

**JTTRI International Seminar on Utilization of Mobile Phone Big-Data
(MBD)for the Transport Sector in Thailand
Chairman Shukuri's speech**

Sawadee kap. I am Masafumi Sukuri, Chairman of JTTRI.

I sincerely thank all the people of Thailand, the representatives of the ASEAN countries and the ASEAN Secretariat, and the Japanese expatriate for attending today's international seminar "Utilization of Mobile Phone Big-Data (MBD) for the Transport Sector in Thailand".

In continuation of yesterday, I sincerely thank Mr. Arkhom Termpittayapaisith, Former Minister of Transport, Thailand, Mr. Chayatan Phromsorn, Office of Transport and Traffic Policy and Planning, MOT, Thailand, Mr. Kazuya Nashida, Ambassador to Thailand, Embassy of Japan in Thailand, and Yasuhiro Okanishi, Director-General for International Affairs, MLIT-Japan, for attending this seminar.

First of all, I received a great deal of support and cooperation for today's seminar from Mr. Saksayam Chidchob, Minister of Transport, Thailand, Mr. Arkhom, Former Minister of Transport, Thailand, the ASEAN countries and the ASEAN Secretariat, Japanese Embassy in Thailand, MLIT-Japan, JICA, and Japanese Chamber of Commerce, Bangkok. I sincerely express my gratitude to all of them.

By the way, in 1968, when Japan was in the midst of rapid economic growth, then Minister of Transport (and Prime Minister afterwards) was Mr. Yasuhiro Nakasone. At the time, the JTTRI was established as a think tank in the transportation and tourism fields with the cooperation of the business and academic circles. For the past 52 years, the JTTRI has been actively engaged in policy proposals, research and holding seminars on transport and tourism. In the meantime, JITTI USA (Japan International Transport and Tourism Institute, USA) was established in Washington, D.C. in 1991, and since then we have been focusing on international activities in the field of transportation and tourism.

The ASEAN countries, including the Kingdom of Thailand, have achieved steady economic development, and the ASEAN region is now highly expected as

a global growth center. However, large cities in the region are facing problems such as serious traffic accidents, traffic congestion, and air pollution, and full-scale efforts to solve these problems are becoming urgent policy issues.

On the other hand, new technologies such as IoT, AI, and big data have rapidly developed, and the use of smartphones and mobile phones is remarkably widespread in ASEAN countries, so it is of great importance and high expectations that mobile big data will be utilized to solve traffic problems in the transport sector. You can remember that at the yesterday's seminar, the necessity of accurate railway demand forecast was highlighted.

At the today's seminar, the JTTRI invited Associate Prof. Yoshihide Sekimoto, the University of Tokyo from Japan and Dr. Tiranee Achalakul, Associate Professor, Director of Big Data Experience Center, Government Big Data Institute from Thailand. The two will give keynote lectures from the perspective of utilizing big data in the transport and tourism fields. After that, Dr. Muroi, the JTTRI will report on the relationship between the use of mobile big data and the Personal Information Protection Law in Japan, and the ASEAN countries and the ASEAN Secretariat will each present and discuss the current status and issues of the Personal Information Protection Law concerning the use of big data.

Today's seminar was held by a project approved as a Japan-ASEAN Transport Partnership based on the agreement of Transport Ministers at the 16th Japan-ASEAN Transport Ministers' Meeting in Bangkok. At the time, Mr. Arkhom, former Minister of Transport, Thailand and Mr. Kozo Fujita, Vice-Minister of MLIT-Japan as the co-chairmanship. I consider "Utilization of mobile big data" a very significant project, which is clarified together with the "Transport Safety Measures Project" in a joint statement by the two chairmen, and in that sense friendly initiatives between Japan and ASEAN countries in the field of transport as a great example.

As the organizer, I strongly hope that the today's seminar will be beneficial for all participants, and also help to deploy the use of mobile big data in ASEAN transport plan.

By the way, the JTTRI plans to establish an office in Bangkok in this year to continuously strengthen international activities in the ASEAN region.

We would like to ask for the understanding, support and cooperation of the MOT-Thailand, ASEAN countries, ASEAN secretariat, the Embassy of Japan in Thailand and many other parties concerned regarding preparations for this and the full-scale activities after the establishment.

Finally, I would like to say that the JTTRI activities are carried out with the special support of the Japan Foundation. This ends my opening remarks.

Khob khun krab.