

EXECUTIVE PROFILE

MALIKA SEDDI

IBTTA International Vice President

*Director of International Affairs and Customer Services in ASFA
(Association of Toll motorway operators in France)*



Malika SEDDI, Director of International Affairs and Customer Services in ASFA (Association of Toll motorway operators in France). Within ASFA, she is in charge of ASFA Customer committee which groups together the marketing directors of all French toll companies to share knowledge, experience and conduct joint studies. She also has the responsibility to maintain contacts and relations with the European Institutions and international organisations. Engaged in the toll industry for 25 years, Ms SEDDI is deeply involved in the ASECAP (Association for toll operators in Europe), IBTTA (Worldwide association for toll road operators), ERTICO (ITS Europe), and PIARC representing ASFA members' interests. She is the Chair of permanent committee of ASECAP dealing with road safety and sustainable development. She is member of the PIARC committee (Road safety), and member of the board of France's PIARC branch. She is Member of the European program committee, and road sector platform of ERTICO. She is the Communication team leader of the Arc Atlantique, project for the deployment of harmonised ITS services, involving 7 European countries (Belgium, Ireland, France, Netherlands, Portugal, Spain, UK), co-funded by the European Commission. She is presently the international Vice President of IBTTA.