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3<sup>RD</sup> INTERNATIONAL CONFERENCE  
**REVALUING CONSTRUCTION**  
**CROSSING BOUNDARIES**

**COPENHAGEN – MALMÖ 9-10 OCTOBER 2007**

[WWW.RC2007.ORG](http://WWW.RC2007.ORG)

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Revaluing Construction 2007 – Crossing Boundaries will explore how construction firms will meet the challenges of the 21<sup>st</sup> century by overcoming barriers that currently limit performance.

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## The Challenge of Crossing Boundaries

Everyday and everywhere construction professionals, government officials and researchers struggle to find new ways of delivering more value for clients and users. One of the most promising strategies for meeting the challenges of the 21<sup>st</sup> century is to integrate across existing boundaries.

### Conference themes

- A. Crossing geographical boundaries – how construction firms operate in and learn from other countries.
- B. Crossing organisational boundaries – overcoming traditional divisions to enhance project performance.
- C. Crossing product boundaries – how new technological developments and changing client requirements are transforming the nature of construction operations and output.

### The purpose of the conference

- Learning from the experience of others around the world
- Sharing information and experience
- Discussing with speakers and other participants
- Networking

### Speakers

Forty international speakers from all over the world representing industry, government and research will show how innovation in organisation, management, marketing and technology will enable construction to create more value for clients and users.

### Conference schedule

**8 October 2007**

Welcome reception at the Copenhagen Town Hall

**9 October 2007**

**Opening Session**

Welcome and opening keynote presentations.  
Copenhagen Marriott Hotel

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## Parallel Sessions

CROSSING  
GEOGRAPHICAL  
BOUNDARIES

Value through  
globalisation  
– companies and  
operations

CROSSING  
ORGANISATIONAL  
BOUNDARIES

Successful project  
teams  
– the client as lea-  
der and integrator

CROSSING  
PRODUCT  
BOUNDARIES

From short-term  
delivery to life-time  
services

## Visit to Malmö

Visit to HSB Turning Torso designed by Spanish architect Santiago Calatrava. Dinner at the Malmö Town Hall.

*10 October 2007*

## Parallel Sessions

CROSSING  
GEOGRAPHICAL  
BOUNDARIES

Land development  
in an international  
marketplace

CROSSING  
ORGANISATIONAL  
BOUNDARIES

Construction reform  
programme

CROSSING  
PRODUCT  
BOUNDARIES

Designing for  
people – user-  
driven innovation

## Plenary Session

Keynote presentations

## Parallel Sessions

CROSSING  
GEOGRAPHICAL  
BOUNDARIES

International  
performance  
metrics

CROSSING  
ORGANISATIONAL  
BOUNDARIES

Spectacular  
projects – a source  
of inspiration and  
innovation

CROSSING  
PRODUCT  
BOUNDARIES

Emerging techno-  
logies – redefining  
the product

## Closing Session

Final keynote speaker

*Panel Discussion*

Redefining the boundaries: Are we witnessing the end of construction as we know it?

Closing observations

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## Who should attend ?

*Revaluing Construction 2007 – Crossing Boundaries* intends to widen the horizons and extend the knowledge of everyone concerned with improving construction and providing better value from construction expenditures. It is therefore relevant for:

- Senior construction executives
- Construction clients
- Suppliers of products and services for the construction industry
- Representatives of the industry in national associations and initiatives
- Public authorities responsible for policy related to construction
- Heads and executives of construction reform programmes
- Financiers, insurers or legal experts
- Leading researchers

## Conference language

The official conference language is English

## Programme

The final programme is under preparation. It will be announced in late May 2007 at [www.rc2007.org](http://www.rc2007.org)

## Registration and further information

Visit [www.rc2007.org](http://www.rc2007.org) or contact the Secretariat at [rc2007@sbi.dk](mailto:rc2007@sbi.dk).

If you want to register your interest in *Revaluing Construction 2007*, please send contact details to the Secretariat at [rc2007@sbi.dk](mailto:rc2007@sbi.dk)

## Practical information

The conference will take place at Copenhagen Marriott Hotel



Statens Byggeforskningsinstitut  
DANISH BUILDING RESEARCH INSTITUTE



  
BYGGHERREFORUM



LUND INSTITUTE  
OF TECHNOLOGY  
Lund University



The Copenhagen/Malmö conference is the third *Revaluing Construction* conference to be sponsored by CIB – The International Council for Research and Innovation in Building and Construction.

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