

## International leaders in construction meet in Copenhagen to cross boundaries

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Construction becomes ever more complex. The construction industry can no longer develop within a narrow technical framework. If enterprises are to survive in a globalised world, innovative thinking across geographical, organisational and technological boundaries is a requirement. The exchange of ideas, thoughts and experience is a precondition for understanding this complex whole. At the international conference, *Revaluating Construction 2007 – Crossing Boundaries* taking place in Copenhagen and Malmö, Sweden on 9-10 October 2007, there will be ample opportunity to learn about new exciting initiatives for the development of construction worldwide.

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Over 40 prominent international leaders and experts from the construction industry, public authorities and researchers from many parts of the world will each contribute with a piece to the big puzzle that is new knowledge and inspiration.

Two keynote speakers come from the USA. Professor Moavenzadeh from MIT will present his understanding of globalisation's implications for construction and Nancy Tuor, vice-chair of CH2M Hill will relate the story of how the clean-up of the nuclear plant Rocky Flats by means of innovative solutions resulted in impressive savings in terms of time and costs. Mr Armstrong Yakubu, partner in the world-renowned architects Foster + Partners, UK and Haakon Løe a director of Ramboll, Denmark will present spectacular projects such as the new facilities for the elephants in Copenhagen Zoo.

### Crossing boundaries

The theme of the conference is 'Crossing boundaries'. The construction market is no longer national. Globalisation is a fact and this presents challenges and new opportunities. But how do we cross geographical boundaries? Can learning be transferred from one country to another? And how can we exploit floating geographical boundaries to develop higher value for construction?

Innovative ideas on organisational structures are called for. How, for example, is integration promoted through virtual construction? And how can the client drive change?

Construction is often understood as being the process of building, but the provision of finance, the production of construction materials, and the roles of clients, property managers and consultants as well as maintenance, property investment and administration should also be included in the comprehensive perspective. How do we change project-oriented thinking into comprehensive thinking? And how is user-driven innovation exploited? It is essential to rethink products and technology in a globalised setting.

### Fact box

*Revaluating Construction 2007 – Crossing Boundaries* takes place on 9 and 10 October 2007 at Hotel Marriott in Copenhagen. The many speakers come from all over



the world and represent many aspects of the construction sector. The purpose is to let theory and practice meet for mutual inspiration.

The conference alternates between joint sessions and three parallel sessions with the following themes:

- Crossing geographical boundaries
- Crossing organisational boundaries
- Crossing product boundaries

The programme includes a study tour to Malmö with a visit to the 'Turning Torso' designed by the Spanish architect Santiago Calatrava.

A sample of the presentations and cases illustrate the challenges facing construction:

- Investment in infrastructure in Shanghai and its impact on the construction sector. *Bai Yun, Shanghai Urban Construction Group, China.*
- Measuring productivity amongst Norwegian contractors. *Thorbjørn Ingvaldsen, SINTEF, Norway.*
- Constructing Swire's One Island East Tower with the aid of new collaboration technology. *Martin Riese, Gehry Technology Asia, China.*
- Integrated digital modelling supporting Facilities Management at the Sydney Opera House. *Keith Hampson, Cooperative Research Centre for Construction Innovation, Australia.*
- NCC Komplet: Raising quality through industrialised production of housing. *Fredrik Anheim, NCC Industrial Construction, Sweden.*
- Redefining healthcare infrastructure: Integrating services and the built environment. *James Barlow, Imperial College London, United Kingdom.*

The conference is held under the auspices of the International Council for Research and Innovation in Building and Construction (CIB). Danish and Swedish organisers are the Danish Building Research Institute (SBI) at Aalborg University, the Danish Association of Construction Clients, the Swedish Construction Client Forum and the Department of Construction Managements at Lund Institute of Technology.

The main sponsors of the conference are BoligfondenKuben, the Danish National Agency for Enterprise and Construction, Formas, Ramboll and Realdania.

For more information about the conference, please click on [www.rc2007.org](http://www.rc2007.org).

Caption to illustration:

Construction faces ever-increasing challenges, even when the end-users are elephants in the Copenhagen Zoo.

