



Department of Civil Engineering  
The University of Hong Kong



Centre for Infrastructure and  
Construction Industry Development

## SEMINAR

jointly organised by  
**Department of Civil Engineering and CICID, HKU**

# **BUILDING INFORMATION MODELLING AND DESIGN FOR MANUFACTURING AND ASSEMBLY**

by  
Mr Richard Shennan  
Divisional Director and Group BIM Champion  
Mott MacDonald, UK

Date: September 19, 2012 (Wednesday)  
Time: 12:00 noon - 1:00 p.m.  
Venue: Room 6-12B, Haking Wong Building  
The University of Hong Kong

### **ABSTRACT**

The challenge of delivering a future built environment that meets the rising needs of the global population at the same time as reducing environmental impact requires a new approach. Collaborative working and Lean Process supported by technology is a key requirement. Building Information Modelling (BIM) is all about exchanging and getting more value out of information. Through the life of an asset BIM can play an important role in reducing the consumption of resources and enhancing efficiency. In design, BIM and Design for Manufacturing and Assembly (DfMA) are closely aligned. More efficient assessment of options allows a better fit with owner objectives. Using BIM to help non-technical stakeholders visualize the proposed asset reduces risk that requirements are not fulfilled, thereby eliminating wasteful rework. Through early contractor involvement, designs can be optimised for manufacturing, assembly and construction, reducing waste, energy and carbon. In construction, BIM allows much greater control over the supply and incorporation of materials into the works. It also allows greater opportunities for design for off-site fabrication. BIM is an enabler, but to deliver on the promise, commitment and skill must be applied by all project stakeholders. Ultimately owners must drive the demand for enhanced performance, supported by an experienced team of consultants and contractors operating within a commercial environment that rewards collaboration in the common interest.

### **ABOUT THE SPEAKER**

Richard Shennan, BSc (Eng), CEng, MCIBSE, MInstE is Divisional Director and Group BIM Champion at Mott MacDonald. Richard has over 30 years experience as a practising consulting engineer specialised in low energy buildings and infrastructure. Over the past few years he has been increasingly focused on the performance of the built environment, with regard to life cycle cost, carbon emissions, reduction of waste, and achievement in meeting the desired outcomes. This in turn has led to a key involvement with the adoption and implementation of BIM across the Mott MacDonald Group on a global basis. His focus is on culture change required to achieve the benefits of collaborative working, practical steps to BIM implementation, and information management that builds towards more intelligent, data-rich operation and maintenance of assets and facilities.

- ALL ARE WELCOME -

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