

# 5th Annual Cost-Effective Sustainable Design & Construction Middle East

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The region's premiere event dedicated to designing and constructing cost-effective, sustainable buildings

International conference: **23 - 24 May 2011**

Interactive workshops: **22 & 25 May 2011**

**Le Royal Meridien, Abu Dhabi, United Arab Emirates**

## Outstanding executive contributions providing essential insight:



**John Madden**  
Senior Planning Manager  
Abu Dhabi Urban Planning Council



**Jeffrey Willis**  
Vice-Chairman  
Emirates Green Building Council  
and Associate Director, Arup



**Sougata Nandi**  
Executive Director, Asset Management and Sustainable Development  
Tecom Investments



**Matthew Plumbridge**  
Consultant - Environmental and Sustainability Planning, Municipal Affairs Governance Sector  
Abu Dhabi Department of Municipal Affairs



**Ashraf Hegazy**  
Sustainable Projects Senior Manager  
Aldar Properties



**Stephen Oehme**  
Freelance Consultant and Regional Director - Value Management and Sustainability  
Hyder Consulting Middle East

## Exclusive speaker faculty includes:

**John Madden**, Senior Planning Manager, **Abu Dhabi Urban Planning Council**

**Matthew Plumbridge**, Consultant - Environmental and Sustainability Planning, Municipal Affairs Governance Sector, **Abu Dhabi Department of Municipal Affairs**

**Fareed Bushehri**, Regional DTIE Officer, **UN Environment Programme Regional Office for West Asia**

**Dr. Mohsen M. Aboulnaga**, Professor of Sustainable Built Environment, Government Strategy and Policy Advisor and Main Founder, **Emirates Green Building Council**

**Martin Hay**, Head of Technical Committee, **Qatar Green Building Council** and Director of Planning, Design and Development, **Aecom**

**Samir Traboulsi**, President, **Lebanon Green Building Council**

**Professor Neil Kirkpatrick**, Head of Environment and Sustainability, **Royal Group**

**Dr. Hassan Ibrahim**, Senior Manager Master Planning - Sustainability, **Sorouh Real Estate**

**David Gourlay**, Senior Design Manager, Downtown Jebel Ali Project, **Limitless**

**Jon Lyle**, Development Director, Tameer Towers, **Tameer Holding Investment**

**Richard Reynolds**, Manager - Supply Chain Consultancy, **Masdar City**

## Key benefits of attending:

- Understand the benefits of implementing regional sustainable regulations
- Discover how to achieve best practice when developing high-quality, cost-effective projects by increasing the building's overall energy efficiency and ROI
- Optimise the internal operating environment in order to improve the project value, investment attractiveness and end-user's needs
- Hear from solution providers on integrating sustainable state-of-the-art technologies and solutions to ensure stakeholder expectations are met
- Share case studies from regional experts on overcoming challenges of incorporating renewable energy sources in order to meet green industry standards
- Network with key figures and government representatives responsible for sustainable design and construction across the Middle East
- Learn new skills from leading industry experts at interactive workshops: Life cycle costing and a project surgery

For more information or to register

Tel: +971 4 364 2975 Fax: +971 4 363 1938 Email: [enquiry@iqpc.ae](mailto:enquiry@iqpc.ae) Web: [www.mesustainableconstruction.com](http://www.mesustainableconstruction.com)

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## Essential interactive workshops – Sunday 22 May and Wednesday 25 May 2011

IQPC's workshops are unique opportunities to spend valuable time with industry experts. These interactive sessions are extended to ensure that you will get to the heart of the conference's most critical issues and uncover practical solutions you can apply in your own company.

### Pre-conference full day workshop A

Sunday 22 May 2011

10:00 - 16:00

#### Life Cycle Costing (LCC) - Analysing the true cost of a sustainable building project

This workshop session will provide the opportunity for government officials, developers, contractors, architects and consultants in the sustainable design and construction industry to learn how to incorporate and implement LCC into sustainable projects within the Middle East.

##### Benefits of attending:

- Understanding the process and purpose of LCC
- Balancing cost, environmental, societal, and human benefits while meeting the mission and function of the intended facility or infrastructure
- Use of LCC in option appraisals and investment decision making
- Achieving the Estidama credits for LCC
- Discussing the implications of LCC in relation to practical examples

##### Workshop facilitator:



**Gary Moss**

Director - Specialist Services  
Davis Langdon

### Post-conference full day workshop B

Wednesday 25 May 2011

10:00 - 16:00

#### Project surgery in relation to applying sustainable regulations

The enforcement of the Estidama Pearl Rating System by the authorities in September 2010 coupled with the growing popularity of Estidama initiatives in the UAE and beyond, have created a sharp and immediate demand for skilled practitioners in the rating system in general and Pearl Qualified Professionals (PQPs) in particular.

This interactive workshop will explore some of the required and optional credits which have been pursued during the application of the Pearl Building Rating System in a real project. At the end of the workshop, delegates will be able to demonstrate knowledge and understanding of a handful of Pearl building rating credits which should be sufficient to earn their projects the Two Pearl Certification Level.

##### Benefits of attending:

- Effectively planning building projects in order to meet sustainable regulations
- Managing the mapping of projects that encompass building, community and villa ratings into the design phase
- Determining the impact of sustainable design and construction on project timelines
- Controlling project costs
- Tackling misalignments of new sustainable regulations with existing governmental regulations, standards and requirements for building projects
- Q&A session

This will be a hands-on session, where we will cover the major categories of the Pearl Building Rating System including: integrated development process, natural systems, liveable buildings, precious water, resourceful energy and stewarding materials.

##### Workshop facilitator:



**Nizar Kamouna**

Senior Project Manager  
KEO Consultants



IQPC provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC's large scale conferences are market leading "must attend" events for their respective industries.

IQPC produces more than 1,700 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: **Bengaluru, Berlin, Dubai, London, New York, Sao Paulo, Singapore, Stockholm, Sydney, and Toronto.** IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences. [www.iqpc.ae](http://www.iqpc.ae)

For more information or to register - Tel: +971 4 364 2975

## Conference day one: Monday 23 May 2011

08:30 Registration and coffee

08:50 Chairman's welcome and opening remarks  
**Stephen Oehme**, Freelance Consultant and Regional Director - Value Management and Sustainability, **Hyder Consulting Middle East**

Reviewing the enforcement of regional specific sustainable regulations throughout the whole project life-cycle – part 1

09:00 **NEW FOR 2011!** Keynote address: Integrating an advanced municipal system that enables the development of sustainable cities and towns in the Emirate of Abu Dhabi

- Developing an integrated regulatory framework
- Supporting the development of sustainable cities and towns
- Aligning with the 2030 vision

**Matthew Plumbridge**, Consultant - Environmental and Sustainability Planning, Municipal Affairs Governance Sector, **Abu Dhabi Department of Municipal Affairs**

09:30 **NEW FOR 2011!** Moving Abu Dhabi toward sustainability: Estidama

- Setting the foundation: Plan 2030 and the approach to sustainable urban design
- Understanding the mandate and emerging initiatives of the Estidama Programme
- Providing an overview of the Pearl Rating System for Estidama

**John Madden**, Senior Planning Manager, **Abu Dhabi Urban Planning Council**

10:30 Networking break

11:00 **Complying to the Estidama Pearl Rating System within Abu Dhabi**

- Achieving higher levels of sustainable design and practice
- Demonstrating success from integrated design processes
- Assessing the impact of Estidama across urban design and building

**Professor Neil Kirkpatrick**, Head of Environment and Sustainability, **Royal Group**

11:30 **Exclusive presentation from DORCE**  
**Aamir Yaar**, Regional Manager, **DORCE**

12:00 **Applying the Estidama Pearl Rating System – Lessons learnt**

- Exploring the implications of the mandatory 1 Pearl requirements
- Understanding which strategies have been adopted to achieve higher ratings
- Realising the implications for delivering the project

**Simon Clouston**, Director of Sustainability and Energy, **WSP**

12:30 Networking lunch

13:30 **NEW FOR 2011!** Reviewing the Estidama Pearl Community Rating System (2 Pearls) for housing projects

- Integrating the 2 Pearl rating system across design, construction and operational phases
- Understanding the impact of achieving mandatory credits
- Considering improvements through the application for optional credits

**Dr. Hassan Ibrahim**, Senior Manager Master planning – Sustainability, **Sorouh Real Estate**

14:00 **INTERACTIVE PANEL DISCUSSION** Interactive panel discussion: Local perspectives on sustainability

- Reviewing the integration of Estidama initiatives
- Training a Pearl Qualified Professional (PQP)
- Considering the impact of Estidama in the UAE

Panelists include:  
**Stephen Oehme**, Freelance Consultant and Regional Director - Value Management and Sustainability, **Hyder Consulting Middle East**

**Matthew Plumbridge**, Consultant - Environmental and Sustainability Planning, Municipal Affairs Governance Sector,

**Abu Dhabi Department of Municipal Affairs**  
**John Madden**, Senior Planning Manager, **Abu Dhabi Urban Planning Council**  
**Professor Neil Kirkpatrick**, Head of Environment and Sustainability, **Royal Group**  
**Simon Clouston**, Director of Sustainability and Energy, **WSP**  
**Dr. Hassan Ibrahim**, Senior Manager Master planning – Sustainability, **Sorouh Real Estate**

Meeting stakeholder expectations and increasing project value by integrating sustainable strategies into the design phase – part 1

14:30 **Examining “cost-effective” construction projects**

- Discussing the impact of financial cost versus environmental cost
- Reviewing financial models and their effect
- Adapting the intent of the project

**Jeffrey Willis**, Vice-Chairman, **Emirates Green Building Council** and Associate Director, **Arup**

15:00 Networking break

15:30 **Addressing misconceptions of the cost of “going green” and discovering the benefits**

- Capturing the investment potential of sustainable projects
- Discussing short-term benefits of investing in sustainable initiatives
- Revealing the long-term advantages of sustainable projects for all stakeholders

**Stephen Oehme**, Freelance Consultant and Regional Director - Value Management and Sustainability, **Hyder Consulting Middle East**

16:00 **Developing a sustainability strategy for an organisation**

- Aligning sustainability with core business strategy and objectives
- Incorporating sustainability into core processes, such as risk management, investment, due diligence and remuneration decisions
- Managing and monitoring sustainability activities

**Sougata Nandi**, Executive Director, Asset Management and Sustainable Development, **Tecom Investments**

16:30 **Case Study: Downtown Jebel Ali Project, Dubai - Building sustainable design into the project**

- Creating a sustainable, pedestrianised community
- Embracing and promoting sustainability's three key areas
- Conserving tradition whilst conserving energy – The design and vision for Dubai's first LEED certified mosque

**David Gourlay**, Senior Design Manager, **Downtown Jebel Ali Project Limitless**

17:00 **NEW FOR 2011!** Case Study: Bahrain National Charter Monument - Understanding the value of capturing and managing building information to ensure smooth transitions and cost-effective enterprise management

- Use of Building Information Modeling (BIM) to define green requirements and monitor conformance for sustainable projects
- Meeting sustainability targets through retrofitting existing buildings
- Reviewing the online preparation of operation and maintenance manuals

**Douglas Langmead**, Managing Director, **Langmead Associates**

17:30 **Meeting stakeholders expectations and requirements**

- Understanding the changing landscape of stakeholders requirements
- Recognising what drives expectations within the marketplace
- Exploring cost strategies for achieving sustainable outcomes

Panelists include:  
**Stephen Oehme**, Freelance Consultant and Regional Director - Value Management and Sustainability, **Hyder Consulting Middle East**

**Jeffrey Willis**, Vice-Chairman, **Emirates Green Building Council** and Associate Director, **Arup**

**Sougata Nandi**, Executive Director, Asset Management and Sustainable Development, **Tecom Investments**

**David Gourlay**, Senior Design Manager, **Downtown Jebel Ali Project Limitless**

**Douglas Langmead**, Managing Director, **Langmead Associates**

18:00 Chair's closing comments

18:10 End of conference day one

## Conference day two: Tuesday 24 May 2011

08:30 Registration and coffee

08:50 **Chairman's welcome and opening remarks**  
**Stephen Oehme**, Freelance Consultant and Regional Director - Value Management and Sustainability, **Hyder Consulting Middle East**

Reviewing the enforcement of regional specific sustainable regulations throughout the whole project life-cycle – part 2

09:00 **Keynote address: Reviewing the role of the United Nations Environment Programme – Discussing sustainable building and construction initiatives in the region**

NEW FOR 2011!

- Defining the current status of the building and construction industry
  - Supporting the sustainable management of infrastructure and buildings
  - Identifying the means required to develop the industry
- Fareed Bushehri**, Regional DTIE Officer, **United Nations Environment Programme (UNEP) Regional Office for West Asia (ROWA)**

09:30 **Determining the future of Lebanon in promoting sustainability principles**

NEW FOR 2011!

- Defining the government role in enforcing mandating energy and water use laws
- Exploring the role of non-governmental organisations in developing energy efficient equipment standards and national rating systems
- Achieving the Lebanese vision to reduce carbon emissions by 2020

**Samir Traboulsi**, President, **Lebanon Green Building Council**

10:00 **International Case Study: London 2012 Olympic Stadium - Creating adaptable sustainable destinations**

NEW FOR 2011!

- Discussing adaptable stadia design
- Addressing geographical and environmental context
- Considering the role of stadia as a catalyst for future development

**John Barrow**, Senior Principal, **Populous**

10:30 Networking break

11:00 **International Case Study: Zero-E pilot project, China - Progressing towards achieving zero emissions or restorative design**

NEW FOR 2011!

- Reviewing how the movement towards zero emissions relates to existing rating systems
- Reconciling rating systems with carbon reduction targets
- Discussing urban planning for high performance eco-infrastructure and zero emissions buildings

**Jeffrey Till**, Design Director, **Woods Bagot North America**

11:30 **Economic reality and the incorporation of environmental and social sustainability into the development cycle**

NEW FOR 2011!

- Identifying the individual needs, priorities and interests of various stakeholders
  - Involving stakeholders in the process of defining the project's scope and parameters
  - Developing criteria for success along with units of measurement that will allow progress to be monitored
- (The speaker will reference projects from Abu Dhabi – Tameer Towers, Bahrain, Malaysia and Australia)

**Jon Lyle**, Development Director, Tameer Towers, **Tameer Holding Investment**

12:00 Networking lunch

13:00 **Regional case study: Dubai Chamber Building - Greening an existing building**

NEW FOR 2011!

- Understanding the associated challenges and solutions of retrofitting an existing building
- Ascertaining the environmental and cost benefits
- Discussing effective methods for resolving poor sustainable building practices

**Jagath Gunawardena**, Manager, Projects and Building Development, **Dubai Chamber of Commerce and Industry**

13:30 **Regional perspectives on sustainability**



INTERACTIVE PANEL DISCUSSION

- Highlighting upcoming international standards, guidelines and resources
- Providing an update on regional sustainability progress and outcomes
- Considering the impact of Estidama across the Middle East and beyond

**Stephen Oehme**, Freelance Consultant and Regional Director - Value Management and Sustainability, **Hyder Consulting Middle East**

**Fareed Bushehri**, Regional DTIE Officer, **UNEP ROWA**  
**Samir Traboulsi**, President, **Lebanon Green Building Council**  
**John Barrow**, Senior Principal, **Populous**  
**Jeffrey Till**, Design Director, **Woods Bagot North America**  
**Jon Lyle**, Development Director, Tameer Towers, **Tameer Holding Investment**  
**Jagath Gunawardena**, Manager, Projects and Building Development, **Dubai Chamber of Commerce and Industry**

Enhancing sustainability through local culture and heritage

14:00 **How to make cities sustainable now - Strategy, indicators and framework to combat climate change**

- Understanding the main features and elements that classify a sustainable city
  - Utilising indicators to classify the level of sustainability
  - Outline of a sustainable framework to curb carbon emissions
- Dr. Mohsen M. Aboulnaga**, Professor of Sustainable Built Environment, Government Strategy, Policy Advisor and Main Founder, **Emirates Green Building Council**

14:30 Networking break

15:00 **Providing an architectural perspective on enhancing sustainable design through the identity of the Middle East**

- Exploring the evolution of sustainable design in relation to changes in technology and culture
- Considering the potential impact of sustainable design on the national identity of urban society
- Assessing the future of sustainable design to convey cultural and social ideals

**Martin Hay**, Head of Technical Committee, **Qatar Green Building Council** and Director of Planning, Design and Development, **Aecom**

15:30 **Putting sustainable design ideas into practice - At the cutting edge**

- Delivering an effective masterplan
- Maximising community impacts through social sustainability
- Valuing research and analysis

**Ben Piper**, Senior Architect, **Atkins**  
**Professor Bassam Abdel-Karim Abu-Hijleh**, Head of Sustainable Design of the Built Environment Programme, **British University in Dubai**

Integrating green materials and renewable solutions to meet local demand

16:00 **Case Study: Masdar City - Strategically greening the supply chain from the source to the end-user**

NEW FOR 2011!

- Overcoming the challenges of sustainable development and supply chain management
- Devising a sustainable supply chain code of conduct for suppliers
- Meeting the client's expectations regarding the production of high quality sustainable materials

**Richard Reynolds**, Manager – Supply Chain Consultancy, **Masdar City**

16:30 **Improving energy efficiency via lighting control intelligent solutions**

- Examining a comparison of the facts and figures
- Assessing wireless lighting management
- Reviewing lighting and the impact on human health and productivity

**Ashraf Hegazy**, Sustainable Projects Senior Manager, **Aldar Properties**

17:00 Chair's closing comments

17:10 End of conference

# 5th Annual Cost-Effective Sustainable Design & Construction Middle East

## Middle East to focus on delivering sustainable construction projects which meet government regulations and stakeholder expectations

There have been notable developments in sustainable regulations, resources and guidelines across the Middle East. For example the development of Estidama, a sustainability framework, introduced by the Abu Dhabi Urban Planning Council (UPC). Estidama is having a significant impact on the entire supply chain from the developers through to the solution providers.

Regional **developers** and **contractors** are seeking **architects**, **consultants** and **solution providers** with local knowledge and experience of designing and constructing cost-effective, sustainable projects which meet both government regulations and stakeholder expectations. The **5th Annual Cost-Effective Sustainable Design & Construction Middle East** is your chance to hear regional and international senior professionals and experts demonstrate state-of-the-art strategies for delivering cost-effective, energy-efficient, sustainable construction projects.

This outstanding four-day event will provide what many other 'green' and sustainable events do not deliver: **Effective sustainable design and construction strategies which meet stakeholder expectations and increase project value!**

### What past event attendees said about IQPC:

"The market is promising. We, as professionals and developers need to take a brave step in applying sustainability guidelines/processes in all our applications."

**KCA International**

"First-rate programme, the quality of speakers and presentations was exceptional."

**Vanco Energy**

"I will definitely keep the dates free. Extremely useful. Excellent quality of corporations attending and presenting."

**JTI**

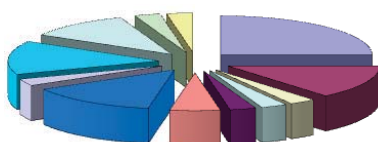
### Who will you network with at 5th Annual Cost-Effective Sustainable Design & Construction Middle East?

This is a **must attend** event for government officials, green building councils, developers, contractors, architects and sustainability consultants, project managers, planners, designers, academics and sustainable solution providers.

#### Job titles include:

- CEOs
- General Managers,
- Sustainability & Engineering/ Directors/ Managers
- Construction Directors/ Managers/ Engineers/ Consultants
- Directors of Architecture
- Directors of Specialist Services
- Project Directors/ Managers
- Asset Directors/ Managers
- Masterplanners
- Facility Managers
- Technical Directors

#### Delegate profile of past Sustainable Design & Construction Conferences:



- Construction
- Highway, Street, and Bridge Construction
- Other Communication and Energy Wire Manufacturing
- Support Activities for Transportation
- Real Estate
- Property Developers
- Architectural, Engineering, and Related Services
- Architectural Services
- Engineering Services
- Management Consulting Services
- Public Administration
- Government

#### Associate sponsor:



DORÇE Prefabricated Building and Construction Industry Trade Inc. DORÇE is a Turkish company founded in 1989, serves in both concrete and steel construction superstructure & infrastructure projects since the date of its foundation with its specialist staff and its factory set on 87.000 m2 with 35.000 m2 closed area.

DORÇE has a distinctive edge in building big concrete projects such as towers, low cost units, hotels, residences and we are constantly developing more to front the needs of our client. DORÇE has a great experience on modular prefabricated building projects and provides not only buildings but also Turnkey solutions from design & manufacturing of the buildings, assembly on site to the extent of final completion including all site works, electrical, water and sewage networks, finishing, commissioning, furnishing, etc.

#### Endorsed by:



#### Media partner:



### Projects in the spotlight at 5th Annual Cost-Effective Sustainable Design & Construction Middle East:

- **Masdar City**, Abu Dhabi
- **Tameer Towers**, Abu Dhabi
- **Downtown Jebel Ali**, Dubai
- **Bahrain National Charter Monument**, Bahrain
- **London 2012 Olympic Stadium**, UK
- **Zero-E pilot project**, China

For more information on upcoming events contact [enquiry@iqpc.ae](mailto:enquiry@iqpc.ae)

### Sponsorship & exhibition opportunities:

Only at **5th Annual Cost-Effective Sustainable Design & Construction Middle East** will the highest-level decision makers attend in one place at one time. They will evaluate products and services and will look to short-list potential suppliers.

- Can you afford to miss out on this opportunity?
- Do you have a product or service that our senior decision-makers and influencers need?

We have a range of business development / marketing and sales solutions that are tailored to specifically deliver on your business objectives. For more details, call +971 4 364 2975 or email [sponsorship@iqpc.ae](mailto:sponsorship@iqpc.ae)

