

Welcome to MIBTC 2015



Stefan Perz,
Editor Asian Trucker

Welcome to the second MIBTC. I am delighted that we have had such a strong response from those who are participating as well as those who are here to see what is being offered.

The theme of this year's event is 'Drive Safe'. The MIBTC team is pushing the Drive Safe theme in the hope that you will become Drive Safe ambassadors and help reduce traffic accidents. Hopefully we will have some 6000 of you as allies by the end of MIBTC 2015. We are very grateful for the support of SPAD, which will showcase some of their initiatives which will ultimately help improve conditions on the roads.

There are 80 exhibitors, from many countries who have been planning for a long time to make MIBTC a launch platform for new products and services. There are several launches happening immediately after the opening ceremony.

On behalf of the entire organising team of MIBTC, thank you for your strong support. Drive Safe!



Drive Safe, Drive Long

As you walk into MIBTC 2015 our Guest of Honour, YBhg Tan Sri Dato' Seri Dr. Syed Hamid bin Syed Jaafar Albar, Chairman Suruhanjaya Pengangkutan Awam Darat (SPAD), Malaysia is being driven five kilometres in a MAN Truck to deliver the opening remarks for the second edition of this commercial vehicle event. The drive is being broadcast live to MIBTC.

In 2013 we held the first Commercial Vehicle exhibition in Malaysia and it was, by all standards, a great success. Not only did 70 exhibitors show up and create beautiful booths and hold product launches and give speeches, but we had a fun time socialising, such as at the Networking Night where 400 guests mingled and made fun and stayed long after closing time. Once again, in this the 2015 edition, the Networking Night will be one of the memorable events of MIBTC.

This year, as you will read inside, there are a number of seminars, events and activities happening. Even more than in 2013 as this year the number of exhibitors has grown to about 80 and they have taken larger and more

booths than they did previously.

If you are in the Commercial Vehicles industry, this is the place to be this week. With so many aspects of the industry being represented, from cranes to tires, to telematics, from small trucks to big trucks and buses you will feel as if you are on the leading edge of what is happening in

the industry. There will be product launches. There will be demonstrations of what is new in a particular sector. There will be the opportunity to meet with, talk with and question those from the top CV companies in the world. This is the place to be for the next three days.

Drive Safe, Drive Long, and enjoy yourself at MIBTC 2015!





Scania Driver Competition MIBTC Edition

Whether or not you are a truck driver or not, you can take part in the Scania Drivers Competition that is taking place outside the Exhibition Center on the back parking lot. All you need is a valid driver's licence to take a truck around the course and show your driving skills, while driving safely.

Drivers will have seven minutes in which to negotiate the course. The faster you do it without

attained the support of the Road Safety Department of Malaysia or Jabatan Keselamatan Jalanraya (JKJR) as an Official Partner.

In line with JKJR's vision, mission and objectives, the SDC will once again lead the Malaysian Transportation Industry to elevate the status of truck and bus drivers through their participation in this internationally recognized competition.



knocking down the cones, the better the chance you have of winning. Winners will be declared every two hours so your changes are pretty good for winning the prize.

The prize is a sports bag, valued at about RM250.00.

Scania has been holding driver competitions for many years for professional drivers. The Scania Driver Competitions 2014/2015 Malaysia-Singapore (SDC) has, for the fourth time,

"We are working very hard towards reducing the number of accidents on the road and we commend Scania for bringing the Scania Driver Competitions into Malaysia again to instil a sense of pride and professionalism among the drivers, making them more responsible towards their passengers or cargo," said JKJR Deputy Director-General, En. Abdul Haris bin Lakar.

"The SDC editions fit in very well with our Road



Safety Plan 2014 – 2020 to have private organisations play a role in educational awareness campaigns targeted towards road users, as human error has been the major cause of road accidents. This competition will complement JKJR's 'Zero Fatality Vision'," added Abdul Haris.

Marketing and Communications Manager of Scania Southeast Asia, Ian Tan said, "We have made the qualification round tougher and more

pertinent towards safety issues this time as that is one of the aspects of the industry that Scania is always striving to improve, so the participants must know the driving rules and regulations."

This is your opportunity to experience what the professional drivers go through. The competition will be held all three days of MIBTC 2015.

**Venue: Outdoor area
Date & Time: 14, 15 + 16
May 2015, 10:00 - 19:00**



RC Truck Races

Following the huge success of this event, we are bringing the remote controlled trucks and buses back to the Expo. Here you can test your driving skills if you haven't got a licence for a big rig. We warmly welcome the amazingly detailed truck models to the track



Venue: Ground Floor, Interactive Activity Corner
Date & Time: 14, 15&16 May 2015, 10:00 - 19:00

Asian Trucker Networking Night



The networking highlight of the year for the commercial vehicle industry. This time around is the fifth instalment of this fun event and we are hosting it again at during MIBTC. Admission is free for anyone with a Delegate or Exhibitor

badge. Mix and mingle, make new connections and catch up with your business partners while the Mpas Award winning Asian Trucker will treat you to food, drinks and music.

Dinner Sponsor for this event is Kit Loong Commercial Tyres

Venue: Mezzanine Floor
Date & Time: 15 May 2015, 18:00 - 21:00

Media Round Tables



Leading up to MIBTC, we hosted two interactive sessions with the media. Our first round table was about 'The impact of the AFTA on the Commercial Vehicle industry'. Sponsored by GiIB, this session was held on 14 January. Finally,

the second Media Round Table discussed issues around 'Road Safety' with a line-up of industry experts as well as government officials. Volvo Trucks Malaysia was the sponsor for this session. The podcasts for all Media Round Tables has been made available to subscribers of the on-line PDFs of Asian Trucker Magazine.

MIBTC Media Roundtable Podcasts:
 Impact of AFTA
 Road Safety
 Available on Asiantrucker.com

MIBTC Business Match Making

Exhibitions are busy times for exhibitors and delegates. To make sure that you are going to see the vendors you want to meet during MIBTC 2015, we recommend logging onto our Business Match Making Module here: <http://bizmatch.d-avenue.com/home/>. This service is free of

charge for exhibitors and delegates.



Venue: Ground Floor
Date & Time: 14, 15&16 May 2015, 10:00 - 19:00

FleetSafe - Presentation Asian Trucker Booth



The way to make our roads safer is to change people's behaviour!

Visit the ASIAN TRUCKER Booth at MIBTC and learn how this online training program can help you to improve the safety record (and with that the bottom line) of your company.

Driving a vehicle can be one of the most dangerous activities employees undertake in the workplace.

Employers have a duty of care to take all reasonable steps to protect employees from unnecessary risk or harm.

AWARENESS ANTICIPATION ALERTNESS
 Online Driver Safety Programmes to reduce risks to your employees.

- Comprehensive driver online risk evaluation
- Driver education training modules

Venue: Asian Trucker Exhibition booth
Date & Time: 14, 15&16 May 2015, 10:00 - 19:00

Shuttle Bus

Sendok Group will be providing shuttle bus services going from MIBTC to KL Sentral and the Sendok Group office in Jalan Kapar. This service will run daily and is free of charge. In KL Sentral, our delegates will alight at the KL Hop on Hop off station and may make their onwards journey from there. The shuttle bus from MIBTC to KL



Venue: Outside main entrance
Date & Time: 14, 15&16 May 2015, 10:00 - 19:00

Sentral will depart every 2 hours, starting at 11:00. We estimate it to arrive in KL Sentral about 30 - 40 minutes later.

Food Trucks

Capturing the latest trend, we have arranged for a good dozen food trucks to join MIBTC 2015. These trucks will be parked outside, offering a wide range of food items for you to sample and indulge in. A special deal awaits exhibitors as you will be given discounts when you show your badges.



Venue: Outside, facing entrance
Date & Time: 14, 15&16 May 2015, 10:00 - 19:00



Venue: Ground Floor
Date & Time: 14, 15&16 May 2015, 10:00 - 19:00

Best Booth Design Award

Put your best foot forward in designing a stunning booth and you may walk away with a cheque. We are giving away 20 000 RM in prize money for the two best booths, as voted by visitors of MIBTC 2015.

The Final Touch



It is all very exciting, and sometimes a little nerve-racking getting everything ready and in place for the big show. In 2013 more than 3000 visitors walked past the booths, and even more are expected this year - so the exhibitors want

to have everything exactly right - as well as look good for the Best Booth Contest. For some, it was a bit of a challenge, for some, they were home and cooled while others sweated getting the final touches in place.



Volvo Trucks - Mini Seminar Schedule

MIBTC 14 - 16 May

Time	Thursday	Friday	Saturday
11:15 - 11:30	Dynafleet Launch	Dynafleet	Dynafleet
11:30 - 11:45		Driver Development	Driver Development
11:45 - 12:00		Safety	Safety
12:00 - 12:15		Exchange Parts	Exchange Parts
12:15 - 12:30		Service Agreement	Service Agreement

Lunch break

14:30 - 14:45	Dynafleet	Dynafleet	Dynafleet
14:45 - 15:00	Driver Development	Driver Development	Driver Development
15:00 - 15:15	Safety	Safety	Safety
15:15 - 15:30	Exchange Parts	Exchange Parts	Exchange Parts
15:30 - 15:45	Service Agreement	Service Agreement	Service Agreement



Scania Lounge

Swedish truck maker Scania will have a beautiful lounge on the Mezzanine Floor. Rest, relax, meet with business associates. It looks so comfortable, you may not want to leave.



Venue: Mezzanine Floor
Date & Time: 14, 15 & 16 May 2015, 10:00 - 19:00