

## EXECUTIVE PROFILE

---

### MALIKA SEDDI

IBTTA International Vice President

*Deputy to Executive Director, responsible for International Affairs, ASFA  
(Association of Toll motorway operators in France)*

---



Malika SEDDI, is Deputy to Executive Director, responsible for International Affairs for 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. Over a toll industry career that has spanned more than 30 years, SEDDI has been active in IBTTA, ASECAP (the Association for Toll Operators in Europe), ITS Europe, and PIARC, serving as chair of ASECAP's road safety and sustainable development committee, a member of PIARC's road safety committee, and communication team leader for Arc Atlantique, a seven-nation project to deploy harmonised ITS services in the European Union.