



Programme:

- 08:15 a.m. Registration of delegates. Breakfast will be served
- 09:00 a.m. Welcome speech by Mr. Leong Yew Kuen, President of NRMCA
- 09:10 a.m. Keynote address by Ir. Choo Kok Beng, NRMCA Honorary Advisor
- 09:25 a.m. Blended Cement - The Way Forward
by Ms. Wong Ai Ming of Lafarge Malaysia
- 10:10 a.m. Biomass Aggregate Self Compacting Concrete
by Dr. Lee Yee Loon of the Concrete Society of Malaysia
- 10:55 a.m. Coffee break
- 11:25 a.m. Modern Concrete Plant Design to Minimize Community and
Environmental Impacts
by Mr. Steve Rogers of Hanson Engineering & Investments
- Asia Oceania
- 12:10 p.m. Questions & Answers
- 12:25 p.m. Lunch & Photo Session
- 02:00 p.m. Advancement of New Admixture Technology & Application
by Dr. Jiang Jiabiao of Grace Construction Products.
- 02:45 p.m. Ultra High Strength Concrete
by Adj. Prof. Ir. Dr. Voo Yen Lei of Dura Technology
- 03:30 p.m. Coffee break
- 04:00 p.m. Innovation and Practicality in the Design of
Concrete Truck Mixer Drums by
Mr. Colin Hird of CGH Mixers
- 04:45 p.m. Question & Answers
- 05:00 p.m. End of programme. Good bye



Concrete Industry - Going Forward

Location Map



2014 NRMCA CONCRETE CONVENTION

19 June 2014
Tropicana Golf & Country Resort,
Petaling Jaya

National Ready-Mixed Concrete Association of Malaysia (NRMCA)

13-1, 1st Floor, Jalan Sepah Puteri 5/1B,
Pusat Dagangan Seri Utama PJU 5,
Kota Damansara, 47810 Petaling Jaya,
Selangor Darul Ehsan, Malaysia.

Tel : 603 6140 1221 Fax : 603 6140 1222

Email : nrmcam@gmail.com

Organized by



NATIONAL READY-MIXED CONCRETE
ASSOCIATION OF MALAYSIA

Introduction

The 2014 NRMCA Concrete Convention with the theme "Concrete Industry - Going Forward" serves as a follow up series to our 2012 Concrete Convention in our endeavor to address the challenges and opportunities of using new innovative raw materials in producing concrete.

The present construction industry in Malaysia had moved one step further for Malaysia in becoming a developed country under the Vision Malaysia 2020. Infrastructure projects such as LRT, MRT and other mega projects such as KL 118 tower are in the pipeline. Hence it is important that the ready mixed concrete suppliers are adequately equipped to address the challenges and opportunities of using new innovation raw materials in producing high performance and consistent quality concrete.

This seminar also includes the advanced technology in the design of truck mixers and batch plants to compliment the innovative raw materials in producing the high performance and consistent quality concrete coupled with environmental friendly batch plants to meet the requirement set by the Department of Environment Malaysia.

Concrete Industry - Going Forward

The new raw materials are in particular the various types of blended cement, biomass aggregates and new generation of building chemicals to enhance the concrete performance in meeting the demand of high performance concrete for mega-size projects.

The participants would get the opportunities for the following questions addressed:

- Influence of blended cement for the construction industry;
- Application of biomass aggregates
- Ultra high strength concrete: how high can we go on concrete strength?

It is our hope that this Convention will further strengthen the awareness among the concrete industry players in taking appropriate steps to meet these challenges with a holistic approach.

Who Should Attend

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



Registration Fees

- NRMCA, C&CA, MQA, MBAM, ACI & CSM Members at RM250.00
- Non Members at RM300.00. Register by email to nrmcam@gmail.com

SBL Scheme

Fees paid are HRDF claimable. However, companies must apply directly to HRDF.

SBL Scheme will be based on the individual merit of each application.



Ms. Wong Ai Ming
Construction Specialist
Lafarge Malaysia Bhd

Ms. Wong Ai Ming graduated from Monash University, Melbourne, Australia with a Bachelor of Materials Engineering (Hons).

She lectured for many years in the Tunku Abdul Rahman College, in the Engineering Department, taught subjects such as Properties of Materials and prepared the Engineering students for the UK external examination. She held the position of a Senior Lecturer prior to joining Lafarge Malayan Cement in 1994.

Ms. Wong is the Construction Specialist of Lafarge Malaysia Bhd. She had been Manager, Technical prior to present post. She holds various responsibilities, including providing technical support to customers and also to promote Lafarge's blended cement products and concrete products to Specifiers, Contractors and Developers. She has given presentations on the usage of blended cement in forums such as Malbex and World Congress 2008 in Singapore, as well as to Jabatan Kerja Raya and Consultants. In this aspect of her work, she has worked with Specifiers and Consultants in successfully specifying and using Portland Fly Ash Cement for durability properties in marine environment, power plants, sewerage treatment plants, dams, airports and thick structures.

Ms. Wong is a task force member of the Singapore Green Building Council. As a member of the task force, she has been working with the team to draw up the criteria and rating tool for cement certification. In addition, she contributes to the preparation of Sirim Eco Labelling scheme for cement.



Professor Dr. Lee Yee Loon
Universiti Tun Hussein Onn Malaysia
Specialization: Concrete Engineering

Professor Dr. Lee Yee Loon is the Past President and Fellow of CSM. He has developed and commercialized several concrete products containing biomass aggregate for sustainable construction. The kuikwall.www.1.net.my has won many awards and has been used in several prestigious projects in Malaysia including 1Borneo, Ampang Putra and many hotel projects in Malaysia. He is a research fellow of Universiti Tun Hussein Onn Malaysia (UTHM). Life member of Malaysia Association of Creativity & Innovation (MACRI) and Board member of Malaysia Biomass Industries Confederation (MBIC). He has delivered keynotes and invited lectures at home and abroad.



Dr. Voo Yen Lei
Ultra High Performance Concrete
Dura Technology Sdn Bhd

Dr. Voo Yen Lei, graduated with a PhD in Civil Engineering (Structural) from University of New South Wales (UNSW) Australia at the age of 26, is the founder of Dura Technology Sdn Bhd that specialised in the manufacture of precast and customised concrete product made from ultra high strength concrete or ultra high performance concrete (UHPC).

To-date, he is the director and CEO of this wholly Malaysian owned company. In addition to that, he also serves as an adjunct professor in the School of Civil Engineering at the University Putra Malaysia (UPM), where he teaches advanced concrete technology to postgraduate students. His research interests include sustainable construction, non-linear finite element analysis and the structural use fibre reinforced ultra-high performance concrete concretes. While exploring more use and benefits of the UHPC in Malaysia's development, he strives to continuously educate the younger generations about this material and the importance of having a sustainable construction. He was also the two time national record holder from the Malaysia Book of Record.

Speakers:



Mr. Steve Rogers
Quarry & Concrete Specialist
Heidelberg Cement AG

Mr. Steve Rogers graduated from Royal Melbourne Institute of Technology (RMIT) Victoria, Australia with a Bachelor of Engineering - Mechanical & Production in 1985.

He commenced employment with Pioneer Concrete in April 1986 (28 years to present date)

- Pioneer Concrete (Vic.) Pty Ltd acquired by:
▪ Hanson Construction Materials Pty Ltd acquired by:
▪ Heidelberg Cement AG

He had held many site locations, roles & work experience within Pioneer, Hanson & Heidelberg Cement both in the quarry and concrete industries. His current position with Heidelberg Cement AG is Manager Investments and Engineering - Competence Centre for Materials (CCM) - Asia Oceania Region and is responsible for

- Oversight of Capital Expenditure - with emphasis on construction projects
- Development, implementation and oversight of Project Management Process in support of above
- Development and training of Project Managers
- Development and implementation of Aggregate & RMC plant Standards
- Implementation of Aggregate & RMC Best Practice
- Global participation in Heidelberg Cement RMC experts network



Dr. Jiang Jiabiao
Construction Chemical Specialist
Grace Construction Products

Dr. Jiang Jiabiao is currently Principal Scientist of Grace Construction Products based in Singapore. He has over 25 years of rich and diverse experience in the cement and concrete industry in the region. He started his career at Grace in 2000, and held various regional positions, responsible for technical service, sales management, R & D and product management.

Dr. Jiang serves also as the Vice President of American Concrete Institute Singapore Chapter.



Mr. Colin Charles Hird
Drum Mixer Specialist
CGH Mixers Pty. Ltd.

Mr. Colin Charles Hird, a Mechanical Engineer by profession is a 76 year old Australian. He is a proud grandfather blessed with 9 grandchildren.

He received his early education at St. Mary's Cathedral Christian Brothers and was trained in Mechanical Engineering while serving his apprenticeship at the Garden Island Naval Base, Sydney, Australia. Colin has more than 40 year experience in the design of concrete equipment with specialization in concrete truck mixers.

He was formerly a director of Fowlerex Sales where he was responsible for the product designs, development and manufacturing of concrete equipment and concrete truck mixers.

He represents Favell Favco in the sales and marketing of concrete equipment to the concrete industry in Australia as well as Hong Kong, Vietnam and South Africa. He also designs and manufactures concrete truck mixers for Jaytey Engineering for the China market

He is currently Managing Director of CGH Mixers Pty. Ltd. He is linked with Gethi Engineering in the sales and marketing of concrete truck mixer drums for the Australian and Hong Kong market.

2014 NRMCA CONCRETE CONVENTION

Concrete Industry - Going Forward

REGISTRATION FORM

Date : 19 June 2014
Time : 8:15 a.m. to 5:00 p.m.
Venue : Tropicana Golf & Country Resort,
Petaling Jaya, Selangor Darul Ehsan,
Malaysia.

1	Name: _____	Position: _____
2	Name: _____	Position: _____
3	Name: _____	Position: _____
4	Name: _____	Position: _____
Company: _____		
Address: _____		
Contact Person: _____		
Mobile: _____		
Tel: _____		

Registration Fees:

RM250.00 for NRMCA, C&CA, MQA, MBAM, ACI & CSM Members
RM300.00 for Non Members. **Registration by email to nrmcam@gmail.com**

Fees are inclusive of the convention handouts, luncheons, morning and afternoon breaks.
All payment must be made in favour of "NRMCA" and bank in to Hong Leong Bank account No. **369 0000 5264**

Kindly fax the bank in slip together with your company email address to Ms. Suki Kee
at **603 7960 7882** or email to finance@novabizservices.com (**most important**) in order for
NRMCA to identify your payment and issue receipt accordingly.

SBL Scheme

Fees paid are HRDF claimable. However, companies must apply directly to HRDF. SBL Scheme will be based on the individual merit of each application.

For Registration & Enquiry:

for registration, please make copy for more participants.

For enquiry, please contact: **Mr. Eric Wong**, Mobile: **019 357 5793**; email: nrmcam@gmail.com

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