Examine the conceptual, historical, and technological conditions of today’s tall buildings to outline the future development with an emphasis on culture and technology for sustainable buildings.

“The tall building ought to participate in the city as both a facade, connecting the walls of the street, and as an object against the sky”

William Pedersen

Key Presentations from Statutory Boards:

Sang Su Ahn Mayor
Incheon City Government

Yang Jin Oh Head of Overseas Investment Team
The Ministry of Commerce, Industry and Energy

Young Tae Jo Head of Overseas Investment Team
The Ministry of Commerce, Industry and Energy

Sung Ki Kim Director General Professional Engineer
Korea Rural Community & Agriculture Corporation

Dr. Tsuneo Katayama Professor
Tokyo Denki University

IAEE (International Association for Earthquake Engineering), Japan

Prof. Dr. Faridah Shafii Board Member & Coordinator
Task Group on Tall Buildings
International Council for Research and Innovation in Building and Construction (CIB), Malaysia

Key International Presentations & Distinguished Speakers:

Cathy Yang Assistant Vice President
TAIPEI 101, Taiwan

Julmy Camille Vice Chairman
USEQUITIES, USA

Ahmad Abdelrazzaq, S.E. Executive Vice President
Highrise & Structural Engineering Division
Samsung Corporation, Samsung Engineering & Construction Company, Korea

Hwan Kyun Lee CEO
IFEZ (Incheon Free Economic Zone)
Senior Representative
Grundfos

Sang Dae Kim Chair Professor
POSCO Steel
Vice President
AIAK (Architectural Institute of Korea)
Representative Chairman
CTBUH National

Brett Saville Principal
The Buchan Group, Australia

Peter Walichnowski CEO
Skylan Group, China

Gregor Fischer Product Line Manager and Top Range Division Director
Schindler Korea Elevator Ltd.

Pranav Merchant Vice President
Shreepati Group, India
Senior Representative
Siemens

Derek Paton Managing Director Asia Pacific
LGIC Wireless, Inc., Hong Kong

Kenneth Drucker Senior Principal, Director of Design
HOK New York, USA

Dr. Roy Denoon Vice President
CPP (Cermak Peterka Petersen) Inc., USA

Jay Lee Director
CB Richard Ellis Korea Co., Ltd.

Special Highlight By World Renowned Feng Shui Grand Master:

“Incorporating theories and applications of the ancient art of Feng Shui into Tall Building architecture and design”

Grand Master Yap Cheng Hai
Yap Cheng Hai Academy

Case studies on international iconic buildings such as:

- Taipei 101, Taiwan • Burj Dubai, UAE • Sears Tower, USA • Q1 Tower, Australia • Incheon Tower, Korea

Featuring a Technical Tour to IFEZ (Incheon Free Economic Zone):

See the headquarters and one of the construction sites of the Incheon Free Economic Zone Project including the IFEZ Promotion Center, Incheon Bridge and Incheon Tower
Date: 1st July 2008
Time: 10:00 - 17:00
Acknowledgement

marcus evans would like to thank all the world-leading visionaries, solution providers, associations, operators, end-users and delegates within the telecommunication industry from Asia-Pacific and around the world who have contributed to and supported the inaugural marcus evans regional 2nd Annual Tall Buildings event. I would particularly like to mention our speakers for their help in the research behind the event and also our sponsors for their continued support and commitment.

On behalf of marcus evans we hope you have a rewarding, enjoyable and productive time. I personally look forward to meeting you all and working with you at our future regional events planned in 2008.

See you in July!
Day 1

Wednesday 2nd July 2008

0830 Registration and Morning Coffee

0900 Opening and Welcome Remarks
Sang Su Ahn Mayor
Incheon City Government

0915 Plenary One
Case study: A Detailed review of the master plan for city “New Song-do City” - Developing Korea’s center for free trade and international business
Hwan Kyun Lee CEO
IFEZ (Incheon Free Economic Zone)

1000 Plenary Two
Case study: Building a Dubai in Seemangueum- Envisioning the future quality of life
Sung Ki Kim Director General Professional Engineer
Korea Rural Community & Agriculture Corporation

1045 Morning Refreshments

1115 Panel Discussion: Unique architecture and icons vs social and structural integrity
- Why are we building taller and taller?
- Are we fighting for style over substance?
- Building user friendliness and occupant satisfaction
- Landmark addresses and the symbolic representation of iconic buildings
- Design and environmental considerations
Panelists:
Senior Representative
The Buchan Group, Gold Coast

1230 Lunch

Stream One
Architecture & Engineering

1400 Chairperson’s Opening Remarks

1410 Understanding urban planning and seismic resistant technology - Does seismic safety justify construction of tall buildings?
- Gap between reality and fantasy in seismic resistance
- Earthquake resistant designs
- Monitoring and testing: what we can and cannot do
- Examples of successful implementation of seismic resistant construction
- Tall buildings as a component of city planning and development
Dr. Tsuneo Katayama Professor
Tokyo Denki University
President
IAEE (International Association for Earthquake Engineering), Japan

1450 Q1 Tower Case Study - Tall building architecture intelligence
- Exploring the design and planning process for sustainability
- Architectural design considerations for tall residential buildings
- Key considerations for the structure and façade of the Q1 Tower
Brett Saville Principal
The Buchan Group, Gold Coast

1530 Afternoon Refreshments

1600 Exploring Fire Safety solutions in Tall Buildings
- Discussing challenges to fire safety in Tall Buildings and how to overcome them
- Strengthening fire protection systems in Tall Buildings
- Exploring new technologies and strategies in fire safety for Tall Buildings
Speaker to be advised

1640 Controlling wind-induced motion in tall buildings - are damping systems the answer?
- Causes of wind-induced motion in tall buildings and occupant dissatisfaction
- Role of different wind climates in causing occupant dissatisfaction
- The role of damping system in controlling motion
- Types of damping systems and the construction and maintenance cost vs space balance
Dr. Roy Denoon Vice President
CPP(Cermak Peterka Petersen) Inc., USA

1720 Chairperson’s Closing Remarks

1730 End of Day One

Stream Two
Technology and Aesthetics

1400 Chairperson’s Opening Remarks

1410 Greening of an Elevator - Elevator planning for Tall buildings
- Planning services and traffic management
- $7000 system with new innovative components
- The green power of $7000
Gregor Fischer Product Line Manager and Top Range Division Director
Schindler Korea Elevator Ltd.

1450 Incorporating intelligent building and management systems for total building optimisation
- Definition of intelligent building management
- Connecting intelligent building management with next generation capabilities
- Increasing productivity of Tall Buildings
- Improving operational efficiency for effective intelligent building management
Senior Representative
Siemens

1530 Afternoon Refreshments

1600 Efficient solar solutions for energy conservation in Tall buildings
- How does solar energy really work?
- Exploring the options and economic benefits of using solar solutions in Tall Buildings
- Understanding how solar solutions affect costs
- Key considerations in implementing in new solar structures
Speaker to be advised

1640 Implementing advanced communication technologies in Tall Buildings to enhance communication efficiency and value to occupants and visitors
- Improving the efficiency of Tall Buildings through advanced communication technologies
- Exploring the cost factors
- Value to tenants, building owners and mobile operators
Derek Paton Managing Director Asia Pacific
LGC Wireless, Inc., HongKong

1720 Chairperson’s Closing Remarks

1730 End of Day One
Day 2
Thursday 3rd July 2008

0830 Registration and Morning Coffee

0900 Opening and Welcome Remarks from the Chairperson

0915 Plenary One
Burr J Dubai Case study - Deploying world-class sustainable structural design and understanding how sustainability of structural design can affect tall building practices and implementation
Ahmad Abdelrazaq, S.E. Executive Vice President, Highrise & Structural Engineering Division
Samsung Corporation, Samsung Engineering & Construction Company, Korea

1000 Plenary Two
Exploring best practices for energy efficiency and strategies for new and renewable energy Tall Buildings
Senior Representative
Grundfos

1045 Morning Refreshments

1115 Plenary Three
Exploring the shifting paradigms and escalating visions of cities and understanding why sky high structures may be built as symbols of economic and social growth
Sang Dae Kim, Chair Professor
POSCO Steel
Vice President
AIAK (Architectural Institute of Korea)
Representative Chairman
CTBUH National

1200 Plenary Four
Clarifying investment regulations in high-rising buildings - Understanding accurate procedures for investment in construction industry
Young Tae Jo, Head of Overseas Investment Team
The Ministry of Commerce, Industry and Energy

1245 Lunch

Stream One
Engineering & Construction

1400 Chairperson's Opening Remarks

1410 Understanding engineering and design principles and concepts for the structural sustainability of Tall Buildings
- Exploring key concerns in sustainability
- Importance of structural sustainability in Tall Buildings
- Understanding key engineering and design principles
Pranav Merchant, Vice President
Shreepati Group, India

1450 Developing a responsive construction procurement strategy for Tall Building projects to overcome market challenges and changes
- Latest trends in procurement for Tall buildings
- Crystallising procurement strategies for large and complex projects
- Retaining and ensuring the continuing involvement of specialists in procurement
Speaker to be advised

1530 Afternoon Refreshments

1600 Maximising sustainability in Tall Buildings through innovative designs - A Case Study on the New Songdo City
- Exploring design solutions for sustainability
- Maximising sustainability in towers through innovative, environmentally friendly design
- Case study of New Songdo City - model for the future
Kenneth Drucker, Senior Principal, Director of Design
HOK New York, USA

1640 Discovering the latest construction technologies for Tall Buildings
- Exploring construction then and now
- Understanding costs and time effectiveness
- Case studies
Speaker to be advised

1720 Chairperson's Closing Remarks

1730 End of Day One

Stream Two
Safety & Building Management

1400 Chairperson's Opening Remarks

1410 Exploring the concept of building "Vertical Cities" as a solution to conserve land and reduce a city's transportation challenges
- The commercial drivers of developing tall buildings
- Diversifying risk - mixed use projects
- Design - getting it right
- Examples of successful Vertical Cities
- Case study: Parc1 Seoul
Peter Walichnowski, CEO
Skylan Group, China

1450 Planning and implementing efficient waste storage and recycling management systems for environmental sustainability
- Overview of ecological designs for Tall buildings - why is it important?
- Exploring future trends and technologies
- Building Tall Buildings with minimal environmental impact?
Speaker to be advised

1530 Afternoon Refreshments

1600 Effective maintenance and service of Tall Buildings for delivery of user satisfaction
- Needs analysis for building tenants
- What are their priorities and what are they looking for?
- Discussing attractive commercial opportunities
- Identifying key issues for occupiers in search of the “perfect property”
Speaker to be advised

1640 The value beyond the height
- Insights into a few questions - The higher, the better?- The higher, the more expensive?- The higher, the greater or value for money?
- Exploring the developer’s dilemma
- Finding invisible value
Jay Lee, Director
CB Richard Ellis Korea Co., Ltd.

1720 Chairperson's Closing Remarks

1730 End of Day One

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Day 3
Friday 4th July 2008

0830 Registration and Morning Coffee

0900 Opening and Welcome Remarks from the Chairperson

0915 Panel Discussion: Sustainable Tall Buildings - Fact or Fiction?
- What is a sustainable Tall Building?
- Design, construction process, operation
- Environmental considerations
- Economic considerations
- Impact on community development and social progress
- Measuring the sustainability of Tall Buildings

Panelist
Prof. Dr Faridah Shafii Board Member & Coordinator Task Group on Tall Buildings
International Council for Research and Innovation in Building and Construction (CIB)

Cathy Yang Assistant Vice President
TAIPEI 101

1000 Plenary Two
Korea Value Creator 10 - Strengthening Korea's value through an
effective diplomatic sales strategy
- Introducing three key initiatives taken by the Korean government to assist innovation in the construction industry
  - Establishing regulatory reform as a policy innovation
  - Investment in new construction technology
  - Innovation in construction information system
- Case Study - competition for excellent innovation practices by construction companies
  - Establishing an effective co-operation system through innovation in procuring processes by Lotte Construction Corp.
  - Implementing the best high rise building technologies through a 3 day skeleton cycle per story by Samsung Construction Corp.

Yang Jin Oh
Head of Overseas Construction Team
The Ministry of Construction and Transportation

1045 Morning Refreshments

1115 Plenary Three
Case Study: Marketing and Managing the World's Tallest Building, the Taipei 101
- Introduction to Taipei 101
- Marketing and leasing efforts
- Property management issues
- Current operation status
- Taipei 101 observatory

Cathy Yang Assistant Vice President
TAIPEI 101

1200 Plenary Four
Case Study: Sustainable Leasing - effective maintenance and service of Tall Buildings for delivery of user satisfaction, the Sears Tower
- How to attract occupiers both now and in the future
- Latest trends in marketing tall buildings
- Long term maintenance strategies
- Towards the future - greening the building

Jumly Camille Vice Chairman
USEQUITIES, USA

1245 Lunch

1400 Plenary Five
The future of Super Tall and Green Buildings - Where are we now and where are we heading?
- Green building - the next revolution
- How to achieve green building marketing success
- Defining the health and environmental impacts of building materials
- Measuring the performance of a green building project and close the performance loop
- Greening our existing buildings - how are building owners tackling this?

Prof. Dr Faridah Shafii
Board Member & Coordinator Task Group on Tall Buildings
International Council for Research and Innovation in Building and Construction (CIB)

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To access international commercial real estate markets or capital around the globe, look to The International Real Estate Trade Organization. IRETO is a worldwide network of 70,000 executive professionals; publishes the Asia Real Estate Report, IRETO Report, and Global Capital Exchange, displaying international purchase, sales, investment and service opportunities.

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In the short time since its launch in July 2005, ProperTae magazine has already become a leading real estate and lifestyle magazine in the region. Its glossy pages beckon readers with high quality images supported by informative text regarding local mega projects, infrastructure developments, exhibitions, real estate-related financial news, and in-depth interviews with dominant personalities.

Complementing the magazine is the portal, www.propertae.net, an interactive news centre featuring bi-weekly updated real estate news and an easy-to-navigate property finder. ProperTae has a circulation of 23,000 copies across the Arab world and Europe and is part of the renowned Knotika Holding.
Why you cannot miss this event?
The paradigm shift of the last century in dwelling culture and the way we inhabit space, along with the advancement of engineering technology, has led to a proliferation of Tall buildings. Tall Buildings now have become the epitome of city life with important socio-cultural implications. Today, there is no denying that the quality of these large structures plays a significant part in defining our urban living conditions. Asia in particular has recently seen the rise of construction of many skyscrapers necessitated by increasing high population densities and fuelled by economic growth. The megalopolises in this region such as Seoul, Tokyo, Shanghai, Singapore, Hong Kong and Beijing are proud of their long histories and cultural heritages as well as their individual economic vitality. While their landscapes are adorned with old palaces and traditional gardens, their skylines have been magnificently composed by skyscrapers. Although Tall Buildings have now become the symbol of economic prosperity and technological advancement, concerns for the preservation of cultural and historical heritages represented by traditional buildings and places has also grown.

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Stream Four: Safety and Building Management

PLUS!
• Featuring a special highlights by the world renowned Feng Shui specialist, Grand Master Yap Cheng Hai
• Join the pre-conference tour on 1st July 2008 to the Incheon Free Economic Zone

Who should attend
This regional conference is designed to attract all those who are involved in or who are interested in planning, designing, marketing and managing of sustainable skylines and Tall Buildings including:
• Building Owners
• Facilities Management Directors / Managers
• Architects
• Designers
• Developers & Funders
• Legal advisors
• Financial Advisors / Bankers
• Property / Real Estate Agents
• Insurers

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• Statutory Planning Directors / Managers
• Urban Designers
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• Electrical
• Structural
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• Air Conditioning
• Lighting
• Environment
• Construction
• Building materials

Attend this informative event and gain practical insights into:
• Effectively building a strong and distinctive brand for a city with Tall Building icons
• Deploying world-class sustainable engineering practices
• Exploring best practices for energy efficiency
• Understanding and exploring efficient construction management strategies for mega projects
• Understanding Tall Building economics and investment opportunities
• The future of Super Tall and Green Buildings
• Unique architecture and icons vs social and structural integrity
• Incorporating theories and applications of the ancient art of Feng Shui into Tall Building architecture and design

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Heerim has grown to 900+ professionals, making it the largest architectural practice in Korea. Recently presence in the national market has expanded internationally spurring the establishment of overseas branches in Vietnam, UAE, and Azerbaijan. In 2007, Heerim was ranked no.2 by Building Design as a top architectural practice.

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About the Official Supporting Organisation
The race to build ever taller buildings has a new ambitious contender in South Korea, named the “Incheon Free Economic Zone (IFEZ)”. Situated on the northwest coast of South Korea, IFEZ is transforming into a new business hub of Northeast Asia, utilizing low-cost resources, advanced technology and market efficiencies with favorable business conditions. The IFEZ development began back in 2003. Four years of efforts since then have turned the zone, formerly full of tidal mudflats, into a promising land of dazzling and imposing constructions and growing expectancies. The 151-story Incheon Tower and a 65-story trade tower, both currently under construction, are among them.
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