



# THE INT'L VALUE ENGINEERING CONFERENCE

*"A Process to Cost Reduction"*

8

9

September 2014

Gulf Hotel Convention Centre  
Kingdom of Bahrain



His Royal Highness Prince  
**Khalifa bin Salman Al Khalifa**  
Prime Minister



His Majesty King  
**Hamad bin Isa Al Khalifa**  
King of the Kingdom of  
Bahrain



His Royal Highness Prince  
**Salman bin Hamad Al Khalifa**  
Crown Prince & Deputy  
Supreme Commander  
First Deputy Prime Minister





Dear Conference Participants,

It is an absolute pleasure for the Ministry of Works to be part of this very specialized conference, which revolves around the Value Engineering methodology in an ever evolving and volatile economical and financial business environment.

In the modern world, the practice and implementation of Value Engineering techniques will create the best functional balance between cost, reliability and performance or quality of product, project, process or service through multidisciplinary teams composed of experienced and specialized professionals.

The theme of this conference “A Unique Process to Cost Reduction” is both interesting and modern. I am confident that the attendees will receive great returns because of the variety of topics and workshops addressed by different high-profile speakers. We expect the participants to implement Value Engineering Methodology in order to achieve impressive savings, much greater than what is possible through conventional cost reduction exercise even when cost reduction is the objective of the task.

To give you an idea, Ministry of Works has certified 113 engineers in Value Engineering and 30 more engineers are about to attend the Value Engineering training. Some of our major benefits from applying Value Engineering Methodology are; optimizing project expenditures, reduction in operations and maintenance cost, improving resource efficiency, improving quality management, and simplifying procedures. These are just some of the benefits of Value Engineering.

With the positive outlook of Value Engineering, I would like to thank Save International for being part of this unique event and wish “All Success” to the Event Organizers, Speakers, Sponsors, Delegates, and all personnel who are part of this conference.

I am sure that you will all enjoy this conference and will come up with good recommendations for the benefits of your organizations. On behalf of the Ministry of Works with its superlative Value Engineering experience, I wish you all the best and have a great conference.

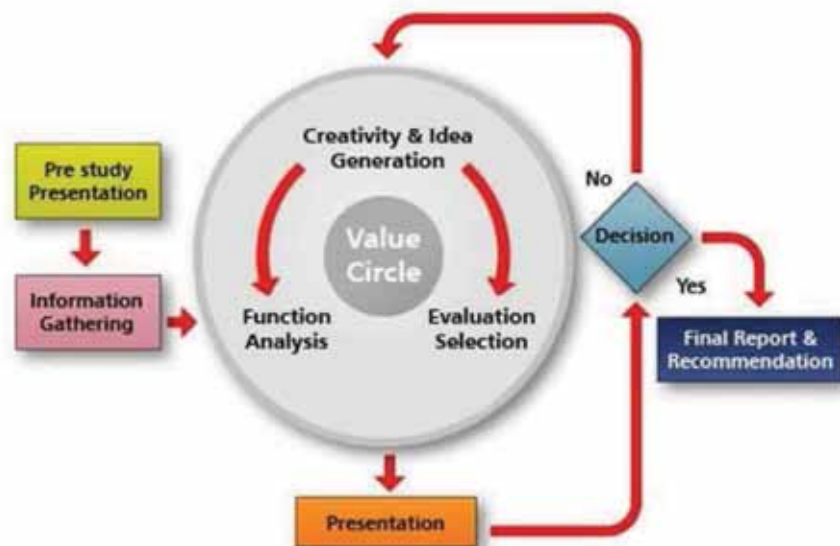
**Eng. Essam bin Abdullah Khalaf**  
**Minister of Works – Kingdom of Bahrain**



# Introduction

## What is Value Engineering ?

Value Engineering is a technique that seeks the best functional balance between cost, reliability and performance or quality of a product, project, process or service. It is conducted by a multidisciplinary team composed of experienced and specialized professionals. The Value Engineering team is independent of the design team but its members must have solid experience in the particular field of the project in question.



## Purpose of the Conference / Workshops:

This conference will examine the ways in which Value Engineering can be applied in several industries and projects. Value Engineering is a powerful methodology for solving problems and/or reducing costs while maintaining or improving performance and quality requirements. Value Engineering may achieve impressive savings, much greater than what is possible through conventional cost reduction exercise even when cost reduction is the objective of the task.

Therefore, the conference papers and the workshops will focus in details on those issues and will try to adopt the latest and modern techniques of Value Engineering concepts.



Dear Conference Participants / Colleagues,

It gives me great pleasure to welcome you all to the VALUE ENGINEERING CONFERENCE, which is being held under the patronage of H. E. Eng. Essam bin Abdulla Khalaf, the Minister of Works, Kingdom of Bahrain.

This Conference is organized under the theme “ A Process to Cost Reduction ” and will focus on the recognition of value adding Engineering Functions. This, as we all well know, is perhaps the most important advantage an organization can have when it comes to many engineering projects. Whether these projects are in Construction, Telecommunications, Industries, Electrical and Civil Works. Value Engineering has become a necessity to all initiatives carried out by government and non-government organizations, to ensure maximum utilization of limited funding.

The organizing committee has selected and invited a good number of distinguished speakers from USA, Europe , Asia , GCC and Bahrain. And thus we are pleased to announce that Mr. James Bolton will be the keynote speaker at the conference. Mr. Bolton is the president of Save International, and who is a very inspiring and motivator for uplifting excellence in saving models and developing typical case studies of VE from different parts of the world .

The Value Engineering Conference is an opportunity to refocus our attention and energy on how much we can do to enhance the perfection of our work and to ensure high quality job. And therefore, achieve great savings in the costs of projects, as well as saving valued time and avoidance of waste to our organizations and countries.

On behalf of the organizing committee, I wish you all the best and to have an enjoyable and most useful conference.

**Eng. Abdullellah Ebrahim Al Qassimi**  
**Conference Chairman**



# Program



Day 2 (9th September 2014)		
TIME	PROGRAM	VENUE
07:30 - 08:30	Registration Continuous & Networking over Tea & Coffee	
08:30 - 09:00	Brief of Day One Activities	Dana 1&2
09:00 - 10:00	Keynote Speaker <b>Mr. Hamad Al Shagawi</b> Chairman of Saudi Council of Engineers	
	The use of high level Technology on VE Projects in GCC	
10:00 - 10:30	Refreshment Break	
10:30 - 12:30	<b>Two Concurrent Workshops:</b>	Dana 1
	<b>Workshop One:</b> Stakeholder Value Maximization Via A VE-TQM blended framework <i>Prof. Sherif Al Arabi / Director Quality Assurance - Origin Group</i>	
	<b>Workshop Two:</b> Use Life Cycle Cost Analysis <i>Mr. Frederick Kolano / CVS-LIFE, FSAVE Director</i>	Dana 2
12:30 - 13:00	Prayer Time / Tea Break	
13:00 - 15:00	<b>Two Concurrent Workshops:</b>	Dana 1
	<b>Workshop Three:</b> Developing Risk Analysis & responses with VE <i>Mr. Abdulmajeed Al-Moumen / Former Director of Value Management of Aramco -KSA</i>	
	<b>Workshop Four:</b> FAST Diagramming: Principles and Applications <i>Prof. Emad Shublaq / President of Shublaq Management Consulting, CVS-LIFE, F. SAVE</i>	Dana 2
15:00 - 15:15	Close of the Conference	Dana 1&2
15:15	Lunch	



# Program



## Day 1 (8th September 2014)

TIME	PROGRAM	VENUE
07:30 - 09:00	Registration & Networking over Tea & Coffee	
09:00 - 10:00	Official Opening	Dana 1&2
	Conference Chair Welcome Message	
	Patronage Message H.E The Minister	
	Keynote Speech - President SAVE International	
	Sponsor Recognition / Awards	
10:00 - 10:30	Refreshment Break	
10:30 - 12:00	Keynote Speaker <b>Mr. James D. Bolton</b> President SAVE International USA / New Trends in Value Engineering	Dana 1&2
	Questions and Answers	
12:00 - 12:30	Prayer Time / Tea Break	
12:30 - 14:00	Plenary Session Speakers	Dana 1&2
	<ul style="list-style-type: none"> <li>● Impact of VE on Project : Value Engineering in the Construction Industry Strategy and Barriers <i>Sayed Bader Alawi / Section Chief - Ministry of Works</i></li> </ul>	
	<ul style="list-style-type: none"> <li>● Towards a Value Engineering - Project Management Integration Model <i>Prof. Emad W. Shublaq / President of Shublaq Management Consulting, CVS-LIFE, F. SAVE</i></li> <li>● Value Engineering Cost / Benefits Analysis <i>Mr. Frederick Kolano / CVS-LIFE, FSAVE Director</i></li> </ul>	
14:00 - 14:15	Short Break	
14:15 - 15:15	Panel Discussion - All Presenters	Dana 1&2
15:15	Close of day One - Lunch	

## Keynote Speakers Profile



**Mr. James D . BOLTON**  
*President , SAVE International, USA*

James holds a BSME and MSME from Purdue University, has lectured at various universities in the area of VE and was presented with SAVE International's Rising Star Award and a Presidential Citation at the 44th and 46th Annual SAVE International Conferences respectively. Jim has 43 years of manufacturing experience with Harrison Division of General Motors (now Delphi Thermal Systems), Valeo Climate Control Division, TRW Automotive and Whirlpool Corporation. While at TRW Automotive, Jim initiated their global Value Engineering department and created a value methodology and DFMA process for all divisions of TRW as a corporate staff member of the company. Jim retired from TRW at the end of 2007 to join Whirlpool Corporation as the Design for Value Global Leader where he developed a global team of Value Engineering specialists to embed both Value Engineering and Design for Manufacturing and Assembly methodologies into all of their product groups globally. During his stay at GM, Jim earned three U.S. patents and helped build a manufacturing facility with a General Motors/Daewoo joint venture company, DHMS, in Korea from 1986-7. Jim received the 'DFMA Supporter of the Year Award' at the 2007 International Forum on DFMA held in Warwick, RI while at TRW Automotive and is a registered Professional Engineer in both the states of New York and Michigan.

**Mr. Abdulmajeed Al-Moumen**  
*Former Director of Value Management - KSA*

Abdulmajeed Al Moumen has over 28 years of professional experience primarily in leading variety of value engineering studies, conducting value management seminars worldwide and has extensive experience in structural stability and foundation design. Mr. Abdulmajeed Al-Moumen has conducted and prepared the corresponding final value engineering reports for over 120 value engineering studies worldwide which totals over \$1 billion in cost saving. He has served as a projects and senior projects engineer managed and executed several oil & Gas, infrastructures, pipelines, buildings and roads during eighteen years (1983-2000) and led VE studies on WWTP, gas and oil projects, recreational and commercial buildings, headquarters and residential housing complexes, hospitals, industrial facilities, universities, and research lab projects. Mr. Al-Moumen headed several management committees at Saudi Aramco, Dhahran, Saudi Arabia. He also worked as a member of the Civil engineering Standards reviewing Committee at Saudi Aramco for more than 20 years (1987-2007) responsible for reviewing and updating the Civil & structural Engineering Standards.





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## Keynote Speakers Profile

### **Sayed Bader Alawi**

*Section Chief - Ministry of Works - Bahrain*

Sayed Bader holds a BSc. degree in civil engineering from Thames Polytechnic, UK and Master degree in international construction management from Leeds University, UK. He worked on many projects as a Civil Engineer, bridges maintenance engineer and roads special section chief at the Ministry of Works.

Mr. Alawi is also a researcher as he conducted many studies and researches in Bahrain and abroad including interface management in transportation projects, risk and stakeholder management and cultural diversity in project environment. Furthermore, he is an active member of many committees at the Ministry including knowledge management committee, project management system development committee and asset management committee.



### **Mr. Frederick Kolano**

*Director - CVS-LIFE, FSAVE - USA*

Fred Kolano is an industrial engineer with over 25 years of experience in engineering, manufacturing, and value management. This base is a valuable source of hands-on experience that is very useful in leading Value Engineering studies. He has led value engineering studies and training for government and industrial clients, and has facilitated many Value Engineering improvement studies of technical facilities and processes. His broad financial background is essential to guiding individuals through cost savings calculations.

Mr. Kolano also has considerable management experience. He has used this to effectively understand both the management and subject matter expert viewpoints to quickly build individual rapport and team synergy. He has served as manager, lead and supervisor in small and large organizations.



## Keynote Speakers Profile



**Mr. Hamad Nasser Al Shagawi**  
*Chairman of the Board , Saudi Council of Engineers - KSA*

Mr. Hamad is a consultant architect with over 25 years in the field. He is currently the Chairman of the Saudi Council of Engineers, President of Engineering Institutions of Islamic Countries (FEIC), and General Manager of AFNIAH consultants firm. He is a graduate of King Faisal University. Hamad has participated in a number of conferences & forums concerning the engineering profession practice and has served as a speaker for many lectures to Dammam University students, concerning profession practice of engineering as well as project management practice. He is an active member of several committees and has experience in a variety of areas ranging from urban planning design, Residential building, and commercial and public.

**Prof. Emad W. Shublaq** ,CVS-LIFE, F.SAVE  
*SAVE Int. Global Affair Director For Middle East & Africa*  
*President, Shublaq Management Consulting - KSA*

Dr. Emad Shublaq is currently the President of Shublaq Management Consulting / Value Engineering Australia & Middle East. He has more than 35 years of experience in Geotechnical /Civil Engineering, Project Management, Value Engineering, Business Planning and Management (Australia, UK, USA, Saudi Arabia, UAE , and Others.). Dr. Shublaq is a member of 4 fellowships and served as a SAVE-International Certification Board Member.

He is a universal trainer and educator in Engineering, Management, and Business and a Licensed Instructor in Value engineering (Mod-1) and Value management (Mod-2). He has trained over 1000 engineers in the Middle East and the West. Dr. Shublaq has attended and participated in more than 300 seminars, conferences and symposia all over the world as a speaker, organizer, chair, and reviewer.

Furthermore, he was presented with the Senior Assessor for Quality Award, from Shiekh Khalifa bin Zayed , Abu Dhabi, UAE. Dr. Shublaq has published 4 books and received 4 Professional and Educational Grants / Scholarships from Australia and Saudi Arabia. He is a Registered Chartered Professional Engineer.





في عالم سريع الخطى ...  
تتوالى الأحداث في كل لحظة من حولك ...  
وتتضارب الأخبار والأفكار التي تصلك ...  
وحتى لا تضيق وسط هذا الزحام ...  
توقف لبرهة لكي ...  
تبدي لك **الأخبار** ما كنت جاهلاً  
وتأتيك بالأخبار ما لم تزود\*

## Keynote Speakers Profile

**Mr. Abdullellah Ebrahim Al Qassimi**  
*Board Member of Tamkeen - Bahrain*

Mr. Al-Qassimi is a member of Solidarity's Audit Committee and he is currently a Board member of number of organizations including Ithmaar Bank, Bahrain Development Bank, Durrat Bahrain Resort Management Co., Sakana, Tamkeen and American Mission Hospital. Mr. Al-Qassimi has a wealth of public and private sector expertise in engineering, management, facility planning, training and labour. After 30 years of services in the public sector, Mr. Al-Qassimi retired from his position as the Chief Executive of Tamkeen. Previously he was the Assistant Undersecretary for Training at the Ministry of Labour. In addition to being the Director of Engineering & Maintenance at the Ministry of Health for 23 years.

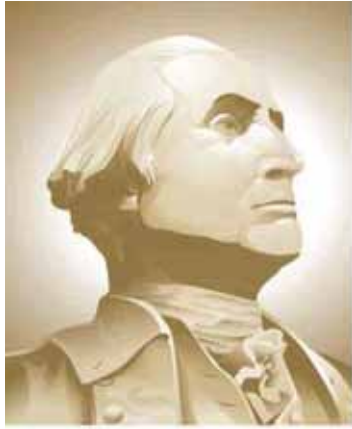


**Prof. Sherif Alarabi**  
*Director Quality Assurance ,Origin Group - Egypt*

More than 30 years experience in all aspects of the Quality-related sciences on a world-wide basis.

Professor Alarabi has written over 40 papers and presented in more than 25 conferences covering different aspects of total quality management. He is a Fellow of several professional associations. He lectures internationally in different conferences and seminars world-wide and has acted as an adviser to many large organizations and various government bodies in different countries including the Middle East and Africa. Recognized as one of the main pioneers in the fields of Quality Assurance, Total Quality Management and best practice management in the Middle East and Africa. Prof Sherif has been chosen by The Egyptian Ministry of Industry and Foreign Trade as the First Acting President for the National Quality Institute- a project for the enhancement of quality concepts in Egypt which was launched in the year 2005.





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# Brief Description of Conference Workshops

## Workshop 1

### *Stakeholder Value Maximization via a VE-TQM blended framework*

Total quality management (TQM) has been embraced by many organizations in the last decade. It is argued that TQM can achieve its full potential by the integration of TQM and other performance improvement techniques. Value analysis (VA), which focuses on product's function and cost, is proposed as a potential area for cross-fertilization. This paper seeks to explore the common areas between VA and TQM and suggests some possible ways to apply VA within the TQM process.

The basic principles of TQM (customer focus, continuous improvement and teamwork) could be fully addressed by blending VA and various TQM tools and techniques such as quality function deployment and design for manufacturability. VA also serves as a mechanism which glues the TQM principles. Further work should be done to examine the possibility of integrating TQM, VA and other performance improvement principles and tools to assist organizations forging their competitive advantage.

## Workshop 2

### *Use Life Cycle Cost Analysis*

Life cycle costing often shows that a project with a higher initial cost may be more financially beneficial in the long run. It is especially useful for evaluating energy efficiency projects since they often require a higher initial investment but have lower operating and maintenance costs over the life of the project.

By overlooking the purchase of energy-efficient products because their initial costs may be higher, businesses may save money in the short-term but will end up paying more for the project through higher energy costs and other operating costs over the life of the project.

Therefore this workshop will focus on the use of life-cycle cost analysis.

## Workshop 3

### *Developing Risk Analysis / Responses with VE*

An essential part of any project budget is the identification, analysis and evaluation of risk and consideration of how it can be managed to neutralize and/or mitigate its potential. We can manage this process by fully analyzing and evaluating risks with your team using historical feedback and statistical simulations. This workshop will try to provide monitoring and updating in order to maintain a current, accurate and fully evaluated risk register.

Value engineering is an essential commercial project tool which provides an ability to maximize and/or protect margins in the face, not least, of contingent events. This workshop will show how to provide budget analyses, supporting and also challenging the commercial decision making process, assessing differing options based upon best value and innovative solutions. Utilising these value engineering techniques will help minimize waste, reduce cost and improve overall business performance.

## Workshop 4

### *FAST Diagramming: Principles and Applications*

Function Analysis System Technique is an evolution of the value analysis process created by Charles Bytheway. FAST permits people with different technical backgrounds to effectively communicate and resolve issues that require multi-disciplined considerations. FAST builds upon VA by linking the simply expressed, verb-noun functions to describe complex systems.

FAST is not an end product or result, but rather a beginning. It describes the item or system under study and causes the team to think through the functions that the item or system performs, forming the basis for a wide variety of subsequent approaches and analysis techniques.

FAST contributes significantly to perhaps the most important phase of value engineering: function analysis. FAST is a creative stimulus to explore innovative avenues for performing functions.

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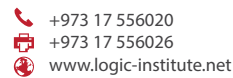
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### Event Organizer



# Registration Form

## THE INT'L VALUE ENGINEERING CONFERENCE

"A Unique Process to Cost Reduction"

8 9 September 2014

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