

# Joint HKIVM-SAVE International Conference 2015

8 – 9 May 2015  
Royal Plaza Hotel • Hong Kong

## Discover Hidden Values

Pre-Conference VM Workshop

**7 May 2015**

Extended Early-Bird Registration

**17 April 2015**

For enquiry, please contact:

**HKIVM 2015 Conference Secretariat**  
**c/o International Conference Consultants Ltd.**  
Unit C-D, 17/F, Max Share Centre, 373 King's Road,  
North Point, Hong Kong  
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Website: [www.hkivm.org](http://www.hkivm.org)

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## Introduction

“Discover Hidden Values” has been adopted as the main title for HKIVM’s 12<sup>th</sup> International Conference. This year has a special meaning too as we have the honour to host the conference jointly with SAVE International as part of their 4<sup>th</sup> Asian VE Conference whilst at the same time celebrating the 20<sup>th</sup> Anniversary of HKIVM. This conference invites you to come along and discover hidden values in VM and VE!

## Conference Theme

“Discover Hidden Values” reflects that so often using value methodology can unlock or distill great ideas that were not obvious for many projects. It is our aim to create awareness in the community of the benefits to be derived from the application of Value Management / Value Engineering. Trying to discover what is hidden and focus on what we could create anew is great as a concept which also needs the support of some mental tool. VM/VE is a powerful tool that can be used to create, discover and innovate means of success.

## Keynote Speakers



**James D. BOLTON**  
PE, CVS-Life, PVM, FSAVE

Jim BOLTON is a Certified Value Specialist-Life (CVS-Life), a Professional in Value Management (PVM), a Fellow of SAVE International (FSAVE), and currently the President of SAVE International®.

He is employed as President of Bolton Value Consulting, LLC ([www.boltonvalueconsulting.com](http://www.boltonvalueconsulting.com)) established in August 2014 to support organizations whom are interested in improving the value they deliver to their customers. Previously, Jim was the Design for Value Global Lead for Whirlpool Corporation where he developed a global Value Engineering and Design for Manufacturing and Assembly process within that corporation which was embedded into their Product Development Process globally. He has conducted numerous Module I Workshops globally where he was the advisor and mentor for over 300 certified AVS practitioners and where he developed a professional team of Regional Value Managers in every region where Whirlpool conducts business. Jim was elected as President of SAVE International® in June 2013 after completing several previous 2-year assignments as Executive Vice President, Vice President of Global Affairs, and Vice President of Manufacturing for SAVE International. In addition, Jim served as a Director on the Miles Value Foundation from 2004-2009 and is a co-author of the Value Methodology Memory Jogger which is the Body of Knowledge for SAVE International®.



**Ada FUNG**  
Registered Architect, FHKIA, RIBA, ASC, ACI Arb, FCI OB, Hon FHKIPM, Hon FHKIBIM, Hon MHKCAC, FCI InstCES, MHIREA, BEAM Professional, APEC Architect, CGB(HK)

Ms. Ada FUNG, JP is an Architect by profession. She is an active member in the Architectural field as well as in the construction industry in Hong Kong. In her career as Deputy Director of Housing, she supervises the Development & Construction Division of the Housing Department, overseeing all facets of public housing development work in Hong Kong. Her duties cover project management, planning, design and contract management, as well as establishing operational policies on procurement, design, construction, quality, performance assessment, dispute resolution, research and development, safety and the environment. She also promotes partnering, value management, risk management, ethical integrity, site safety, corporate social responsibility, sustainable development, community engagement, green building and Building Information Modeling and product certification in the industry. She is the Immediate Past President of the Hong Kong Institute of Architects (2013 - 2014), Chairperson of the APEC Architect Monitoring Committee of Hong Kong (2012/13 - 2015/16), and past Chairperson of the Architects Registration Board (2010/11 - 2011/12).



**Hung Leung CHENG**  
Assistant Director / Projects and Development,  
Drainage Services Department, The Government of the HKSAR

Ir CHENG is a civil engineer by profession. He joined the Drainage Services Department in March 2011 and is currently the Assistant Director / Projects and Development of Drainage Services Department overseeing the development and implementation of capital works drainage and sewerage projects. After graduation from the University of Hong Kong in 1979, he received his engineering training in the then Public Works Department of the HKSARG. He was posted to the Transport Department (TD) and obtained his professional qualification in 1982. Since then, he had worked with TD for almost 30 years and was mainly involved in road safety and district traffic management work.

# Optional Pre-Conference VM Workshop

## One-Day Mock Workshop Demonstrating All Steps of the Value Methodology

Date: Thursday, 7 May 2015

Time: 08:30 - 17:00

Venue: to be announced

HK\$1,200 per delegate

HK\$1,000 per delegate (*Special rate for registered Conference delegate*)

**Objective:** A typical VM workshop conducted in the United States will take 5 days, but Hong Kong clients generally only allow 1 day to conduct the workshops. To meet this limited time, the detailed processes have been trimmed down to the bare minimum. We have specially invited **James BOLTON, PE, CVS®-Life, PVM, FSAVE, President of SAVE International®**, to conduct a one-day mock workshop to see how best we can get from that one day.

**Target Audiences:** Owners, government officials, project managers, architects, engineers, surveyors, contractors, manufacturers, suppliers, facility managers, etc. who wish to understand the value methodology in a nutshell and know how they can contribute and gain value through a mini VM workshop.

### Key Features:

- All of the steps in a proper Value Methodology (VM) job plan will be explained with real examples
- Samples and schematics of the project along with a Bill of Materials for the product being studied will be given
- Sample tools such as a blank FAST Diagram, a Cost/Function Worksheet, an idea generation form, an evaluation form and a business case format will be given
- Work in separate teams from different backgrounds and compete to develop a business case using all the tools
- Prizes to be awarded to all members of the team which does the best job
- Some prior knowledge of the VM process will be helpful but not absolutely necessary

### Tentative Schedule:

08:30 - 09:00	Pre-Workshop Phase with all workshop members in attendance
09:00 - 09:15	Teams to be assigned and electronic files to be distributed to each team
09:15 - 09:30	Teams to break out for project work
09:30 - 10:00	Information Phase – Team members to understand basic information of project
10:00 - 11:00	Function Phase 1 – Teams to develop random functions and develop FAST Diagram
11:00 - 12:00	Function Phase 2 – Teams to complete Cost/Function Worksheet and prioritize functions
12:00 - 13:00	Lunch
13:00 - 14:00	Creativity Phase – Teams to develop alternative ideas by function
14:00 - 15:00	Evaluation Phase – Teams to rank ideas and group best ideas for business case
15:00 - 16:00	Development Phase – Teams to develop the best business case and management presentation
16:00 - 16:50	Presentation Phase – Each team to present best business case to company owner
16:50 - 17:00	Company owner to award prizes to winning team and congratulate all teams

*\* Programme is subject to change without prior notice.*

## Organizers

**The Hong Kong Institute of Value Management (HKIVM)** was set up in 1995. Its main objective is to create an awareness in the community of the benefits to be derived from the application of Value Management in Hong Kong. If you would like to know more about the organization or would like to register as a member, please visit [www.hkivm.org](http://www.hkivm.org) for further details.

**SAVE International®** ([www.value-eng.org](http://www.value-eng.org)) was originally started in 1959, as the Society of American Value Engineers with the influence of Lawrence D. Miles as the founder of the Value Methodology. Due to its international attention from many other countries outside the USA, the society changed its name, in 1996, to SAVE International and now has affiliates in Japan, India, Hungary, Korea and Taiwan, as well as intersociety agreements with the HKIVM and the Canadian Society of Value Analysts (CSVA).



# Preliminary Conference Programme

(All presentations and discussion will be conducted in English)

## Friday, 8 May 2015

Time	Programme
08:30 – 09:00	<b>Registration</b>
09:00 – 09:15	<b>Conference Opening</b>
09:15 – 10:00	<b>Keynote Presentation</b> New Trends in the Value Methodology <b>James D. BOLTON</b> President and Owner, Bolton Value Consulting, LLC President, SAVE International®, USA
10:00 – 11:15	<b>Western &amp; Eastern VM Applications</b> <b>Anthony WILSON</b> Past President, Hong Kong Institute of Value Management Value Management: An effective Innovation Management tool for Strategic Management of Technology in the Services Sector – Case of a VTI <b>Arif SIKANDER</b> Lecturer Management, School of Management and Governance, Murdoch University, Australia Discovering Values with the Design for Value Model and Reflection on a VE-Study for a Shipping Company <b>Hein B.A. de JONG</b> Partner, Value FM Value Engineers, The Netherlands Discussion
11:15 – 11:30	<b>Tea Break</b>
11:30 – 12:45	<b>Explore Specific VM knowledge</b> New Movement of VA/VE in Japan <b>Hisaya YOKOTA</b> President and Chief Executive Officer, Functional Approach Institute Company Limited, Japan Using FAST as a Knowledge Management Tool on Fall Risk Assessment of Advanced Shoring Bridge Construction Project Using Bayesian Network Transferring From Fault Tree Analysis <b>Po Yi CHANG</b> General Manager, Marcus Consultant Company Ltd, Taiwan The Importance of the “As-Is” and “Should-Be” Function Analysis in VA/VE Projects <b>Marc PAUWELS</b> Co-President, Krehl & Partner, Germany Discussion
12:45 – 14:00	<b>Lunch</b>
14:00 – 14:30	<b>Keynote Presentation</b> Value Management - Getting the Best Value for Money <b>Hung Leung CHENG</b> Assistant Director / Projects and Development, Drainage Services Department, The Government of the HKSAR
14:30 – 15:30	<b>VM in Asian Countries</b> Case Analysis for Characteristics of Value Engineering in Pre-design Phase <b>Hyun-Jong LEE</b> Professor, Department of Architectural Engineering, University of Seoul, Korea Think Big or Think Small? Property Developers' Attitude towards Value Management <b>David YAU</b> Director of Operations Department, Vanke Property (HK) Co. Ltd., Hong Kong Enhancing Values in Public Construction Projects: The Malaysia Journey <b>Ann YU</b> Associate Professor, Department of Building and Real Estate, The Hong Kong Polytechnic University, Hong Kong Discussion
15:30 – 15:45	<b>Tea Break</b>
15:45 – 17:00	<b>Discovering Hidden Values by VM</b> Applying Function-Cost Principle to Evaluate Care and Attention Homes for Elderly <b>Qi LIANG</b> Department of Architecture and Civil Engineering, City University of Hong Kong, Hong Kong Evaluation Techniques of the Esteem Function <b>Kayo UCHIDA</b> Senior Researcher, Functional Approach Institute Company, Japan How to Deal with a Multitude of Ideas at the Evaluation Phase in a VE Project <b>Sebastian MEINDL</b> Co-President, Krehl & Partner, Germany Discussion
17:00	<b>Closing of Day 1 Programme</b>

## Saturday, 9 May 2015

Time	Programme
08:30 – 09:00	<b>Registration</b>
09:00 – 10:00	<b>Keynote Presentation</b> <b>Ada FUNG</b> Deputy Director of Housing (Development & Construction), Hong Kong Housing Authority, Hong Kong
10:00 – 11:15	<b>VM in Public Engagement</b> Innovation Project Acceptance in an Emerging Market City <b>Yann TRUONG</b> Associate Professor of Marketing and Strategy, ESC Rennes School of Business, France Value Management – An Innovative Way to Solve the Conflict in Public Engagement <b>Jingyu YU</b> Lecturer, School of Civil Engineering, Hefei University of Technology, China Value Engineering (VE) Application in Malaysian Public Construction Projects: Quantifying the Influence of VE Study Application in Project Management (PM) Knowledge Areas <b>Abd Latif MUKHZANI</b> Senior Assistant Director, Value Management & Partnering Unit, Complex Project Management Branch, Public Works Department Malaysia, Malaysia Discussion
11:15 – 11:30	<b>Tea Break</b>
11:30 – 12:45	<b>Innovative VM Techniques</b> Reduction of Manufacturing Cost and Production Lead Time by Using the VE Methodology Consequently <b>Axel Peter RIED</b> CEO, Ried Management Methods, Germany An Web-Based System, iVMI, for Function Analysis among Oversea Team Members <b>Mei Yung LEUNG</b> Associate Professor, Department of Architecture and Civil Engineering, City University of Hong Kong, Hong Kong Use VA/VE on Online to Offline (O2O) Cloud Learning Service Study - with an Example of Xtiveco Cloud and App <b>Ta Ming CHANG</b> Founder & CEO, ActiveBrainCapacityTech-Learning and Performance Inc., Taiwan Discussion
12:45 – 14:00	<b>Lunch</b>
14:00 – 15:00	<b>Key Successful Factors in VM Workshop</b> <b>Geoffrey Q.P. SHEN</b> Professor, Department of Building and Real Estate, The Hong Kong Polytechnic University, Hong Kong What is Value in Value Management? <b>Ted SMITHIES</b> Director, Value Network Pty Ltd, Australia TEAM – Nucleus of Value Methodology <b>Anil Kumar MUKHOPADHYAYA</b> Administrator, INVEST Certification Board, India Discussion
15:00 – 15:15	<b>Tea Break</b>
15:15 – 16:00	<b>New Direction of VM Internationally</b> Functional Approach Is a Valuable Way of Collaboration between Japanese Style Grass-Roots Innovation and Developing Countries <b>Manabu SAWAGUCHI</b> Professor, Department of Business Design and Management, Waseda University, Japan Exploring Possibilities and Creating Sustaining Solutions, but which Approach to VM Should I Use? <b>Martyn R. PHILLIPS</b> Management Consultant, The Team Focus Consulting Group, Canada
16:00 – 16:30	<b>VM Evolution for Project Enhancement – Past, Present &amp; Future</b>
16:30 – 16:40	<b>Conference Closing</b>

## Optional Social Programme

<b>9 May 2015</b>	<b>Conference Dinner</b>	HK\$600 per delegate
18:00 – 21:00	Venue: to be announced	

\* Programme is subject to change without prior notice.

## Joint HKIVM-SAVE International Conference 2015

8 – 9 May 2015

Royal Plaza Hotel • Hong Kong

### REGISTRATION FORM

Please complete the form below and return it with the appropriate payment to:

**HKIVM 2015 Conference Secretariat c/o International Conference Consultants Ltd**

Unit C-D, 17/F, Max Share Centre, 373 King's Road, North Point, Hong Kong

Tel: (852) 2559 9973 Fax: (852) 2547 9528 Email: [hkivm@icc.com.hk](mailto:hkivm@icc.com.hk) Website: [www.hkivm.org](http://www.hkivm.org)

**(A) PERSONAL INFORMATION** \*Mandatory Fields. (Please type or print in block letters and ✓ where appropriate.)

Title\*: ☐ Prof ☐ Dr ☐ Mr ☐ Mrs ☐ Ms ☐ Others, please specify: \_\_\_\_\_

Family Name\*: \_\_\_\_\_ First Name\*: \_\_\_\_\_

Position\*: \_\_\_\_\_ Department\*: \_\_\_\_\_

Organization\*: \_\_\_\_\_

Address\*: \_\_\_\_\_

City/State: \_\_\_\_\_ Postcode: \_\_\_\_\_ Country\*: \_\_\_\_\_

Tel\*: \_\_\_\_\_ Fax: \_\_\_\_\_ Email\*: \_\_\_\_\_  
(country code) (area code) number (country code) (area code) number

Dietary requirement: ☐ Vegetarian ☐ Pork-free ☐ Beef-free ☐ Others, please specify: \_\_\_\_\_

Hotel Accommodation (For overseas delegates only):

☐ Please ✓ the box on the left if you wish to receive the hotel information from the Conference Secretariat.

### (B) REGISTRATION FEE

	Category	Early-Bird Rate on or before 17 April 2015	Regular Rate after 17 April 2015
Workshop (7 May)	One-Day Mock Workshop Demonstrating All Steps of the Value Methodology	<input type="checkbox"/> HK\$1,200 (US\$160) <input type="checkbox"/> HK\$1,000 (US\$130) *Special rate for registered Conference delegate	
Conference (8-9 May)	Member Registration (HKIVM, SAVE International, Supporting Organizations and PAQS Member Institutions)	<input type="checkbox"/> HK\$3,600 (US\$480)	<input type="checkbox"/> HK\$4,000 (US\$530)
	Non-Member Registration	<input type="checkbox"/> HK\$4,000 (US\$530)	<input type="checkbox"/> HK\$4,500 (US\$590)
	Student Registration (For full-time Students only) ^	<input type="checkbox"/> HK\$1,600 (US\$210) (8 – 9 May) <input type="checkbox"/> HK\$800 (US\$105) ( <input type="checkbox"/> 8 May <input type="checkbox"/> 9 May)	<input type="checkbox"/> HK\$1,800 (US\$230) (8 – 9 May) <input type="checkbox"/> HK\$900 (US\$115) ( <input type="checkbox"/> 8 May <input type="checkbox"/> 9 May)
	Day Registration	<input type="checkbox"/> HK\$2,250 (US\$295) ( <input type="checkbox"/> 8 May <input type="checkbox"/> 9 May)	
		<b>Sub-total (B) : HK\$</b>	

^ Verification letter from your institution is required to qualify for Student Registration.

The amount in USD is just for reference. We accept Hong Kong dollars only.

**Group Registration Rate for the Conference is available for 5 registrations and the 6<sup>th</sup> registration will be free.**

**Please contact the Conference Secretariat via [hkivm@icc.com.hk](mailto:hkivm@icc.com.hk) to get the group registration form.**

- The full registration fee covers participations in 2-day conference, refreshment breaks & lunches on 8 and 9 May, and a set of the conference materials.
- The day registration fee covers participations in 1-day conference, refreshment breaks & lunch on either 8 May or 9 May, and a set of the conference materials.
- Conference Dinner is not included.
- The workshop fee covers participations in 1-day workshop, refreshment breaks and lunch on 7 May.

### (C) SOCIAL PROGRAMME

Ticket and Price	Amount (HK\$):
<b>Conference Dinner on 9 May 2015</b> Ticket(s): HK\$600 per person x _____ ticket(s)	
<b>Sub-total (C) : HK\$</b>	

### (D) PAYMENT DECLARATION

I would like to settle the payment of HK\$ \_\_\_\_\_ (Sub-total B+C) by

☐ Cheque payable to "Hong Kong Institute of Value Management Limited" (in Hong Kong dollars only)

☐ Credit Card ☐ Visa ☐ MasterCard (in Hong Kong dollars only)

I hereby authorize International Conference Consultants Limited (ICC Ltd.) to debit the above-mentioned amount from my card.

Card Number: \_\_\_\_\_ Expiry Date (MM/YY): \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I hereby agree to abide by the rules and regulations of the HKIVM 2015.

#### Rules and Regulations:

- Each registrant should complete a separate registration form. Photocopy of the registration form is acceptable.
- Registration form without payment will NOT be processed. Please do NOT send cash.
- Secretariat will send a letter of confirmation by email upon receipt of your registration form and full payment. Kindly check the letter of confirmation. Any changes or alterations must be made in writing to the Conference Secretariat.
- Refund for cancellation of registration will be made and subject to the following deadline and administrative charge:  
All cancellations must be made in writing to the Conference Secretariat and the refund will be made after the Conference.  
On or before **6 March 2015** 50% of the registration fee  
After **6 March 2015** No refund
- The programme is subject to change without prior notice. In the unlikely event of cancellation of the Conference, the only liability of the Organizers is to refund all the fees paid. All enquiries, changes and cancellations should be made in writing to the Conference Secretariat.
- The information on this Form is to assist us in preparing your participation in the Conference. All the information you provide will be restricted to the Organizers of HKIVM 2015 and other related working parties. You have the right of access and correction with respect to your personal data held by us. If you wish to exercise these rights, please contact the Conference Secretariat.