

ADVANCE PROGRAMME ANNOUNCEMENT

HONG KONG INSTITUTE OF
VALUE MANAGEMENT
INTERNATIONAL CONFERENCE 2000



Add
Create
Value,
Wealth
go **VM**



NOVEMBER 22-23, 2000

HONG KONG CONVENTION
AND EXHIBITION CENTRE

增值創富
價值管理

CONFERENCE THEME Add Value, Create Wealth - go **VM**

KEYNOTE SPEAKERS

MS. CHRISTINE LOH will talk on "Sustainable Management in Society", which she summarises as follows "The world is getting more complex because education and information technology demands "customization" and "individualization" of products and services, both in the public and private sectors. Bureaucracies are breaking up into smaller units to speed up and improve decision-making. Interest groups, voluntary organizations and citizens groups proliferate. It is becoming increasingly important for business, governments and NGOs to find the tools and techniques to transform conflicts into sustainable solutions and more towards cooperative and collaborative networking and consensus building in a sea of diversity."

Ms. Christine Loh has a law degree from the University of Hull, England and a Masters of Law degree in Chinese and Comparative Law from City University, Hong Kong. She spent twelve years with Salomon Inc (now Salomon Smith Barney) as a commodities trader for Philipp Brothers and Phibro Energy. Between 1992-1994, she headed the retail and infrastructure divisions of CIM Co. Ltd, where she negotiated and developed the LoFt retain license for the Hong Kong market, and also put together an international consortium to bid for the development rights to Container Terminal 9.

In 1992, she was appointed to the Legislative Council. She gave up her business career in 1994 to become a full-time legislator and successfully ran in elections in 1995 and 1998. Her legislative successes are many, the most high profile being amending the law to enable the indigenous women of the New Territories to inherit rural land in 1994, and passing the Protection of the Harbour Ordinance in 1997. She is well known for her annual "shadow" policy addresses and budgets, as well as work in promoting environmental protection and equal opportunity.

She hosted radio programs on Metro Radio in 1991 and was the morning anchor in 1997-1998. Ms. Loh was twice chairperson of Friends of the Earth, Hong Kong, and founded the Citizens Party in 1997. Ms. Loh writes extensively in local and international publications.

Ms. Loh now heads a think tank dedicated to multi-disciplined public policy research to promote sustainable development and public participation. With a long background in law, business, media and politics, she is able to provide the kind of multi-dimensional perspective to public policy making that Hong Kong needs.



Ms. Christine Loh

On March 9 of 1776, Adam Smith published its monumental Wealth of Nations and for the first time the VALUE concept was presented and connected to the generation of WEALTH. Only about 170 years later, Larry Miles rediscovered the concept of VALUE and connects it with cost, with efficiency and with customer satisfaction. Mr. Dirk Maramaldo will demonstrate how Adam Smith and Larry Miles ideas may be put together, with the VALUE NETWORK and how it produces wealth in today's societies. With such a perception of VALUE MANAGEMENT, not only companies, but Governments, NGO's and the population itself, may direct its efforts for the benefit of society, and of every and each Nation.

Political, educational and any other social programmes, may take the VALUE transformation from the moment it is built by the IBN (Integrated Business Network), through the generation of new future values and the Wealth Circle and to value manage all activities

Mr. Dirk Maramaldo is a Brazilian, Civil Engineer graduated from Mackenzie University (Sao Paulo - Brazil) in 1964, Automobile Engineer graduated from General Motors Institute (Flint, MI - USA) in 1969, and has degrees in Business Administration, Psychology and Human Sciences. He is a member of the New York Academy of Sciences and SAVE International.

Mr. Maramaldo has received several Merit Awards, including the VALUE ENGINEERING MERIT AWARD from SAVE International in 1988.

He has worked as High Executive for General Motors and Chrysler Corp. in Brazil, and was President and CEO of the Brazilian subsidiary of Westinghouse Airbrakes Co. Currently he is the President of DM-PRODUTIVISMO S/C LTDA, a consulting company which he founded in 1982 in Brazil, specializing in corporate strategies and competitiveness and Value Management.

As a consultant, Mr. Maramaldo has worked for many large Brazilian Companies such as Petrobras, Duracell, and Fiat.

He is the best-known Value Specialist in Brazil, and has developed several new techniques for competitiveness improvement. His most recent work is the TOTAL COMPETITIVENESS THEORY (TCT), and is the author of the first book in Portuguese language on Value Management (Value Analysis - 1983).



Mr. Dirceu (Dirk) Maramaldo

BACK TO BASICS SESSION

Back to Basics is a special session, which provides an insight into Value Management.

As well as having some of the World's best facilitators speaking at the conference, Professor Roy Barton will be giving a brief introduction to VM for those not familiar with the methodology.

Professor Roy Barton will present an overview of Value Management describing its historical roots and recent applications. Commencing with Bernoulli's assertion that "the value of an item is not found in its price but in the utility that it yields", he will continue on to describe Miles' early work in Value Analysis, further work in Value Engineering and current developments in "soft" Value Management. Notions of value, function and purpose will be described and a case study example used to demonstrate how function identification may enhance value.

At the University of Canberra, Professor Roy Barton's work focuses on Value Management of public sector infrastructure. Through an on-going action-research program, he has developed an approach to Value Management, specifically designed to address strategic and conceptual planning and project initiation. Professor Barton is keenly interested in the field of learning and learning organisations.

Professor Barton teaches and practices Value Management and related fields internationally. He has practiced Value Management and conducted Value Management graduate programs throughout Australia and in New Zealand, Singapore, Hong Kong, Malaysia and the UK. His teaching and practice also embraces partnering, strategic planning and risk management.



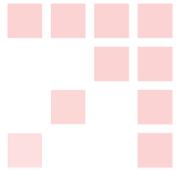
Associate Professor Roy Barton

CONFERENCE PROGRAMME



Wednesday, November 22, 2000

Time	Programme
0815 - 0855	Registration
0900 - 0910	Welcome by President of HKIVM
0910 - 0930	Keynote Presentation by Christine Loh, Hong Kong
0930 - 1015	Roy Barton, Australia – Back to Basics, The VM Methodology
1015 - 1030	Discussion
1030 - 1045	Refreshments Break
1045 - 1115	Richard Lyall and Ian Toms, Hong Kong (Topic to be advised)
1115 - 1145	Carolyn Hayles, UK – The FAST Approach to VM
1145 - 1215	Davender Jain, Australia – Application of VM to Hornsby – Gosford Electrical Substation and Sectioning Huts Project – A Case Study
1215 - 1230	Discussion
1230 - 1400	Lunch
1400 - 1430	Gill Smyth, UK – Achieving Best Value in Social Housing
1430 - 1500	Geoffrey Q. P. Shen, Hong Kong – Overcome Difficulties in Value Management Studies: The Use of Information Technology
1500 - 1515	Tony Toy Award Announcement
1515 - 1530	Discussion
1530 - 1545	Refreshments Break
1545 - 1615	Lindsay Pickles, Hong Kong – Save Tai O
1615 - 1645	Peter Yeomans, Australia – A Gander at the Goose's Golden Eggs: A VM Tale
1645 - 1700	Discussion and Conclusion of Day One by Day Chairman



Thursday, November 23, 2000

Time	Programme
0815 - 0855	Registration
0900 - 0905	Welcome by Day Chairman
0905 - 0945	Keynote Presentation by Dirceu Maramaldo, Brazil
0945 - 1015	Brian Dawson, Australia – Evolving VM – Where to Next?
1015 - 1030	Discussion
1030 - 1045	Refreshments Break
1045 - 1115	Michael Dallas, UK – The Journey from Cost to Value
1115 - 1145	Martyn Phillips, Canada – Customer-Focused Concept Development and Continuous Value Improvement
1145 - 1215	Alain Le Blanc and Eric Delisle, Canada – Value Methodology at Pratt and Whitney Canada: Evolving from Cost Reduction to Cost Targeting to Cost Management
1215 - 1230	Discussion
1230 - 1400	Lunch
1400 - 1430	Vanessa Stott, Hong Kong – Do Ethical Business Practices Add Value?
1430 - 1500	Anselm Almeida, Canada – Extending your Value Methodology in Unexplored Turf to Improve its Exposure and Popularity
1500 - 1515	Discussion
1515 - 1530	Refreshments Break
1530 - 1600	Patrick S. W. Fong, Hong Kong – VM in the Design and Build Arena – An International Study
1600 - 1630	Roy Barton, Australia – Cost Cutting in Design Fees Leads to Poor Value
1630 - 1700	Axel Peter Ried, Germany – APAQ – Advanced Product Quality Planning a Sophisticated Way for Value Management to Add Value to Products and to Create Wealth for Companies
1700 - 1730	Discussion and Conference Closing

OPTIONAL SOCIAL PROGRAMMES

November 22, 2000

1900 - 2200	Welcome Reception Come-Horse Racing Night (The Hong Kong Jockey Club Sha Tin Racecourse – shuttles between HKCEC and the Racecourse will be provided.)
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November 23, 2000

1900 - 2200	Farewell Banquet Dinner at The China Club
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• Programme may be subject to change without prior notice.



HONG KONG INSTITUTE OF VALUE MANAGEMENT INTERNATIONAL CONFERENCE 2000

November 22-23, 2000 • Hong Kong Convention and Exhibition Centre

Room 301, Hong Kong Convention and Exhibition Centre (HKCEC phase 2)
Expo Drive, Wanchai, Hong Kong

For Registration, please complete this form and return it to the Conference Secretariat c/o
International Conference Consultants Limited,
Unit A, 3/E, Eton Building, 288 Des Voeux Road Central, Hong Kong
Telephone (852) 2559-9973 Facsimile (852) 2547-9528 E-mail hkivm2000@icc.com.hk

REGISTRATION FORM

PERSONAL INFORMATION Please type or print in block letters and ✓ appropriate box.

Title: Prof. Dr. Mr. Ms. Mrs. Other, Please specify _____

First Name _____ Surname _____

Position _____

Organisation _____

Mailing Address _____

Country _____

Tel _____ Fax _____ E-mail _____

PROGRAMME

I would like to register for the following programmes:

- Full Programme November 22-23, 2000 HK\$3,850/US\$500 per delegate
- Day Programme November 22 or November 23, 2000* HK\$1,925/US\$250 per delegate per day
- Student Full Programme November 22-23, 2000 HK\$1,000 per student
- Student Day Programme November 22 or November 23, 2000 HK\$500 per student per day
- Welcome Reception November 22, 2000 HK\$450/US\$60 per delegate
- Farewell Banquet November 23, 2000 HK\$650/ US\$85 per delegate
- I will not be able to attend the Conference but would like to order _____ copies of Conference Proceedings (The Proceedings binder contains the conference handbook and all full papers).

The full programme fee covers participation in the 2-day conference, refreshments breaks and luncheons over 2 days, conference materials and proceedings.

The student full programme fee covers participation in the 2-day conference, refreshments breaks and conference handbook. (for local full-time students only)

PAYMENT

Registration must be accompanied by fee payment through the following options (Please tick the relevant box to indicate payment method).

by Credit Card

I would like to pay for the Conference by Credit Card: VISA MASTERCARD

Card Number _____ Expiry Date _____

Card Holder Name _____ Signature _____

by Cheque / Bankdraft*

I would like to pay for the Conference by Cheque/Bankdraft*. I am enclosing a cheque/bankdraft* no. _____ for the total amount of HK\$ _____ payable to "Hong Kong Institute of Value Management Limited"

* Please delete where inappropriate

I hereby agree to be bound by the rules and regulations of the Conference.

Signature _____

Date _____

IMPORTANT NOTES

1. The registration is for one delegate only. If your colleagues would like to participate, please make a duplicate copy.
2. Application forms received without registration fees will not be processed. Please do not send cash.
3. The conference programme is subject to change without notice. In the unlikely event of cancellation of the conference, the only liability of the organising committee is to refund registration fee(s).
4. Acknowledgement of receipt of registration form will be sent within 14 days.
5. Refund of registration will not be made but a copy of the conference proceedings will be sent to the registrant after the conference. Substitution is accepted if the request is made before November 1, 2000. All cancellations and substitutions must be made in writing to the Conference Secretariat.
6. The information provided in this form will mainly be used for the purposes of processing your registration and communicating with you on matters related to the HKIVM and the Conference. You have rights of access and correction with respect to your personal data held by us. HKIVM may compile a list of conference delegates with full contact details. If you do not wish to be included in this list, please inform the Conference Secretariat in writing.
7. If you do not wish to receive further mailings from us, please also inform the Conference Secretariat in writing.