

المنتدى السعودي للأبنية الخضراء

SaudiGreenBuildings forum2010

Conference: 17-18 October 2010

Pre event Masterclass:

16th October

Kingdom Tower, Four Seasons Hotel,
Riyadh, Saudi Arabia

المؤتمر: ١٧ - ١٨ أكتوبر ٢٠١٠

ورشة العمل:

١٦ أكتوبر

فندق فور سيزونز، الرياض،

المملكة العربية السعودية

Highlighting the latest business and investment opportunities in Saudi Arabia's fast developing Green Building market



Khalid A. Al-Dughaiter, Chief Executive Officer
Arriyadh Development Company



Sultan Faden, Head of Founding Group
Saudi Green Building Council



Yousef A-Horr, Chairman & Managing Director
Barwa & Qatari Diar Research Institute



Ahmed Al-Bader, Chief Strategy Officer
MODON



Abdulhamid Al-Mansour, Chief Executive Officer
Saudi Tabreed



Basem Al-Shihabi, Managing Partner
Omrnia Associates



Masterclass: Saturday 16th October 2010 (09.30-13.00)

Sustainability Development

In association with **Faisal Al Fadi & Partners** this half-day masterclass will be jointly led by:

BARWA & QATARI DIAR RESEARCH INSTITUTE and
UNIVERSITY OF PENNSYLVANIA, USA

Organised by:

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Middle East business intelligence since 1957

Register online: www.saudigreenbuildings.com

Event Highlights

MEED Projects predicts that over \$183bn worth of projects will be awarded in Saudi Arabia during 2010

With such high levels of spend, key Saudi clients are looking for more efficient and environmentally friendly ways to build. More sustainable construction is a key consideration and with increasing political interest, it's only a matter of time before green guidelines become mandatory.

Gain comprehensive intelligence on the developing regulatory initiatives and building codes required for green buildings in Saudi Arabia

Hear practical advice from key government stakeholders and public/private sector clients on the rating systems, current building codes and regulations being implemented in Saudi Arabia and what the full implications are for those working across the projects supply chain.

Deepen relationships with key clients and partners in the Kingdom and find out what they are looking for from their partners so you can plan winning proposals with confidence

By attending the Saudi Green Building Forum 2010 you will gain access to the key stakeholders operating in the Kingdom's project market. Meet the leading government clients, policymakers, contractors, engineers and architects, those responsible for developing and building the major projects.

Hear how Saudi green buildings work in practice with case studies from the country's leading projects

We can already confirm case study presentations from some of the most ambitious projects currently being developed in the Kingdom. Over the two days you will hear from key individuals directly involved in the development of King Abdullah Financial District, Princess Noura Bint Abdulrahman University and the urban redevelopment of the Adduhairah district in Riyadh amongst others.

Participate in the open discussion forums which will focus on key sustainability issues for the industry. Speakers will include leading public/private sector players, architects and leading influential non-governmental organisations

Saudi Green Building Forum 2010 is putting together an outstanding three day event. Attendance will enable you to develop strategic business alliances with the region's top-tier developers, contractors, consultants and suppliers. Attendance provides a superb opportunity to deepen relationships with key clients in the region.

Develop your understanding of the role culture and environment play in Gulf architecture to put you in a favourable position for future work

Deepen relationships with key clients/ stakeholders in the Kingdom and find out what they are looking for from their partners so you can plan winning proposals with confidence.

Presented by



Faisal Al Fadl
Secretary General
Saudi Green Building Forum 2010

Faisal Al Fadl is the founder of faisal alfadl & PARTNERS, an award winning Saudi Arabian architecture, engineering and planning consultancy firm. He holds a Master degree in Architecture (USA) and is a member of both the Saudi Council of Engineers and American Institute of Architects. He is a leading practitioner & green building advocate with more than 20 years of experience in the business.



Edmund O'Sullivan
Events Chairman
MEED

Edmund O'Sullivan is chairman of MEED Events, in this capacity he moderates MEED's conferences throughout the GCC, which numbered more than 25 in the last year. Prior to joining MEED he worked as a Reuters reporter and a government economist

Featured speakers



Basem Al-Shihabi
Managing Partner, **Omrania Associates**

Basem Al-Shihabi was instrumental in the establishment of Omrania in 1973 and has made a major contribution to its development from a small architectural practice into one of the leading multi-disciplinary consulting firms in the Gulf. As Managing Partner, he is responsible for the overall management of the company. He is also actively involved in the design and construction management activities of the company.



Khalid A. Al-Dughaiter
Chief Executive Officer & Board Member
Arriyadh Development Company

In addition to his present role as Chief Executive Officer & Board Member of Arriyadh Development Company, Dr. Al Dughaiter is a member of the Council of Tourism Development for the Riyadh region, which forms part of the Saudi Commission for Tourism & Antiquities. In addition he is a Member of the Board of Trustees at Almaarefa College in Saudi Arabia.



Abdulhamid Al Mansour
Chief Executive Officer, **Saudi Tabreed**

Abdulhamid Al-Mansour holds a BSc degree in Mechanical Engineering from King Fahd University of Petroleum & Minerals, Dhahran (1976) and a Masters degree in Engineering Management from North-Eastern University, Boston, USA (1980). He is an elected board member for the International Desalination Association (from 2003-2005 serving as president). From 2005 to present he has lead Saudi Tabreed

as CEO and is responsible for establishing the company business in Saudi Arabia and developing its operation in the different cities of the Kingdom.



Ahmed Al-Bader
Chief Strategy Officer, **MODON**

Ahmed Al-Bader is Chief Strategy Officer at MODON (Saudi Industrial Property Authority) and is responsible for strategic development and programme delivery for projects connected with 14 industrial cities. Prior to this he was Director General of Operations for SAGIA's Economic Cities. He is currently embarking on a Masters of Major Program Management at Oxford University and holds a BSc from KFUPM.

Register today: +971 (0) 4 390 0049

Register before
31st July 2010 & save
US\$400

Saudi Green Buildings Forum 2010

Confirmed participants already include:

Khalid A. Al-Dughaiter, Chief Executive Officer and Board Member **Arriyadh Development Company**

Falah Al-Humoud, Head of Urban Design Department **Arriyadh Development Authority**

Yousef Al-Horr, Chairman & Managing Director **Barwa & Qatari Diar Research Institute**

Ali Shuaibi, Partner **Beeh Planners Architects and Engineers**
Senior Representative, **Dar Al Handasah**

Mashary A. Al-Nain, Professor, College of Architecture & Planning **Dammam University**

Ayman S. Mosallam, Founder **Egyptian Green Building Council**

Khaled Bushnaq, Chief Executive Officer **Energy Management Services**

Zaki M. A. Farsi, Owner & President **Farsi Engineering Consultant Group**

Dr. Helmut Pottmann, Director, Geometric Modelling and Scientific Visualization Research Centre, **KAUST**

Hikmat Ali, Professor, College of Architecture & Planning **King Saud University Riyadh**

Faisal Al-Shareef, Member, **Makkah City Council**

Saleh Alawaji, Deputy for Electrical Affairs, **Ministry of Water and Electricity**

Ahmed-Al Bader, Chief Strategy Officer, **MODON**

Siham Omri, President & Co-Founder **Morocco Green Building Council**

Basem Al-Shihabi, Managing Partner **Omrانيا & Associates**

Dr. Abdulaziz Aldusari, Engineering & Technical Director **Riyadh Techno Valley**

Sultan A. Y. Faden, Head of Founding Group **Saudi Green Building Council**

Abdulhamid Al-Mansour, Chief Executive Officer **Saudi Tabreed**

Ismail El Hassan, Vice President Business Buildings, **Schneider Electric**

Opening Ceremony:

Saturday 16th October 2010

- 19:30 Registration and coffee
- 20:00 Inauguration of Saudi Green Building Forum 2010
- 20:30 Recitation of Holy Quran
- 20:35 National anthem
- 20:40 Secretary General's remarks
- 21:00 Ministerial remarks
- 21:30 Closing remarks
- 21:45 Presentation & acknowledgement to Sponsors
- 22:00 Networking

DAY ONE:

Sunday 17th October 2010

- 08:00 Registration and coffee
- 09:15 Welcome and opening remarks
- 09:30 **OPENING KEYNOTE ADDRESS:** Promoting an environmentally sustainable global society
- 10:00 **PANEL SESSION: Government policy discussion**
 - Reviewing the perspectives of key Government entities in Saudi Arabia regarding urban land-use guidance, regulations and policy, building codes and the implementation of rating systems

10:50 **PANEL SESSION: Examining the latest regulatory codes in Saudi Arabia**

- Addressing a timeline for the green guidelines becoming legally binding
- Implications for going green and what it means for the construction market in the region

11:45 Morning refreshments, networking and prayer

12:00 **PROJECT CASE STUDY: King Abdullah Economic City (KAEC)**

Located strategically on the Red Sea coast between major shipping routes that link it to Europe, Africa and Asia, the long-term vision for KAEC is to create an urban centre that will act as focal point for job creation, housing, social services and foreign investment for the Kingdom. The development is 168 million square metres. The session will give an overview of green buildings in the Kingdom's economic cities.

12:45 Lunch, networking and prayer.

14:00 **CONSULTANT PANEL DISCUSSION: what role design can play in improving building efficiency in Saudi Arabia?**

- Reducing carbon footprint in building design and operation
- Greening existing buildings: improving performance through sustainable upgrades
- Achieving high performing buildings in a sustainable environment

14:50 **PROJECT CASE STUDY: CMA Headquarters Tower – Riyadh**

The focal point of the King Abdullah Financial District is the Capital Markets Authority headquarter (designed by the joint venture of HOK and Omrania & Associates) which will be the tallest tower within the central plaza soaring 385m above the surrounding cityscape and providing an anchor for the district as

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REGISTER BEFORE 31st OF JULY 2010
SAVE \$400

whole and incorporating the requisite environmental and sustainability measures to achieve gold certification as a green building under the US GBC LEED scheme.

15:30 Afternoon refreshments, networking and prayer

16:00 ENERGY PANEL SESSION: detailing the latest sustainable energy developments across the region

- Meeting green environmental objectives through energy technologies and system grid design
- Identifying the newest energy technologies relevant for the development of green buildings in Saudi Arabia
- Developing energy-efficient and renewable energy technology solutions.

16:30 PROJECT CASE STUDY: Princess Noura bint Abdulrahman University

PNU is the largest single construction project in Saudi Arabia. When completed it will house a student and staff population of up to 61,320 with some 20,000 resident on-site. This case study will seek to address the challenges and opportunities faced by the Project Design and Construction Supervision teams in applying LEED processes to a project of this scale and diversity. 38 buildings are to be LEED accredited with 3 seeking Gold certification, the administration block, library and the hospital. The latter will be the largest (by floor area) facility in the world seeking LEED certification.

17:00 Closing remarks

17:10 Networking reception

DAY TWO:

Monday 18th October 2010

08:30 Registration and coffee

09:15 Welcome and opening remarks

09:20 **OPENING ADDRESS:** A leading Saudi Arabian property developer will address the forum

09:45 NGO PANEL SESSION: Focusing on the vital role being played by NGO's to encourage organizations to act sustainably and raise awareness of green issues in Saudi Arabia

- The role of NGOs in raising the profile of sustainability awareness within community developments.
- What initiatives are being adopted by NGO's to encourage those across the projects supply chain (government, developers, consultants, contractors and suppliers) to act in a sustainable manner

11:15 **CASE STUDY:** Developing a sustainability rating system in the GCC: The experience from Qatar: an overview of the region's first performance based sustainability rating system Qatar Sustainability Assessment System (QSAS) as a model

11:45 Morning refreshments, networking and Prayer

12:30 PROJECT CASE STUDY: Arriyadh Development Company

The presentation will focus on some of the key projects currently being developed by Arriyadh Development Company, the government owned property developer based in Riyadh. This will include information on the environmental, urban planning and economic dimensions of the proposed Adduhairah project, one of the largest proposed urban redevelopment projects of its type in the region.

13:30 Lunch, networking and prayer

14:30 TECHNOLOGY PANEL SESSION: encouraging the development and adoption of green technologies in Saudi Arabia

- Understanding the full impact of buildings on energy use and the environment
- Identifying sustainable energy technologies specifically suited to the region's conditions (solar power, solar air conditioning, low energy lighting technologies etc)
- Discussing the benefits to the end-user (saudi local authorities, property developers and architects)

15:00 CONSULTANT PANEL DISCUSSION: Gathering opinions from developers, urban planners, designers and educators on the key design issues for going green in the Kingdom

- How design can improve building efficiency.
- Reducing energy consumption in a building through design
- Barriers to sustainable design in the GCC climate
- Examining the key planning and design issues for green developments
- Client awareness, material specification, pricing & cost and the role of the designer.

16:00 WATER SESSION: effectively managing the use of water

- Conservation, harvesting and reuse
- Effective strategies to reduce water consumption by up to 30%
- What new technologies are available to assist developers in reducing water consumption?

16:30 MATERIALS & PRODUCTS SESSION: overcoming the challenges of sustainable supply chain management

- Forecasting the demand for sustainable materials in the Gulf
- Exploring advanced procurement strategies for green building products
- Striking a balance between local manufacturing, available resources and low carbon transport solutions

17:00 PROJECT CASE STUDY: Developing a sustainable community at Riyadh Techno Valley

Infrastructure design and the role that it plays in driving sustainability

17:30 Closing Remarks for day two

للمزيد من المعلومات عن المتحدثين وأجندة العمل، زوروا الموقع التالي:
www.saudigreenbuildings.com

Saudi Green Buildings Forum 2010

Masterclass: **SUSTAINABILITY DEVELOPMENT**

Saturday 16th October 2010 (09:00 – 12:30) In association with Faisal Al Fadl & Partners this half-day masterclass will be jointly led by:



Dr. Yousef Al-Horr, Chairman and Managing Director,
BARWA QATAR DIAR RESEARCH INSTITUTE



Dr. Ali Malkawi, Founder & Executive Director, **T.C. CHAN CENTRE** and Professor of Architecture
UNIVERSITY OF PENNSYLVANIA

What will the Masterclass cover:

The workshop will be based on QSAS, the region's first performance based rating system for buildings, the session will cover in detail the framework of assessment and the practical application of the 8 categories (Urban Connectivity, Site, Energy, Water, Materials, Indoor Environment, Cultural Economic Value, Management & Operations) that are used to determine the QSAS ratings.

Who is it aimed at:

- Environment Consultant • General Manager • Head of Urban Planning • Project Manager • Project Director • Regional Manager
- Regional Director • Sustainability Manager • Senior Urban Planner

Sponsorship opportunities

Get the best return on your marketing spend, and meet customers that can truly impact your business.

- Are you looking to get involved with the key upcoming projects in Saudi?
- Are you looking to meet the key players in the green construction industry?

Sponsoring **Saudi Green Buildings Forum 2010** is a unique way to generate high quality leads for your organisation, create new business opportunities and enhance your profile in this dynamic industry.

Contact our sponsorship team on:
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Travelling to the region for the conference and need to optimise your time? With **MEED Conferences'** pre-event online networking facility, you can view the delegate list in advance of the conference to arrange meetings with colleagues, clients and generate new business opportunities and contacts. Every delegate will receive a unique username and password, enabling you to maximise the full networking opportunities available at the conference.

Conference organisers:

The **Saudi Green Buildings Forum 2010** is organised by **MEED** (Middle East Business Intelligence). For 50 years business leaders have been relying on **MEED** to give them a wealth of factual, unbiased business information that they need to be successful. The **MEED** brand represents an unrivalled portfolio of high calibre business information products, online services and premier networking events. For more information on **MEED** visit www.meed.com.

Conference: 17-18 October 2010

Pre event Masterclass: 16th October

Kingdom Tower, Four Seasons
Hotel, Riyadh, Saudi ArabiaBrochure code: **WEB**

Conference code: M083

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Telephone: 966 (1) 211-5000
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For accommodation please contact room reservations at the AL Murooj Rotana Hotel on Tel: +971 (0)4 321 1111 or Email: almurooj.hotel@rotana.com quoting the conference title and date. The room accommodation form can be downloaded from the conference website.

Accommodation is limited. Early booking recommended.**ACCESS REQUIREMENTS**

To help us ensure that all delegates attending the conference are able to participate fully, please let us know about any requirements you have by contacting the Customer Service team using the details above.

DIETARY REQUIREMENTS

We always provide vegetarian options at our conferences, but please inform us if you need us to cater for any other dietary requirements.

CONFERENCE LANGUAGE

English

REGISTRATION CONFIRMATION

A confirmation letter and invoice will be sent by email within 1 working day of registration. Please contact the customer services team on +971 (0) 4 390 0045 should you not have received this.

DELEGATE FEES:Please register ___ delegate(s) for **Saudi Green Buildings 2010**. Group rates are available, please contact +971 368 1643 for more information. Please tick the appropriate box:

	Two Day Conference Plus Masterclass	Two Day Conference
Price before 31st of July 2010	\$2,875 <input type="checkbox"/>	\$1,875 <input type="checkbox"/>
Price between 31st July and 5th Sept 2010	\$3,000 <input type="checkbox"/>	\$2,000 <input type="checkbox"/>
Price after 5th Sept	\$3,125 <input type="checkbox"/>	\$2,125 <input type="checkbox"/>
Price On-site	\$3,275 <input type="checkbox"/>	\$2,275 <input type="checkbox"/>

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Bookings made prior to the event must be paid in full to guarantee your registration. Full payment must be received prior to the event or credit card payment will be required on the day. Your booking is not secure until it is paid.

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In order to qualify for any of the above early bird rates, your booking and payment must be received before the deadline date listed on the brochure. To avoid missing this, we recommend securing payment with a credit card on registration.

CANCELLATIONS / SUBSTITUTIONS

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PLEASE NOTE

The conference fee covers entrance to all sessions, conference documentation, coffee/refreshment breaks, lunch and evening reception.

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