



## PERSONAL INFORMATION

Name **SEDDI, MALIKA**

## WORK EXPERIENCE

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

**Main issues in the working scope** 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 30 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 C1 (Road safety policy), 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 served in the IBTTA Board of Directors.

**Activity in the European ITS Platform and corridors** She is involved in MedTis and Arc Atlantique projects (project for the development of harmonised ITS services) co-funded by the European Commission. She is the Communication team leader of the Arc Atlantique project.