



# The Big 5 Digital Festival Global

23 - 26 November 2020

The construction and design industry is the largest ecosystem in the global economy, with construction related spending accounting for \*13% of the world's GDP. The forecast for global construction growth in 2020 has been revised from \*\*3.1 percent down to 0.5 percent. This will present the construction industry with opportunities to implement technology and digital, sustainability and project management solutions in order to respond to the current challenges, to embrace the transition of the industry and future proof their businesses.

Join our expert global speakers, from wherever you are in the world, to hear **economic outlooks** for the industry, how **technology** and **sustainability** are at the heart of building **smart cities** and how the **people** in construction are driving impact and growth.

Be part of the world's leading, premium content, sales and networking platform for the global construction ecosystem. Our vast programme on 'Redefining Construction' will inspire your teams, connect you with new contacts and provide you with certified sessions, insights and keynotes from across the globe on **project management, technology, sustainability and architecture and design** to support your strategies to build the construction industry of the future.

*\*Source: Mckinsey & Company*

*\*\*Source: GlobalData*

Key themes include:

Keynote Sessions
Invite-only Boardroom Session
Construction Market Outlook
Digital & Smart
Architecture & Design
Sustainability
Project Management

# Day 1

<p>11:00 Construction Market</p>	<p><b>What are the basic economic forecasts for the next 1, 3 and 5 years? What does this mean for global construction businesses?</b></p> <ul style="list-style-type: none"> <li>• Let's talk numbers – an overview of the current global and regional market</li> <li>• It's not all doom and gloom – Top performing markets for the construction and infrastructure industry</li> <li>• How the construction &amp; infrastructure industry is recovering from COVID-19?</li> <li>• Assessing the risks and opportunities for the C&amp;I industry</li> </ul> <p><b>Simon Rubinsohn, Chief Economist, RICS- UK</b></p>
<p>12:00 Panel Discussion</p>	<p><b>Looking Forward: Welcoming the New Era of Construction</b></p> <ul style="list-style-type: none"> <li>• Which segments are driving construction demand under the UAE government's diversification strategy? How do construction projects help to promote growth in the broader domestic economy and what additional tools could the government deploy to further boost the sector?</li> <li>• With the current VUCAD World, using the current tools and prediction methods will be an insurmountable challenge. What can we do to be able to plan for the future of engineering and construction in the medium and long term?</li> <li>• How will the construction value chain develop their strategies for driving disruption?</li> </ul>
<p>13:00 Digital &amp; Smart Panel Discussion</p>	<p><b>Digital Dialogues: Adapting to a World of Exponential Change</b></p> <ul style="list-style-type: none"> <li>• How can building a solid digital roadmap help with operational challenges while also delivering competitive advantage for early adopters?</li> <li>• What are the ways that we can justify initiating, funding and resourcing data and analytics projects, including AI, to deliver tangible business value?</li> <li>• As the virus spread, offsite manufacturing, prefabrication and modular construction were in the forefront as the industry rushed to leverage these tools to build hospitals, faster and better. How are these technologies led manufacturing practices shaping the future of the industry?</li> </ul> <p><b>David Calkins, Regional Managing Principal, Asia Pacific &amp; Middle East, Gensler- Singapore</b></p>
<p>14:00 Project Management</p>	<p><b>PMI certified - Trends in project management and future of project manager role</b></p> <ul style="list-style-type: none"> <li>• The future of project management is changing fast</li> <li>• Major disruptions, new technologies, shifting business needs, and new delivery approaches — all these things are changing the profession and the project economy</li> <li>• Project Manager role - the knowledge, the experience that we need to be successful is of course changing</li> <li>• Latest trends shaping the future of the project economy and the profession following the disruption of a global pandemic, along with the top skills (soft and hard) and capabilities that managers of projects will need in the upcoming years</li> </ul> <p><b>Grace Najjar, Managing Director MENA, Project Management Institute - Lebanon</b></p>
<p>15:00 Panel Discussion</p>	<p><b>Private or public? Infrastructure or buildings?</b></p> <ul style="list-style-type: none"> <li>• How is MENA driving private sector involvement in the delivery of government-related projects?</li> <li>• Governments have very much recognised private investment, to ease public budgetary constraints</li> <li>• PPP laws have been introduced in Egypt, Abu Dhabi and Oman – how have these laws supported PPP models?</li> <li>• How are PPP models paving the way for the regional construction industry to introduce new global technology trends?</li> </ul> <p><b>David Baxter, International Development Consultant and PPP Navigator - USA</b></p>
<p>16:00 Architecture Panel Discussion</p>	<p><b>Designing for Health: How Buildings Can Promote Wellbeing</b></p> <ul style="list-style-type: none"> <li>• When discussing health, architecture is not the first thing that comes to mind but its influence is inescapable. What is the impact of architecture on wellbeing and why should architects design with health as a priority?</li> <li>• What constitutes as 'healthy' architecture? How can environmental design influence lifestyle decisions and promote better mental and physical living?</li> <li>• Healthy buildings are expensive. What incentives can a cohesive built environment provide for a developer or organization which would offset the investment cost?</li> </ul>

<p>17:00 Sustainability</p> <p>Panel Discussion</p>	<p><b>Learning from the leaders - Sustainable Cities of the Future</b></p> <ul style="list-style-type: none"> <li>• Green transformation strategies</li> <li>• Key areas to focus on?</li> <li>• What has worked around the world so far?</li> </ul> <p><b>Marius Sylvestersen, Smart City Program Director, City of Copenhagen - Denmark</b>  <b>Gustaf Landahl, Head of Department for Planning &amp; Environment, City of Stockholm- Sweden</b>  <b>Gil Kelley, General Manager of Planning, Urban Design and Sustainability, City of Vancouver - Canada</b></p>
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<h2 style="margin: 0;">Day 2</h2>	
<p>11:00 Sustainability</p> <p>Keynote</p>	<p><b>Dense+Green Cities: Architecture as Urban Ecosystem</b></p> <ul style="list-style-type: none"> <li>• Developing new integrated planning and design strategies to support higher standards of environmental sustainability and enhanced liveability</li> <li>• Demonstrating the interaction between buildings and the city as ecological systems</li> <li>• Exploring sustainable future cities through science, by design and in place</li> </ul> <p><b>Prof. Dr. Thomas Schroepfer, Professor and Founding Associate Head of Pillar - Architecture and Sustainable Design, Singapore University of Technology and Design (SUTD) - Singapore</b></p>
<p>12:00 Keynote</p>	<p><b>How digital cities can boost economic growth and tourism</b></p> <ul style="list-style-type: none"> <li>• Understanding what is really happening in the city</li> <li>• Converting data into value</li> <li>• The use of big data to grow the value of tourism and events</li> </ul> <p><b>Ian Hatton, Chief Innovation and Economy Officer, City of Gold Coast - Australia</b></p>
<p>13:00 Construction Market</p> <p>Panel Discussion</p>	<p><b>Importance of Saudi Arabia in the Global &amp; Regional Economy –Vision 2030</b></p> <p>Faced with the challenges of the coronavirus pandemic and decrease of oil prices, Saudi Arabia’s economy will contract by 5.2% in 2020. Real GDP will move back into positive territory from 2021 assuming a recovery of the global economy. (Source: The Economist) As the largest economy in the Middle East, Saudi Arabia has a tough period ahead to bounce back and progress its Vision 2030.</p> <ul style="list-style-type: none"> <li>• How will the Privatization Vision Realization Program enhance the role of the private sector?</li> <li>• In April 2018, a set of ‘game changer’ initiatives for privatisation were announced, the Delivery Plan 2020 is a key pillar of the Saudi Vision 2030 Realisation Programme (VRP), how is the Plan helping the Kingdom deliver on its ambitious economic reform programme?</li> <li>• How are PPPs progressing and how is Saudi Arabia attracting foreign investment?</li> </ul>
<p>14:00 Project Management</p>	<p><b>PMI certified - The importance of project leaders in driving successful transformation: new normal</b></p> <p>How can Project Managers become transformational leaders and drive successful transformation? PMs can be effective change makers when equipped with the right skills and tools. Dive deeper into how leaders can bring Brightline Transformation Compass to life in their own organization. The presenters will share transformation examples from various organizations including the construction industry.</p> <p><b>Ricardo Vargas, Executive Director, Brightline Initiative, PMI - Portugal</b>  <b>Tahirou Assane, Director of Operations, Brightline, PMI - Canada</b></p>
<p>15:00 Keynote</p>	<p><b>Case study: KÖ-BOGEN II - Europe's largest green façade</b></p> <p><b>Christoph Inghoven, Founder, Inghoven Architects - Germany</b></p>
<p>16:00 Construction Market</p>	<p><b>Gender Balance in Construction</b></p> <ul style="list-style-type: none"> <li>• What are the steps that leaders and influencers must undertake to initiate changes in their own organisations?</li> <li>• Insights from women leaders -what can other organisations learn from their stories?</li> <li>• The construction industry suffers from a “lack of collective ownership” of the issue, hence we see minimal change. How can we break down barriers and transform the traditional mindset to promote conscious inclusion of women in the construction industry?</li> </ul>

<p>17:00 Digital &amp; Smart  Panel Discussion</p>	<p><b>Intelligent Buildings: Impact for the Future</b></p> <ul style="list-style-type: none"> <li>• How is the Internet of Things making buildings more intelligent?</li> <li>• How is human and planetary health positively impacted in the way a building is constructed and functions? What measures can we implement to build a truly 'intelligent' building?</li> <li>• How can digital twin and sensor technology enhance operational efficiency? In what way can data from smart sensors be used to optimise energy management in HVAC, lighting, fire and security systems?</li> </ul>
<p><b>Day 3</b></p>	
<p>11:00 Construction Market  Panel Discussion</p>	<p><b>How MEASA (Middle East, Africa and Southeast Asia) cities are successfully planning for urbanisation?</b></p> <ul style="list-style-type: none"> <li>• From offering new lands to implementing megaprojects, what are the steps being taken to achieve urbanisation across MEASA?</li> <li>• Prioritising affordable housing and the roadmap to delivering it</li> <li>• Rethinking urban spaces and lifestyle for a safer environment</li> <li>• Design innovations for offices spaces, retail spaces and healthcare of the future</li> </ul> <p><b>Nawal Alhaneaee, Head of Development of Infrastructure, Ministry of Energy and Infrastructure- UAE</b>  <b>Loay Ghazaleh, Advisory, Ministry of Works – Bahrain</b>  <b>Kais Samarrai, Senior Vice President - Development, Urban Planning &amp; Design, Public Investment Fund- Saudi Arabia</b></p>
<p>12:00 Panel discussion</p>	<p><b>Driving impact through Diversity &amp; Inclusion</b></p> <ul style="list-style-type: none"> <li>• Embedding a culture of Diversity &amp; Inclusion -what can MEASA learn from the top global initiatives</li> <li>• Welcoming the younger generation -what can the construction industry do better?</li> <li>• Delivering a positive working environment for employees from different backgrounds</li> <li>• Implementing training and development in Diversity and Inclusion -what works?</li> </ul> <p><b>Ricky Somal, Associate Director- Organisational Development, Isle of Wight NHS Trust – UK</b>  <b>Alison Watson, Chief Executive, Class Of Your Own Limited - UK</b></p>
<p>13:00 Sustainability</p>	<p><b>Shaping urban life with circular design – how has the pandemic affected sustainability in construction?</b></p> <ul style="list-style-type: none"> <li>• Maximising more efficient resource management and product life while minimising or ending waste generation</li> <li>• Human health and wellness with better buildings</li> <li>• A systemic shift building long-term resilience to provide environmental and societal benefits</li> <li>• Promoting adaptive re-use – how to repurpose buildings</li> <li>• Economics of supply of construction materials and disruption to supply chain</li> </ul> <p><b>Anna Queralt Fuentes, Circular Design Engagement Manager, Ellen MacArthur Foundation - UK</b>  <b>Dr. Paul Toyne, Practice leader- Sustainability, Grimshaw Global - UK</b></p>
<p>14:00 Project Management</p>	<p><b>PMI certified – Importance of adaptive leadership mind set for the project manager to combat the rising challenges &amp; succeed in this VUCA world</b></p> <ul style="list-style-type: none"> <li>• A focus on Major Infrastructure &amp; Industrial Projects (MIIP) challenges</li> <li>• Upskills &amp; essential core competencies for project managers to be successful &amp; drive productivity "</li> </ul> <p><b>Harihara Subramanian, President, PMI Singapore Chapter - Singapore</b></p>
<p>15:00  Panel Discussion</p>	<p><b>The Future of Construction: Altering Processes and Mindsets to Thrive in the VUCAD World</b></p> <ul style="list-style-type: none"> <li>• Cashflow has become an emperor. What can we do to i) decrease its negative effect (through sustainable operational effectiveness and efficiencies) and/or ii) help firms manage their working capital and cash-flows in ways that optimise payables and receivables.</li> <li>• The relationship between the three major stakeholders (client/developer, consultant/engineer, contractor) is extremely important. How can we align those objectives and assign those criteria that lead to common success; how can we create and sustain trust in such a tough industry in order to pave the road towards sustainable success?</li> </ul> <p><b>Dr. Fadi Bayoud, Managing Director, Strategic Anchors FZE - UAE</b></p>

<p>16:00 Digital &amp; Smart Panel Discussion</p>	<p><b>Tomorrow VS Today: Ushering a New Era of Best Practice</b></p> <ul style="list-style-type: none"> <li>• How are current practices in the construction industry being reinvented and in what way can organisations remain relevant in this era of disruption?</li> <li>• In what way can digital technologies enhance ecosystem relationships, as firms can easily collaborate on projects?</li> <li>• What skills and knowledge are needed to enable new methods of functioning and thinking in construction?</li> </ul>
<p>17:00 Architecture</p>	<p><b>Sustainability Reset: Architecture to Overcome Climate Crisis</b></p> <ul style="list-style-type: none"> <li>• How do the practice, culture, and pedagogy of architecture and landscape architecture need to shift to combat climate change?</li> <li>• How can architects identify the right premise in solving problems and optimise their efforts when it comes to their approach to climate change?</li> <li>• Could interpreting buildings as open, active systems rather than inert objects enable us to develop better solutions for the climate crisis?</li> </ul> <p><b>Gary Clark RIBA, Principal &amp; Regional Leader of Science + Technology at HOK and Chair of the RIBA Sustainable Futures Group - UK</b></p>
<p><b>Day 4</b></p>	
<p>11:00 Digital &amp; Smart Panel Discussion</p>	<p><b>Agents of Change: Transforming How We Build</b></p> <ul style="list-style-type: none"> <li>• How will the UAE's initiative of the 3D Printing Strategic Alliance support the next generation of construction manufacturing in the region?</li> <li>• Why should we consider implementing ubiquitous connectivity to enhance accessibility and provide a gateway between a physical construction site and the digital information of AR?</li> <li>• How can we unleash the true value that BIM has that should go far beyond how we manage the design and delivery of buildings?</li> <li>• 3D printing is a form of additive manufacturing. What are some of its applications and how can it be used an alternative method of construction and automation?</li> </ul> <p><b>Henrik Lund-Nielsen, Founder &amp; General Manager, COBOD International A/S - Denmark</b></p>
<p>12:00 Keynote</p>	<p><b>Driving Infrastructure: The Arteries of Progress</b></p> <ul style="list-style-type: none"> <li>• What role have large-scale infrastructure projects played in building knowledge and capacity in the construction sector? How can we assess the effectiveness of infrastructure projects in stimulating the economy?</li> <li>• How can initiatives and policy changes increase private sector participation in infrastructure projects across the region? Has there been a shift towards sustainable construction materials and practices in line with policies?</li> <li>• How can public infrastructure projects address productivity bottlenecks and facilitate growth?</li> </ul>
<p>13:00 Sustainability</p>	<p><b>Case study: Circular Economy efforts by City of Phoenix, Arizona – USA</b></p> <p><b>Brandie Barrett, Deputy Director Public Works, City of Phoenix, Arizona - USA</b></p>
<p>14:00 Project Management</p>	<p><b>PMI certified - The Transformation of the PMBOK® Guide – An Overview of What is Changing</b></p> <p>The world is changing rapidly – driven by global economic, political, demographic and technological trends. In addition, the pace of organizational change is also increasing and organizations around the world are restructuring – moving away from rigid hierarchies to more flexible, agile models.</p> <p>For years, the PMBOK® Guide has been the go-to resource for helping practitioners use good practices to deliver value on the job. Drawing on a global development team of volunteers, the next edition of the PMBOK® Guide will support project practitioners wherever they are in the world to make ideas a reality.</p> <p><b>Marvin Nelson, Standards Product Specialist, Project Management Institute - USA</b> <b>Nader Rad, Development Team Member, Project Management Institute - Belgium</b></p>
<p>15:00 Panel Discussion</p>	<p><b>Remodelling the construction &amp; infrastructure industry through technology</b></p> <ul style="list-style-type: none"> <li>• New working methods: challenges and opportunities</li> <li>• Using tech revolution to innovate, collaborate and lead a smarter process of construction</li> <li>• Shaping new competitive advantages with data, connected technologies and construction processes</li> </ul>

	<p><b>Yewande Akinola, Innovation Lead, Laing O'Rourke - UK</b></p>
<p>16:00 Digital &amp; Smart Panel Discussion</p>	<p><b>Building smart and resilient cities: Adapting to the new normal</b></p> <ul style="list-style-type: none"> <li>• How agile cities and organisations responded better and faster to the changing dynamics of the “new normal”</li> <li>• Enabling cities to become more responsive, adaptable and make smarter decisions</li> <li>• Technology to the rescue - digital solutions for cities make infrastructure systems more agile and robust</li> <li>• What can we do to be able to plan for the future of a VUCA world?</li> </ul> <p><b>Dr. Colin Russo, Managing Director, Engaging Futures - Australia</b></p>
<p>17:00 Construction Market Panel Discussion</p>	<p><b>Commitment in Construction: Signing the Dotted Line</b></p> <ul style="list-style-type: none"> <li>• Why is it important that standard contracts and clauses include a clear definition of roles and responsibilities, rewards and risks?</li> <li>• What benefit can be achieved from reviewing already signed contracts and other legal documents? What alternate dispute resolution mechanisms and contractual consequences are there for project delays?</li> <li>• How can we minimize construction claims &amp; disputes during the planning, design and building phases?</li> </ul> <p><b>Sarah Fox, Contract Strategist, 500 Words - UK</b></p>