

## 2010 CPD Talk (CPD100913)

Venue :  
HKU SPACE Centre  
Room 1409 ,14/F HKPCC  
Campus, 66 Leighton Road  
Causeway Bay, Hong Kong

Date:  
13 September 2010

Time:  
7:00pm-9:00pm

CPD hour :  
Two (2) points

Fee :  
HK\$50/person (Members)  
HK\$30/person (Associates)  
HK\$100/person (Non members)  
\* Members of Supporting  
Organisations can enjoy the  
same participation rate of  
our members  
\*\* Free Admission for  
Student Member &  
Student of HKIFM  
Accredited Courses

Seats are allocated on a  
first-come-first-served basis

Location :  
<http://hkuspace.hku.hk/learning-centre/map/1234>

Supporting Organisations :



### TOPIC

Leveraging Technologies and Opportunities for Sustainable Real Estate (Property), Infrastructure and Facilities Management

### SPEAKER

Mr Bruce Forbes  
CEO, Archibus

### INTRODUCTION

Building Information Modeling (BIM) has been recognized by many users to be a useful tool to enhance productivity and profitability in the life cycle management of buildings, transversing from the design and construction stage, to the use, operation and maintenance stage. The virtualization enabled by BIM provides a means for better communication among parties concerned, thus improving quality and reducing rework. The speaker, Mr. Bruce Forbes, CEO of Archibus, will share with us how to leverage the technologies to achieve sustainable Real Estate (Property), Infrastructure and Facility Management.

### REGISTRATION (Closing Date : 3 September 2010)

Name: \_\_\_\_\_ (Eng.) \_\_\_\_\_ (Chin.)

Membership No.: \_\_\_\_\_

Company: \_\_\_\_\_

Position: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Tel. (Office): \_\_\_\_\_ (Mobile): \_\_\_\_\_

Fax.: \_\_\_\_\_ Email: \_\_\_\_\_

#### Payment:

I enclose a cheque for HK\$ \_\_\_\_\_ payable to "The Hong Kong Institute of Facility Management Ltd" (Bank \_\_\_\_\_ / Cheque no. \_\_\_\_\_)

#### Notes:

If typhoon signal no. 8 or above or the black rainstorm warning signal will be hoisted 4 hours before the event starts, the CPD Talk would be cancelled or postponed. Participants will be informed of the cancellation or the re-scheduled date of CPD Talk in due course. The HKIFM reserves its right to cancel or to change the speakers without prior notice.

I agree to all the terms and conditions as contained in this registration form.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



Participants who have attended the CPD talk will receive a "Participation Certificate" issued by the HKIFM and they are entitled to have 2 CPD hours for the talk.

Please note that the Education and Membership Committee is currently reviewing the APC mechanism. The proposal for minimum hours of CPD attendance as one of the prerequisite requirements in applying for APC 2010 is being considered.

Please also note that the HKIFM has not arranged any insurance coverage for any personal accident or virus infection arising out of this event. Participants should make their own insurance arrangements at their own expenses and expressly waive their claims against the HKIFM whatsoever howsoever.

Interested person may download and complete this registration form & fax to 2537 4426. Completed form should be sent together with a crossed cheque (made payable to "The Hong Kong Institute of Facility Management Ltd") to Suite 2102 Connaught Commercial Building, 185 Wanchai Road, HK. (Tel: 852 2537 0456 Fax: 852 2537 4426 Website: [www.hkifm.org.hk](http://www.hkifm.org.hk))

## Abstract

ARCHIBUS has been closely associated with the history and technology development of Infrastructure & Facilities Management in the World.

Over last 25+ years we have seen many organizations benefited through Utilization of IWMS & TIFM for on-going real estate, Infrastructure, and facilities operations. Today we also see the great savings on utilization of BIM for new projects & renovations which we can see great ways to fund green building and environmental sustainability projects.

Next we shall learnt how to leverage on technologies and therefore creating more business opportunities using "Ubiquitous Environmental Sustainability Enterprises" through Intuitive Business Transformation enabled TIFM, which shall be the future to industry.

## About The Speaker



### **Mr Bruce Kenneth Forbes**

Chairman, President/CEO, and founder of ARCHIBUS, Inc. – The #1 Real Estates, Infrastructure and Facilities Management solution in the world. ARCHIBUS is available in over two dozen languages, has over 4 million users, is sold in over 130 countries around the globe, and has been used at over 480 of the Fortune 500 Companies. In 2009 the company was considered to be one of the world's largest privately held organizations with expenditures for ARCHIBUS related products and services exceeding \$1.7 billion (US).

Chairman, President/CEO, and founder of ARCHIBUS Solution Centers International, Ltd., the #1 support and services network for CAFM, FM Cyberspace™, IWMS, TIFM™, and UIFM™ in the world.

Chairman, President/CEO, and founder of Facilities Management Techniques, Inc., the world's leading provider of integration and implementation services for FM Automation, Infrastructure Management, Enterprise Resource Planning Systems, TIFM, RE/FM and e-FM™ solutions.

At Syracuse University, Mr. Forbes was the first person in the world to simultaneously receive both a Bachelor of Architecture degree and a Bachelor of Science degree in Computer and Information Science (1978). Mr. Forbes also received a Master of Science degree in Computer Graphics/Computer Science from Cornell University (1981). Mr. Forbes also received a Master of Architecture degree from Harvard University (1982). In 1995, Mr. Forbes completed an Executive Management Program at the Massachusetts Institute of Technology's Sloan School of Management.

As a pioneer in the development of automation tools and methodologies for architects and facilities managers, Mr. Forbes has received numerous national and international awards. In 1976, Mr. Forbes conducted the world's first Survey for Computer Applications in Architecture. The American Institute of Architects first published results of this work. Mr. Forbes identified and created the world's first integrated CAFM system; the world's first artificial intelligence based expert system for facilities management (AIBES/FM™), the world's first CIFM Enterprise Solution™; the world's first FM Cyberspace Universe™, the world's first Integrated Workplace Management System (IWMS), the world's first TIFM™ (Total Infrastructure and Facilities Management™) solution, the world's first UIFM™ (Ubiquitous

\* Personal data provided as part of an application for registration will, during the process, be used solely for that purpose, and in this connection the data will be handled by the HKIFM. Application data of unsuccessful applicants will be destroyed after the process has been completed. Data of successful applicants will become part of the record file and the data will thereafter be handled by the HKIFM.

Under the provisions of the Personal Data (Privacy) Ordinance, applicants have rights to request access to, and the correction of their personal data. Applicants wishing to access or make corrections to their personal data should submit written requests to the HKIFM.

( ) If you do not wish to receive any other information from the HKIFM, please put a tick in the box.



## About The Speaker

(Cont'd)

### **Mr Bruce Kenneth Forbes**

Infrastructure and Facilities Management™) and the world's first e-FM™ solution. Mr. Forbes and his companies hold hundreds of patents, trademarks, and copyrights. Some of these include ARCHIBUS™, ARCHIBUS/FM™, FM Knowledge Worker™, CIFM™, FM Cyberspace™, FM Best Practices™, FM Benchmarks™, e-FM™, e-Space™, FM Value™, FM Cybrarian™, and Green RFID Enterprises™. In a single year, Mr. Forbes has made presentations to more than 400,000 real estate facilities and infrastructure professionals from 70 countries. Mr. Forbes was a co-founder of the International Alliance for Interoperability (IAI), which currently has more than 8,000 members worldwide. Mr. Forbes has also assisted in the forming and/or expansion of over a dozen IFMA Chapters around the world.

Awards received by Mr. Forbes include: the Alpha Rho Chi Medal (Master Architects of Alpha Rho Chi have included Eliel Saarinen, Ludwig Mies van der Rohe, Richard Buckminster Fuller, and I.M. Pei); Institute Scholar for the American Institute of Architects; a National Science Fellow – Cornell University; a Communications Research Fellow (twice) for the American Institute of Architects; a Graham Foundation Fellow – Harvard University; a National Endowments for the Arts – Entering Designer Fellow – Harvard University; a Teaching Fellow at Cornell University; and, the first Director of the Design Automation Project at Harvard University

For more than three decades, Mr. Forbes has been involved with environmental and sustainable development issues and programs such as educating design and construction professionals about green buildings and energy management. Early in his career (1976), while he was an Institute Scholar at the American Institute of Architects headquarters in Washington, D.C., Mr. Forbes worked on some of the original AIA Energy Management Programs. Under Mr. Forbes' direction, ARCHIBUS was the first software developer in the world to create an Environmental Sustainability application which utilizes balanced scorecard metrics. In 2002, Mr. Forbes was asked to participate in the World Summit in Johannesburg, as a plenary chair for the UNEP's Sustainability of the Built Environment initiatives. More recently Mr. Forbes has worked with Civil and Environmental Consultants (CEC) to create and expand the world's 1st comprehensive total environmental asset management system – TEAMS. Some of the activities TEAMS addresses are: MSDS Management; Environmental Monitoring; Green Building' Clean Building, Environmental; Health & Safety Compliance; Financial Management; and, Waste Management. With optimization through IWMS offerings, TIFM solutions and Geospatial extensions for products from ESRI, Mr. Forbes' believes that Intuitive Business Transformation initiatives, whether at corporations, universities, or institutions, will be able to readily embrace environmental and sustainability programs.

Mr. Forbes has also been involved with FM Best Practices and FM Benchmarking; Facilities TCO Frameworks™ development; financial and managerial audits and reviews; strategic planning, human capital; IWMS extensions (for ERP, GIS, BAS, CMMS, IT, etc.); intuitive business transformation™ (IBT™); and, rapid growth management.

Mr. Forbes has investments in and/or serves on the Board of Directors of over 60 companies/organizations. Mr. Forbes has served on the International Board of Directors of the International Facility Management Association (serving as the Director of Associate Affairs, Treasurer, and a Vice Chairman).

\* Personal data provided as part of an application for registration will, during the process, be used solely for that purpose, and in this connection the data will be handled by the HKIFM. Application data of unsuccessful applicants will be destroyed after the process has been completed. Data of successful applicants will become part of the record file and the data will thereafter be handled by the HKIFM.

Under the provisions of the Personal Data (Privacy) Ordinance, applicants have rights to request access to, and the correction of their personal data. Applicants wishing to access or make corrections to their personal data should submit written requests to the HKIFM.

( ) If you do not wish to receive any other information from the HKIFM, please put a tick in the box.