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.
“If we have a clear vision...”

“A Dynamic and Agile Community of Surveying and Mapping Professionals.”

Our Vision is about ‘Relevance’

Our Envisioned Future
[What the Next 10 Years Will Bring]

“RELEVANCE”
• How pertinent
• How connected
• How applicable
• How meaningful

AN ENABLING ENVIRONMENT

Emphasis on the Government’s Key Role

Emphasis on Collaboration, Alliance & Smart Networking

LLS Re-Thinking Business Strategies

Opportunities from ICT for LLS in Real-time Geotechnical Change
“If we have a clear vision, we will eventually gather the right ideas and work out an impactful collaboration strategy”.

THE ENVISIONED FUTURE

- Partnering for competitive advantage
- Vendor-Type & Specialist Type LLS
- Total Solution Providers
- Mobility of persons (Liberalization)
- Opportunities from ICT
- Government’s Key Role
- Human Capital Devt. [innovation]
- Sustaining the Profession (PD)
- Competitive ‘Playing Field’
- Preference of Clients
- Adopting Available & New Technology
- High Capital Investment on Technology

‘Seeing distant things as if they are close’
Intention to Share and Inspire

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.
BEGINNING WITH THE END IN MIND...

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

Mission Realized
Enhancing the Enabling Environment for LLS through an Innovation-Driven Collaboration

Action Plan
Alignment

JUPEM-PEJUTA Collaboration
3-year Action Plan

JUPEM-PEJUTA Collaboration Strategy

Partnership & Participation
JUPEM-PEJUTA-LLS

Challenges
[PEJUTA Strategic Plan 2007-2017]

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

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]


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
PEJUTA’s Initiatives

Strategic Plan 2007-2017

3 Core Issues
[PEJUTA Strategic Plan]

- Human Capital Development
- Impetus for Innovation
- Internationalization of the Licensed Land Surveying profession
The PEJUTA Strategic Plan

1-5-5-3 Formula

5 Strategic Thrusts

ST-1: Leveraging & Enhancing Intellectual Assets
ST-2: Competitive Advantage Through Innovation
ST-3: Sustainability through Business Excellence
ST-4: Gearing Up for Globalization
ST-5: Leadership in Quality Services

3 Planning Horizons

• 'Consensus & Commitment - 2007 - 2008
• 'Revitalization & Transformation' - 2009 - 2011
• 'Evolution and Sustainability' - 2012 - 2017

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

Vision to Vision
Mission to Mission
VISION TO VISION...

To make JUPEM a distinguished agency in survey and mapping services as well as in geospatial data management in the fulfillment of the national vision.

"A Dynamic and Agile Community of Surveying and Mapping Professionals"

"Reinforced Relevance of LLS and the Surveying and Mapping Industry"

Relevance of JUPEM’s Vision

Relevance of PEJUTA’s Vision

Relevance of the Collaborative Vision

MISSION TO MISSION...

To provide quality survey and mapping services as well as quality geospatial data management through an excellent system, a competent workforce, and a conducive work environment.

To ensure that LLS are endowed with the best chances of success to evolve from ‘Vendor’-type service providers to those of Game Changers’

Enhancing the Enabling Environment for LLS through Innovation-Driven Collaboration

Relevance of JUPEM’s Mission

Relevance of PEJUTA’s Mission

Relevance of the Collaborative Mission
JUPEM-PEJUTA:
Taking Things Further

- 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.

The DSMM-PEJUTA Collaboration Strategy Map

Lending additional meaning to the Conference theme of “Bridging the Gaps between Cultures.”
INTERPLAYS FOR THE ENVISIONED FUTURE

Apprehend
Opportunities from ICT for LLS to react to business turbulence and technological change.

Anticipate
Emphasis on Collaboration, Alliance and Smart-Partnering (Total Solution Providers and Liberalisation).

Forward Planning

Adapt

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

THE JUPEM-PEJUTA COLLABORATION: STRATEGY MAP

MISSION: Enhancing the Enabling Environment for LLS Through Innovation-Driven Collaboration

- Competitive Advantage through Innovation
  - [10th Malaysia Plan and Liberalization Opportunities]
- Effective Adoption of Available & New Technology
- Savings in Investment on Technology
- Successful Total Solution Providers
- Successful Specialist Programs

SUPPORT FOR THE ENABLING ENVIRONMENT

PEOPLE
- Development of Specialist Professionals in adoption of new technology
- Competitive advantage from foreign plants

ENVIRONMENT POLICY & STRATEGIC
- Establishment of collaboration
- Establishment of competition

INTEGRATING THE MARKETING SUPPLY CHAIN PARTNERSHIP
- Public sector collaboration in support of future direction of the BM and MRC and LLS
- Development of strategic and technological

LEARNING JUPEM & GEOSPATIAL SCIENCE & TECHNOLOGY INT.
- Capability Building

JUPEM INFRASTRUCTURE
- Capable of providing information
- JUPEM Supply Chain Centre
- Technology & Services

JUPEM’S TECHNOLOGY INITIATIVES
- Innovative Solutions
- JUPEM-UNSW Joint Venture
- Pythia

3-year Action Plan DEVELOPMENT
ATTAINING THE ENVISIONED FUTURE: THERE IS NOTHING MORE POWERFUL THAN AN IDEA Whose TIME HAS COME...

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MISSION: Enhancing the Enabling Environment for LLS Through Innovation-Driven Collaboration

SUPPORT FOR THE ENABLEN ENVIRONMENT

- Development of Specialists
- Programmes or adoption of new technology
- Integration of LLS EXECUTIVE at internal/external levels

ENHANCING THE ENABLEN ENVIRONMENT (POLICY & STRATEGY)

- Policies/actions against competition from foreign players
- LLS to meet the minimum requirements and standards

FINAL OVERALL OUTCOMES

- Volume of LLS INCREASED
- Visibility of LLS HIGHLIGHTED

LEARNING: JUPEM'S OCCUPATIONAL SCIENCE & TECHNOLOGY INV.

- College (2012)
- Capacity Building

AFFIRM & TECHNOLOGY INITIATIVES

- Corporate
- Media

INTEGRATING THE SUPPLIER ChAIN PARTNERSHIPS

- Public tender collaboration to support future direction of the LLS industry and regional industries
- Acquire high investment in technology aspects

3-year Action Plan ALIGNMENT

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

PEJUTA-FOREIGN ENTITIES COLLABORATION: SPECIFICS

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

2) **ENHANCING THE ENABLING ENVIRONMENT:**
   - Discussions on how to leverage opportunities from Liberalization [Jan2012] – mutually-beneficial cross-border business relationships

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
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”

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
Thank You!

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President
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Surveying: The Oldest Profession in Malaysia...

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.

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.

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

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.
Our Progressive Journey... thus far...

- **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

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Challenges
[PEJUTA Strategic Plan 2007-2017]

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

- Technology ‘Footprints’
- Enhancing e-Government Delivery Systems
- DSMM’s on-going ‘innovation journey’
- Driving momentum in capability & capacity building.

“If we have a *clear vision*...

“A Dynamic and Agile Community of Surveying and Mapping Professionals”
Our Vision is about ‘Relevance’

Our Envisioned Future
[What the Next 10 Years Will Bring]

Emphasis on the Government’s Key Role

Opportunities from ICT for LLS in read to technological change

LLS Re-Thinking Business Strategies

Emphasis on Collaborative, Alliance & Small Partnership

AN ENABLING ENVIRONMENT

RELEVANCE
• How pertinent
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• How meaningful
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Short Term
Medium Term
Long Term

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Taking Things Further...

THE PPP IN INNOVATION EQUATION

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DSMM-PEJUTA:  
Taking Things Further

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- PEJUTA [since 1976] has been involved with DSMM in the following areas:
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  - And more…

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

INNOVATION-DRIVEN PARTNERING
(through PPP)

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

ENABLING ENVIRONMENT

1. SURVEYING & MAPPING COMMUNITY
2. GOVERNMENT AGENCIES
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- Effective Adoption of Available & New Technology

SUPPORT FOR THE ENABLING ENVIRONMENT (SPECIALIZED)
- Development of Specialized Programmes or adoption of new technology
- Development of New National Plan Draft for LLS in conjunction with Government

ENHANCING THE ENABLING ENVIRONMENT (POLICY & STRATEGY)
- Promote policies against competition from foreign players
- LLS to meet the minimum requirements and standards
- Integration of Government

INTEGRATING THE SUPPORTING SUPPLY CHAIN (PARTNERSHIPS)
- Public sector collaboration on e-support for education and training
- High investment in technology plans

3-year Action Plan DEVELOPMENT


An effective digital land information system always has a strategic role to play in rural & urban development plans of the country.

Enhancement of land related information systems in the country in support of the government’s effort in establishing an “Electronic Government” and a knowledge-based K-economy.


Growth will be led by the services and manufacturing sectors, adoption of ICT, biotechnology and other relevant technologies.

Technology FOCUS

Driving Technology to the next significant level.

Driving Momentum in Capability and Capacity Building.
Lending a new dimension to Technology Innovation

‘Bridging the Gaps of Systematic Innovation between working cultures within the FIG’ ....

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Partnering for Collective Global Technology Innovation

“Being open to possibilities...

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