

## **FAMI Second Road Safety Seminar Convened in the Philippines ~ Asian Motorcycle Manufacturers Unite for Road Safety ~**

The Federation of Asian Motorcycle Industries Association (FAMI)<sup>1</sup> held its Second Road Safety Seminar on November 28, 2003 in Manila. The event was sponsored by the Motorcycle Development Program Participants Association (MDPPA)<sup>2</sup>– the motorcycle industry association in the Philippines.



**Speakers at the Seminar**

This seminar program was begun from last year with the aim of reducing motorcycle accidents at the Asia level. It was held for the first time last July in Jakarta, Indonesia, where it addressed the theme “Prevent Traffic Accidents Caused by Motorcycles.” The theme for the November session was “Increase Safety Awareness through Responsible Motorcycle Riding,” with attendance by motorcycle industry representatives from FAMI member countries, Philippine government authorities, riders clubs and others. Over 130 people took part in all, far exceeding initial projections.

President Alfredo B. Alarcon of seminar sponsor MDPPA opened the gathering by expressing his gratitude to the participants, and then stressed the importance of road safety as a key theme for everyone associated with motorcycles. According to President Alarcon, the number of accidents in the Philippines involving motorcycles (also including “tricycles”) during 2002 was 1,082 incidents, accounting for a 12 percent share of all vehicular traffic accidents. Although this is a relatively small share, MDPPA is determined to not only halt any further increase but also step up efforts to reduce the total.



**MDPPA President Alfredo B. Alarcon**

Next up was FAMI President Dato' Syed Mohammad Aidid (Chairman of MASSAM of Malaysia), representing FAMI at the seminar. He pointed out that while Malaysia is experiencing a sharp increase in motorcycle accidents, a genuine "Asia-wide approach" is needed to effectively deal with the motorcycle safety issue. Noted President Aidid: "We need to do something to promote responsible riding among Asian riders. We believe being responsible will make a lot of difference."



FAMI President Dato' Aidid

Keynote speeches were then delivered by Philippine government representatives from the Traffic Management Group, the Land Transportation Office and the Board of Investments. These presentations included detailed explanations of the role of motorcycles in the Philippines, registration and ownership status, the key points of traffic safety, the leading traits of traffic accidents and other areas. Creating a particularly strong impression were the statements from the government delegates emphasizing the importance of wearing helmets when operating motorcycles on the road.

Appearing on behalf of JAMA was Motorcycle Overseas Subcommittee Chairman Hiroshi Nakagawa, who profiled the current state of traffic safety activities in Japan. He used his presentation to point out that over 90 percent of accidents in Japan are caused by human error, and particularly concentrated on introductions of the various JAMA measures implemented with the human factor in mind.



JAMA Motorcycle Overseas  
Subcommittee Chairman  
Nakagawa

MDPPA Vice President Ager B. Kiocho then gave a comprehensive explanation of the economic situation and motorcycle sales in the Philippines, along with an analysis of traffic accidents. Mr. Kiocho also described the poster campaign, traffic safety education at training centers and other traffic safety promotion activities presently being advanced in the Philippines.

As the final segment of the seminar, representatives of two groups reported on private

sector level motorcycle safety activities underway in the Philippines. This was followed by a brisk question-and-answer session concerning the information presented at the seminar, which brought the gathering to a close.

The goal of this seminar was to achieve understanding of the importance of road safety among core users, while mounting appeals to the general public through the mass media. News of the seminar was reported in seven local newspapers (according to the results of a JAMA study).

Studies are currently being advanced on the idea of holding the next FAMI Road Safety Seminar this coming June in Thailand.

(1): FAMI member organizations include AISI (Indonesia), MASAAM (Malaysia), MDPPA (Philippines), SIAM (India), SMCTA (Singapore), TAIA (Thailand), TTVMA (Taiwan) and JAMA (Japan).

(2): MDPPA members include the six companies engaged in motorcycle production in the Philippines – Honda, Kawasaki, Kymco, Loncin (Victoria Motors Corp.), Norkis Yamaha and Suzuki.