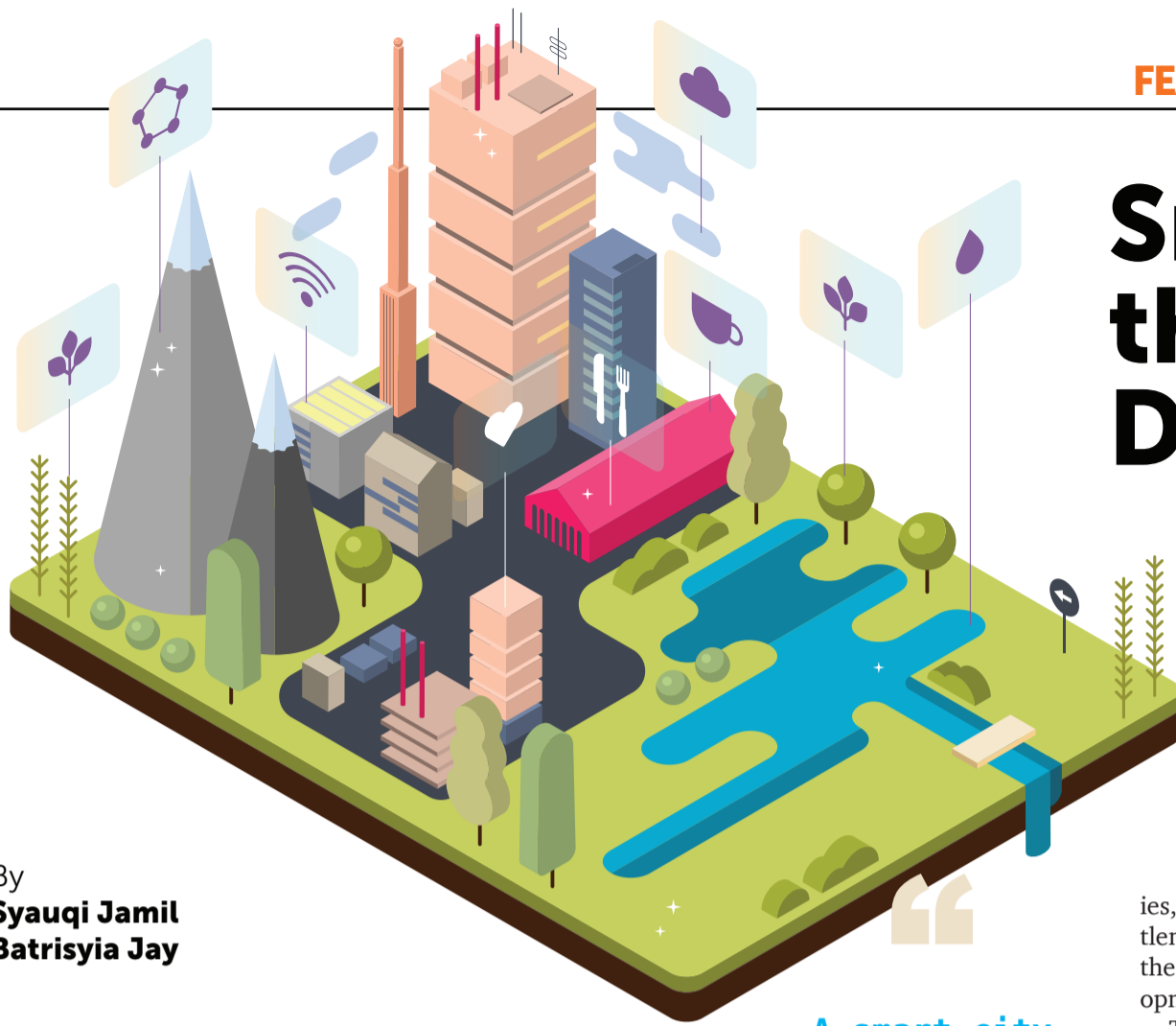
Now that it's just him and his wife, Baru said that he tries to make the most of it together here in Kuala Lumpur, they both work very hard just to find time to be around each other.

"In time it has been reduced very much. My wife

is here with me and even as we travel, we always try to do it together," said Baru who has been married to his wife for 30 years now.

To quote American educator and author Peter Drucker; time is the scarcest resource and unless it is managed nothing else can be managed. Baru Bian is the perfect example of someone who knows exactly how to manage not only his time, but also his 'big company', the Ministry of Works.





By
Syauqi Jamil
Batrisyia Jay

Smarter Cities through Digitalisation

resources.

He said there is an emerging need for cities to become smarter in order for the nation to utilise smart solutions in tackling issues related with a large scale urbanisation.

“A smart city can be defined as a city that uses information technology so that its critical infrastructure as well as public services are much more interactive and efficient.

“Their civil services may actively engage with citizens in order to improve the quality of life,” he said in his officiating speech for the National Mayor Roundtable session at the Selangor Smart City & Digital Economy Convention 2018.

Naming Klang Valley, Penang and Johor Bahru as Malaysia’s top three most populated cit-

A smart city can be defined as a city that uses information technology so that its critical infrastructure as well as public services are much more interactive and efficient.



ies, Raja Bahrin said these settlements have major impact on the economic and social development of the nation.

The Dewan Negara senator explained that this was due to the fact that major city centres around the world are the main contributors when it comes to resources consumption.

“By 2050, 70% of people will be living in the cities and it is projected that every city would have about 10 million inhabitants.

“75% of the world resources and energy are consumed by cities and 80% of greenhouse gasses are generated by cities, despite occupying only 2% of territories,” he said.

As he was kicking off the first of its kind event, Raja Bahrin hoped that through the roundtable discussion, Malaysia as a developing nation will be one step closer in having its cities ascend to the smart city status.

Malaysia’s first ever Nation-

al Mayor Roundtable, spearheaded by the Housing and Local Government Ministry and co-organised by the Selangor state government, aims to dissect three important issues that developing cities often face.

This includes traffic and mobility, communication and connectivity as well as smart waste management.

The participants that took part in the National Mayor Roundtable session includes, Frost & Sullivan, Subang Jaya Municipal Council (MPSJ), TM ONE, SmartSel, KDEB Waste Management Sdn Bhd, Greenviro Solutions Sdn Bhd, Selangor Information Technology and E-Commerce Council (SITEC), Malaysia Automotive Institute, Atilze and Jakarta Smart City Management Unit.

Selangor Smart City & Digital Economy Convention 2018 was a three day event which took place from Sept 13 to 15, held at the Malaysia International Trade and Exhibition Centre (MITEC).

The event was hosted by the Selangor state government, organised by Invest Selangor Berhad and co-organised by SITEC, SSDU Innovations Sdn Bhd (SSDU) and Menteri Besar Selangor Incorporated (MBI).

KUALA LUMPUR: Globally growing populations are putting strains on city infrastructure which inevitably will lead to increasing demands for a more efficient resource deployment.

Deputy Minister of Housing and Local Government Raja Kamarul Bahrin Shah Raja Ahmad said, just like many other developing nations, Malaysia too are looking out for a more viable solution in managing its

Striving towards smart waste management

As part of the key factor in the road to achieving Smart City status, Smart Waste Management, had become one of the essential breakout session of the National Mayor Roundtable in Selangor Smart City & Digital Economy Convention 2018.

It had featured KDEB Waste Management Sdn Bhd Board of Director Syaiful Azmen Nordin, General Manager of Operations Mohd Idris Mohamed Yusof and Greenviro Solutions Sdn Bhd Business Development Manager Nurul Ain Abu Yazid

as key discussers.

Speaking to The Selangor Journal after the session Idris suggested that more Material Recovery Facilities (MRF) be established in an attempt to reduce waste production.

Giving a rough breakdown of the MRF capabilities, Idris said that “80% of the total waste can be recycled, reused and reselled before sending the remaining waste to landfill sites”.

Nurul on the other hand suggested the implementation of integrated solid waste management where all waste management components can be

80% of the total waste can be recycled, reused and reselled before sending the remaining waste to landfill sites.

combined to minimise the final amount going into landfill sites.

“We can have a recycling plant, sorting plant and other facilities all under one roof. This way we can reduce the amount by taking aside waste that should be burned, treated, recovered and so on.

“Each waste management technology is different and they consume different products... Each have their advantages so it’s good if we combine all of them under one roof in reducing solid waste,” she said.

ITS Inspire Greening Malaysia

Baru Bian shares his experience at the 25th ITS World Congress in Copenhagen

By
Cecelia Alphonsus

In a recent interview with Selangor Journal, newly minted Works Minister, Baru Bian excitedly shared his recent experience at the biggest Intelligent Transport event; the 25th ITS World Congress in Copenhagen. Organised by ERTICO and the European Commission and hosted by the City of Copenhagen, the Congress drew over 10,000 participants from more than 100 countries to exhibit, demonstrate and experience the latest Intelligent Transport Systems and Services.

“Attending the congress has given me a comprehensive idea about the concept of ITS. Yes, we are going forward with this,” he said with an excited smile.

“I have come to understand the whole thing about ITS and how it relates to Industrial Revolution (IR) 4.0. Now they are already talking about IR 5.0,” he added referring to the Congress.

The theme of this year’s Congress was ‘ITS – Quality of life’ and it explored the countless environmental benefits of ITS. For example, Mobility as a Service (MaaS) apps can be used to help commuters choose the greenest route available and connected & automated vehicles can interact with road infrastructure to ensure a smoother drive and reduced emissions.

Autonomous vehicles

“When I was there, there was a lot of display of autonomous vehicles, electric cars powered by electricity and batteries. We cannot just have technology for the sake of technology in ITS, it must enhance the quality of life and that attracts me.”

The focus of this year’s ITS was very much on the future of driverless technology and Baru Bian eagerly shared with us his first experience with a driverless vehicle.

“I rode an autonomous vehicle there. Just like ordering a Grab, *papapapap* on your smartphone, pay everything then *picit* the car will arrive, no driver. *Picit* one more time, the door opens, go inside and sit in the car. If you don’t put the seatbelt on it won’t move until you put it on. *Picit* again the door closes and it moves.”

“Attending the congress has given me a comprehensive idea about the concept of ITS. Yes, we are going forward with this.”

“It is going to be implemented in Paris next year, Singapore in restricted areas and many other major cities.”

Paris has committed to creating a legal framework that would allow the testing of Level 4 AVs on French public roads in 2019. Earlier this year in May, the Paris Region announced it will invest EUR 100M to make the Paris Region a global leader in terms of autonomous vehicle and future mobility solutions. The market for AVs in France could represent 47 billion euros as soon as 2020 and 515 billion in 2035.

Singapore is currently a testbed for AVs. The 2018 KPMG Autonomous Vehicles Readiness Index ranks Singapore in first place when it comes to policy and legislation as well as consumer acceptance.

Pushing the agenda

Inspired by what he learned and was exposed to in Copenhagen, Baru Bian is keen to spearhead the adoption of ITS in Malaysia.

“I intend to call for a meeting with all potential stakeholders; Ministry of Transport, Ministry of Energy, Science, Technology, Environment and Climate Change, Federal Territories Ministry, DBKL. We need to have one masterplan

or at least a model where we can implement this. I can see Putrajaya or KL as the model for ITS where we can incorporate all these ideas.”

Planning, as Baru Bian shared, is at the core of an intelligent city as it creates the infrastructure needed to develop Intelligent Transport Systems.

“We were briefed there on how they plan their city with a master-plan with one architect. Creating the development of their whole city, they embrace the water and river which we can do here. We have plenty of rivers and streams. They even look at how the sunset strikes the water and trees to position their buildings. I was so attracted to the whole thing. I think we do talk about smart city but it is not coordinated. It is here and there.”

He admits that it would be a challenge in Kuala Lumpur but that did not dampen his enthusiasm.

“I’m very motivated. For Sarawak there is still hope. If I were to be the government in Sarawak I will introduce this concept in Kuching, Miri, Sibul and even Limbang or Lawas. It is all possible by taking the cue from Copenhagen and Gutenberg to embrace the water. It is inspiring how they clean and develop close to the bank of the river. How they move the development to areas that were empty before. Now it is a big city. Not just that, they also plan for the next 20,30, 50 years how the city will look like using 3D presentation.”

“To me that’s how we should plan for the city. But we don’t. Even cleaning the river is not a priority. Once you clean it you can introduce this and move into IR 5.0.”

Getting real about carbon emissions

“During the ministerial round table, a question was asked on how we can reduce the emission of CO2. I was very honest. For Malaysia, we don’t think about how to reduce in fact we contribute more every year. 6-12% increment of vehicles on the road. This is where these electric cars come in.”

“In Copenhagen, the focus is on bicycles to reduce traffic congestion. Cars are only used outside the city. I was

wondering if this can be done in Malaysia because of the humidity. Then I met Singaporeans who said they are focusing on it now. I think it is possible in Malaysia if there is proper infrastructure. The connectivity to places and facilities must be improved.”

“Here’s an idea, once we have good infrastructure we should go to work cycling in our sports attire. Take a bath when we reach office and change into our work clothes. If we can begin to instil this kind of culture it’s possible. We get good exercise every morning.”

“If you have good infrastructure people can do it. I don’t mind. Go to work cycling. It can be done in Shah Alam or Putrajaya,” he says with a grin.

ITS on the horizon

“I think we are on our way already. We are talking about RFID and to integrate all systems. We have a bit here and there. Once we combine and integrate all systems, combining LRT, highway tolls, busses, etc, that is possible. How far we are in achieving it depends on the resolve of the government and this is what I am very concerned about.

“Malaysia through the Works Ministry has been participating in ITS. The question now is who will champion, coordinate and spearhead it? We need ITS. The next congress will be in Singapore and I promised our officers we will bring more of them to the congress. Japan brought 700 delegates, while we only took 30. The next congress we better bring 100 and learn.”

“I hope to table cabinet papers on it eventually and once our leaders grasp the whole concept of ITS I don’t think it will be long for us to achieve it.”

First-time elected Member of Parliament (Selangau, Sarawak) lawyer Baru Bian is the nation’s first leader of the Lun Bawang community to be appointed as a Cabinet Minister and best known for fighting several dozen court cases over a span of 25 years to defend native customary rights (NCR) land in Sarawak. Prior to his historic parliamentary seat victory in May 2018, Baru Bian was already the state assemblyman for Ba’kelalan in the Sarawak State Assembly since 2011.



By
Batrisyia Jay

Revolutionising Sukuk

Sukuk can play an important role in helping the general public and it is in line with the efforts to promote the financial inclusion idea, said YB Dato' Ir. Haji Amiruddin Hamzah, Deputy Finance Minister at the second Kuala Lumpur International Sukuk Conference, held at the Securities Commission on 20 September 2018 to September 21 2018.

With the theme 'The Future of Sukuk – Embracing the Fourth Industrial Revolution', the potential and future of sukuk amidst the changing capital markets landscape was the focus of the conference that was jointly organised by Amanie Group and Malaysian Rating Corporation Berhad (MARC).

Sukuk and Blockchain

The two-day conference saw local and foreign Shariah, legal and finance experts discuss and deliberate on a wide range of topics related to sukuk. These include practical issues in structuring sukuk as well as the potential for applying blockchain technology to sukuk transactions.

An opening address by Datuk Dr. Mohd Daud Bakar, Founder and Executive Chairman of Amanie Group, marked the opening of the conference, whereas the keynote speech was given by YB Dato' Ir. Haji Amiruddin Hamzah, Deputy Finance Minister, Ministry of Finance.

"I am personally eager to see how fast the sukuk market can tap into blockchain technology to manage sukuk issuances, covering its complete life cycle; from rating, subscription, trading, and such. I am confident this will become a reality one day," said Dato' Amiruddin.

"As we speak, there is already a technology or rather software that can predict the potential default of any issuer based on certain global data, the relevant industry and the issuer's balance sheet. Not only can this help in managing the risk better, but it can also prescribe the steps to be taken to improve the financial terms and conditions, and what it takes to avoid any risk of default," he added.

Commenting on the theme of the first session of the day, 'Sukuk at Heart', Dato' Amiruddin said he was intrigued to see how sukuk can be an instrument to help the Malaysian society at large.

"I envisage that in the long run, sukuk should be promoted as a financial instrument, not only to facilitate the fundraising exercise for corporations for their commercial purposes, but also for charitable causes. In line with the whole idea of financial inclusion, sukuk should be implanted directly in the hearts of Malaysians, especially to ensure the well-being of the underprivileged and less fortunate," said Dato' Amiruddin.

Tool for Society

The first panel session 'Sukuk at Heart' was moderated by Datuk Dr. Mohd Daud Bakar, and had probed into the integration of environmental, social and governance (ESG) aspects in sukuk investment and sukuk's enormous potential in furthering environmental and social sustainability.

The status of credit ratings in the efficient functioning of the sukuk market was also underlined during the following panel session moderated by MARC's Ahmad Feizal. The Securities Commission Malaysia's recent announcement on the liberalisation of its regulatory framework to enhance retail participation in sukuk and bonds had further highlighted the need for a strong disclosure regime augmented by independent credit ratings.

Meanwhile, a presentation on sukuk blockchain had explained how blockchain technology may be harnessed to promote greater investor and issuer participation in sukuk.

The first day of the conference ended with a session discussing a high-profile sukuk default which highlighted the potentially calamitous consequences of differences in the interpretation of Shariah standards and emphasised on the need for a centralised Shariah framework. Self-regulation, although providing flexibility in the early phase of market development, can later become an obstacle to further growth.

Evolution of Sukuk

The second day of the conference had sessions that had explored future approaches to structuring sukuk as well as the potential of Industry 4.0 technologies to revolutionise sukuk, going forward. Innovation has been vital in the growth of sukuk as is apparent in the continued evolution of sukuk structures amidst the ongoing debate regarding asset-backed and asset-based sukuk.

The capability of market players to innovate and introduce new assets and structures that will create tomorrow's opportunities for sukuk investors was met with high expectations and enthusiasm.

MARC's Chief Executive Officer, Sabrina Kan Wai Sum deliv-

ered her closing remarks on the last day on the conference. She summed up the key messages from all the six sessions of the two-day conference. She stated that the sessions had generated a consensus view that growth prospects for the sukuk market remain tremendous.

"The challenge that remains is to overcome impediments to the global sukuk market's potential growth, in particular the uncertainties arising from legal regimes, differing Shariah interpretations and ambiguity with regard to investors' rights and remedies in default circumstances," said Sabrina.

The conference was attended by numerous representatives from policy-makers, regulatory authorities, corporates, finan-

cial institutions, fund management firms, law firms and other stakeholders.

In an exclusive interview with Selangor Journal, Datuk Daud said the conference was insightful as it highlighted trending issues and updates in Sukuk markets both local and international.

"It discussed some insightful topics on fintech, blockchain application for Sukuk, new asset type for Sukuk transaction and social impact for new type of Sukuk focussing on sustainable charitable services and actions," said Datuk Daud.

He also felt that the conference paved the way for a new direction and groundwork for the future Sukuk development. "We have successfully engaged the right topics with the right audience. Participants stayed and interacted with the panelist throughout the one-and-a-half-day event," he said.

Datuk Daud hopes that participants enjoyed the discussion and gained knowledge as well as new ideas and perspective in Sukuk.

"The conference provides the impetus and drive for more innovative ideas, direction and new hope in achieving stronger growth for the local market. We hope that Malaysia will continue leading the Islamic finance market in the global arena and we hope to see more active Sukuk issuance in the future."

About

Datuk Dr. Mohd Daud Bakar

Datuk Dr. Mohd Daud Bakar is the Founder and Executive Chairman of Amanie Group. One of its flagship companies namely Amanie Advisors, is operating in six cities globally. He currently serves as the Chairman of the Shariah Advisory Council at the Central Bank of Malaysia, the Securities Commission of Malaysia, the Labuan Financial Services Authority, and the First Abu Dhabi Bank.

Datuk Daud is also a Shariah board member of various global financial institutions, including the National Bank of Oman (Oman), Amundi Asset Management (France), Bank of London and Middle East (London), BNP Paribas (Bahrain), and Dow Jones Islamic Market Index (New York) amongst many others.

In the corporate world, he sits as a Board Director at Sime Darby Berhad and is a member of the PNB Investment Committee as well as the third Chair Professor in Islamic Banking and Finance of Yayasan Tun Ismail Mohamed Ali Berdaftar (YTI) PNB at Faculty of Economics and Muamalat, Uni-

versiti Sains Islam Malaysia (USIM).

In 2016, he received the "Award of Excellence for Outstanding Contribution for Shariah Leadership & Advisory" at London Sukuk Summit Awards and "Shariah Adviser Award" at The Asset Triple A Islamic Finance Award. In 2014, he received the "Most Outstanding Individual" award by His Majesty, the King of Malaysia, in conjunction with the national-level Prophet Muhammad's birthday.

His publications include articles in various academic journals and presentations of more than 150 papers in both local and international conferences. His first book entitled "Shariah Minds in Islamic Finance: An Inside Story of A Shariah Scholar" has won the "Islamic Finance Book of the Year 2016" by the Global Islamic Finance Award (GIFA). He has just released a new book on sukuk which is "An Insightful Journey to Emirates Airline Sukuk: Pushing The Boundaries of Islamic Finance" (2017)

His latest publication, 'Harapan Buat Pakatan Harapan' was released shortly after the 14th general election and was written in only 17 days.





MASPEX'18: Building a stronger market

By
Batrisyia Jay

PETALING JAYA – The Malaysian Institute of Estate Agents (MIEA) hosted the fourth and largest edition of its own property exhibition, the Malaysian Secondary and Primary Property Exhibition (MASPEX'18), with the theme “Bringing the best of both worlds secondary and primary properties” recently.

Held at the Starling Mall, Damansara Utama, the exhibition was launched by YB Zuraida Kamaruddin, Minister of Housing and Local Government, and had continued over three consecutive days from 28 September 2018 to 30 September 2018.

What is unique about the MASPEX'18 is that it is the only property exhibition in Malaysia to showcase a wide variety of properties in the secondary market, alongside primary properties, both new and completed.

With more than 1,000 properties listed by 25 exhibitors, visitors were given the opportunity to seek advice on navigating the challenging real estate market from real estate agents and negotiators present at the event. Prominent exhibitors occupied booths along the Starling Mall's ground floor to provide prospective home buyers with personal consultation.

At the launch, YB Zuraida showcased her ministry's support for the event by saying that the ministry's long-term goal is to build a mature, resilient property market.

“For that, we need the backing of all stakeholders, including real estate agents.

“If all stakeholders, the ministry, property developers, estate agents and local and state governments work together, I am certain that our goals can be fulfilled. I hope that there is balance, that the industry players can meet consumer demand while still providing an essential service, which is to provide homes

We must also ensure that all future projects must be in line with the interest of the public

for Malaysians,” she said.

YB Zuraida added that industry players must consider the effect of development on the socio-economic standings of the country.

“Other than conforming to the current market trends, we must also ensure that all future projects must be in line with the interest of the public,” she said.

YB Zuraida added that the public needs more transparent data or information as they have to invest in their hard-earned money to secure properties and expects the best for the quality of the product and services. For this, she wishes MIEA to continuously promote the code of conduct and maintain high ethical standards of practice.

The Minister of Housing and Local Government had also acknowledged that there are issues pertaining to the price of houses, therefore, the ministry will find a way to ease the burden of the public by introducing more affordable homes and provide financing to first-time buyers.

MIEA will be hosting a series of talks over the three-day exhibition, covering a range of topics which includes “Real Estate Investment – Is there ever a right time?”, “Malaysia Property Market – Where are we heading?” and “Secondary Market vs New Property – Where is the money?”.

“MASPEX'18 has a variety of amazing property options on offer over the next several days, I am sure our agents and negotiators will help our visitors to find something that catches their eye. Aside from property, we have also lined up an array of real estate experts, who will conduct talks and workshops with the aim of educating visitors,” said MIEA President, Eric Lim.

“Our aim in hosting this exhibition is to address the challenges in the Malaysian property market by sharing MIEA's extensive property knowledge and the best practices to help all Malaysians find their dream home or next investment,” said Lim.

Lim added that MIEA is keen to engage with all stakeholders, including the ministry, in order to help this, come true.

“As the voice of Malaysian real estate agents, we are uniquely positioned to voice the people's concerns to the ministry, as well as articulate the ministry's initiatives to the people.”

“We are also in the position to speak directly with developers, to better communicate the market's needs,” said Lim.

The weekend of 29th and 30th September featured informative talks from noon to 5pm, where each presentation provided home buyers with deep insight and meaningful perspectives from property industry insiders including Siva Shanker (Head of Investment at Axis REIT Managers Berhad), K. Soma Sundram (CEO of the MIEA), Soo Seng Fei (Head of Business Strategy at the Reapfield Academy), Govindasamy Balaguru (the principal of GDS Properties), Sr. Chan Wai Seen (Executive Director of CCO & Associates, KL), Abe Nazz (CEO of Daimyo United), Ivan Chan (of the law firm Messrs Amir Toh Francis & Partners), Christopher Lim (CEO of Tri-terra Metropolis), Selvi Kanagasabai (of Adha Selvi & Associates).

MIEA will also be hosting MASPEX'18 Penang, which will be held from 25 October to 28 October 2018 at Queensbay mall.

Government to Resolve Housing Overhang

PETALING JAYA - Housing and Local Government Minister YB Zuraida Kamaruddin said that the government is currently in talks with property developers to resolve residential property overhang worth more than RM22 billion.

She said the ministry would focus on properties below RM500,000 first to assist house buyers as well as developers.

“If I can find the best deal at a good price with the developers and the location is good, it can be offered to the B40 (bottom 40% of household income) and M40 (middle 40% of household income) groups,” she said.

This was told to reporters at the Malaysia Secondary and Primary Property Exhibition 2018, at the Starling Mall, Damansara on 28 September 2018.

According to YB Zuraida, she would like to call upon property developers with properties priced at RM500,000 and below to contact the ministry and obtain assistance for their houses to be listed under the government's one million affordable houses target.

She added that the government had completed the National Affordable Housing Policy 2.0 and that the policy was expected to be announced by the end of October 2018.

“We have to get some comments and feedback from various ministries involved, so that when the cabinet gives its approval, it will be (immediately) launched,” she said.

According to YB Zuraida, the ministry is in the process of streamlining all the agencies under it.

“So far, these agencies came to us, 1Malaysia Civil Servants Housing Scheme, 1Malaysia People's Housing, Syarikat Perumahan Negara Bhd and UDA Holdings Bhd,” she said, adding that they hope to complete the process in the next two months.

On Finance Minister Lim Guan Eng's statement that the Sales and Service Tax (SST) waiver on construction services and materials would be reviewed if housing prices are not reduced, YB Zuraida said the price of houses should be cheaper as no SST was imposed.

“If the price is still expensive then don't buy their property,” she added.

YB Zuraida had previously acknowledged that there are issues pertaining to the price of houses and that the ministry will find a way to ease the burden of the public by introducing more affordable homes and provide financing to first-time buyers.

By
Batrisyia Jay

Advanced driver-assistance systems (ADAS) is one of the fastest-growing segments in today's automotive electronics industry. Thus, a growing number of modern vehicles have ADAS such as electronic stability control, anti-lock brakes, lane departure warning, adaptive cruise control and traction control wired into their system.

Human error has been identified as the main cause for most road accidents in Malaysia. The Malaysian Institute Road Safety Research (MIROS) has confirmed in its report that 80.6% of road accidents are attributed to human error while only 19.4% were the result of road and vehicle conditions.

This is where the ADAS system comes in. The system is developed to automate, adapt and enhance vehicle systems for safety and better driving. The automated system provided by ADAS to vehicles has proven to reduce road fatalities by reducing the input of human error. This is done by the system providing continuous monitoring of the vehicle and its surroundings while automatically alerting the driver when dangerous conditions are detected.

A third eye

The connected advanced driver-assistance system (C-ADAS) provided by Atilze Digital Sdn. Bhd. offers strong value propositions around predictive maintenance, real-time diagnostics and emergency response while boosting the fun in every drive with lifestyle applications and benefits through their ecosystem partners.

Safety features designed for the system are wired to avoid collisions and accidents by offering technologies that alerts the driver to potential problems, or to avoid collisions by implementing safeguards and taking over control of the vehicle.

These include features such as the Forward Collision Warning, Lane Departure Warning, Pedestrian Collision Warning and Speed Limit Warning. Through the early warning system, drivers will be able to instantly take corrective actions to prevent collisions and accidents, thus reducing loss of lives and assets.

A high technology Internet of Things (IoT) venture of Yen Global Berhad, Atilze Digital Sdn. Bhd. supplies IoT and connected objects hardware

devices, cloud-based data-driven applications and services for Connected Cars and solutions built on Low-Power Wide-Area Network (LPWAN) especially on LoRa technologies.

"Sometimes it's the technology, but most of the time it's about the people adopting and trusting the solutions," says Gerard Lim, CEO of Atilze Sdn. Bhd.

According to Gerard, incorporating a new technology or solution means making some fundamental changes in how we do everyday things.

"That creates a shift, a shift in the mind-set and in doing things differently that will then create the sort of efficiencies and benefits that come with a particular solution," he says.

When asked how Atilze comes up with its solutions for an industry, Gerard says that the first move is to understand what the customer's problem statement is. "We must find out what are the issues and challenges faced in a particular industry or with a particular customer first," explains Gerard.

The C-ADAS system is one of the many solutions provided by the tech company that acts as a driver's third eye by constantly monitoring the front of the vehicle and identifying potentially fatal situations prior to it occurring."

"As the study shows, up to 80% of road accidents are caused on human error, such as bad judgements of the driver, or the driver getting distracted by something. The solution we have, as is with all our solutions, tries to take the human element out of the equation," he says.

Once we have an autonomous self-driving car on the road, this will mean that 100% of all vehicles on the road is not driven by human but by computers instead. Thus, road accidents will be at rate of zero percent, which is why it is important for the solution to remove traces of the human element out from its system.

A verified system

The ADAS system can be affected by mechanical alignment adjustments. Thus, on 12 March 2018, Atilze had conducted an analytical study to monitor and record the behaviour of drivers in relation to driving errors, and to investigate the effect of ADAS on driving behaviour via its audio-visual alerts through a dashboard instrument.

The study involved the installation of ADAS devices on 10 commercial vehicles belonging to Martin-Brower Malaysia Co. Sdn Bhd; a global logistic service provider for restaurant chains.

Cure for Collisions



How it works

In a nutshell, Atilze's C-ADAS system is run by six main features which are the Connected ADAS Hardware, Lane Departure Warning, Speed Limit Warning, Pedestrian Collision Warning, Forward Collision Warning and the Fabrick Vehicle Analysis.

1. Connected ADAS Hardware

The C-ADAS system by Atilze relies on a never-distracted, high resolution vision sensor and visual display to provide proven on-road protection. Drivers are warned as each alert triggers a loud audio beep from the system. Data of the ADAS sensor and other telematics such as GPS location, mileage, fuel and driving behaviour is uploaded to the Fabrick Platform via a connectivity module, powered by 3G.

2. Lane Departure Warning

This feature alerts drivers with visual and audio warnings when there is an unintentional deviation from the driving lane.

4. Pedestrian Collision Warning

The feature alerts drivers during the daytime with visual and audio warning up to two seconds before imminent collision with a pedestrian or bicyclist.

3. Speed Limit Warning

The speed limit warning feature recognises traffic signs and speed limit signs as it "reads" the sign and notifies the driver, including if the vehicle is exceeding the posted speed limit.

5. Forward Collision Warning

This feature warns drivers of an imminent collision with another vehicle or motorcycle ahead, both on highways and in urban areas. Like the pedestrian collision warning feature, it too gives a two second warning before a collision, allowing you enough time to react.

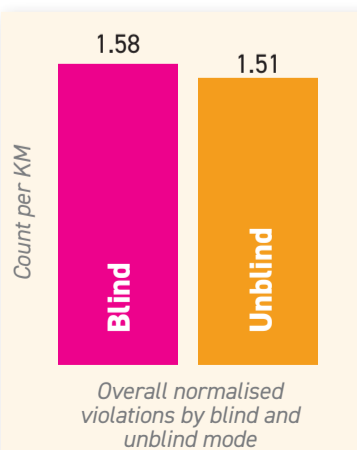
6. Fabrick Vehicle Analysis

The secure and cloud-based Fabrick Platform, which is the last feature of the system, allows tracking of key events, vehicle location and analysis of driving and vehicle surrounding.

The duration of this study was 10 weeks, where there were multiple drivers on rotation for each of the vehicle. Data was collected on the driving violations accumulated for each of the vehicles in two phases, the blind and unblind mode.

The blind mode refers to a passive recording of the violations by the ADAS without alerts while the unblind mode refers to a recording of the violations by ADAS, as well as audio and visual alerts triggered upon detection of violations, meant to promote immediate corrective actions by the drivers.

The conclusion of this study, which ended on 12 June 2018, showed that during the unblind mode, there is an average of 4% of drop in driving violation incidences across vehicles as compared to the blind mode.



"Atilze's C-ADAS system assists us in meeting our business objectives of timely deliveries to customers, and to have visibility of our driver and vehicle movements," says a Martin-Brower representative, validating that the ADAS system, with its audio-visual triggers, can indeed reduce driver-related errors and increase overall road safety.

Beyond saving lives

While it is proven that the system is successful at reducing lives and assets loss on the road, it is also efficient in reducing the government's revenue spent on road accidents in Malaysia.

According to the latest report from MIROS as quoted in The Star, road accidents cost Malaysia RM9.2bil in 2016, or 1% of the GDP. 80.6% of the 521,466 accidents recorded in 2016 are attributed to human error.

The table expands on percentage road accidents caused by different types of violations. Highest violations such as dangerous turning and careless driving can be reduced by the implementation of the ADAS system. On that account, once adopted, the system is able to benefit individuals as well as government agencies.

The ADAS system, in a nutshell, provides drivers with important information about their surroundings as well as automating some tasks to increase safety. Manufacturers worldwide are clamouring to invest in this area in order to assist in distinguishing their vehicles from others in the market. What's more, the same technologies that enable the ADAS system could also be implemented in the future to create fully autonomous vehicles.

While it might be a long stretch for Malaysia to adopt an autonomous driving system, having the Advanced driver-assistance system implemented into Malaysia's automotive industry is certainly the right step towards ensuring the safety and wellbeing of drivers in the country.

Showcasing Selangor's Premier Business School

The Selangor Business School is a game-changer for an operational new paradigm



The Selangor Business School (SBS) aims to be the best business school in the country and a leading player in the region by 2027. A tall order indeed but one that is

backed by a vision and a transformational process to enable the creation of a regional smart state.

Spurred by the then Menteri Besar of Selangor, Dato' Seri Mohamed Azmin Ali's concerns over the absence of a home-grown, state-run graduate business school, the Selangor Business School was established to produce quality graduates to fulfil the requirements and needs of the business, corporate and public service sectors.

Operating as a post-graduate faculty or its equivalent and part and parcel of UNIS-EL, The Selangor Business School aims to nurture well-rounded, dynamic and glob-

ally oriented graduates who excel in core competencies and are poised to become value contributors and leaders at all strategic levels.

Currently, the Selangor Business School offers a Master of Business Administration (MBA) at a very affordable fee, one of the lowest in the country in tandem with the citizen-centric policies of the state. While the investment needed for a quality MBA degree from SBS is quite competitive, Professor Dr. Mohd Faiz Abdullah, Dean of Selangor Business School says the MBA is structured to provide the student with sound scholastic foundation yet fluid enough to supplement academic and theoretical learning with real-time practical business experience.

The business school has embarked on forging strategic alliances and partnerships as well as engaging in collaborative enterprises with key industries, businesses, corporations and public service institutions. It basically underpins Selangor's transformational program and socio-economic development agenda of driving development and accelerating talent development.

This is crucial as Selangor moves towards a knowledge economy while maintaining its vibrant growth as the "golden state" of Malaysia, its educational trajectory

has to keep pace, now more than ever as the onset of the Fourth Industrial Revolution is expected to impact the way businesses and corporations operate. According to Professor Faiz, electives pertaining to Industry 4.0 is in the pipeline to stay ahead of the curve.

The teaching faculty at the Selangor Business School has been carefully curated by the Dean himself to ensure that only the cream of the crop was selected to facilitate the intellectual and professional development of the students pursuing an MBA degree.

For those keen on moving up the management value chain or for those who want to branch out on their own entrepreneurial ventures they can call the Selangor Business School at 03-5522 3555 or contact the Deputy Dean, Associate Professor Dr Nor Azilah Husin, at nor_azilah@unisel.edu.my for further details on the next intake.

The Selangor Business School is wholly owned by the Selangor state government and is an integral part of Selangor's transition into a regional smart state.

For an excerpt of the interview go to:

youtu.be/7Ep2UBTCLfM

AROUND TOWN

October 2018 edition



The 11th International Kuala Lumpur Eco Film Fest 2018

kleff.my

The International Kuala Lumpur Eco Film Fest 2018 (KLEFF) is an annual environmental film festival organised by EcoKnights since 2008, the South East Asia's longest running eco film festival serves as a platform to facilitate building a nation of ecologically conscious businesses, individuals, and communities through on ground activities and film screenings focused on critical environmental issues and stories such as pollution, trans-boundary haze, indigenous people's rights, wildlife protection, nuclear energy, climate change, sustainable food production, waste management, local environmental heroes and more as a platform to both local and international film makers.

- 📅 22 – 28 October 2018
- 📍 Publika, Kuala Lumpur
- 🌐 Visit their website for more information



Japanese Pastel Nagomi Art Workshop

facebook.com/events/2157713004555380/

What is Japanese Pastel Nagomi Art (JPNA)? It is a form of Japanese art healing founded in Japan, using pastels and fingers to create a gentle, transparent, warm and heart-touching art through simple yet unique ways of painting techniques.

Learn Pastel Nagomi Art basic painting techniques and experience the magic of the colouring process using SAKURA NOUVEL CARRÉ Hard Pastel Colours with your fingers to produce 2 art pieces. All materials included during the workshop

- 📅 27 October 2018
- 📍 CZip Lee Malaysia, Jalan Telawi
- 💎 RM150



Diversity in Motion: Confluence Festival

facebook.com/events/420244145171400/?event_time_id=420244148504733

The Confluence Festival celebrates Malaysia's unique heritage and diversity at the heart of where it all began: at the muddy confluence, where the Klang and Gombak Rivers meet.

Meet new people. Discover new cultures. Revel in the stories of your land or lands far away. Whether you've been here for a few days or all your life, we hope you will enjoy the festival.

- 📅 19 – 21 October 2018
- 📍 Medan Pasar, Kuala Lumpur
- 💎 Free



Night Walk in FRIM Forest

facebook.com/events/1867755823277514/

Have you ever walked in the rainforest during night? Do you know what animals can be found at night, and what do they do? Come and join the "Night Walk in FRIM Forest" and experience the sights and sounds of the FRIM forest at night, guided by expert from MNS Herp Group. This night walk is a wonderful opportunity for participants to witness the nocturnal species that only come out at night.

- 📅 19 October 2018 8.00pm – 12.00am
- 📍 FRIM-MNS Nature Education Centre, FRIM Kepong
- 💎 RM 85.00/pax (For participants aged 18 and above only)



Storytelling Shakespeare: Romeo and Juliet

klshakespeare.com.my

Building on last year's sweet success of 'A Tale that Must be Told: Macbeth', the KL Shakespeare Players (KLSP) aimed higher this year with a storytelling of 'Romeo & Juliet'.

This 60-minute interactive storytelling targets 7-to-12-year-olds, a demographic group not often catered to by live performances. KLSP performs, in verbatim some of Shakespeare's language, "the fearful passage of Romeo and Juliet's death marked love".

- 📅 27 – 28 October 2018
- 📍 Menara Ken, TTDI, Kuala Lumpur
- 💎 RM35

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