



PUBLIC PRIVATE PARTNERSHIPS IN INNOVATION:

THE EXCITING DIMENSION OF LEAP-FROGGING THE MALAYSIAN SURVEYING AND MAPPING INDUSTRY'S PROGRESS

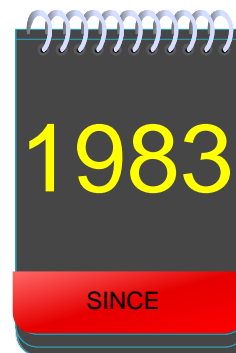
18-22 MAY 2011, MARRAKESH

Mohammad Azmi B. Mohd Zain, AMN
President [Association of Authorised Land Surveyors Malaysia]

Background to our Envisioned Future: Partnering for Competitive Advantage

The Malaysian Scenario

- a) Numerous privatisation and Public-Private-Partnership (PPP) projects
- b) Transportation, road, communications, healthcare and energy sectors.



3

*"If we have a **clear vision...***

"A Dynamic and Agile



Our Vision is about **'Relevance'**

4

- 'RELEVANCE'**
- How pertinent
 - How connected
 - How applicable
 - How meaningful

Our Envisioned Future

[What the Next 10 Years Will Bring]

Emphasis on the Government's
Key Role

Emphasis on Collaboration,
Alliance & Smart-Partnering

AN ENABLING
ENVIRONMENT

Opportunities from ICT for LLS to
react to technological change

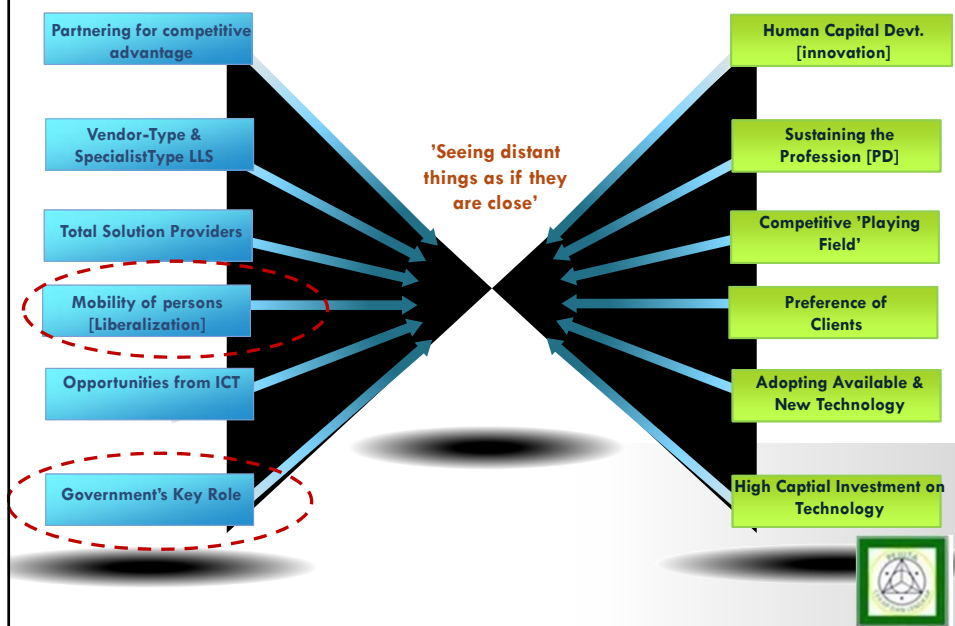
LLS Re-Thinking Business
Strategies

5

“If we have a **clear vision**, we will eventually gather the right ideas and work out an **impactful collaboration strategy**”.



THE ENVISIONED FUTURE



Intention to Share and Inspire

7

- 1) Share [in view of the **Envisioned Future**]:
 - a) Challenges and Trends
 - b) Vision-to-Vision
 - c) Mission-to-Mission
 - d) JUPEM-PEJUTA on-going collaboration
 - e) Relevance of the JUPEM-PEJUTA Collaboration Strategy
- 2) Inspire to **Take Action**:

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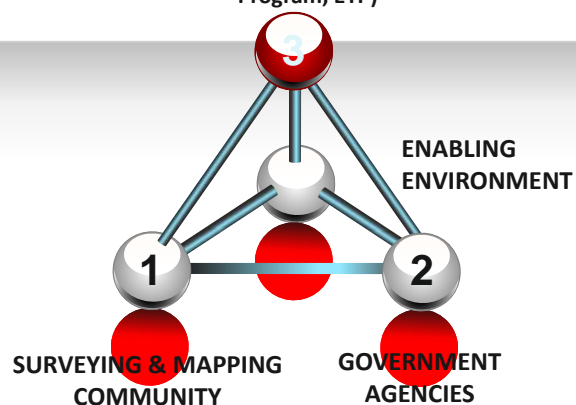
INNOVATION-DRIVEN PARTNERING (through PPP)



Leapfrog the progress of an industry that has become reliant on the advent of technology to progress further and perform better.

INNOVATION-DRIVEN PARTNERING

(Private Sector-led economy 2011-2015, Malaysian Economic Transformation Program, ETP)



BEGINNING WITH THE END IN MIND...

Collaborative Vision:
*Reinforced Relevance of the LLS Profession and
Surveying and Mapping Industry*



Challenges

[PEJUTA Strategic Plan 2007-2017]

10

1. Increasingly Competitive 'Playing Field' [Liberalization, 1 Jan 2012]
2. More Clients Seeking Total Solution Providers
3. National aspirations for an efficient delivery system
4. Adopting Available and New Technology
5. High Capital Investment on Technology
6. Sustaining the Land Surveying Profession
7. Legislative Perspectives
8. Industry Evolution: The Surveying and Mapping Industry at Growth Stage



Global Trends:

Technology Development the Major Driving Force

11

1. GPS technologies revolutionized the traditional survey discipline
2. High resolution satellite imagery revolutionized the mapping discipline
3. GIS technologies had the greatest impact on spatial information environment
4. The WWW and Internet will become the focus on viewing and using spatial data [Geospatial Reference System, GRS]

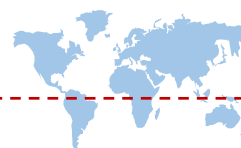


Global Trends:

Technology Development the Major Driving Force

12

5. Continuous Operating Reference Stations [CORS] using Global Satellite Navigation Systems [GNSS] technology to complement / replace Permanent Survey Marks.
6. Spatial Data Infrastructure [SDI] – Governments worldwide creating policies and initiatives:
 - a) the need to create infrastructure or enabling platform that provides link between government and private sector and from which applications and services can be leveraged and value added
 - b) Providing the ability to grow the private sector and spatial information industry as a whole



13

PEJUTA's Initiatives

Strategic Plan 2007-2017



3 Core Issues

[PEJUTA Strategic Plan]

14

- Human Capital Development
- Impetus for Innovation
- Internationalization of the Licensed Land Surveying profession



The PEJUTA Strategic Plan

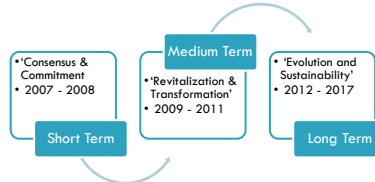
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**1-5-5-3
Formula**

5 Strategic Thrusts



3 Planning Horizons



16

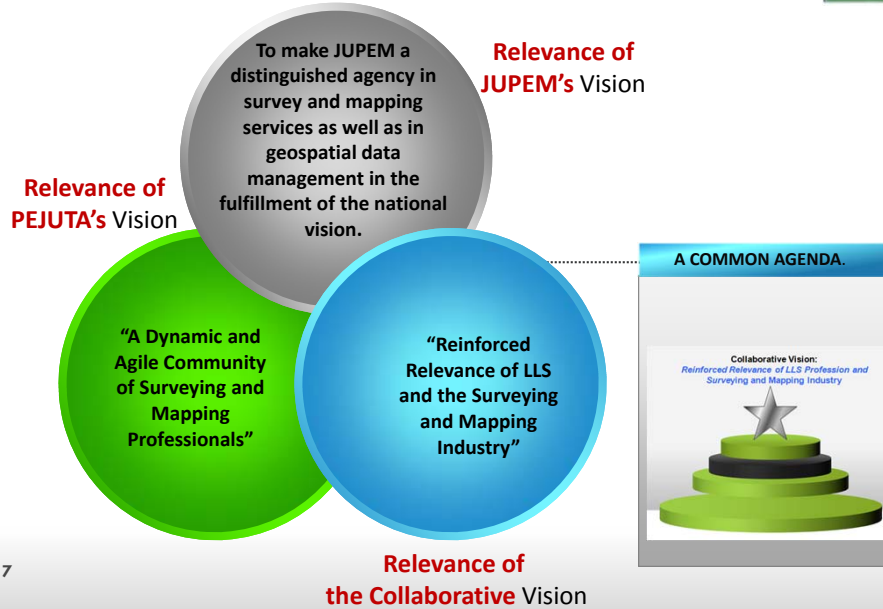
The Synergy Equation: PEJUTA's Intended Relationship with A Government Agency

Vision to Vision

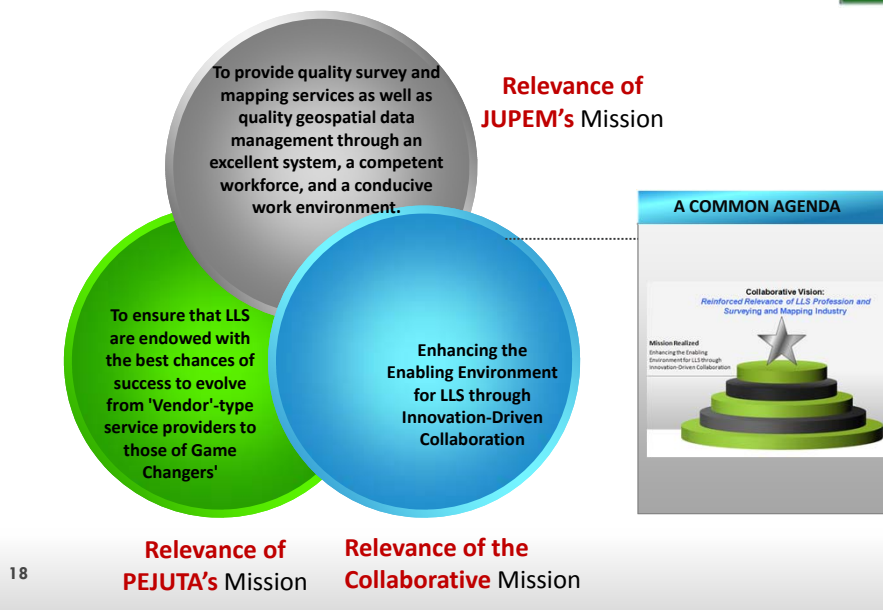
Mission to Mission



VISION TO VISION...



MISSION TO MISSION...



JUPEM-PEJUTA:

Taking Things Further

19

- The 1958 Licensed Land Surveyor Act represents the foundation to the collaboration agenda between JUPEM and LLS.
- PEJUTA [since 1976] has been involved with JUPEM in the following areas :
 - Development of PEJUTA's Strategic Plan
 - Involvement in e-Cadaster
 - Implementation of the Field-to-Finish System
 - Backlog of Survey Jobs
 - Formulation of Acts and Regulations
 - And more...
- Our Proposed Collaboration is an extension to the long-standing relationship between JUPEM and PEJUTA.



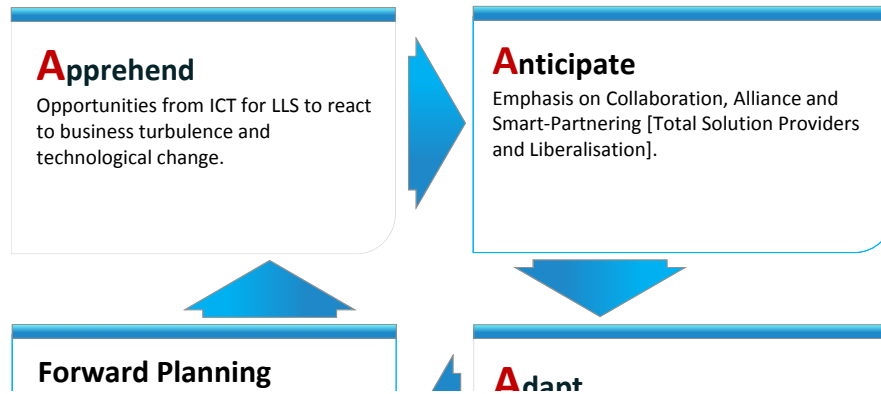
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The DSMM-PEJUTA Collaboration Strategy Map

Lending additional meaning to the Conference theme of "Bridging the Gaps between Cultures."



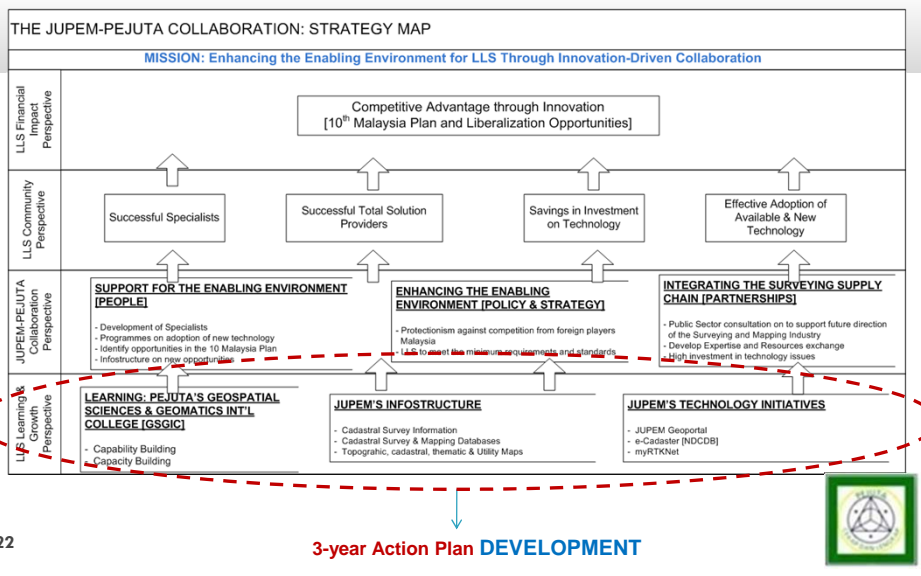
INTERPLAYS FOR THE ENVISIONED FUTURE



21



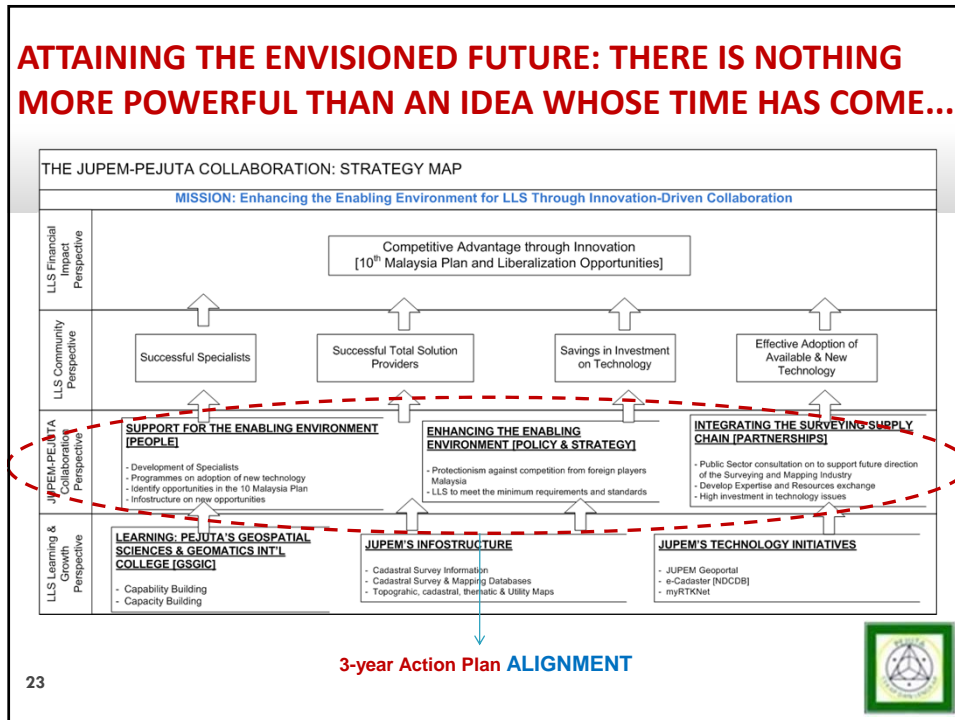
ATTAINING THE ENVISIONED FUTURE: THERE IS NOTHING MORE POWERFUL THAN AN IDEA WHOSE TIME HAS COME...



22



ATTAINING THE ENVISIONED FUTURE: THERE IS NOTHING MORE POWERFUL THAN AN IDEA WHOSE TIME HAS COME...

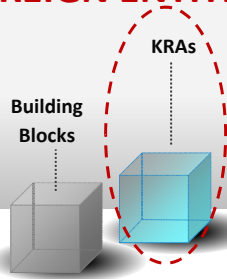


24

The Context of the Strategy Map

Taking it across geographical borders within the FIG in order to '*Bridge Gaps between Cultures*'....

ATTAINING THE ENVISIONED FUTURE: COLLABORATION KRAs BETWEEN PEJUTA & OTHER FOREIGN ENTITIES



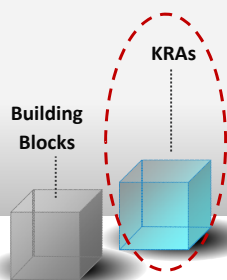
In Fulfillment of our KRAs: COLLABORATION AREAS

- 1) **SUPPORT FOR THE ENABLING ENVIRONMENT**
- 2) **ENHANCING THE ENABLING ENVIRONMENT**
- 3) **INTEGRATING THE SURVEYING SUPPLY CHAIN**

25



PEJUTA-FOREIGN ENTITIES COLLABORATION: SPECIFICS



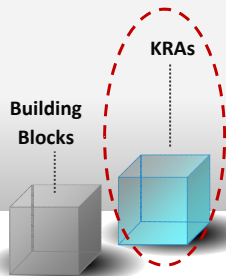
Collaboration Areas

- 1) **SUPPORT FOR THE ENABLING ENVIRONMENT :**
 - Programmes on adoption of new technology

26



PEJUTA-FOREIGN ENTITIES COLLABORATION: SPECIFICS



Collaboration Areas:

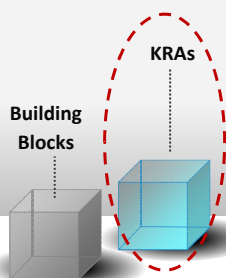
2) ENHANCING THE ENABLING ENVIRONMENT :

- Discussions on how to leverage opportunities from Liberalization [1Jan2012] – mutually-beneficial cross-border business relationships

27



PEJUTA-FOREIGN ENTITIES COLLABORATION: SPECIFICS



Collaboration Areas:

3) INTEGRATING THE SURVEYING SUPPLY CHAIN :

- Working to pursue mutually-beneficial cross-border PPP opportunities
- Addressing issues related to high-capital investment in technology
- Cross-Border Best Practice Sharing and Networking

28



29

The Foundation of Successful Cross-Border and PPP-driven Partnerships

“Being open to possibilities..

*Embrace the value proposition that comes with
‘Partnering with Innovation’*

*Being forward-looking enough to explore taking
Innovative Partnering to the PPP level across
borders”*



30

In Closing... PEJUTA's aspiration with this presentation

“Success in anything is to get a hearing. Half the object is gained when the audience is assembled”... Phineas T. Barnum



31

Thank You !

Mohammad Azmi B. Mohd Zain, AMN
President
Persatuan Jurukur Tanah Bertauliah Malaysia
www.pejuta.com.my



32



PUBLIC PRIVATE PARTNERSHIPS IN INNOVATION:

THE EXCITING DIMENSION OF LEAP-FROGGING THE
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Malaysia's Technology Footprints

Surveying: The Oldest Profession in Malaysia...

1st Survey Office in 1885

During the British colonial period, The more common land surveys undertaken during that time were land title surveys and trigonometrical surveys to provide the necessary infrastructure to map the colony.



Licensed Land Surveyors Act 1958

1960's

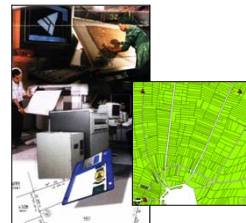
Increased visibility of land surveying as a profession began in the 1960s due to the rapid progress and advancement in science & technology, communications & software engineering, as well as airborne & space observation platforms and global positioning & navigation technologies.

35

Technology has always been the Main Driving Force, even in the early days...

1970's – 1990's

The need for an effective land information system to assist planning and development in Malaysia had been felt since the early 1970's the first step towards initiating a SDI was not taken until 1992



36

Our Progressive Journey... thus far...

6th Malaysia Plan [1991-1995] – FMS and DTMS

7th Malaysia Plan [1996-2000] – Pilot Projects

8th Malaysia Plan [2001-2005] – Implementation of NaLIS throughout the Country

9th Malaysia Plan [2006-2010] – e-Cadaster

10th Malaysia Plan [2011-2015] – High Income Nation through Specialization & World Class Infrastructure

37

38

*“If we have a **clear vision**, we will eventually gather the right ideas and work out an **impactful collaboration strategy**”.*



Challenges

[PEJUTA Strategic Plan 2007-2017]

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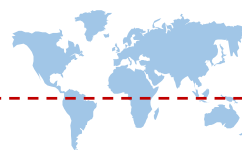


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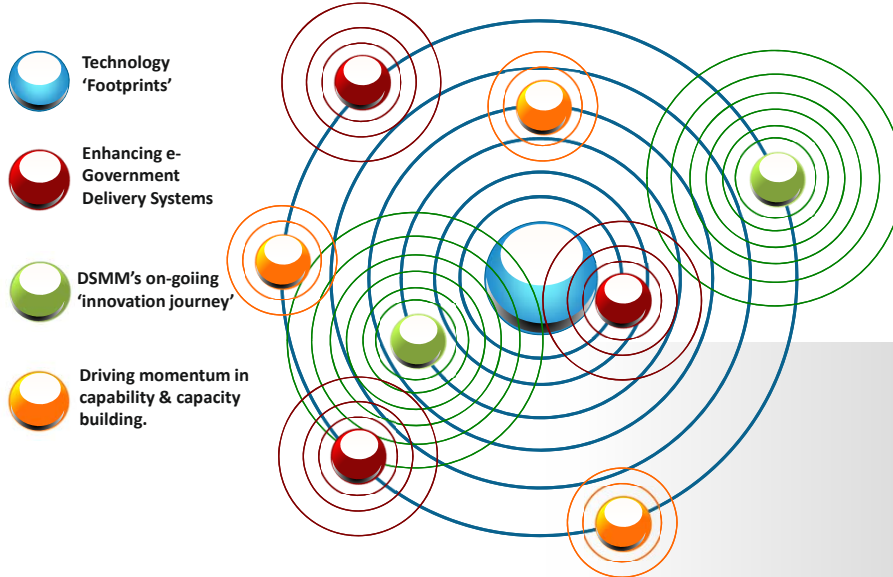
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**THE RIPPLE EFFECT: FROM TECHNOLOGY FOOTPRINTS TO IMPACTFUL PROGRESS
IN THE SURVEYING AND MAPPING INDUSTRY**

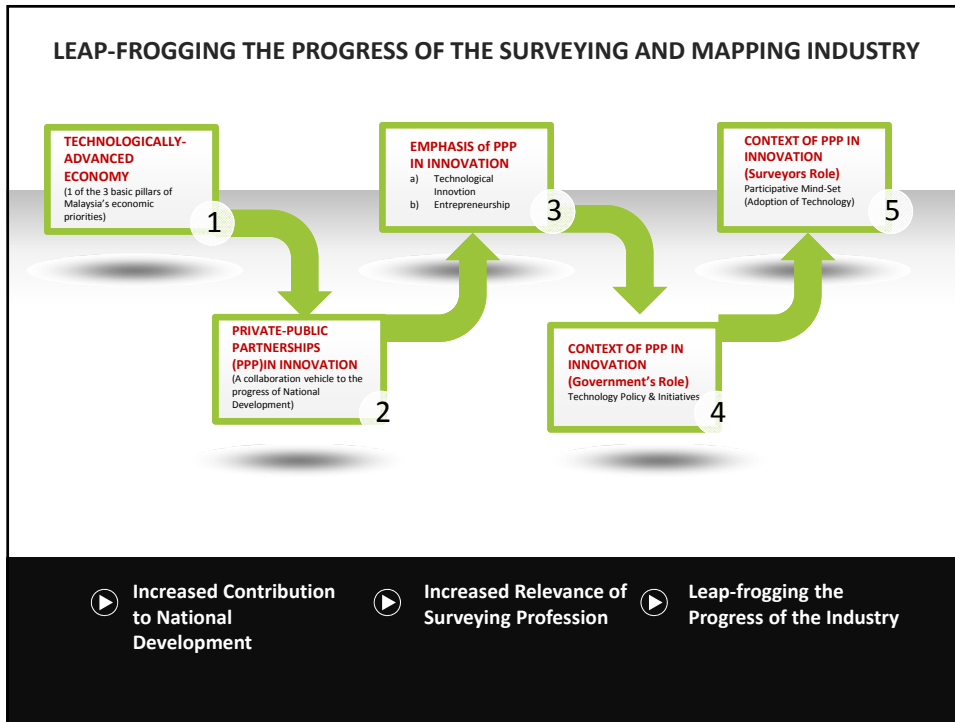


42

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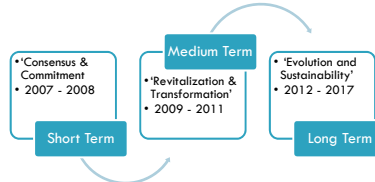
45

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46

Taking Things Further...

THE PPP IN INNOVATION EQUATION

DSMM-PEJUTA:

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47

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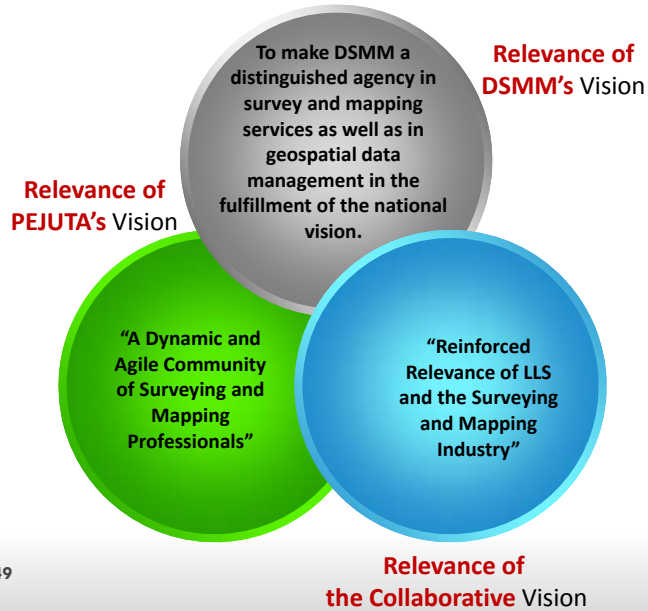


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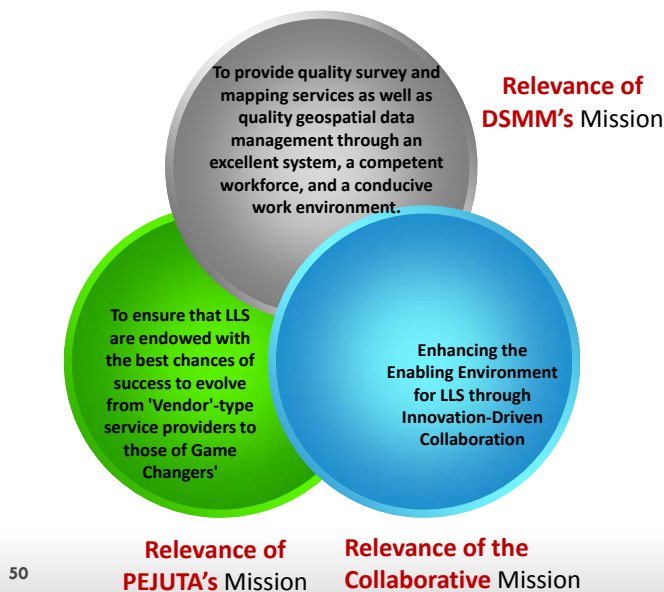
PPP IN INNOVATION

THE SYNERGY EQUATION

VISION TO VISION...



MISSION TO MISSION...



51

PPP IN INNOVATION

‘POETRY IN MOTION’...

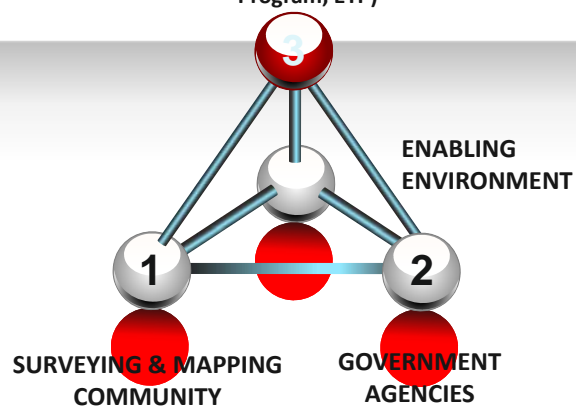
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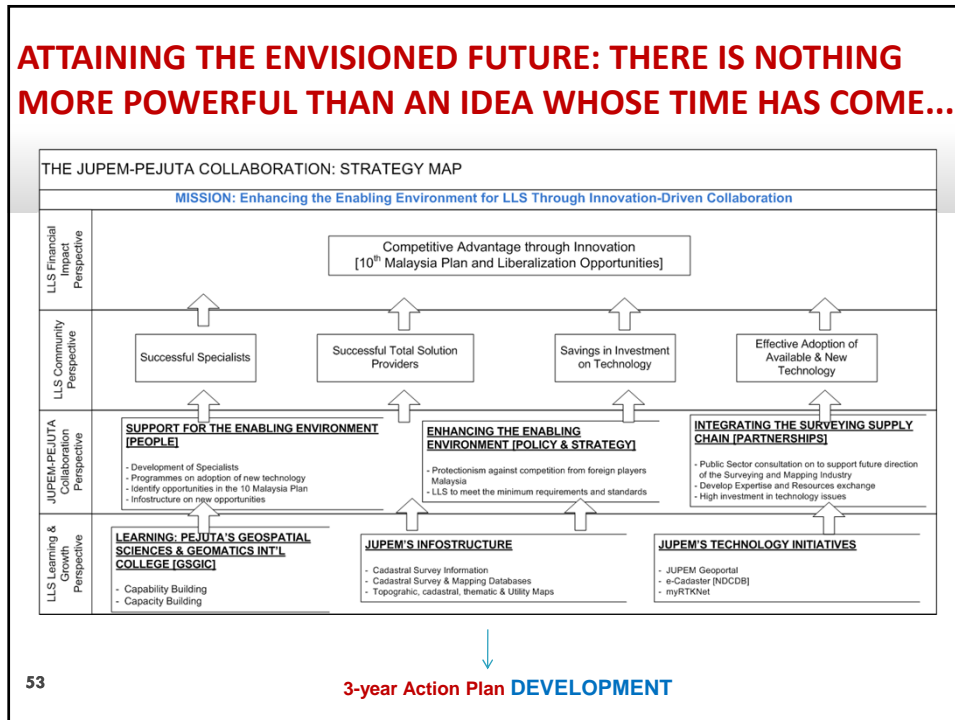
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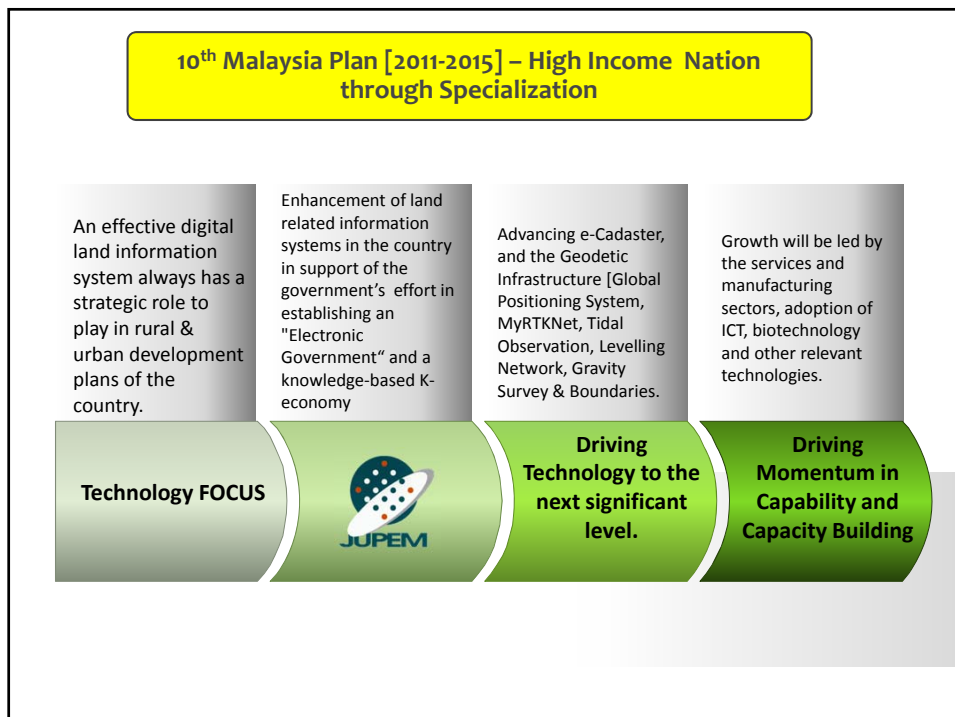
(Private Sector-led economy 2011-2015, Malaysian Economic Transformation Program, ETP)



ATTAINING THE ENVISIONED FUTURE: THERE IS NOTHING MORE POWERFUL THAN AN IDEA WHOSE TIME HAS COME...



53

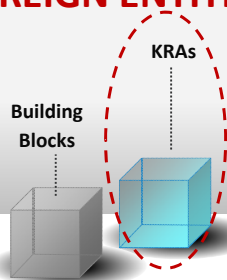


55

Lending a new dimension to Technology Innovation

'Bridging the Gaps of Systematic Innovation between working cultures within the FIG'

ATTAINING THE ENVISIONED FUTURE: COLLABORATION KRAs BETWEEN PEJUTA & OTHER FOREIGN ENTITIES



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- 1) SUPPORT FOR THE ENABLING ENVIRONMENT
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56

57

Partnering for Collective Global Technology Innovation

“Being open to possibilities..

*Embrace the value proposition that comes with
‘Partnering with Innovation’*

*Being forward-looking enough to explore taking
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58

Thank You !

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