

MIIE '11

Malaysia IBS International Exhibition

5 - 7 April 2011

CIDB Convention Centre,
Jalan Cheras, Kuala Lumpur

'IBS Integration for Green Technology'

www.cidb.gov.my/miie2011



Highlights of MIIE 2011



EXHIBITION



MACHINERY EXHIBITION



SEMINAR ON IBS



WORKSHOP ON IBS



STUDENT VIDEO ANIMATION
COMPETITION



Ministry of Works



Ministry of Housing and
Local Government



Ministry of Energy,
Green Technology and Water



Melaka Chief Minister's
Department



Public Works
Department Malaysia



Implementation
Coordination Unit,
Prime Minister's Department



The Institution of
Engineers Malaysia



Master Builders
Association Malaysia



Malaysia Timber
Industry Board



Universiti Sains
Malaysia



Universiti Putra
Malaysia



Universiti Teknologi
Malaysia



International Islamic
University Malaysia

“Green Technology will facilitate the development of knowledge society to enhance a sustainable and better way of living. The Malaysian government will give its unlimited commitment towards Green Technology”

Y.A.B. Dato' Sri Mohd Najib bin Tun Abdul Razak
Prime Minister of Malaysia
Excerpt from the National Green Technology Policy



What is IBS?

“Industrialised Building System or IBS” is a technique of construction whereby components are manufactured in a controlled environment, either at factory or off site, transported, positioned and assembled into construction works.

MIIE '11

Malaysia IBS International Exhibition

ABOUT MIIE 2011

The 3rd edition of the **MALAYSIA IBS INTERNATIONAL EXHIBITION** will be held from 5 to 7 April 2011 at the CIDB Convention Centre (CICC), Kuala Lumpur.

A biennial event, the previous MIIE was held in January 2009 and was officiated by Y.A.B Dato' Sri Mohd Najib Tun Haji Abdul Razak, the former Deputy Prime Minister of Malaysia. MIIE 2009 had attracted more than 150 exhibitors, 700 seminar participants and more than 5000 visitors. It received overwhelming coverage from both printed and electronic media nationwide and had attracted participation from government agencies, professionals, research centres, IBS suppliers/manufacturers and contractors. It also generated interest among a great number of academicians and students in related field.

MIIE 2011 is expected to attract more participation not just among industry players, but also among supporting industries and buyers alike.

Highlights of MIIE 2011:

- Exhibition
- Machinery Exhibition
- Seminar On IBS
- Workshop On IBS
- Student Video Animation Competition

THEME: IBS Integration For Green Technology

CIDB, in support of Green Technology, is committed to promote greener environment whilst maintaining a sustainable construction industry. MIIE 2011 will promote IBS in construction towards reducing green house effects.

OBJECTIVE

The main aim of MIIE 2011 is to provide an IBS knowledge sharing platform, which covers dissemination of quality information and technology, discussion opportunities and networking session for the construction industry stakeholders in Malaysia as well as for their overseas partners.

WHAT IS GREEN TECHNOLOGY ?

Green Technology is the development and application of products, equipment and systems used to conserve the natural environment and resources, which minimize and reduces the negative impact of human activities. The Malaysian Government acknowledges Green Technology as part of the national concern.

WHO SHOULD ATTEND

- Government Departments
- Policy Makers
- Project Owners
- Local Authorities
- Project Managers
- Architects
- Engineers
- Quantity Surveyors
- Academicians
- Contractors
- Manufacturers and Suppliers of IBS Products/ Services
- Manufacturers and Suppliers of Green Technology Products/ Services
- Financiers
- Property Consultants
- Researchers
- Home Owners
- Students

EXHIBITION



IBS Show Houses

4 hybrid IBS dwelling structures have been built as showhouses;

- bungalow
- apartment
- terrace house, and
- SOHO

The 3 out of 4 buildings were originally designed and constructed based on the Open Building principles for MIIE 2006. The structures were retained at the grounds of CIDB Convention Centre, Jalan Cheras, Kuala Lumpur for promotion and training purposes.

The IBS products that are highlighted in the structures are:

- For bungalow: lightweight and interlocking precast concrete blocks;
- For apartment: precast concrete load bearing walls, beams and columns;
- For terrace: formworks systems; and
- For SOHO: glass, timber and steel structures.

Other IBS components used in the construction of the dwelling structures include internal walls, prefabricated bathroom and steel & timber roof trusses. These IBS components will also be exhibited in full-scale at the IBS Component Gallery.

IBS Full-scale Component Gallery

IBS FULL-SCALE COMPONENT GALLERY is the latest addition to IBS Centre. It is once a training workshop for students of Akademi Binaan Malaysia (ABM). The converting process to the current structure only took less than 2 months; inclusive of design stage, construction as well as the setting up of IBS components in the gallery. Once again, the gallery itself is the showcase of flexibility of IBS construction.

The purpose of the IBS Full-scale Components Gallery is to showcase life-size examples of IBS components available in Malaysian market. It serves as an information centre for designers, contractors and the general public. The gallery highlights IBS score factor for each of the components and examples of IBS score calculation. Divided into six main zones – A (Blockwork system), B (Steel-framing system), C (Precast concrete system), D (Formwork system), E (Timber framing system) and F (Other prefabricated construction components).

Outdoor Exhibition (Industrial, Innovation and R&D)

MIIE 2011 is expected to attract more than 100 exhibitors featuring rich variety of private businesses and government organisations of the IBS industry and green technology.

Specially designed booths and pavilions are available for rental during the 3-days event at the area surrounding the CICC. The CICC itself is an example of efficient IBS construction (constructed using steel frames and pre-cast concrete elements in record time!).

The aim of the exhibition is to showcase the latest products, services and trends in construction especially in IBS and green technology. CIDB will also provide information on government's action plan on IBS and financial supports available from relevant ministries and financial institutions

Machinery Exhibition

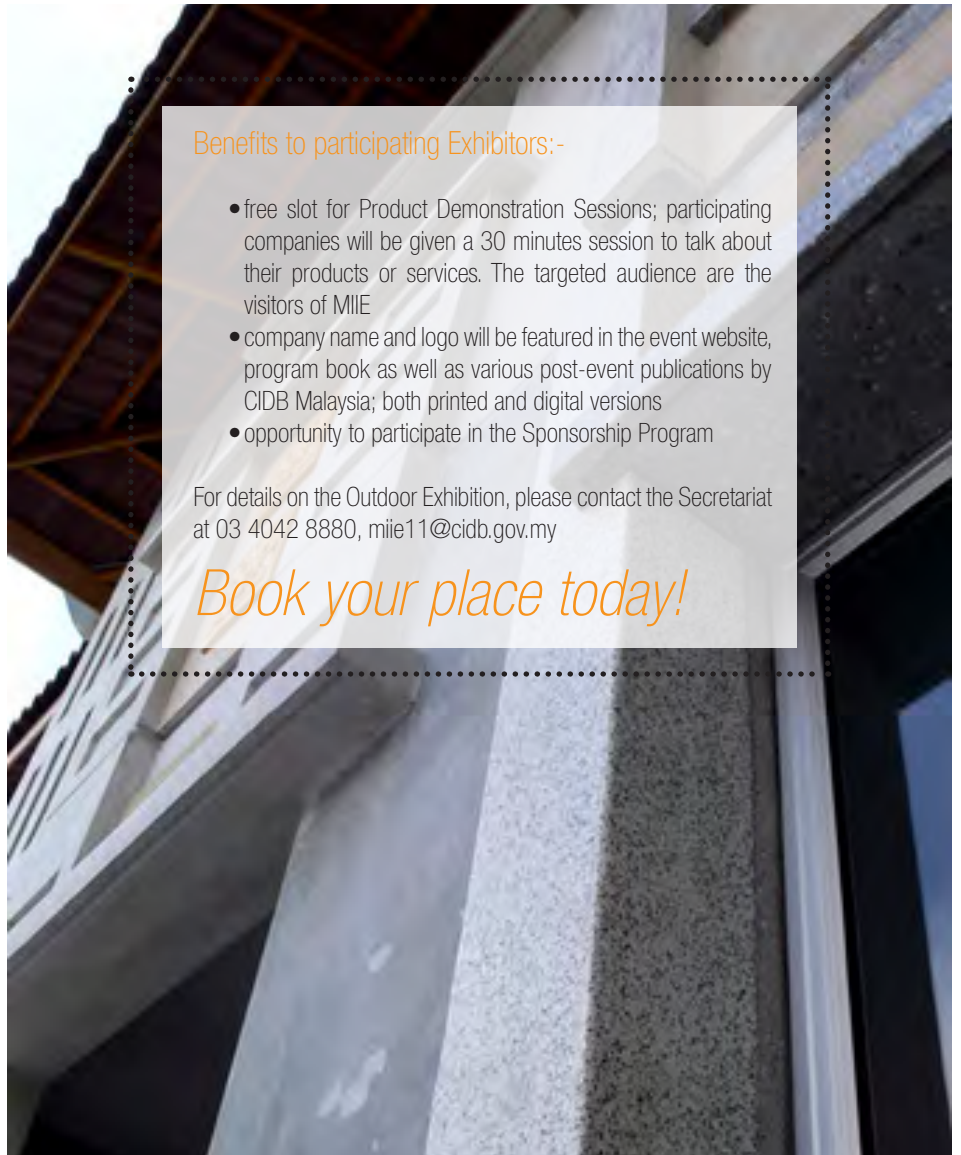
Machinery Exhibition will showcase the latest equipment or machines related to IBS and construction. Open space booths are available and exhibitors could also conduct live demonstration of their products

Benefits to participating Exhibitors:-

- free slot for Product Demonstration Sessions; participating companies will be given a 30 minutes session to talk about their products or services. The targeted audience are the visitors of MIIE
- company name and logo will be featured in the event website, program book as well as various post-event publications by CIDB Malaysia; both printed and digital versions
- opportunity to participate in the Sponsorship Program

For details on the Outdoor Exhibition, please contact the Secretariat at 03 4042 8880, miie11@cidb.gov.my

Book your place today!



SEMINAR ON IBS



MIE 2011 will stage a 2-day exciting seminar program. Keynote addresses will be delivered by distinguished speakers and industry leaders. A few foreign speakers are to be invited to present papers on relevant best practices.

Among main topics include:

- Sustainable Construction and IBS
- Current State and Challenges of IBS in Malaysia
- Best Practices of IBS
- Future Trend of Sustainable and Green Building in Malaysia

Profile of invited speakers are available on the event's website.



STUDENT VIDEO ANIMATION COMPETITION



This program aims to promote IBS design principles and to reach-out to students and to give an opportunity for them to participate in the current movement of industrialization of nation's construction industry. The students are to produce an IBS video animation for their design.

Theme for the competition is "IBS Integration for Green Technology". The design ideas in motion will pose a challenge to the contestants to be creative and innovative with the IBS concept to create an environment that is natural, green, sustainable, eco-friendly and yet sensitive to the local culture and tradition.

Each entrance will receive a certificate of participation while awards in the form of cash money will be given to top three (3) winners with the most unique and creative design. The competition is open to all IPTA, IPTS and Polytechnic students in Malaysia.

WORKSHOP ON IBS



A one day program, the workshop is design to attract participation of industrial players as well as academic institutions, particularly university and school students. Interactive workshop approaches will provide knowledge sharing in various angles of communications, and promote technological advancement and progressive innovation towards industrialization of the construction industry.

Participants will be divided into small groups to carry out discussion of specific topics or tasks. Participation in each workshop is limited to 100 participants each.

Workshop 1

Topics:

- Sustainable and Green Construction
- World best practices
- IT in IBS
- New and future development

Workshop 2

Topics:

- Awareness and implementation in local industry
- Implementation of IBS in public building : pre-approved system vs. open system
- Know how and know who business opportunities
- Tendering and procurement process in government projects



TENTATIVE SEMINAR PROGRAM

Day 1 5 APRIL 2011

| | |
|---------------|------------------------------------------------|
| 08:30 – 09:00 | Registration |
| 09:00 -11:30 | Opening Ceremony by Prime Minister of Malaysia |

SEMINAR THEME: Sustainable Construction in IBS

Session Chairman:
Ir Gunasagaran Krishnan
Organisation: The Institution of Engineers Malaysia (IEM)

| | |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:30 – 12:00 | Paper 1 GREEN BUILDING TECHNOLOGY IN MALAYSIA:ROLE OF KeTTHA by Kementerian Tenaga, Teknologi Hijau dan Air (KeTTHA). |
| 12:00 – 12:30 | Paper 2 BUSINESS VALUE OF BUILDING INFORMATION MODELLING (BIM) IN IBS CONSTRUCTION by Mr. Martin Riese (Gehry Technologies, Hong Kong) |
| 12:30 – 12:45 | Q&A |
| 12:45 – 14:30 | Lunch / Booth Visit |

SEMINAR THEME: Current State and Challenges of IBS in Malaysia

Session Chairman:
Y.Bhg. Datuk Prof. Madya Dr. Abu Bakar Mohamad Diah
Organisation: Melaka Chief Minister Office

| | |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:30 – 15:00 | Paper 3 INITIATIVE AND ENCOURAGEMENT ON IBS FROM GOVERNMENT by Dato' Sri Ir. Dr.Judin Abdul Karim, Director General, JKR |
| 15:00 – 15:30 | Paper 4 IBS ROADMAP 2011-2015 (CURRENT AND FUTURE TREND) by Ir. Elias Ismail, Senior General Manager, CIDB |
| 15:30 – 16:00 | Paper 5 GREEN BUILDING IN THE MALAYSIAN CONSTRUCTION INDUSTRY FROM CIDB PERSPECTIVE by Ir. Dr. Zuhairi Abd. Hamid, Executive Director, CREAM |
| 16:00 – 16:15 | Q&A |
| 16:15 | Coffee Break/Booth Visit/End of Day 1 |

Day 2 6 APRIL 2011

SEMINAR THEME: Best Practices and Lesson Learn in IBS

Session Chairman:
Mr. Zainal Abidin Abdullah
Organisation: Global Globe Sdn. Bhd.

| | |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:00 – 09:30 | Paper 6 LEVERAGING COORDINATION, INTEGRATION AND SUPPLY CHAIN IN IBS:BRUNSFIELD BEST PRACTICES by Dato' Dr. Ir. Gan Thiang Leong, Brunsfeld Group |
| 09:30 – 10:00 | Coffee Break |
| 10:00 – 10:30 | Paper 7 NEW PERSPECTIVE OF INDUSTRIALISATION IN CONSTRUCTION by Prof. Dr. Gerhad Girmscheid, Director of Institute for Construction Engineering and Management, EH Zurich |
| 10:30 – 11:00 | Paper 8 CAPTURING AND LESSON LEARNED ON IBS CONSTRUCTION IN MALAYSIA by Tuan Haji Mohd Suffian bin Haji Hashim, Proven Holding Sdn. Bhd. |
| 11:00 – 11:15 | Q&A |
| 11:15 – 12:45 | Booth Visit |
| 12:45 – 14:30 | Lunch |

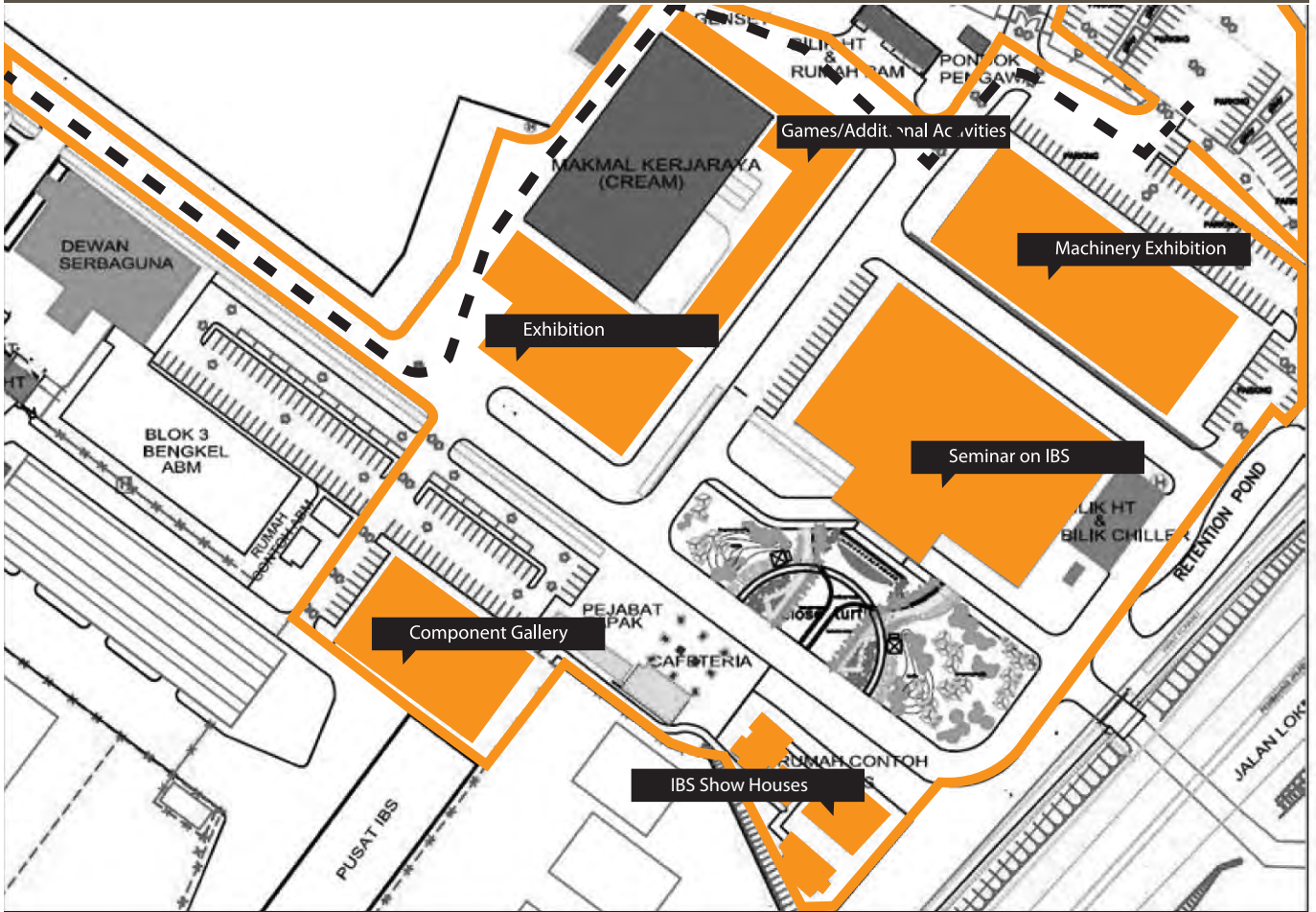
SEMINAR THEME: Future Trend Sustainable and Green Building in Malaysia

Session Chairman:
Assoc. Prof. Dr. Taksiah A. Majid
Organisation: Universiti Sains Malaysia (USM)

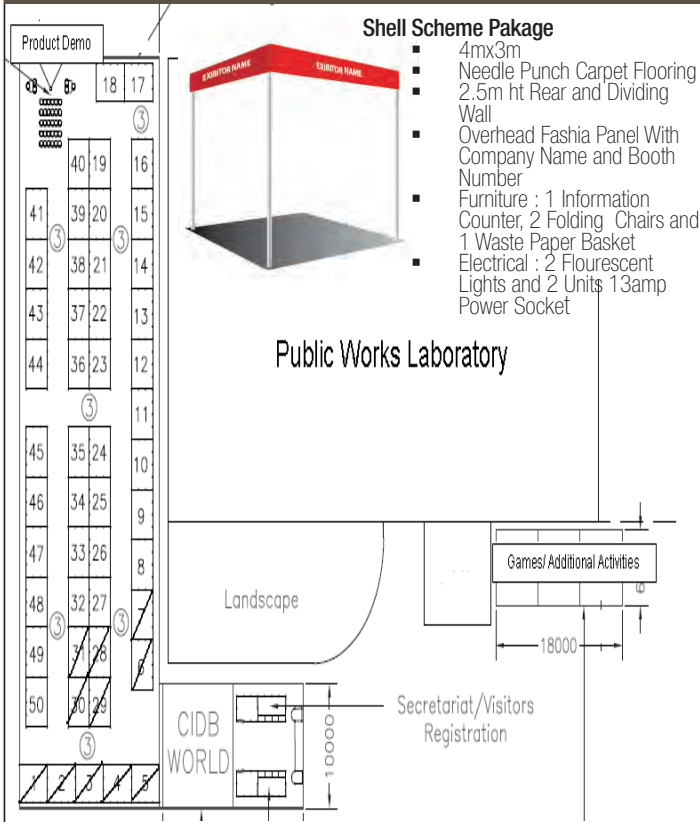
| | |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:30 – 15:00 | Paper 9 CURRENT STATE AND FUTURE DIRECTION ON OFF-SITE MANUFACTURE IN AUSTRALIA by Nick Blismas, Australia |
| 15:00 – 15:30 | Paper 10 FUTURE SOCIO-ECONOMICS ISSUES IN IBS: A COMPARATIVE STUDY BETWEEN UNITED KINGDOM AND MALAYSIA by Prof. Mustafa Alshawi, University of Salford, UK |
| 15:30 – 16:00 | Paper 11 ISSUES AND CHALLENGES ON IMPLEMENTATION OF GREEN IBS BUILDING IN MALAYSIA by Ar. Dr. Tan Loke Mun, Pertubuhan Akitek Malaysia |
| 16:00 – 16:30 | Wrap-up Presentation by Ir. Noraini Bahri, CIDB Malaysia |
| 16:30 – 16:15 | Q/A |
| 16:15 | Coffee Break / Booth Visit / End of Day 2 |

Disclaimer : All information above is indicative at the time of printing. The organizer reserved the rights to amend the program and other details in accordance to circumstances. Please refer to the event website for details.

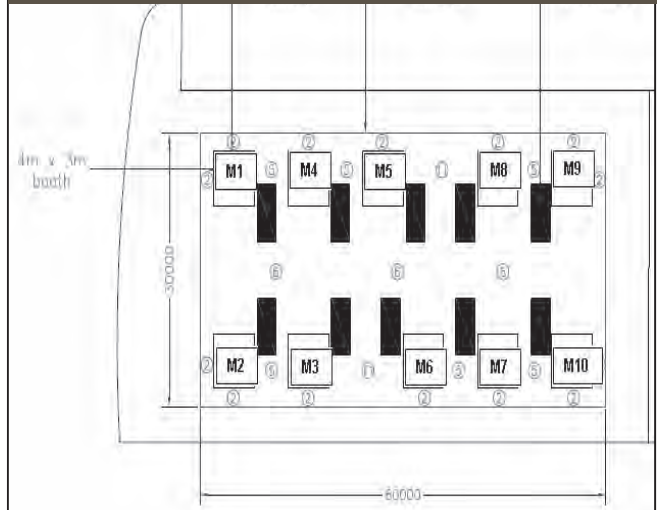
Site Plan MIE 2011



Floor plan Outdoor Exhibition



Floor plan Machinery Exhibition



Outdoor Tentage & Open Booth

- 6mx6m tentage
- 3mx3m booth c/w overhead fashia with company name and booth no.
- Furniture: 1 information counter, 2 folding chairs & waste paper basket
- Electrical: 2 unit 13 Amp power socket and 1 ceiling fan



Registration Fee

| | |
|------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Exhibition 5-7 April 2011</p> | <p>Outdoor Exhibition [Fee covers rental of booth (3m x 4m) for the 3 days exhibition]</p> <ul style="list-style-type: none"> • RM2,000 per booth [local companies] • USD650 per booth [international companies] <p>Machinery Exhibition [Fee covers rental of open booth for the 3 days exhibition]</p> <ul style="list-style-type: none"> • RM2,000 per booth [local companies] • USD650 per booth [international companies] |
| <p>Seminar on IBS 5-6 April 2011</p> | <ul style="list-style-type: none"> • RM500 per pax [local participant] • USD250 per pax [international participant] <p>Student Rate</p> <ul style="list-style-type: none"> • RM250.00 per pax [Students of local university] • USD100.00 per pax [Student of foreign university] <p>Fee covers seat for seminar, seminar presentations, coffee break & lunch. To eligible for student's rate, a valid student ID is required.</p> |
| <p>Workshop on IBS 7 April 2011</p> | <ul style="list-style-type: none"> • RM200 per pax [local participant] • USD80 per pax [international participant] <p>Student Rate</p> <ul style="list-style-type: none"> • RM100.00 per pax [Students of local university] • USD40.00 per pax [Students of foreign university] <p>Fee covers seat for seminar, seminar presentations, coffee break & lunch. To eligible for student's rate, a valid student ID is required.</p> |
| <p>Product Demo 5-7 April 2011</p> | <ul style="list-style-type: none"> • Exclusively for participating exhibitors • Please contact the Secretariat for details |
| <p>Student Design Competition</p> | <p>For inquiries, please contact IBS Centre</p> <ul style="list-style-type: none"> • Tel : 03 92816909 • Email: ibs@cidb.gov.my • www.ibscentre.com.my |
| <p>Visitor 5 -7 April 2011</p> | <p>FREE ENTRY for visiting Exhibition</p> |

CCD and CPD points

The Secretariat is in the process of applying CCD and CPD point from relevant professional institutions. Please refer to the event website for updates.

www.cidb.gov.my/miie2011

To Register

- Complete the Registration Form attached and fax to 03 4042 2880
- Registration Form can also be downloaded from www.cidb.gov.my/miie2011
- Seats are limited, based on first come, first served basis. Please register early
- Registration Deadline for all programs: **28 March 2011**

Mode of Payment

All payment to be made payable to
CIDB MALAYSIA

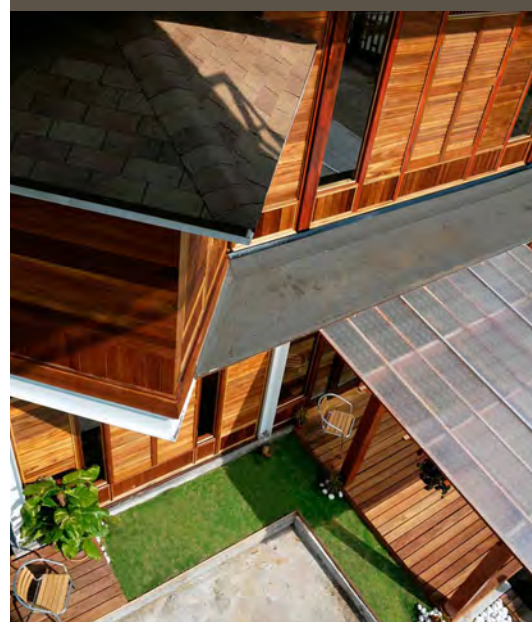
- Bank Draft
- Postal Order
- Bankers Cheque
- **NO Personal/ Company cheque is accepted.**

Confirmation of registration will only be made upon receipt of complete registration and payment. NO refund for any cancellation. However, replacement is allowed

Enquiries

Tel: 03 4042 8880
Fax: 03 03 4042 2880

Email: miie11@cidb.gov.my,
ecidbh@cidb.gov.my



For further inquiries, please visit;
www.cidb.gov.my/miie2011

PROGRAM SCHEDULE

DAY 1 - 5 April 2011 (Tuesday)

| Program | Time | Venue |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| OPENING CEREMONY of MIIE 2011 <ul style="list-style-type: none"> ▪ VIP Tour to Exhibition Booths ▪ VIP Tour to Makmal KerjaRaya | 09:00am – 10:00am | Main Hall, CICC |
| EXHIBITION <ul style="list-style-type: none"> ▪ IBS Show Houses ▪ IBS Component Gallery ▪ Exhibition (Innovation and R&D) ▪ Machinery Exhibition | 09:00am – 05:00pm 09:00am – 05:00pm 09:00am – 05:00pm 09:00am – 05:00pm | IBS Village, CICC IBS Component Gallery Outdoor Exhibition Outdoor Exhibition @ CICC |
| SEMINAR ON IBS <ul style="list-style-type: none"> ▪ Registration of Participants ▪ Seminar | 10:15 am – 11:00am 11:00am – 05:00pm | Main Hall, CICC |
| ADDITIONAL ACTIVITIES <ul style="list-style-type: none"> ▪ Treasure Hunt ▪ Lego Competition ▪ Outdoor Games | 11:00am – 04:00pm 11:00am – 04:00pm 11:00am – 04:00pm | Additional Activities Booth @ Outdoor Exhibition Additional Activities Booth @ Outdoor Exhibition Additional Activities Booth @ Outdoor Exhibition |

DAY 2 - 6 April 2011 (Wednesday)

| Program | Time | Venue |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| EXHIBITION <ul style="list-style-type: none"> ▪ IBS Show Houses ▪ IBS Component Gallery ▪ Exhibition (Innovation and R&D) ▪ Machinery Exhibition | 09:00am – 05:00pm 09:00am – 05:00pm 09:00am – 05:00pm 09:00am – 05:00pm | IBS Village, CICC IBS Component Gallery Outdoor Exhibition Outdoor Exhibition @ CICC |
| SEMINAR ON IBS <ul style="list-style-type: none"> ▪ Registration of Participants ▪ Seminar | 09:00 am – 04:30pm | Main Hall, CICC |
| ADDITIONAL ACTIVITIES <ul style="list-style-type: none"> ▪ Treasure Hunt ▪ Blood Donation Drive ▪ Lego Competition ▪ Outdoor Games | 09:00am – 04:00pm 10:00am – 03:00pm 09:00am – 04:00pm 09:00am – 04:00pm | Additional Activities Booth @ Outdoor Exhibition Additional Activities Booth @ Outdoor Exhibition Additional Activities Booth @ Outdoor Exhibition Additional Activities Booth @ Outdoor Exhibition |

DAY 3 - 7 April 2011 (Thursday)

| Program | Time | Venue |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| EXHIBITION <ul style="list-style-type: none"> ▪ IBS Show Houses ▪ IBS Component Gallery ▪ Exhibition (Innovation and R&D) ▪ Machinery Exhibition | 09:00am – 05:00pm 09:00am – 05:00pm 09:00am – 05:00pm 09:00am – 05:00pm | IBS Village, CICC IBS Component Gallery Outdoor Exhibition Outdoor Exhibition @ CICC |
| WORKSHOP IBS <ul style="list-style-type: none"> ▪ Registration of Participants ▪ Seminar | 09:00 am – 04:30pm | Main Hall, CICC |
| ADDITIONAL ACTIVITIES <ul style="list-style-type: none"> ▪ Treasure Hunt ▪ Lego Competition ▪ Outdoor Games | 09:00am – 04:00pm 09:00am – 04:00pm 09:00am – 04:00pm | Additional Activities Booth @ Outdoor Exhibition Additional Activities Booth @ Outdoor Exhibition Additional Activities Booth @ Outdoor Exhibition |

REGISTRATION FORM

Please fax completed form to: +603 4042 2880



Enquiries
 Secretariat
 CIDB Holdings Sdn Bhd
 Level 10, Grand Seasons Avenue
 No 72 Jalan Pahang, 53000 Kuala Lumpur, Malaysia

Tel: +603 4042 8880 Fax: +603 4042 2880 E-mail: : miie2011@cidb.gov.my



Please fill in capital letters and mark (√) at the appropriate space.

OUTDOOR EXHIBITION (3mx4m shell scheme booth)

RM2,000 per booth (local company)
 USD650 per booth (international company)

MACHINERY EXHIBITION (Outdoor Tentage & Open booth)

RM2,000 per booth (local company)
 USD650 per booth (international company)
 Type of machine: _____

SEMINAR ON IBS (5 – 6 April 2011)

RM500 per participant (local participant)
 USD250 per participant (local participant)

Student rate for Seminar. A valid student ID required.

RM250 per participant (Students of local university)
 USD100 per participant (studentforeign university)

WORKSHOP ON IBS (7 April 2011)

RM200 per participant (local participant)
 RM80 per participant (international participant)

Student rate for Workshop. A valid student ID required.

RM100 per participant (Students of local university)
 USD40 per participant (student foreign university)

Please register the following participants: (attach additional sheets if necessary)

| No | Participant's Name | Position | Email |
|----|--------------------|----------|-------|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |

Nature of Business: Government Consultant; Engineering, Architect or QS Developer Academic
 Contractor, Gred G _____ IBS Manufacturer Non-IBS Manufacturer

Enclosed is Bank Draft, Postal Order or Bankers Cheque No. _____ made payable to CIDB MALAYSIA. NO Company Cheque is accepted. Deadline for registration is no later than 28 March 2011. No refund will be made for any cancellation but replacement of participant is allowed.

Seats are limited. Please register early to secure your participation. Booking of booth will only be confirmed once full payment is received.

| | |
|-------------------------------------|-----------|
| Contact Person: | Position: |
| Organisation: | Address: |
| Tel (Office) : | Tel : |
| Mobile: | Fax: |
| | Email: |
| Signature & Company Stamp / Date | |
| For administrative use: | |
| Date payment received: | |
| Receipt No: | |
| Postal Order/ Bankers Cheque No. | |