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FAÇADE

Design & Engineering 2013

SAUDI ARABIA

International conference:
8 - 9 December 2013
Radisson Blu Hotel
Riyadh, Kingdom of Saudi Arabia

Promoting efficient sustainable façades
in challenging conditions through
innovative technology and materials

Your expert speaker panel:

- **John Hiscocks**, Chief Architect, **Omrانيا & Associates**
- **Paul Grove**, Regional Director Middle East, **Meinhardt Façade Technology**
- **Firas Hnoosh**, Design Director, **Gensler**
- **Ayman Ahmed Hassan**, Chief Architect, **AbdulRahman Al-Naim Consultant Engineers**
- **Dr. Ehab I. Foda**, Head of Architectural Department, **Otaishan Consulting Engineers**
- **Hany Ahmed**, Architectural Head Section, **Haif Company**
- **Benjamin Beer**, Technical Director Middle East, **Meinhardt Façade Technology**
- **Mahmoud Boukhari**, Senior Architect - Executive Manager, **IDC - Interactive Development Co.**
- **Jehad Kafri AIA, NCARB, PMP, LEED AP**, LEED & Sustainability Manager, **Dar Al-Handasah**
- **Abdul Aziz Al Rashoud**, Architect, **Architect Lines**
- **Eng. Herbert Cymerman**, Enterprise Systems Manager, **Saudi Consult** (to be confirmed)

Exhibitors:



For more information or to register
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Top mega construction projects in Saudi Arabia



- Makkah Gate



- Endowment Towers - King Saud University Expansion



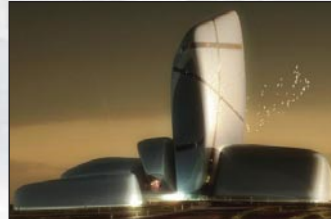
- King Abdullah Financial District



- Najran University



- Industrial Port - Industrial Zone - Jazan Economic City



- King Abdulaziz Centre for Knowledge & Culture

Saudi Arabia gears up for skyline expansions in 2013 and beyond...

Being the biggest contributor to the GCC economic growth in 2012 and the leading player in the construction industry, Saudi Arabia is expected to grow its contract awards value to **US\$43.8 billion by the end of 2013**. This expansion is fuelling the interest of manufacturers and suppliers from around the world.

Saudi Arabia has an important impact on future building design as it is a test bed for critical building design in extreme climate conditions. Residential buildings consume more than half of the total consumed energy due to the harsh environment. Air-conditioning systems are required to remove a substantial amount of gained heat due to poor thermal envelope performance.

It is essential to address building envelope design in the challenging climate through advanced building systems and materials. Alternative methods should meet local and international standards to reduce energy consumption, focus on sustainability and promote cultural and environmental understanding.

Architects and consultants aim to integrate complex technical details of façades with the local context, as well as architectural experimentation to push the limits of successful façade designs.

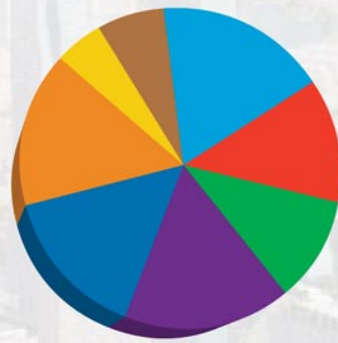
The **3rd Annual Façade Design & Engineering Saudi Arabia**, taking place on **8 - 9 December 2013** in **Riyadh** will serve as a platform for these critical discussions and networking.

Leading façade professionals will meet to share their expertise, evaluate current tenders and showcase project highlights.

Saudi Arabia, being the world's largest oil exporter and the biggest contributor to GCC economic growth, is looking to invest heavily to build world-class iconic structures using the right façade systems and materials.

The **3rd Annual Façade Design & Engineering Saudi Arabia** will serve as a platform to address building envelope design in the challenging climate through advanced building systems and materials.

PAST ATTENDEE BREAKDOWN



18% Architect / Design Manager
13% Engineer
11% Marketing / Business Development Manager
17% Technical Director / Operations Head
15% Building Director / GM Manufacturing
16% CEO / MD / VP
5% Project Director
7% Planning / Strategy Manager

Only at **Façade Design & Engineering Saudi Arabia** will the leading Architects, Contractors and Façade Consultants meet in one place, to share their expertise, evaluate current tenders and showcase project highlights.

5

reasons to attend **Façade Design & Engineering Saudi Arabia:**

- Explore Saudi regulations and how they impact the façade design
- Analyse key factors that influence sustainability of the façade
- Understand approaches to choosing materials in the local climate and environment
- Enhance acoustic performance of façades to deliver highly performing building envelopes
- Discuss façade lighting designs and media façades to modernise and iconise buildings

For more information or to register

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08:00 Registration
08:40 Chairman's opening remarks and a speed networking session

FAÇADES OF THE FUTURE: SAUDI ARABIA

09:00 LEADERSHIP IN ARCHITECTURE PANEL:
Discussing the future of the Kingdoms skylines to understand the importance of architectural design

- Investigating the developers requirements for iconic design and how this impacts sustainability
- Analysing the long term return on investment achieved by incorporating energy efficient design and materials
- Assessing the cultural design considerations to reinforce national identity

Panellists include:

John Hiscocks, Chief Architect, Omrania & Associates
Ayman Ahmed Hassan, Chief Architect, AbdulRahman Al-Naim Consultant Engineers
Hany Ahmed, Architectural Head Section, Haif Company
Eng. Herbert Cymerman, Enterprise Systems Manager, Saud Consult (to be confirmed)

KING ABDULLAH FINANCIAL DISTRICT FOCUS SESSION

09:40 CASE STUDY: Creating iconic façades for the King Abdullah Financial District's 'City of Towers'

- Overview of the project ambition, master planning constraints and environmental requirements
 - Examining the unique elements of KAFD façade design:
 - Range of materials used
 - LEED targets – silver and gold
 - Determining how to achieve the passive solar control of façades
 - Exploring the importance of façade lighting at KAFD
- John Hiscocks, Chief Architect, Omrania & Associates

10:10 CASE STUDY: A vision for the façades of the GCC Bank Headquarters & World Trade Centre Tower

- GCC Bank Headquarters overview
- GCC Bank Headquarters saw tooth unitised copper fins façade
- World Trade Centre Tower overview
- World Trade Centre Tower GRP composite rain screen on a unitised, insulated prime wall

Firas Hnoosh, Design Director, Gensler

DRIVING ENERGY EFFICIENCY THROUGH FAÇADE DESIGN & ENGINEERING

10:40 Designing structures with controlled climate and efficient energy management

- Managing heat transmission to avoid loss of energy
- Utilising high performance materials to maximise sustainable aspect of design
- Improving details and accessories of façades by enhancing tightness of sliding elements (doors, windows, etc.)

Session reserved for a sponsor. For enquiries, call +971 4 364 2975 or email enquiry@iqpc.ae

11:10 Networking break

11:40 Taking an architectural approach to sustainable façade design

- Identifying the renewable technology applications that are creating a new generation of high performing building envelopes
- Establishing innovative types of creative and energy efficient façades

- Understanding how to integrate "energy efficiency" with design to achieve the highest levels of sustainability
- Determining methods of using photovoltaics in façade systems to generate solar energy
- Examining recent applications of using renewable façades

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

12:10 Understanding how to implement Green Building Practice in the design of the building envelope

- Reviewing the definition of a building envelope and taking a historical view of building envelope development
- Examining recent innovative building envelope design concepts
- Determining the future of building envelope design concepts
- Establishing Green Building design strategies and techniques relating to high performing building envelopes
- Understanding how to implement Green Building techniques on your building envelope

Ayman Ahmed Hassan, Chief Architect, AbdulRahman Al-Naim Consultant Engineer

12:40 Understanding how to ensure your façade is LEED compliant

- Examining how façades can contribute to energy saving
- Focusing on energy efficient façade materials
- Exploring sustainable façade exterior finishes
- Determining how to ensure indoor air quality through your choice of façade
- Addressing façade life cycle and operation and maintenance (O&M)

Jehad Kafri AIA, NCARB, PMP, LEED AP, LEED & Sustainability Manager, Dar Al-Handasah

ENSURING COST-EFFECTIVE FAÇADE MAINTENANCE

13:10 Determining how to incorporate Building Maintenance Units (BMU) into your façade without affecting architectural intent

- Overview of BMU systems
- Case study of an integrated BMU

Paul Grove, Regional Director Middle East, Meinhardt Façade Technology

13:40 Chairman's closing remarks

13:50 Networking lunch and prayers

14:50 End of day one

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08:30 Registration

09:00 Chairman's opening remarks

INTRODUCING TRANSFORMATIONAL FAÇADES

09:10 CASE STUDY: Transforming the façade of the Jeraisy Factory to become an iconic building

- Understanding the challenges of transforming the Jeraisy Factory into a recognisable building within Riyadh's industrial park by dramatically changing the front façade
- Establishing the rationale behind the choice of stainless steel and glass materials for the façade
- Learning how IDC accomplished the transformation of the factory's façade to become a well-recognised landmark within the city

Mahmoud Boukhari, Senior Architect - Executive Manager, IDC - Interactive Development Co.

09:40 Exploring complex geometric façades

- Overview of warped façades
- Case study on the various methods of achieving a warped façade (completed projects in Dubai)
- Introducing new techniques in rationalising and achieving a complex warped façade

Benjamin Beer, Technical Director Middle East, Meinhardt Façade Technology

FAÇADE INSULATION AND COMPLIANCE WITH LOCAL REGULATIONS

10:10 Enhancing thermal performance through super-insulated building envelopes to minimise heat loss

- Achieving a decrease in annual operational energy, water and carbon dioxide emissions through proper façade insulation
- Analysing energy performance standards in the country's hot and arid climate
- Discussing specific building construction strategies and the role of insulation

Session reserved for a sponsor. For enquiries, call: +971 4 364 2975 or email enquiry@iqpc.ae

10:40 Networking break

11:10 Façades in Saudi: Managing the impact of regulations, climate and materials

- Examining the shapes and styles of architectural influences and materials used for façades both in Saudi Arabia in general and Riyadh as a major city
- Understanding how the local regulations and climate affects the real-estate industry, business and marketing and its impact on the design of Saudi architectural façades
- Determining the traditional architectural motives, elements and façades decorations in Saudi architecture
- Exploring the results of a market survey on the available materials used in façades in Saudi Markets and Riyadh in particular
- Analysing a Riyadh case study on façades and architectural materials

Abdul Aziz Al Rashoud, Architect, Architect Lines

11:40 ROUNDTABLE DISCUSSION SESSION: Designing futuristic structures in compliance with local regulations

- Topic 1: What are the implications of local regulations and façades in the KSA?
- Topic 2: What is the real cost of quality material and systems at different construction and maintenance stages?
- Topic 2: How do you balance commercial needs and compliance with sustainability guidelines?

12:40 Chairman's closing remarks

12:50 Networking lunch and prayers

13:50 End of conference



TO REGISTER

Fill in the registration form on the back page and email it to enquiry@iqpc.ae.

Call us on +971 4 364 2975 and we will assist you with your registration – **register your project team and save more.**

Call us now to claim your group booking discount and early bird discount.

Sponsorship Opportunities

IQPC has been hosting events developed for senior executives for more than 40 years. We serve businesses representing over 15 sectors at more than 1,700 conferences around the globe. Our client list includes corporations such as IBM, Cisco, Halliburton, ABN AMRO, STFA Construction Group, Trelleborg, Siemens, 3M, AECOM, VSL, Sandvik, GE and BASF, just to name a select few. Senior executives travel from around the world to our events looking to garner best practices and concrete solutions to assist them in improving their organisations. IQPC provides many different platforms for you to increase your market share, stay ahead of your competition, increase awareness to your target audience and position yourself as a key supplier to the rail industry.

Your platform – getting your message across:

Because we know that each sponsor has a different message, business development goal and branding objectives, each sponsorship package is tailored to your corporate strategies. Though most sponsorship offers multiple levels and types of exposure, there are a few main ways for you to highlight your corporate strengths:

1. Thought Leadership

As a sponsor at the Saudi Rail Forum, your company will gain second-to-none exposure to senior-level decision makers at the point in time that they are seeking solutions, information and systems for improving their firm's strategies. For a select few sponsors, you can build your reputation as a market leader through subject-specific presentations, workshops and focus days. This highly selective sponsorship allows your firm to establish tremendous capability and expertise in your specialty as well as highlight successful work completed with your clients.

2. Premium Branding

We bring together buyers and suppliers for collaboration, networking and knowledge sharing. Branding is often a major initiative for our clients who are seeking to get the message out about their offerings. Build your company's brand and visibility in front of senior decision-makers in order to get shortlisted. As a sponsor, your company branding will appear alongside the global leaders associated with best practices in this field. Our dedicated marketing team will help you achieve your promotional aims in the months leading up to the conference. IQPC leverages multiple marketing channels including online, direct mail, email, press releases, media partnerships and social media to publicise the event and increase awareness about your participation to our extensive database, as well as through our network of partners.

3. Featured Networking Events

Networking and information sharing are two major aspects of our conferences and IQPC builds in many opportunities for sponsors to benefit from meeting industry leaders. Focused and high-level, our events will provide you with the perfect environment to initiate new business relationships, identify upcoming opportunities and achieve face-to-face contact that overcrowded tradeshow can not deliver. The exhibition area is designed to be the heart of the event – a place to network and share strategies with key decision makers. Sponsorship opportunities range from exhibition stands to sponsored lunches, cocktail receptions, gala dinners and a host of other branding opportunities.

Additionally IQPC offers a selection of sponsorship opportunities that enables our clients to develop new relationships during our events, including one-to-one meetings with clients to understand their challenges, requirements and opportunities.

Do you have a product or service that our senior decision-makers and influencers need?

The 3rd Annual Façade Design and Engineering Saudi Arabia offers you the perfect platform to showcase your solution to your target market and meet and network with senior-level decision makers who are leading the way in the industry.

We specialise in providing business development, marketing and sales solutions that are tailored to specifically deliver on your business objectives. We pay patient attention to what our exhibition and sponsorship customers want, expect, need and value. Every sponsor wants to create customers, develop qualified sales leads, convert leads into sales and retain customers. Our tailored sponsorship packages help you to achieve these objectives.

For more information on sponsorship and exhibition opportunities or to discuss which package will best help you achieve your objectives, contact Musthafa Ahmed at +971 4 360 2800 or sponsorship@iqpc.ae



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This event is operated out of our office in Saudi Arabia. Address: Al-Huwaishel Commercial Center Behind SAMBA Bank – Olaya 1st Floor, Oce 103, Olaya Street. Telephone: +966 1 464 0048 Fax: +966 1 462 0315

IQPC provides business executives around the world with tailored practical conferences, large-scale events, topical seminars and training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC 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, Doha, Dubai, Johannesburg, London, New York, Riyadh, Singapore, Sydney, Tampa, and Toronto. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences. www.iqpc.ae

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**International conference:
8 - 9 December 2013
Radisson Blu Hotel, Riyadh,
Kingdom of Saudi Arabia**

REGISTRATION

Event Code: 17052.016

Please complete in BLOCK CAPITALS as information is used to produce delegate badges.
Please photocopy for multiple bookings.

4 WAYS TO REGISTER

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CONFERENCE PRICES

Conference package	Early bird price:		Standard price:
	Payment before 31 October 2013	SAVE	Payment after 31 October 2013
Solutions providers			
Conference only	US\$2,349	US\$250	US\$2,599
Architects, main consultants, main contractors, developers and government			
Conference only	US\$1,099	US\$100	US\$1,199

Prices are stated net of any applicable local taxes.
A US\$100 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

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Title _____ First Name _____ Surname _____

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Name of Training Manager _____

Signature _____ Date _____

I agree to IQPC's payment terms. If you have not received an acknowledgement before the conference, please call us to confirm your booking.

PAYMENT METHOD

By Credit Card:

Please debit my credit card: Visa Master card American Express

Card No:

Valid from: / / Expiry date: / / Issue Number:

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Team discounts available on request.
Check for special group discount for registration of 3 or more.
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VENUE & ACCOMMODATION

VENUE: **Radisson Blu Hotel**
Al Mubarakiah Plaza,
King Abdul Aziz Street,
P.O. Box 18006, Riyadh, 11415
Saudi Arabia
Tel: + 966 1 14791234
Fax: + 966 1 14775373
Web: www.radissonblu.com



Hotel and travel costs are not included in the registration fee.
For assistance in your travel and accommodation requirements, please refer to details below:

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Special / corporate rate for room accommodation is available in the hotel. You may contact the hotel directly as per the details above quoting **IQPC Middle East** or the name of the conference.

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Phone: + 971 4 2829000
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Please book at the earliest for your convenience.

CONFERENCE DOCUMENTATION

If you cannot make the dates you can still access all of the presentations delivered throughout the conference days for just US\$450, post event. Contact us on +971 4 364 2975 for further details.

IQPC STANDARD TERMS AND CONDITIONS PAYMENT:

- Payment is due in full at the time of registration and includes lunches, refreshments and detailed conference materials. Payment prior to conference is mandatory for attendance.
- Your registration will not be confirmed until payment is received and may be subject to cancellation.
- If a booking is received 10 working days before the conference a credit card number will be required to confirm your place, likewise if full payment has not been received before the conference date.
- A US\$100 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.
- Any respective payment charges to be borne by the payer. Please ensure that IQPC receives the full invoiced amount.

DISCOUNTS:

- All 'Early Bird' Discounts require payment at time of registration and before the cut-off date in order to receive any discount.
- Any other discounts offered by IQPC (including team discounts) also require payment at the time of registration.
- Discounts cannot be combined with any other offer.

CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY:

- You may substitute delegates at any time by providing reasonable advance notice to IQPC.
- For any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.
- In the event that IQPC cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of cancellation.
- In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement.
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- IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labour strike, extreme weather or other emergency.

PROGRAMME CHANGES:

- Please note that speakers and topics were confirmed at the time of publishing; however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

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