MVA is the largest specialist transportation consultant and a leading market research firm in Hong Kong SAR and in the Asia region. MVA provides professional consultancy services in the fast growing Asian region for all aspects of traffic engineering, transport planning & management and market & business research, for both public and private sectors. Evidence of MVA’s work can be seen in existing infrastructure and developments. MVA is committed to the pursuit of a balance between excellence and practicality, which has been the hallmark of our professional consultancy services.
MVA has been operating in Asia since the 1970s, providing local and international experience and knowledge in transportation, planning and management.

The MVA companies work closely together to pool experience and resources as appropriate. MVA’s ability to readily supplement its local resources in Hong Kong with the international resources and network of MVA (with over 220 staff based outside of Hong Kong) ensures that the firm is able to provide the level of consultancy support required for assignments demanding a wide range of professional expertise.
Scope of Services

**LANDUSE & DEVELOPMENT**
- Development Planning
- New Town Layouts
- Commercial, Retail & Hotel Accessibility Studies
- Road & Public Transport Access
- Transport Interchanges
- Pedestrian Facilities & Circulation
- Servicing Facilities & Car Parks
- Traffic Impact Assessments
- Traffic Aspects of Planning Permissions
- Port and Airport Studies

**HIGHPWAYS AND TRAFFIC MANAGEMENT**
- Highway Planning & Appraisal
- Traffic Restraint & Policy
- Safety Engineering & Studies
- Area-wide Traffic Planning
- Traffic Control & Surveillance
- Intelligent Transport Systems
- Traffic during Construction
- Implementation & Monitoring
- Contract Specification & Management

**TRANSPORT STUDIES**
- Strategy Development
- Land Use / Transport / Environmental Studies
- Integrated Transport Policy Studies
- Comprehensive Transport Studies
- Economic & Financial Analysis
- Institutional Development

**PUBLIC TRANSPORT**
- Strategy Development
- System Design & Implementation
- Service Planning & Operations
- Passenger & Revenue Forecasting
- Fare Collection Systems
- Passenger Information Systems
- Station, Interchange & Terminal Design

**TRANSPORT INVESTMENT PROJECTS**
- Project Screening & Identification
- Patronage Revenue & Freight Forecasting
- Operating Strategies & Costs
- Financial & Economic Evaluation
- Toll & Fare Collection Systems
- Bid Preparation & Strategy
- Specifications & Contract Supervision
- Facility Planning

**BUSINESS, MARKET & SOCIAL RESEARCH**
- System / Market & Econometrics Modelling
- Customer Satisfaction Research
- Service Performance Indicators
- Demand Analysis & Product Evaluation
- Social Impact Studies
- Retail Location Analysis Studies
- Stated Preference
- Geodemographics
- Pricing Studies
Experience in Asia

India
- Mumbai Urban Transport Project
- Studies for Developments in Delhi, Mumbai, Kolkata

China
- Beijing Urban Transport Study
- Guangzhou Transport Study

Macau
- Light Rail (LRT) Feasibility Study
- Casino / Resort Developments Study

Hong Kong
- Central Traffic Studies
- Congestion Charging

Korea
- Hangdarm Island (Route 11) Traffic Study
- Hangdarm Island - Intermodal Study for High Speed Rail

Pakistan
- Lahore Rapid Mass Transit Feasibility Study
- Lahore Zayed Centre, Traffic Studies

Thailand
- BTS Skytrain Patronage & Revenue Studies
- Traffic Studies for Superstores, Hotels & Commercial Developments

Sri Lanka
- Havelock City Masterplan

Malaysia
- LRT Studies in Kuala Lumpur, Johor Bahru, Penang
- Putrajaya & Cyberjaya Transport Masterplan Studies

Singapore
- North South Expressway Feasibility Study
- Singapore River Masterplan

Indonesia
- Java Arterial Road Network Study
- Java Toll Roads Study

Vietnam
- Bus Restructuring and BRT Study, Hanoi
- Ho Chi Minh City Metro Rail Feasibility Study

Australia & New Zealand
- Brisbane Rail Study
- Christchurch Transportation Model Update

Japan
- Traffic and Transport Studies for Major Mall in Tokyo

Taiwan
- High Speed Rail Patronage & Revenue Forecasting Studies

Philippines
- EDSA MRT Patronage & Fares Studies
- MCX Railway Feasibility Study

New Zealand

Experience in Asia
Selected Key Experience

Traffic Engineering & Development Projects

Guangzhou Urban Transportation Study (GUTS3), China
- MVA completed a comprehensive strategic transport study of the Guangzhou Municipality to recommend an urban area transport policy and infrastructure development strategy over a 20-year period. MVA is now undertaking the Guangzhou Urban Transport Improvement Implementation Schemes (GUTS4) commissioned by the World Bank to carry out a detailed study for the improvement schemes recommended in GUTS3.

Congestion Charging Transport Model - Feasibility Study, Hong Kong
- Development of a Congestion Charging Model to facilitate assessment of different congestion charging scenarios to relieve traffic congestion problems in Hong Kong.

Bus Rapid Transit (BRT) Studies for Hanoi and Ho Chi Minh City, Vietnam
- Feasibility Study and Preliminary Design for a BRT system in Hanoi, financed by World Bank. In Ho Chi Minh City, MVA studied a BRT pilot system as part of a bus restructuring study for the city.

Property Development Studies along East Rail Line, West Rail Line & Ma On Shan Line, Hong Kong
- Studies include property design review, property development studies, traffic studies and land grant application studies, etc.

Transport Planning / Modelling

Application of Traffic Model for Project in Bangkok, Thailand
- Application of Cube Dynasim Microsimulation for route congestion assessment.

Traffic Model for New Territories & Lantau Island, Hong Kong
- Commissioned by Transport Department to develop regional traffic models for base year, future year and updating of traffic forecasts.
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