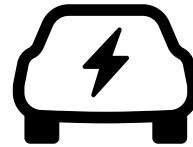


ORGANISED BY:  
PUBLIC SECTOR ENGINEERS SPECIAL INTEREST GROUP (PSESIG, IEM)

WEBINAR TALK ON

# Vehicle Technology To Increase Human Survival Rate In Crash

BEM APPROVED CPD: 2  
REF NO: IEM25/HQ/021/T (w)



## SPEAKER:

**TS. AHMAD SAIFE SALLEH**

Research Officer  
Malaysian Institute of Road Safety Research (MIROS)



**24 FEBRUARY 2025 (MONDAY)**  
**10.00AM - 12.00PM**



**ZOOM PLATFORM**



**Moderator:**

Ir. Mohd Fareed bin Raduwan  
Committee Member  
PSESIG, IEM



**REGISTRATION:** IEM STUDENT : FOC  
IEM MEMBERS: RM15  
NON IEM MEMBERS: RM70



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# SYNOPSIS

In Vehicle technology or Advanced driver-assistance systems (ADAS) are technologies that assist drivers with the safe operation of a vehicle. Through a human-machine interface, ADAS increases car and road safety. ADAS uses automated technology, such as sensors and cameras, to detect nearby obstacles or driver errors, and respond accordingly. ADAS can enable various levels of autonomous driving.

As most road crashes occur due to human error, ADAS are developed to automate, adapt, and enhance vehicle technology for safety and better driving. ADAS are proven to reduce road fatalities by minimizing human error. Other than that black box has also been used in road vehicles, either commercial or private, for safety, control, and investigative mechanisms. Technological advancements have allowed the development of data-generating items in modern-day cars such as EDR and dashcams. Despite their benefits in road safety especially in vehicular forensics, there are concerns about safety, privacy, and users' rights. This warrants refreshed approaches to gradually embed a digital culture into the existing automotive ecosystem.

## SPEAKER'S PROFILE

**Ts. Ahmad Saife bin Salleh** is a skilled Trainer and Research Officer at the Malaysian Institute of Road Safety Research (MIROS), bringing over 13 years of experience in industrial management, specializing in road safety and occupational safety and health (OSH). He has a strong background in policy development, strategic planning, and multi-agency coordination with stakeholders such as PDRM, JKR, and JPJ. He plays a pivotal role in advancing transportation and road safety initiatives aligned with national policies, including the National Road Safety Master Plan 2021–2030.

Ts. Ahmad Saife holds a Master's degree in Industrial Safety Management and a Bachelor's degree in Civil Engineering. He is a certified trainer under HRD Corp and a lead auditor for MS ISO 39001:2013. His achievements include drafting the Malaysian Transport Safety Board (MTSB) Bill, developing the Work-Related Road Safety Coordinator Module, and establishing the National Railway Center of Excellence (NRCoE). He has also contributed to safety training for transport operators and reviewed Passenger Service Vehicle (PSV) licenses for E-Hailing. Known for leadership, problem-solving, and critical thinking, he has led safety audits, consultancy, and training programs, earning a reputation for excellence in implementing policies and driving national transportation safety standards.