INTERNATIONAL CONFERENCE ON VALUE ENGINEERING AND MANAGEMENT

The Hong Kong Polytechnic University, Hong Kong
6th-7th December 2012
www.vmconference.org

“Innovation in the Value Methodology”

Conference Organisers

International Supporting Organisations

Local Supporting Organisations
WELCOME ADDRESS

Prof. Geoffrey Q. P. SHEN
Chair Professor, The HK Polytechnic University, HKSAR
Prof. Geoffrey SHEN serves as the Head of the Department of Building and Real Estate and Associate Dean of the Faculty of Construction and Environment. His research interests include value management and collaborative working in construction, supported by information and communication technologies. Professionally, he is the Immediate Past President and Fellow of the Hong Kong Institute of Value Management.

OPENING ADDRESS

Mr. Enoch T.S. LAM, JP
Deputy Secretary (Works), Development Bureau, HKSAR Govt., HKSAR
Mr. Enoch T.S. Lam has joined the HKSAR Government since his graduation from the University of Hong Kong in 1980. Currently, Mr. Lam is the Deputy Secretary (Works) of the Development Bureau, responsible for the formulation and implementation of works policies and overseeing major infrastructure projects. He has obtained professional qualification in civil engineering. He is also a fellow member of the Chartered Institute of Arbitrators and a non-practising barrister.

KEYNOTE SPEAKERS

Mr. James D. BOLTON
Executive Vice President, SAVE International, USA
Jim Bolton previously served as Vice President of Global Affairs and Vice President of Manufacturing for SAVE International. He also served a six-year team on the SAVE International Certification Board from 2003-2009, Director of the Miles Value Foundation from 2004-2009 and as co-author of the Value Methodology Memory Jogger.

Prof. Chimay J. ANUMBA
Professor, Pennsylvania State University, USA
Prof. Chimay serves as the Head of the Department of Architectural Engineering. He is a past Chair of the European Group for Intelligent Computing in Engineering and was recently on the governing Council of the Institution of Civil Engineers. His research interest include advanced engineering informatics, artificial intelligence/knowledge-based systems/knowledge management, concurrent engineering in construction, distributed collaboration etc.

ABOUT THE CONFERENCE

This Conference is an event jointly organised by the Department of Building and Real Estate of The Hong Kong Polytechnic University, the School of Management of Zhejiang University, the Hong Kong Institute of Value Management and the Chinese Society of Value Engineering. With the global urge to address the need of sustainable development through innovative approach, this Conference aims to explore "Innovations in the Value Methodology". We expect participants from academia and industries around the world to attend this Conference, to join the presentation and discussion sessions, to master concepts behind the Value Methodology (VM) and to put it into practical use.

LANGUAGE

English is the official language for all presentations and publications adopted in this Conference.

CONFERENCE PROGRAMME

Venue: Senate Room, 16th Floor, Li Ka Shing Tower (Block M)
The Hong Kong Polytechnic University, HKSAR

Day 1 (Thursday, 6 December 2012)

0800-0900: Registration
0900-0910: Welcome Address
0900-0930: Prof. Geoffrey Q.P. SHEN
Chair Professor, The Hong Kong Polytechnic University, HKSAR
0940-0950: Opening Address
0950-1030: Prof. Geoffrey Q.P. SHEN, Chair of the HKSAR Government
Opening Address
1010-1115: "The Value of Value Engineering in Driving Innovation"
Mr. James D. BOLTON
Executive Vice President, SAVE International, USA
1115-1220: "Delivering value to construction client"
Prof. Chimay J. ANUMBA
Professor, Pennsylvania State University, USA
1220-1330: Lunch
1340-1440: Integration of risk management and value management – an Australian case study
Ahmed RANESH (Australia)
1440-1450: Value management in Malaysia: Past, present and future
Zuhali MOHAMAD RAMLY (Hong Kong SAR)
1450-1500: Value problems solving at design stage of the Malaysian public construction projects
Rohans AB GHANI (Malaysia)
1500-1515: Question & Answer
1515-1545: Tea Break
1545-1600: Conceptual design of Sunda bridge; new approach
Mohammed Ali BERAWI (Indonesia)
1600-1625: A pilot study on the integrity of risk and value management
Ahmed RANESH (Australia)
1625-1645: Pathology of the value engineering change proposal and introduced corrective solution in Iran
Payam Faraji LAMJANI (Iran)
1645-1700: Question & Answer
1700-1800: Panel Discussion – Enhance the value of major projects through value management in Hong Kong
1900-2100: Conference Dinner

Day 2 (Friday, 7 December 2012)

0800-0900: Registration
0900-1000: Session 1 – Project administration and VM
0900-0930: Activity based funding of assets
Henry John GOUGH (Australia)
0930-0945: Exploring governance issues on collaborative contracts in the construction industry
Chen LE (Australia)
1000-1015: A comparison of the decision-making processes between public engagement and value management practices
Mei-Yung LEUNG (Hong Kong SAR)
1015-1045: Tea Break
1045-1105: Delivering best value portfolios, program and projects through the application of value assurance
Martyn PHILIPS (Canada)
1105-1130: Sustainability evaluation, lifecycle assessment and facilities management for Geelong retail development
Eric CHAN (Australia)
1130-1145: Question & Answer
1145-1215: Special Session (Presentation in Mandarin)
"Value Management/Engineering in China Mainland"
1215-1245: Award presentation
1245-1300: Closing remarks
Jacky H.K. CHUNG
Executive Chairman, ICVE2012 Organising Committee
1345-1400: Lunch
1400-2100: Technical Visit
• Construction Industry Council (CIC) Zero Carbon Building
• The Peak (Including Dinner)
CONFERENCE SUB-THEMES

The sub-themes include, but are not limited to:
- Evolution in VM methodology
- Successful VM stories
- Project administration and VM
- Sustainability and VM
- Information Technology and VM
- Organisational change and VM
- Neuroscience, NeuroE and VM
- Training and Education in VM

ORGANISING COMMITTEE

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Prof. Qingguo MA, Zhejiang University, China

Executive Chairman
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Mr. Zhao YUAN, The Hong Kong Polytechnic University, HKSAR
Mr. Zuhaili M. RAMLY, The Hong Kong Polytechnic University, HKSAR

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Mr. Bryan CLIFFORD, President, Hong Kong Institute of Value Management, HKSAR
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Prof. Stuart GREEN, Department Head, University of Reading, UK
Mr. Stephen HOLMES, Senior Engineer, Ministry of Transportation, Ontario, Canada
Dr. Taehoon HONG, Assistant Professor, The University of Seoul, Korea
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Mr. Shigeo ONO, Past President, Society of Japanese Value Engineering, Japan
Mr. Martyn PHILIPS, President, The TEAM FOCUS Group, Canada
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Mr. Alex Peter RIED, Director, Lawrence D. Mills Value Foundation, Germany
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Prof. Soren WANDAHL, Professor, Aarhus University, Denmark
Prof. Lei WANG, Vice Department Head, Zhejiang University, China
Prof. Naijing WANG, Professor, Shandong University, China
Prof. Yingchuan YU, Department Head, Shanghai University, China

PUBLICATION

Selected outstanding papers will be selected for publication in a special issue of Built Environment Project and Asset Management (BEPAM) published by Emerald.

ACCOMMODATIONS

The following hotels are recommended:
Within 10 minutes walking distance
Hotel Icon, [http://www.hotel-icon.com](http://www.hotel-icon.com)
Within 10 minutes by taxi

ABOUT HONG KONG

Hong Kong is a Special Administrative Region of the People’s Republic of China. Following British rule from 1842 to 1997, China assumed sovereignty under the ‘one country, two systems’ principle. Hong Kong is a vibrant city, and a major gateway to China. At the south-eastern tip of China, Hong Kong covers Hong Kong Island, Lantau Island, the Kowloon Peninsula and the New Territories, including 622 outlying islands. Between Hong Kong Island and the Kowloon Peninsula lies Victoria Harbour, one of the world’s most renowned deep-water harbours.

ORGANISERS

The Hong Kong Polytechnic University (HKPolyU) ([http://www.polyu.edu.hk](http://www.polyu.edu.hk))
The HKPolyU aims to be a leading university that excels in professional education, applied research and partnership for the betterment of HK, the nation and the world by increasingly effective global network which further facilitates educational and research development, enhancing the academic and cultural exchanges.

The Zhejiang University ([www.zju.edu.cn/english](http://www.zju.edu.cn/english))
Zhejiang University was founded in 1897 and was one of the earliest modern academies of higher learning established in China. Zhejiang University has always been committed to cultivating talent with excellence, advancing science and technology, serving for social development, and promoting culture, with the spirit of the university motto “Seeking the Truth and Pioneering New Trails.”

The Hong Kong Institute of Value Management (HKIVM) ([www.hkvim.org](http://www.hkvim.org))
The HKIVM was formally established in 1995 as a non-profit making organisation dedicated to the promotion of the use of Value Management in Hong Kong. Over the past years, the HKIVM has hosted several conferences, conducted a number of training workshops, and regularly published the ‘Value Manager’ journal.

Chinese Society of Value Engineers (CSVE)

ENQUIRIES

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INSTRUCTIONS
1. Fill in the form and send it either:
   a) By editable PDF version and email to info@vmconference.org / tlyn.tang@connect.polyu.hk
   b) By printed version and fax to + (852) 2764 5131
2. Make the payment by Cheque / Bank Draft (payable to “The Hong Kong Polytechnic University”) and mail it to the following address:
   ICVEM 2012 Organising Committee,
   The Department of Building & Real Estate,
   The Hong Kong Polytechnic University,
   Hung Hom, Kowloon, Hong Kong.

PERSONAL INFORMATION
Title : ( ) Prof. ( ) Dr. ( ) Ir. ( ) Mr. ( ) Ms.
Surname : ____________________________________________ Given Name : ____________________________________________
Position : ____________________________________________
Organisation : ____________________________________________
City & Country : ____________________________________________
Address : ____________________________________________
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Tel. No. : ____________________________________________ Fax. No. : ____________________________________________

TYPE OF REGISTRATION
Standard Rate ( ) HKD 3000
Author / Co-authors Rate\(^1\) ( ) HKD 2700
Concessionaire Rate\(^2\) ( ) HKD 2700 _____________________________(Please specify your organisation)
Student Rate\(^3\) ( ) HKD 780 _____________________________(Please specify your university)

\(^{1}\)Author/Co-authors can enjoy this privilege and subject to a maximum of two papers only.
\(^{2}\)Concession rate is applicable to members of the conference organisers and supporting organisations.
\(^{3}\)Student rate is applicable to full-time Hong Kong students only, excluding conference dinner and technical visit.

Lump sum rate adopted for this conference which include the conference material, tea, lunch, conference dinner, and technical visit.
Would you like to join the following activities? Yes No
(i) Conference Dinner (6 December 2012) ( ) ( )
(ii) Technical Visit (7 December 2012) ( ) ( )

PAYMENT METHOD
( ) By cheque [For local participants] Cheque No: ____________________________
Kindly settle the registration fee by a crossed cheque (in HK Dollar) and make it payable to “The Hong Kong Polytechnic University”.

( ) By Bank Draft [For non-local participants] Bank Draft No: ____________________________
Kindly settle the registration fee by a bank draft (in HK Dollar) and make it payable to “The Hong Kong Polytechnic University”.

Remarks
Please note that the organizers reserve the right to cancel or reschedule the Conference at their discretion. In the event of the black rain-storm or typhoon signal no. 8 is hoisted 3 hours prior to the start, the Conference will be postponed. No refund will be entertained except in these circumstances.