

# INTERNATIONAL CONFERENCE ON VALUE ENGINEERING AND MANAGEMENT

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

5<sup>th</sup> Announcement

“Innovation in the  
Value Methodology”



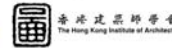
## Conference Organisers



## 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 mega 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, 16<sup>th</sup> Floor, Li Ka Shing Tower (Block M)  
The Hong Kong Polytechnic University, HKSAR

### Day 1 (Thursday, 6 December 2012)

0800-0900	:	Registration
0900-0910	:	<u>Welcome Address</u> <b>Prof. Geoffrey Q.P. SHEN</b> <i>Chair Professor, The Hong Kong Polytechnic University, HKSAR</i> <b>Prof. Qingguo MA</b> <i>Professor, Zhejiang University, China</i>
0910-0930	:	<u>Opening Address</u> <b>Mr. Enoch T.S. LAM, JP</b> <i>Deputy Secretary (Works), Development Bureau, HKSAR Govt., HKSAR</i>
0930-0950	:	Souvenirs presentation
0950-1030	:	Tea Break
		<u>Keynote Presentation</u>
1030-1115	:	"The Value of Value Engineering in Driving Innovation" <b>Mr. James D. BOLTON,</b> <i>Executive Vice President, SAVE International, USA</i>
1115-1200	:	"Delivering value to construction client" <b>Prof. Chimay J. ANUMBA</b> <i>Professor, Pennsylvania State University, USA</i>
1200-1230	:	<b>Introduction to value methodology</b> Jacky H.K. Chung (Hong Kong SAR)
1230-1400	:	Lunch
		<u>Session 1 – Evolution in VM methodology &amp; Successful VM stories</u>
1400-1420	:	<b>Integration of risk management and value management – an Australian case study</b> Ahmed RANESH (Australia)
1420-1440	:	<b>Value management in Malaysia: Past, present and future</b> Zuhaili MOHAMAD RAMLY (Hong Kong SAR)
1440-1500	:	<b>Value problems solving at design stage of the Malaysian public construction projects</b> Rohanis AB GHANI (Malaysia)
1500-1515	:	<b>Question &amp; Answer</b>
1515-1545	:	Tea Break
		<u>Session 2 - Successful VM stories &amp; Project administration and VM</u>
1545-1605	:	<b>Conceptual design of Sunda strait bridge using value engineering approach</b> Mohammed Ali BERAWI (Indonesia)
1605-1625	:	<b>A pilot study on the integration of risk and value management</b> Ahmed RANESH (Australia)
1625-1645	:	<b>Pathology of the value engineering change proposal and introduced corrective solution in Iran</b> Payam Faraji LAHIJANI(Iran)
1645-1700	:	<b>Question &amp; Answer</b>
1700-1800	:	<b>Panel Discussion – Enhance the value of major projects through value management in Hong Kong</b>
1900-2100	:	<b>Conference Dinner</b>

### Day 2 (Friday, 7 December 2012)

0800-0900	:	Registration
0900-1000	:	<u>Session 3 – Project administration and VM</u>
0900-0920	:	<b>Activity based funding of assets</b> Henry John GOUGH (Australia)
0920-0940	:	<b>Exploring governance issues on collaborative contracts in the construction industry</b> Chen LE (Australia)
0940-1000	:	<b>A comparison of the decision-making processes between public engagement and value management practices</b> Mei-Yung LEUNG (Hong Kong SAR)
1000-1015	:	<b>Question &amp; Answer</b>
1015-1045	:	Tea Break
		<u>Session 4 – Project administration and VM &amp; Sustainability and VM</u>
1045-1105	:	<b>Deriving best value portfolios, program and projects through the application of value assurance</b> Martyn PHILIPS (Canada)
1105-1125	:	<b>Sustainability evaluation, lifecycle assessment and facilities management for Geelong retail development</b> Eric CHAN (Australia)
1125-1140	:	<b>Question &amp; Answer</b>
1140-1230	:	<u>Special Session (Presentation in Mandarin)</u> "Value Management/Engineering in China Mainland"
1230-1245	:	Award presentation
1245-1300	:	<u>Closing remarks</u> <b>Jacky H.K. Chung</b> <i>Executive Chairman, ICVM2012 Organising Committee</i>
1240-1400	:	Lunch
1400-2100	:	<b>Technical Visit</b> <ul style="list-style-type: none"><li>• Construction Industry Council (CIC) Zero Carbon Building</li><li>• The Peak (Including Dinner)</li></ul>

## PUBLICATION

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

## 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, NeuroIE and VM
- Training and Education in VM

## ORGANISING COMMITTEE

### Chairman

**Prof. Geoffrey Q.P. SHEN**, *The Hong Kong Polytechnic University, HKSAR*

**Prof. Qingguo MA**, *Zhejiang University, China*

### Executive Chairman

**Dr. Jacky K.H. CHUNG**, *The Hong Kong Polytechnic University, HKSAR*

### Conference Secretary

**Dr. Maggie L.Y.N. TANG**, *The Hong Kong Polytechnic University, HKSAR*

### Members

**Dr. Ann T.W. YU**, *The Hong Kong Polytechnic University, HKSAR*

**Prof. Lei WANG**, *Zhejiang University, China*

**Mr. Jun BIAN**, *Zhejiang University, China*

**Mr. Zhao YUAN**, *The Hong Kong Polytechnic University, HKSAR*

**Mr. Zuhaili M. RAMLY**, *The Hong Kong Polytechnic University, HKSAR*

## INTERNATIONAL SCIENTIFIC COMMITTEE

### Chairman

**Dr. Ann T.W. YU**, *The Hong Kong Polytechnic University, HKSAR*

### Members

**Dr. Roy BARTON**, *Principal Consultant, The Australian Centre for VM, Australia*

**Mr. Bryan CLIFFORD**, *President, Hong Kong Institute of Value Management, HKSAR*

**Dr. W. Vaughan COFFEY**, *Lecturer, Queensland University of Technology, Australia*

**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*

**Mr. Claude JOUINEAU**, *Vice President International, French VM Society, France*

**Dr. John KELLY**, *Director, Axoss Ltd, UK*

**Dr. Stephen J. KIRK**, *Past President, SAVE International, USA*

**Ir. Prof. Dr. Mohan KUMURASWAMY**, *Professor, The University of HK, HKSAR*

**Dr. Guiwen LIU**, *Associate Dean, Chongqing University, China*

**Prof. Sui Pheng LOW**, *Professor, National University of Singapore, Singapore*

**Prof. Steven MALE**, *Director, Steven Male Associates Limited, UK*

**Mr. Shigeo ONO**, *Past President, Society of Japanese Value Engineering, Japan*

**Mr. Martyn PHILIPS**, *President, The TEAM FOCUS Group, Canada*

**Dr. Ir. M. PRINS**, *Associate Professor, Delft University of Technology, Netherlands*

**Mr. Alex Peter RIED**, *Director, Lawrence D. Miles Value Foundation, Germany*

**Mr. Ken SCOOT**, *Past Chairman, Institute of Value Management, UK*

**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*

## ACCOMMODATIONS

The following hotels are recommended:

*Within 10 minutes walking distance*

**Hotel Nikko Hong Kong**, <http://www.hotelnikko.com.hk>

**Harbour Plaza Metropolis**, <http://www.harbour-plaza.com/metropolis>

**Hotel Icon**, <http://www.hotel-icon.com>

*Within 10 minutes by taxi*

**BP International**, <http://www.bpih.com.hk>

## 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 262 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>)

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.hkivm.org](http://www.hkivm.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 Engineering (CSVE)

## ENQUIRIES

### **Dr. Maggie L.Y.N. TANG**

Department of Building and Real Estate,

The Hong Kong Polytechnic University, Hung Hom, Hong Kong

Tel : +(852) 2766 4308 , Fax : +(852) 2764 5131

Email: [info@vmconference.org](mailto:info@vmconference.org) / [tlyn.tang@connect.polyu.hk](mailto:tlyn.tang@connect.polyu.hk)

Website: <http://www.vmconference.org>

## ICVEM 2012 CONFERENCE REGISTRATION FORM

### INSTRUCTIONS

**1. Fill in the form and send it either:**

a) By editable PDF version and email to [info@vmconference.org](mailto:info@vmconference.org) / [tlyn.tang@connect.polyu.hk](mailto: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 : \_\_\_\_\_

\_\_\_\_\_

Email : \_\_\_\_\_

Tel. No. : \_\_\_\_\_ Fax. No. : \_\_\_\_\_

### TYPE OF REGISTRATION

Standard Rate ( ) HKD 3000

Author / Co-authors Rate<sup>1</sup> ( ) HKD 2700

Concessionaire Rate<sup>2</sup> ( ) HKD 2700 \_\_\_\_\_ (Please specify your organisation)

Student Rate<sup>3</sup> ( ) HKD 780 \_\_\_\_\_ (Please specify your university)

<sup>1</sup> Author/Co-authors can enjoy this privilege and subject to a maximum of two papers only.

<sup>2</sup> Concession rate is applicable to members of the conference organisers and supporting organisations.

<sup>3</sup> 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.