
AdTech Management specializes in the provision of consultancy and technical aservices for renewable resource management, aboth freshwater and marine.&#65533; aEstablished in 2002 by professionals with expertise in the realm of marine ascience and fisheries amanagement, the firm is staffed by dedicated graduates ain other relevant fields such as ecology, biology, environmental ascience and aremote sensing. With experience in feasibility study and project design, resource aeconomics, fisheries and coral areef management, AdTech is able to meet their aclients&#65533; requirements and help develop appropriate solutions including devising aoperational strategies with holistic benefits. aAdTech core expertise is in the use of Acoustic Seabed aClassification System (ASCS) for rapid aquatic habitat aclassification and mapping. In 1996, the founders of the afirm were the first in the world to employ this technology to amapaout coral reefs in Sabah, Malaysia and since then athis methodahas quickly become the de factor approach afor rapid mappinga of marine habitats and biotope. To acomplement athe mapping approach, the team too aconducts LIT surveys afor corals, fishes and macroinvertebrates in relation to biodiversity studies. The firm also carries out special bathymetric survey in determining the stage storage capacity and area for dams throughout the country.&#65533; Combined with strong fundamentals in the deployment of systems and instruments for in situ measurements of metocean parameters including currents, tides, wind, waves etc. AdTech is able to understand, design and adapt conventional methodologies for data collection and sampling. As suggested by its acronym, AdTech harnesses advanced technologyaanda systems including the use of remote sensing from space and airborne sensorsa to carry out its study missions in a cost-effective manner. Through its associatea companies the firm engages in a range of environmentally and resourcea management related activities from floodplain modeling to the supply of grounda receiving stations.&#65533; The company also specializes in mark recapture techniquesa for population dynamics studies in fisheries, using the latest tagginga accessories such as binary coded wire tags, elastomeric fluorescent markers,a conventional T-anchor tags and even passive integrated transponders ora implantable microchips.&#65533; Other services offered include deploying on-board trained observers for long-term fisheries and oceanographic data collection and in the design, build and deployment of low cost artificial reefs for recreational activities i.e. sportfishing and diving. aThe majority of AdTech&#65533;s clients include scientists from universities aand

research institutes, government agencies, oil & agas&#65533;companies, aengineering consultants and environmental afirms.&#65533; Most consultancy acontracts are awarded to AdTech are on apiecemeal basis while aothers are based on a design and build aapproach.&#65533; Although most of athe work is conducted in-house, amore laterally complex projects are acompleted to the clients&#65533; asatisfaction via a series of alliance and apartnership with aestablished organizations and drawing on an aextensive acooperative network of consultants and fellow scientists. The company&#65533;s endeavours and enthusiasm for this business can be reflected in its vision statement, &#65533;To initiate conservation studies and programmes for aquatic living resources which would result in holistic benefits including economic yield for the stakeholders&#65533;.