

## Talk on Big Data and Application in Traffic Survey

(Organised by: Highway & Transportation Engineering Technical Division, IEM)

BEM Approved CPD/PDP Hours: 2 Ref No: IEM18/HQ/313/T

**Date** : 31<sup>st</sup> July 2018 (Tuesday)  
**Time** : 5.30pm to 7.30pm (*Refreshments will be served*)  
**Venue** : Auditorium Tan Sri Prof. Chin Fung Kee, Wisma IEM, Petaling Jaya  
**Speaker** : Ir. Assoc. Prof. Edwin GOH B.H.  
& Mr. Howie Gan Chee Hoe

### Synopsis

WHAT is a "BIG DATA" and is accurate and reliable data important? If Yes. WHY and HOW we can use current equipment to improve the data collection.

From this session we hope to understand how we can use different type of traffic survey equipment to collect reliable and accurate data and their pro and con.

### Biodata of Speakers

**Ir. Assoc. Prof. Edwin GOH B.H.** holds a Postgraduate Certificate in Higher Education (2013) from University of Nottingham, Master of Science (Highway and Transport Engineering) (2005) and Bachelor of Civil Engineering (Hons.) (2001), both from University Putra Malaysia. Presently he is the Associate Professor at the University of Nottingham (Malaysia Campus) and an active member of Highway and Transportation Engineering Technical Division (HTETD) in the Institution of Engineers Malaysia (IEM), Petaling Jaya. He has more than 17 years of working experience as an academic and engineer, and has established an excellent teaching record and proven research profile. His research not only focusing on innovative teaching and Outcome-based Education (OBE), but also emphasising on experimental of highway pavement materials, transportation and road safety studies. He had published extensive research articles in international journal and conference, and involved in few major transportation studies such as Traffic Impact Assessment (TIA), Traffic Management Plan (TMP), and Temporary Traffic Management (TTM), trip generation study, mode choice modeling and parking demand study.

**Mr Howie Gan** and Fox Traffic sdn bhd is currently here in Malaysia to make the difference on data collection for the past 9 years. Mr Howie Gan is passionate in the traffic industry; he has been working in the traffic industry for the past 16 years (7 years in the UK and 9 years in Malaysia experience). In addition, currently he also holds a position as an IRF (International Road Federation) South East Asia regional manager. During the past 16 years he had the opportunity to attend many exhibitions and conference around the world to develop his knowledge in traffic industry. Mr Howie Gan would like to share his extensive experience in traffic survey industry and analysis equipment to the engineering industry.

**Ir. Richard Wong Chuen Fun**

**Chairman**

**Highway & Transportation Engineering Technical Division, IEM**

### ANNOUNCEMENT TO NOTE

#### FEES

(GST shall be at 0% with effect from 1 June 2018)

#### Members

Administrative Fee :

<u>Online</u>	RM15
<u>Walk In</u>	RM20

#### Non-Members

Registration Fee: RM50

Administrative Fee: RM20

Limited seats are available on a "first come first served" basis (Maximum 100 participants).

- To secure your seat, kindly register online at [www.myiem.org.my](http://www.myiem.org.my)

### PERSONAL DATA PROTECTION ACT

I have read and understood IEM's Personal Data Protection Notice published on IEM's website at [www.myiem.org.my](http://www.myiem.org.my) and I agree to IEM's use and processing of my personal data.