

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

Dear Mr. Kazuya Nashida, Ambassador to Thailand, Embassy of Japan in Thailand, Mr. Yasuhiro Okanishi, Director-General for International Affairs, MLIT-Japan, Mr. Masafumi Shukuri, Chairman, JTTRI, Mr. Arkhom Termpittayapaisith, Former Minister of Transport, Thailand, the ASEAN countries, the ASEAN Secretariat, Representatives of Japan and attendees this seminar.

Thailand and Japan, or the Ministry of Transport of Thailand and the Ministry of Land, Infrastructure, Transport and Tourism of Japan have always been closely cooperating with each other. We hold meetings and seminars on transport issues on an ongoing basis with the objective to increase our transport capability between Japan and Thailand, as well as ASEAN.

Today, I thank the MLIT and the JTTRI for holding the seminar on mobile big data and traffic planning in Bangkok, where is one of the world's most traffic congested capitals. It is a great opportunity for us to hear the possibility of utilizing mobile big data (MBD) for transportation planning and the actual experience in Japan.

Traffic surveys are an important element in traffic planning. In order to formulate national policies, improve infrastructure efficiency, and know the needs of citizens, it is necessary to research where to go from where to go (eg, origin-destination (OD)). Survey methods include interviews, telephone calls, mailings, e-mails, on the web, etc. Each method has advantages and disadvantages. In particular, interview surveys are often conducted because the purpose of travel can be recorded in detail, but this requires a long period of time and high costs.

Recently, MBD becomes one of the great options for transport planning. MBD has the feature that the data volume is large and can be updated at any time, making it suitable for city and country level traffic planning. The data from base stations is collected using CDR data. You can organize personal information and acquire owner position data for analyzing traffic volume, distance, and travel

speed by collaborating with a telecommunications company. It is also possible to analyze mobile traffic modes using applications and Wi-Fi data. In addition, mobile big data as a big data, can improve the quality of operation of public transportation systems especially during the high-demand time and place, improving convenience and safety, and managing disaster prevention.

The MOT recognizes the value of MBD that can be used in a variety of ways for the public, but in May 2020, the Law for the Personal Information Protection Law of 2019, will be in effective. Thus, it becomes challenging for the Ministry of Transport to utilize MBD without infringing the privacy of data owners.

Therefore, today's seminar on utilization of MBD for transport planning is considered a good opportunity for examining the possibility of utilizing MBD for transportation planning in Thailand and the ASEAN region. This is also a great opportunity to exchange and examine information about the utilization of big data and the situation in which it is becoming an issue for ASEAN member states, for the mutual benefit of ASEAN member states.

Finally, I hope that today's seminars will be successful and benefit all sectors in utilizing MBD for transportation planning. We are also, again, grateful that the Japanese government has consistently supported Thailand. We would like to ask for further support and cooperation from Japan in future projects.