

Sustainable Design & Construction Seminar Series

Delivering business-critical market analysis, best practice and technical knowledge to help you succeed in Saudi Arabia's booming construction and infrastructure sector

10 - 11 March 2014
Jeddah Centre for Forums and Events
www.thebig5saudi.com/sreg

WHY YOU CANNOT AFFORD TO MISS OUT:

- **19 free-to-attend seminar sessions** covering the hottest topics in Saudi Arabia's construction market
- **30+ expert industry speakers** sharing their experiences and best practice knowledge to help you win projects and improve your business
- **Market insight** sessions to ensure you stay on top of the latest industry trends, developments and that you know what opportunities are on the horizon
- **Business intelligence** sessions to give you proven strategies and tips on how to drive down costs and improve your business performance
- **Technology & innovation** sessions to keep you at the cutting-edge of the market's rapidly-changing technologies, materials and techniques
- **Project showcase** sessions giving you real-world case studies from some of the biggest and best-known projects in Saudi Arabia

SELECTION OF SPEAKERS DELIVERING KEY INSIGHTS:



Martin Cooper,
 Director - Real Estate for
 Middle East Region
Deloitte



William Odell,
 Partner, **HOK**



Fayyaz Ahmad,
 Associate Director,
Jones Lang LaSalle
Saudi Arabia



Graeme Bampton,
 Regional Director Rail,
Faithful + Gould



Jourdan Younis,
 Managing Director,
Alpin Middle East



Simon Ingvartsen,
 Design Director,
Henning Larsen
Middle East



Jehad Kafri, LEED &
 Sustainability Manager,
 Dar Al-Handasah Maurice
 Rosario, Director, **GMW**
Architects International



Steven Miller,
 Senior Vice President -
 Business Development,
Shapoorji Pallonji



Jamil Hassan, Ghaznawi,
 Director of Strategy &
 Business Development,
Ewaan

Space is limited so be sure to register today!

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Register
 for your
FREE
 place now

Dear Industry Colleague,

It is my great pleasure to announce the launch of The Big 5 Saudi Seminar Series taking place from 10-11 March 2014 alongside The Big 5 Saudi construction exhibition. Now in its fourth year, The Big 5 Saudi has quickly established itself as one of the country's largest and most prestigious gatherings of construction and design professionals.

Over the years we have received high demand from our visitors and exhibitors to expand the content offered at the show; to provide more opportunities for interactive discussion and debate and offer invaluable networking and learning opportunities for the industry. **The Big 5 Saudi Seminar Series will provide over 19 seminars covering the hottest topics at the heart of Saudi's construction industry.**

The Seminars have been designed to ensure delegates are able to maximise their time away from the office. The format allows delegates to pick and choose those sessions most relevant to them or have the flexibility to attend a full day or two days as needed. We have tailored the topics to best meet the industry's needs with sessions broken down into four streams: Market Insight, Business Intelligence, Technology & Innovation and Project Showcases. With an emphasis on adding value to your Big 5 Saudi experience, we are delighted to offer these sessions **free of charge to delegates who register in advance.**

I hope that you will join us for the latest edition of The Big 5 Saudi and I look forward to welcoming you to The Big 5 Saudi Seminar Series in March 2014.

Regards,



Nathan Waugh
Event Director
The Big 5 Saudi

P. S. Don't forget to pre-register today for free at www.thebig5saudi.com/sreg

KEY LEARNING POINTS:

- 1 Find out what opportunities are on the horizon in the Kingdom's booming construction sector with a special focus on infrastructure and housing
- 2 Learn how to maximise the efficiency and performance of your building through innovative technologies and new building materials
- 3 Influence the discussion on developing a regulatory framework to promote green building principles and advancing Saudi Arabia's building codes
- 4 Discover new strategies to ensure effective project management of mega-projects to deliver on time and on budget
- 5 Hear from leading experts behind eight of the most high profile projects in Saudi Arabia as they share lessons learnt in delivering some of the Kingdom's most iconic buildings

WHO SHOULD ATTEND?

- Architects
- Consultants
- Engineers
- Urban planners
- Contractors
- Interior designers
- Procurement managers
- Project managers
- Real estate developers
- Government officials

PLUS VISIT THE BIG 5 SAUDI EXHIBITION, 9 -12 MARCH, 16:00 - 22:00 DAILY

Source the latest construction products, technologies and solutions from 35 countries

Visit the dedicated Product Zones - Concrete and Plant Machinery Vehicles

Attend the Live Product Demonstrations and experience first hand the most innovative products

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09:30

Registration for seminars opens

09:45

Opening remarks from the Chairperson
Loay Quota, Saudi Arabia Representative, AIA and Board Member, **AIA Middle East**

MARKET INSIGHT

10:00

Leaders in Construction Panel Discussion:

Market developments and future opportunities in Saudi Arabia's construction and infrastructure sector

Hear from our panel of industry leaders as they share their views on:

- Market analysis: Forecasting future growth opportunities in the construction and infrastructure sector
- Market fundamentals: Identifying the key drivers behind the Kingdom's unprecedented investment into infrastructure mega-projects
- New strategies: Embracing a collaborative approach to ensure efficient project planning and timely project delivery
- Project finance: Effective financing mechanisms for construction mega-projects and learning from experiences with the PPP model in Saudi Arabia
- New opportunities: Highlighting new areas of focus and what new opportunities are on the horizon
- New designs: Identifying how design innovations are changing the Kingdom's cityscapes and shaping tomorrow's communities

David Brazier, Director, Infrastructure & Capital Projects, Middle East Region, **Deloitte**

John Spitz, Senior Vice President, Saudi Arabia, **Hill International**
Oliver Plunkett, Country Director Saudi Arabia, **Buro Happold**
Rod Stewart, Managing Director - Property, Middle East, **Atkins**

PROJECT SHOWCASE

11:00

Iconic design and sustainable masterplanning in the flagship Kingdom City project

- Overview of the world-renowned 5.3million sqm, \$20billion project
- Urban planning and design considerations for the 'Gateway to Makkah and Madinah'
- Key factors shaping the masterplan

Brian Johnson, Managing Partner, **GAJ Architects**

11:30

The Futuristic White Sky iHouse: Transforming sustainable concepts into groundbreaking masterplans

- Outlining the revolutionary new concept of the Futuristic White Sky iHouse
- Connecting electromobility to zero and plus energy houses
- LEED implications and innovation strategies making a mark across the GCC

Tobias Lindemann, Founder & CEO, **White Sky Group**

12:00

BREAK 

MARKET INSIGHT

13:30

Panel Discussion:

Forecasting growth and new opportunities in the Kingdom's residential sector

- Progress to date in delivering 500,000 new homes by 2015: Where are we at and what more needs to be done to achieve this target?
- Assessing the market fundamentals driving the push for affordable housing in the Kingdom
- Overview of new housing project developments including US\$1billion to develop 8 new residential districts around Saudi Arabia
- Developing an effective regulatory framework to support a Saudi Arabian mortgage market
- Analysing the impact of making home finance options available to Saudi consumers: What will this mean for the housing market?

Fayyaz Ahmad, Associate Director, **Jones Lang LaSalle Saudi Arabia**

Ahmad Abulola, Director of PM and Development, **Ewaan**
Steven Miller, Senior Vice President - Business Development, **Shapoorji Pallonji**
Martin Cooper, Director, **Deloitte**

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TECHNOLOGY & INNOVATION

14:30

Working towards a green building framework in Saudi Arabia

- Developing a design framework to apply green building principles: Who should be involved, when & how to promote green building in Saudi Arabia?
- How to improve energy efficiency targets, renewable energy, water efficiency, waste recycling and reduce environmental impact of the built environment
- Creating a roadmap for developing and implementing green building regulations in Saudi Arabia
- Saudi building codes and regulation for energy conservation
- Best practice and lessons learnt from a project case study

Ahmed Sayed, Head of Sustainability, **Zuhair Fayez Partnership Consultants**

15:00

LEED materials: A guide for architects and engineers to develop a more energy efficient built environment

- Comparative analysis of new LEED-compliant construction products and materials on the market
- Energy use intensity as an indicator of a building's efficient energy consumption
- Utilising building materials with high recycled content
- Understanding the significance of sourcing locally and regionally and what that means for the Middle East market
- Making the business case for green buildings and how to gain client buy in

Jehad Kafri, LEED & Sustainability Manager, **Dar Al-Handasah**

15:30

BREAK



PROJECT SHOWCASE

16:00

Developing best practice from Saudi Arabia's first, and the world's largest, LEED Platinum certified project: King Abdullah University for Science and Technology

- Outlining the innovative engineering technique and environmentally-friendly products required to achieve LEED Platinum
- Reducing carbon emissions and water consumption, minimizing construction waste, increased use of recyclable materials and improved operations efficiency through integrated, high quality systems
- A real-world example demonstrating that environmentally-responsible methods of energy use, materials management and water consumption are viable in the Middle East

Bill Odell, Partner, **HOK**

16:30

Establishing a new benchmark in sustainable design at the King Abdullah Petroleum Studies and Research Center Platinum LEED Gold Certified Residential Complex

- Overview of the world's first LEED for Homes International certified project, the first residential project to achieve LEED certification outside North America
- Overcoming the challenges of incorporating international green standards in a pioneering Saudi-centric pilot programme
- Sustainable design focusing on regional issues including sustainable site planning, water efficiency and conservation, energy efficiency and conservation, native and adaptive landscape materials, protection from erosion and abrasion and passive design
- How can sustainable design principles from this flagship project be applied on a wider-scale across residential projects in the region and worldwide?

Bill Odell, Partner, **HOK**

BUSINESS INTELLIGENCE

17:00

A practitioner's guide on how to achieve LEED certification

- Achieving higher LEED scores through developing a more energy efficient built environment
- Outlining key LEED fundamentals and requirements for optimizing LEED scores
- Focus on materials, technologies and new design strategies that can help to maximise LEED
- Innovative methods for reducing a building's energy consumption
- Assessment of energy modeling, lighting and daylighting

Danny Leslie, Senior Sustainability Consultant, **Alpin Middle East**

17:30

Sustainability: The vision, the materials and the technologies

- Explaining the conceptual analysis and presenting the global aspects that will lead to a new vision of sustainability
- Showcasing the techniques, materials and productive processes that are available to generate sustainable innovation
- Italian and global project spotlights: An overview of aesthetically and technically innovative buildings

Prof. Eng. Mauro Nicoletti, Owner, INM Ingegneria; Adjunct Professor, **Politecnico di Milano**

18:00

End of Day 1 Seminar Series and visit **The Big 5 Saudi exhibition**

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MARKET INSIGHT



10:00

Jeddah, Makkah and Medina:

Development progress and updates on modernizing the Holy Cities and new opportunities for the construction and infrastructure sector

- Overview of progress on the SAR 100 billion Makkah Development Plan and the Al-Madinah City Development Strategy
- Jeddah strategic planning as the gateway to the Holy Cities
- Improving access, updating infrastructure and increasing capacity within Islam's Holy Cities to accommodate over 25million pilgrims by 2030
- Business critical updates in residential, commercial, hospitality and leisure developments
- Assessing transport infrastructure mega-projects including the Haramain Railway, Makkah Metro and Madinah airport
- Exploring sustainable financing structures such as PPP for infrastructure mega-projects
- New opportunities for the construction sector

Dr. Abdul-Aziz bin Abdullah Alkhedheiri, Deputy Governor, **Makkah Province**

Dr. Abdulgader Othman Amir, Vice Mayor for Strategic Planning & Chief Planner, **Jeddah Municipality**

Bilal Ambikapathy, Partner, **Baker & McKenzie**

Graeme Bampton, Regional Director, Rail, **Faithful + Gould**

Imad Damrah, Managing Director, Saudi Arabia, **Colliers International**

Hicham Hassouni, Development Senior Manager,

Accor Middle East

PROJECT SHOWCASE



11:00

Delivering a distinct identity with a modularised approach in the Haramain High-speed Railway Stations

- Adapting a fast-construction approach with a high degree of prefabrication to achieve an accelerated project delivery timeline
- Balancing iconic design and unique station identities with modular construction methods
- Ensuring high-quality and innovative design whilst meeting fast-tracked deadlines

Jerry Young, Partner, **Buro Happold**

11:30

Delivering the first PPP Airport Development in Saudi: Prince Mohammed bin Abdul-Aziz International Airport AL-Medina Silver LEED Certified

- Feedback and lessons learnt from the first airport privatization project in Saudi Arabia and the first fully-fledged PPP project in the GCC
- Understanding the scope of the project with Phase 1 valued at over US\$1billion and Phase 2 passenger capacity to reach 16million per year
- Overcoming the unique design challenges of a creating and terminal that will undergo seasonal variations driven by Hajj traffic

Maurice Rosario, Director, **GMW Architects International**

12:00

BREAK



MARKET INSIGHT

Panel Session:

13:30

Update on building codes and developing green building regulations for Saudi Arabia

- Highlighting recent updates to Saudi building codes: What is new and how does it affect the construction market?
- Reviewing regional and international building codes and practices within the context of the Saudi Arabian market: What best practice can be applied in the Kingdom?
- How can green building codes be introduced to ensure a timely and smooth transition?

Ahmed Sayed, Head of Sustainability, **Zuhair Fayeze Partnership Consultants**

Prof. Ahmed B. Shuraim, SASO Governor Adviser for Specifications, Saudi Standards, **Metrology and Quality Organization (SASO)**

Dr. Eng. Mohammed Al Haj Hussein, Board Member, **Saudi Green Building Council**

Dr. Yousef Al Horr, Founding Chairman, **Gulf Organisation for Research and Development (GORD)**



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PROJECT SHOWCASE



14:30

Creating a roadmap to achieving outstanding performance in energy and atmosphere at the LEED Platinum Al Midra Tower Saudi Aramco Building

- Design, construction and operational features of Saudi Aramco's flagship building which received 80 points, qualifying for Platinum LEED certification.
- Outlining design features that helped Al-Midra achieve 33 out of 35 possible points in the energy and atmosphere category
- Harnessing high energy performance through solar power and an advanced building management system providing automated lighting and temperature control to reduce CO2 emissions

Faris Al Mushref, Project Director, **Al Midra Projects, Saudi Aramco**

15:00

Delivering iconic design and world-class standards on a mega-project scale at King Abdullah Financial District Riyadh

- Overview of the over 3million square meter state-of-the-art development, the Middle East's first financial district
- Incorporating sustainability in design
- Integrated transport links including light rail connections to central Riyadh and internal monorail transit
- Highlighting innovative materials, technologies and design techniques used in developing this iconic development in the heart of Saudi Arabia

Simon Ingvarsten, Design Director, **Henning Larsen Middle East**

15:30 **BREAK**



BUSINESS INTELLIGENCE

16:00

Cost reduction and efficient cost management on construction projects

- Decision-making criteria and cost assessment processes
- Assessing the impact of embracing a 'quality culture' and value engineering to help reduce construction costs
- Determining the role of BIM in conceptualizing build and operational costs and using this in the planning process
- Highlighting the role of advanced building management systems and ICT in reducing operational costs
- Top five tips to effective cost management on large scale construction projects

Graeme Bampton, Regional Director, Rail, **Faithful + Gould**

TECHNOLOGY & INNOVATION

16:30

Toward sustainable building design in the Gulf region

- Embracing a sustainable design approach to deliver high performance buildings
- Highlighting the key architectural principles for sustainable designing
- Incorporating passive design and thermal performance
- Delivering the NetZero building
- Sustainable systems and technologies and the applications for energy production and conservation

Dr. Ehab I. Fota, Head of Architectural Department, **Otaishan Consulting Engineers**

17:00

End of The Big 5 Saudi Seminar Series and visit **The Big 5 Saudi** exhibition



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