

# **2011 NRMCA CONCRETE CONVENTION**

## **Ready Mixed Concrete in Malaysia: Towards Green Technology & Eco Labeling**

**16 JUNE 2011**

**VENUE : SIME DARBY CONVENTION CENTRE**

**KUALA LUMPUR**

Organized by

**NATIONAL READY - MIXED CONCRETE  
ASSOCIATION OF MALAYSIA**



## **Introduction**

The 2011 NRMCA Concrete Convention is primarily organized for NRMCA's members and their business associates to show case their products and the technology associated thereof in line with the theme of the Convention: "Ready Mixed Concrete in Malaysia: Towards Green Technology & Eco Labeling".

A total of 13 exhibition booths will be put up at the Convention for the introduction of products and systems for the ready-mixed concrete industry.

It is our hope that this convention will create awareness on the green technology in the concrete industry eventually leading to eco labeling of concrete in the future. Green concrete has nothing to do with colour. It is characterized by the application of industrial wastes to reduce consumption of natural resources and energy and pollution of the environment.

The industrial waste by products such as pulverized-fuel ash (from coal combustion) and blast furnace slag (created in iron manufacture) may be added into ready mixed concrete to replace a portion of the cement used. Marble sludge powder and fine lime powder may be used as filler and helps to reduce the total voids content in concrete. The use of new generation of building chemicals would help to produce high performance concrete thereby reduction of thickness of members of structures. .

When a concrete structure has served its purpose, it can be crushed for use as aggregate in new concrete or as fill or base materials for roads, sidewalks and concrete slabs. Even the reinforcing steel in concrete can be recycled and reused.

All these measures will definitely lead to the reduction of CO2 emission

However, in the quest of moving towards the production of Green Concrete with the application of industrial wastes to reduce consumption of natural resources, it is our hope that this Convention would serve as an awareness forum for the industry players in taking appropriate consideration of the criticality of the structural applications and the available standards.

In order to make the Eco Labeling of Concrete a reality, the industry players, the stake holders and the relevant authorities will have to work hand in hand to achieve the ultimate goal.

## **Who Should Attend**

- ¶ Ready-Mixed Concrete Manufacturers & Related Industry Players
- ¶ Building Chemical Suppliers
- ¶ Cement Manufacturers
- ¶ Quarries Operators
- ¶ Consultant Engineers, Practising Engineers and Contractors
- ¶ Public Sector Policymakers and Related Government Agencies

## **Registration Fees**

- ¶ NRMCA Members at RM150.00
- ¶ Non Members at RM200.00

**REGISTRATION OF DELEGATES FOR 2011 NRMCA CONCRETE CONVENTION**

To National Ready-Mixed Concrete Association of Malaysia,  
Please register the following delegates to the above convention.

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Name: \_\_\_\_\_ :Designation: \_\_\_\_\_

Name: \_\_\_\_\_ Designation:: \_\_\_\_\_

Name: \_\_\_\_\_ Designation:: \_\_\_\_\_

Name: \_\_\_\_\_ Designation:: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Person \_\_\_\_\_ Mobile: \_\_\_\_\_

Enclosed please find our Cheque No. \_\_\_\_\_ for the amount of  
RM \_\_\_\_\_ payable to **NRMCA**.

Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of Authorized Personnel

We appreciate that you assist to bank in to **EON Bank accounts no. 2009 1000 57531**.and fax the bank in slip to Mr. Leong of Nova fax No. 603 7960 7882 in order for NRMCA to identify your payment and issue receipt accordingly.

Please send this form back by email to [nrmcam@gmail.com](mailto:nrmcam@gmail.com) or fax at 603 6140 1222  
For enquiry, please call NRMCA Manager: Eric Wong at mobile: 019 357 5793  
Website: [www.nrmca.com.my](http://www.nrmca.com.my)

## Programmes

- 8.15 a.m, Registration of delegates and breakfast will be served
- 9.00 a.m. Welcome speech by Mr. Kenny Yeap, Chairman of NRMCA
- 9.10 a.m. Criteria for Eco Labeling of Concrete by Ir Soo Thong Phor, Chairman of NRMCA Technical Committee
- 9.40 a.m. Pulverised-Fuel Ash in Concrete: New Initiatives to Enhancing Sustainable Construction by Dr. Kribanandan Gurusamy Naidu. Managing Director, JTK Consult Sdn Bhd
- 10.10 a.m. Coffee break
- 11.00 a.m. Sustainable High Performance Concrete Development Towards Green Concrete Revolution by Dr. Lai Fook Chuan. Sika Kimia Senior Scientist & Special Projects, Regional Technology Support Centre, Asia Pacific
- 11.30 a.m. Development of Concrete Admixtures Which Shows Stable Performance with Various Materials ~ Stabilize the Concrete Quality with Improved Naphthalene Sulfonate Admixture & Development of Early Strength Type Concrete Admixtures ~ Reduction of CO2 Emissions with Use of Alternative Fillers by Mr. Yuusuku Yoshinami, Researcher at Techno Chemical Center, KAO Corporation, Japan.
- 12.00 noon Questions & Answers
- 12.20 p.m. **Tour of Exhibition Booths and Lunch**
- 2.30 p.m. Enduring Concrete: Reducing Carbon Footprints to Pave Way for Concrete Sustainability by Mr. Seow Kiat Huat, BASF Regional Technical Manager, Admixture Systems, Construction Chemicals, ASEAN
- 3.00 p.m. Role of Admixtures in Concrete Sustainability by Dr. Jiang Jiabiao WR Grace; Principal Scientist of Grace Construction Products
- 3.30 p.m. Coffee break
- 4.00 p.m. Use of Calcium Carbonate Based Fine Fillers in Different Concrete Applications by Dr. Hans-Werner Roeth, OMYA International AG, Switzerland. Head of Group Marketing Construction
- 4.30 p.m. Questions & Answers
- 4.50 p.m. Closing address by Mr. Choong Ju Tang, Organizing Chairman
- 5.00 p.m. End of programme