



# TALL BUILDINGS VIETNAM

18+  
**INDUSTRY  
EXPERTS**

- Main Conference:  
**21 & 22 February, 2012**
- Pre-Conference Workshop A &  
Post-Conference Workshop B  
**20 & 23 February, 2012**
- Site Visit:  
**23 February, 2012, Lotte Hanoi Center**
- Venue:  
**Hanoi, Vietnam**

**Working through the Downturn; Developing  
Cost Effective Buildings, Structural Integrity &  
Understanding Vietnam's Building Regulations**

## Featuring Exclusive Case Studies from Multinational Experts:



**Sim Hyung Sup**  
Vice President  
**HEERIM  
ARCHITECTS  
AND PLANNERS**

Keangnam Hanoi  
Landmark Center



**Stephen Evans**  
Senior Development  
Director  
**VINACAPITAL  
GROUP\***

Times Square Hanoi



**Kim Sun Yu**  
Executive Director  
**DOUL  
INTERNATIONAL  
LTD**

Lotte Hanoi Center



**Khaw Aik Heng**  
Project Director  
**APAVE VIETNAM**

Vietcombank Tower



**Nam Nguyen**  
Project Director  
**VINAPROJECTS**

Luxury Apartment  
Tower



**Mark Albertella**  
Lead Engineer  
**AURECON  
GROUP**

Indo-China Plaza

*\*Subject to final availability*

## Distinguished Industry Speakers and Perspectives:

**Nguyen Manh Ha**  
Director General,  
Department of Housing and  
Real Estate, **MINISTRY  
OF CONSTRUCTION,  
VIETNAM**

**Nguyen Trung Hoa**  
Director General,  
Department of Science,  
Technology and  
Environment, **MINISTRY  
OF CONSTRUCTION,  
VIETNAM**

**Nguyen Dang Can**  
President  
**VIETNAM NATIONAL  
CONSTRUCTION  
CONSULTANTS  
CORPORATION**

**Ngo Trung Hai**  
Director, Vietnam Institute  
of Architecture, Urban and  
Rural Planning, **MINISTRY  
OF CONSTRUCTION,  
VIETNAM**

**Mark Olive**  
General Director  
**DAVIS LANGDON &  
SEAH**

**David Lockwood**  
General Director  
**TURNER & TOWNSEND  
CO. LTD**

**Nguyen Hoanh**  
Senior Architect  
**VIETNAM PROPERTY  
AND INFRASTRUCTURE  
JOINT STOCK  
COMPANY (VIID)**

**Desmond Harty**  
Managing Director  
**DWP DESIGN  
WORLDWIDE  
PARTNERSHIP**

**John Brown**  
Director/Chief Executive  
Officer  
**BROWN + ASSOCIATES**

**James Goldman**  
Project Director  
**TURNER  
INTERNATIONAL LLC**

**Ken Whittlesea**  
Project Manager  
**MEINHARDT VIETNAM  
LTD**

**Yannick Miller**  
CEO  
**VIETNAM GREEN  
BUILDING COUNCIL**

**Tran Thanh Vu**  
Director Manager  
**MEGASTAR LAND  
JOINT STOCK  
COMPANY**

## 5 Reasons Why You Must Attend Tall Buildings Vietnam 2012:

- Learn how to develop **long-term economically sustainable** buildings
- Examine the **latest technologies and building materials** to increase structural integrity
- Discuss **strategies** to improve **end-to-end project management**
- Learn **tips and tricks** from industry experts on how to address industry challenges through current ongoing tall building case studies - **Vietcombank, Lotte Hanoi Center, Keangnam Hanoi Landmark Tower** and many more!
- Better understand **government regulation** and construction policies to **correctly interpret** legislation and rules, minimising costs and operational oversight

Sponsors:



Supporting Organisation:



Researched and Developed by:



“Presentations from famous design consultants and foreign contractors on new technical innovations and experiences as well as the identification of the lack of experience in the local industry and the need to change that was very good.”

Truong Minh Tri, Deputy General Director  
DAVIS LANGDON & SEAH, VIETNAM

# CONFERENCE DAY 1

Tuesday, 21 February 2012

“The topics have been useful and interesting.”

Tan Boon Thor, Vice-President  
CAPITALAND VIETNAM HOLDING



## 08:30 REGISTRATION & WELCOME COFFEE

## 09:00 Welcome Address by Chairman

### 09:10 Understanding the Regulatory Requirements for the Construction of Tall Buildings in Vietnam

- Outlining the regulatory requirements, laws and policies administered by the government for the planning and construction of tall buildings
- Discussing the common issues encountered by project stakeholders when attempting to comply with structural and safety standards: How these have been overcome to meet time and cost targets in tall building projects
- Adhering to local regulations while incorporating international best practice strategies in the design and engineering phases of tall buildings
- Reviewing the regulations to ensure sustainable and efficient construction management: How these regulations can better facilitate building development in Vietnam

**Nguyen Manh Ha**, Director, Department of Housing and Real Estate  
**MINISTRY OF CONSTRUCTION, VIETNAM**

## 09:50 Overview of Tall Buildings in Hanoi

- Introducing the current status of tall buildings in Hanoi: The history of the developments
- Analysing the rationale and benefits of having high-rise buildings in Hanoi: Economic gains to be reaped with future developments
- Understanding the technical requirements and challenges that are associated with tall buildings: The general problems and challenges in the Vietnam construction industry
- Discussing the future outlook of building development in Vietnam: Future trends and plans for building development

**Nguyen Dang Can**, President  
**VIETNAM NATIONAL CONSTRUCTION CONSULTANTS CORPORATION (VNCC)**

## 10:30 MORNING REFRESHMENTS AND NETWORKING

### 11:00 Developing Long-Term Cost Effective Buildings in Vietnam

- Discussing the importance of thinking long-term when planning and procuring building componentry
- Avoiding foreseeable issues due to poor material selection: Understanding the impact that material choices have on structural integrity
- Recognising the need for an open procurement strategy in order to drive down long-term building costs
- Detailing how cost-performance is measured and how solution providers can assist decision makers make the right choice: Tips and Tricks from market leaders
- Overcoming the trap: Short-term savings vs long-term profits

**Mark Olive**, General Director  
**DAVIS LANGDON & SEAH**

### 11:40 Development of Iconic Tall Buildings in Hanoi: Keangnam Hanoi Landmark Tower and the Hanoi Telecom Building

- Providing an overview of the Keangnam Hanoi Landmark Tower and the Hanoi Telecom Tower projects
- Evaluating the Hanoi Telecom Tower: Assessing the long-term performance of the Hanoi Telecom Tower and the lessons learnt from the development
- Inventing new high-rise paradigms for residence and office buildings in Hanoi: Creating new design elements for mixed-use projects in Vietnam
- Providing strategies for the best ROI for a clients' specific budget

**Sim Hyung Sup**, Vice President  
**HEERIM ARCHITECTS AND PLANNERS**

## 12:20 NETWORKING LUNCH

### 13:20 Developing Innovative and Sustainable Designs for Tall Buildings in Vietnam: The Lotte Hanoi Center and Constrexim Complex Case Study

- Providing an overview of the 65-story Lotte Hanoi Center: An introduction to the mixed-use high rise building
- Outlining the challenges involved when designing the Lotte Hanoi Center and how these challenges were overcome
- Developing innovative, sustainable and eco-friendly designs for the Lotte Hanoi Center and Constrexim Complex: Analysing the technical requirements needed and the strategies that were implemented
- Incorporating international best practice and standards into the project management of tall buildings in Vietnam: Lessons learnt from the Lotte Hanoi Center project

**Kim Sun Yu**, Executive Director  
**DOUL INTERNATIONAL, VIETNAM**

## 14:00 Development Strategies for the Times Square Hanoi Project

- Providing an overview of the 58-storey Times Square Hanoi project
- Examining the challenges involved in land development and the master plan approval of the project: Redrawing and designing the master plan for project development
- Discussing and implementing best practice planning and management strategies that were used in the Times Square Hanoi project
- Reviewing the key project management strategies for tall building development in Vietnam: Managing large-scale projects within the specified budget and schedule

**Stephen Evans**, Senior Development Director  
**VINACAPITAL GROUP**

## 14:40 Technologies to Improve Structural Integrity and Sustainability of Tall Buildings: The 265 Cau Giay Street Hanoi Project

- Understanding the complex design and construction process of the 265 Cau Giay Street Development: Outlining the importance of complementing innovative designs in tall buildings while maintaining solid structural integrity
- Examining the latest technologies and building materials to increase structural integrity for tall buildings: How selecting the appropriate materials and utilising the latest construction technologies in the 265 Cau Giay Street Hanoi project have led to stronger structural integrity techniques
- Bridging the gap between international best practices and local practices: PT slabs/lightweight blocs vs. the old column and beam system
- Achieving the perfect equilibrium to improve structural integrity and sustainability of tall buildings in Vietnam: Cost vs performance

**John Brown**, CEO  
**BROWN + ASSOCIATES**

## 15:20 TEA BREAK AND NETWORKING SESSION

### 15:50 Design and Construction in Tall Buildings for Sustainable Long-Term Life Performance

- Examining the latest construction practices for sustainable development of tall buildings in Vietnam
- Reviewing the importance of environmental green buildings and energy efficiency for the Vietnam market
- Strengthening knowledge in materials, equipment and other resources for efficient design and construction of tall buildings
- Weighing the benefits and costs of environmental green technology

**Yannick Miller**, CEO  
**VIETNAM GREEN BUILDING COUNCIL**

### 16:30 Achieving Holistic Sustainability for Tall Buildings

- Holistic sustainability, not just a pretty façade: Understanding what holistic sustainability entails and its impact on long-term performance
- Evaluating the benefits of long-term cost effective design in Vietnam: Achieving a high return of investment in tall building projects
- Value engineering vs green design: Assessing the pros and cons in terms of long-term performance of high-rise buildings
- Holistic sustainability and cultural identity: Fusing Vietnam's cultural identity into its tall buildings through holistic sustainability
- Evaluating the next generation of high-rise buildings in Vietnam

**Desmond Harty**, Managing Director  
**DWP DESIGN WORLDWIDE PARTNERSHIP**

### 17:10 Creating Tall Buildings Ambience: Comfort and Energy

- Understanding the importance of energy-efficient tall buildings in Vietnam: An overview of energy consumption and its relation to life cycle costs in tall buildings
- Outlining the challenges in achieving green building designs in Vietnam: Balancing between costs and energy-saving technologies
- Discussing the feasibility of green buildings for the Vietnam market
- Evaluating green buildings in Vietnam: A step too fast, or the ultimate goal? Achieving energy efficient sustainability in high rise projects in Vietnam

**Tran Thanh Vu**, Design Manager  
**MEGASTAR LAND JOINT STOCK COMPANY**

## 17:50 Closing Address by Chairman

## 18:00 END OF CONFERENCE DAY ONE

# CONFERENCE DAY 2

Wednesday, 22 February 2012

“A very informative conference from which I have learned a lot.”

Le Thi Bich Thuan, Vice Director, VIETNAM INSTITUTE OF ARCHITECTURE URBAN AND RURAL PLANNING (VIAP)



## 08:30 REGISTRATION & WELCOME COFFEE

### 09:00 Welcome Address by Chairman

#### 09:10 Improving Government Regulatory Requirements and Processes

- Reducing the stages, processes and procedures in obtaining construction permits: How the policy changes help to facilitate optimal construction schedules
- Reviewing and improving site management and construction policy regulations: Examining the challenges faced by site managers and how these can be overcome
- Clearly defining government interpretations of building codes and regulations: How standardised interpretations can mitigate the challenges of the current ambiguous interpretations by different stakeholders
- Reviewing government regulation towards car park policies and fire fighting codes: Examining the challenges that stakeholders encounter and analysing the ways in which they can be overcome

**Nguyen Trung Hoa**, Director, Department of Science Technology and Environment, **MINISTRY OF CONSTRUCTION, VIETNAM**

#### 09:50 Understanding the New Hanoi Expansion Plan

- Understanding the implications and opportunities for tall buildings of the New Hanoi Expansion Plan: Identifying the opportunities and challenges for construction stakeholders
- Revisiting car park policies and its implications for tall buildings: Improving the long-term viability of high-rise structures by building car park infrastructure into the facility
- Coordinating international and local practices to adhere to Vietnam's building regulations in light of new expansion plan: Highlighting the importance of synergising the standards
- Overcoming difficult regulations and localising international practices to optimise efficiency, productivity and safety in tall buildings projects in Hanoi

**Ngo Trung Hai**, Director, Vietnam Institute of Architecture, Urban and Rural Planning, **MINISTRY OF CONSTRUCTION, VIETNAM\***

## 10:30 MORNING REFRESHMENTS AND NETWORKING

#### 11:00 Improving Knowledge among Different Building Codes: Improving Overall Project Management of Tall Building Projects in Vietnam

- Understanding the differences between the UBC, IBC and Vietnamese building codes: Identifying the pros and cons of each code and knowing when to use the appropriate code
- Addressing the problems between the different usages of building codes: How non-standardisation in a particular project can often lead to time and resource wastage, decreasing overall productivity and increasing costs
- Highlighting the importance in standardising building codes: Achieving uniformity in design and structural/mechanical engineering codes to improve construction efficiency and better project management
- Evaluating the benefits of incorporating international building codes into tall buildings and contextualizing it to best suit Hanoi's construction market

**James Goldman**, Project Director, **TURNER INTERNATIONAL LLC\***

#### 11:40 Improving Structural Integrity of Tall Buildings in Vietnam: The Vietcombank Project

- Providing a brief overview of the structural integrity and project management strategies for the Vietcombank Project
- Examining the latest technologies and building materials to increase structural integrity for tall buildings: How selecting the appropriate materials and utilising the latest construction technologies in the Vietcombank Tower have led to stronger structural integrity
- Developing designs that is appropriate to the available material, skills and technology in HCMC: How such developments in the local industry can improve project performance
- Providing an overview of project management at the Vietcombank Tower project: Understanding the differences between foreign and local working practices and how these impact building developments
- Overcoming the main challenges of project management for tall building development in Vietnam: Managing large-scale projects within the specified budget and schedule

**Khaw Aik Heng**, Project Director  
**APAVE VIETNAM AND SOUTHEAST ASIA**

## 12:20 NETWORKING LUNCH

#### 13:20 Making the Most of your Building Footprint: The Indo-China Plaza Perspective

- Understanding the importance of early planning and coordination between designers and engineers: How this can mitigate potential operational problems in the long-run for tall building projects

- Analysing the implications for increasing pressure to minimise plant room and riser sizes: How increased competition for gross floor area can result in the failure to plan for future contingencies in tall buildings in Vietnam
- Improving design to minimise space lost
- Shortening construction time by adopting a 'top-down' construction methodology
- Evaluating the strategy used in the Indo China Hanoi Plaza project: Utilising cost and space saving initiatives such as post-tension slabs, lightweight block work and revising foundation design based on test pile results

**Mark Albertella**, Lead Engineer, **AURECON GROUP**

#### 14:00 Examining Best Practice, Project Management and Construction Technologies in the Luxury Apartment Tower

- Providing a general overview of the Luxury Apartment Tower in Da Nang: A general scope of the 34-story high rise project and the Da Nang market
- Examining the challenges faced in the project: Material and resource selection and how they affected the development
- Implementing project management strategies that work in the Da Nang/Vietnam market: Tips and tricks from an industry leader
- Balancing costs with performance: Highlighting the importance of incorporating the right technologies for long term performance of the Luxury Apartment Tower

**Nam Nguyen**, Project Director, **VINAPROJECTS VIETNAM**

#### 14:40 Effective Construction Technologies for Long-Term Façades for Tall Apartment Buildings in Vietnam

- Understanding the challenges of advanced façade techniques for tall apartment buildings in Vietnam
- Bridging the gap between international and local practices: Comparing the different techniques in external walls of tall apartment buildings
- Improving façade techniques and practices: Doing away with classical plaster and paint to improve the long-term integrity of high-rise buildings in Vietnam?
- Balancing costs with international best practices and construction technologies: Highlighting the importance of incorporating these best practices to improve long-term façades of tall apartment buildings in Vietnam

**Nguyen Hoanh**, Architect, **VIETNAM PROPERTY AND INFRASTRUCTURE JOINT STOCK COMPANY (VIID)**

## 15:20 AFTERNOON TEA BREAK AND NETWORKING

#### 15:50 The Benefits of Deep Excavations and Basement Car Parks in Tall Buildings: Future Benefits

- Highlighting the challenges which poor soil conditions present: How those building in Hanoi can overcome these potentially catastrophic issues
- Ensuring that the right construction materials are matched to the existing conditions in Vietnam: How the use of specialised materials can affect building design and integrity
- Stepping through the legal frameworks that impact overall building design: How these could be changed to encourage the construction of deep basement car parks which in turn increases tall buildings' viability
- Evaluating the benefits of deep basement car parks and its effect on long-term profitability

**Ken Whittlesea**, Project Manager, **MEINHARDT VIETNAM LTD**

#### 16:30 Bridging the Gap between Different Working Practices to Improve Construction Efficiency

- Understanding the differences between foreign and local working practices: How these impact building development in Vietnam
- Improving communication and planning between the international and local project teams: How early planning and communication between local and international firms can lead to increased productivity and work efficiency
- Incorporating new technologies into tall buildings and contextualizing it to best suit Hanoi's construction market
- Closing the gap between foreign and local construction firms: Imparting and empowering the local industry with the necessary skills and expertise one step at a time

**David Lockwood**, General Director,  
**TURNER & TOWNSEND CO. LTD\***

### 17:10 Closing Address by Chairman

### 17:20 END OF CONFERENCE DAY TWO

*\*Subject to final availability*

# WORKSHOPS AND SITE VISIT

Monday & Thursday, 20 & 23 February 2012



## Pre-conference Workshop A

Monday, 20 February, 2012 (5.00pm - 8.00pm)

### Bridging the Gap between Different Working Practices to Improve Construction Efficiency

#### Rationale

The efficient construction of tall building projects in Vietnam requires good communication between both international and local stakeholders. International practices may often need to be re-contextualised in order to adapt to local working practices; the latter also requires monitoring and possible upgrades to improve construction efficiency. Most importantly, communication between all project stakeholders as well as early planning is vital in order to increase productivity and drive down overall costs for tall building projects in Vietnam. What strategies should international firms employ to facilitate such progress? What areas do local stakeholders need to focus on? How is it possible to achieve such synergy between local and international stakeholders?

#### This workshop will address how to:

- Improve management and communication strategies for all project stakeholders
- Incorporate international best practice into the local working environment, while closing the gap between foreign and local construction firms
- Identify the possible challenges that different working practices can pose; how to overcome these challenges with proactive management strategies
- Overcome a constant industry challenge: Case study of different building code interpretations in Vietnam

#### About your Facilitator:

**Khaw Aik Heng**

Project Director

APAVE VIETNAM AND SOUTHEAST ASIA

## Post-conference Workshop B

Thursday, 23 February, 2012 (2.00pm - 5.00pm)

### Developing Long-Term Cost Effective Tall Buildings for the Vietnam Market

#### Rationale

With the increase in the development of tall buildings in Vietnam, more specifically in Hanoi, there has been an increased focus on the need to justify return of investments within 7 years in these tall building projects. What are the calculations that go behind building decisions? How do we ensure that our tall building projects achieve high ROIs for long term performance? More importantly, what tools are available to measure such calculations and are we properly equipped with these skill sets?

#### Attend this workshop to learn:

- How to obtain and measure data regarding ROI investments for projects
- The importance of thinking long term when planning and procuring building componentry
- How to find the right balance between short term costs and long term profits
- How to achieve long-term cost effective tall buildings in Vietnam

#### About your Facilitator:

**Mark Olive**

General Director

DAVIS LANGDON & SEAH

“IQPC are experts at bringing the right people together for a valuable experience, we look forward to attending the event.”

Thomas J. Agius, Director  
KWP - KONSTRUCT WEST PARTNERS HONG KONG



## SITE VISIT\*

Thursday, 23 February, 2012

10.00am - 1.00pm

### A First-Hand Experience: Lotte Hanoi Centre

#### Rationale

The Lotte Hanoi Center project is one of Vietnam's most prominent tall buildings project. Scheduled for completion in 2014, the 65-story Lotte Center is an architectural and engineering marvel and represents flawless construction synergy. Attend and be walked through the 'on the ground' construction, site and project management challenges that have been encountered. Gain an understanding of how these challenges have been overcome from a senior member of the project team.

#### Benefits of Attending:

- Obtain first-hand experiences on the challenges of structural and engineering design
- Understand the expert project management strategies implemented
- Identify the value engineering strategies implemented in the Lotte Hanoi Center project and how they impact long term performance
- Understand how project costs were managed and minimised through efficient strategies
- Evaluate the solutions implemented in the Lotte Hanoi Center and the key lessons learnt from the development

#### About your Facilitator:

**Kim Sun Yu**

Executive Director

DOUL INTERNATIONAL LTD

*\*subject to final confirmation*

## Interested in Sponsorship and Exhibition Opportunities?

Why **Tall Buildings Vietnam** gives YOU the best value for your marketing spend:

- **Complete exposure to decision-makers** who are responsible for the design and construction of tall buildings in Vietnam: Our Tall Buildings Vietnam 2011 conference featured over 100 delegates, with over 30 project owners attending!
- **Intimate environment** for networking and knowledge sharing with senior executives where you can discuss the potential of acquiring further business
- Perfect opportunity to **showcase your products or services**, forge strategic relationships with your potential clients and establish your brand in the industry: The timing cannot be more perfect as the construction market strengthens in Q1 of 2012!

To find out more, please call +65 6722 9388 or e-mail [sponsorship@iqpc.com.sg](mailto:sponsorship@iqpc.com.sg)

