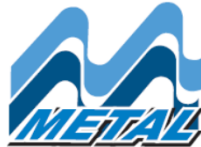


CPD

PROGRAMME



A joint seminar
organised by
Singapore Institute
of Architects and
M Metal



SIA Professional Knowledge Series: Roofing for a Greener Future

Date : 18 July 2012, Wednesday
Venue : Sheraton Towers – Ballroom I & II
Level 2
39 Scotts Road, S'pore 228230
Time : 6.45pm - 9.30pm

PROGRAMME

6.15pm	Registration
6.45pm	"In Pursuit of Sustainable Energy" – A Cool Metal Roofing System Customized for SE Asia - Presentation by Dr Dave Christian , Renewable Energy Consultant, Fielders Roofing
7.25pm	"ARAMAX" – The New Generation Roofing Solution - Presentation by Mr. Matt Lloyd, General Manager Sales, Marketing and Engineering, Fielders, Australia
7.45pm	"Solar Architecture" – Fully Integrated Solar Roofing Solution - Presentation by Mr Robert W. Campbell, Senior Vice President, Global Sales, Solar Power
8.10pm	Q & A
8.30pm	Dinner
9.30pm	End of event

***SIA Member** Complimentary
Non Member (eg BOA/CIJC) **\$S 45.00**

Registration on First-Come-First-Serve Basis
BOA-SIA CPD Accreditation **6 points**

SYNOPSIS

Roofing plays a very important role in our lives in terms of sheltering us from the extremes of weather but this large catchment can also be put to good use as far as making our world more green and sustainable.

Cool roofing, the subject of the first address, is a means by which we can reduce our dependence on electrical energy, usually generated by fossil fuel combustion, for cooling purposes, while also reducing the growth of urban heat islands.

The new Aramax® roofing product that will be discussed is a solution for covering very large areas while minimising materials usage and transportation costs.....and last, but not least, the roofing product with an integrated photovoltaic function that we will introduce is a means by which a roofing catchment can be turned into a renewable energy generation facility.

These three products are based on M Metals steel roofing profiles made from premium Yieh Phui 3C Clean ColorCool™ PVDF 70/30 coated Galvalume (AZM150) steel. All three roofing products offer us a greener more sustainable future, whether by doing more with less, or by reducing our dependence on finite resources such as fossil fuels which create harmful atmospheric pollutants.

SPEAKERS PROFILE

Dr David Christian has spent nearly 30 years of his working career involved in coatings for steel, particularly in many aspects of coil coated steel products, including research and technology management, quality assurance, product development, and in both the marketing and purchasing of coil coatings. He had worked with NZ Steel from 1978 to 1986, Courtaulds Coatings from 1986 to 1993, BHP Steel from 1993 to 2002 and BlueScope Steel Australia from 2002 to 2006. David was involved in the development and launch of the Clean Colorbond® products as well as being part of a multinational team involved in global business development for the solid block painting technology invented by BHP Steel.

More recently he has become involved in photovoltaic solutions for strip steel including providing consultancy support to Dyesol Ltd in 2010. Dyesol has a joint development with Tata Steel for dye sensitised solar cell coated strip. In 2011, David joined Fielders Roofing, part of the Hills Holdings group, as a renewable energy consultant, a position which he continues to hold at this time.

Matt Lloyd is the General Manager Sales, Marketing and Engineering for Fielders Australia. Fielders Australia is a leading manufacturer of steel building products for the commercial and industrial markets including mobile mill roofing solutions, pre-engineered buildings, Angle-Cut Roofing, purlins and steel formwork. Fielders is Australia's most innovative and fastest growing rollformer with 18 sites around the country.

Matt Lloyd has been involved in the steel industry for over 17 years and has worked with industry partners around the world on many product developments including the development and release of the KingFlor™ range of steel decking profiles in 2000 and Fielders Mobile Mill roofing solutions including the ARAMAX FreeSpan™ product. Many of these products are now the market leader in the Australian market.

Matt is an active member of the Australian Steel Institute (ASI) and has sat on several ASI steering committees including the Australian Rollforming Steering Committee and the Steel in Structural Buildings Steering Committee and has also participated on Standards Australia Committee BD32 on Composite Structures.

Robert W. (Rob) Campbell, Senior Vice President, Global Sales, is responsible for driving Solar Power's global sales growth. He brings to the Company 25 years of experience in capital equipment, technology and business-to-business sales. Prior to joining Solar Power in May 2011, Rob held the position of Executive Vice President for Sales and Marketing at both Solar Integrated Technologies and Energy Conversion Devices.

He has a consistent track record of delivering exceptional sales growth for new technologies and emerging businesses. With over ten years of international experience in the renewable energy sector, Rob has developed significant projects with major global companies, ranging from large-scale hydrogen fuel cell power generation and distribution systems, to multi-MW distributed generation BIPV systems.

A Professional Engineer, Rob holds a BSc in Engineering from Queen's University in Kingston, Ontario, and an MBA from Schulich School of Business in Toronto, Ontario.

CPD PROGRAMME

SINGAPORE INSTITUTE OF ARCHITECTS

2012/060/MS/JT

Roofing for a Greener Future

(All seminar fees are inclusive of GST)

*SIA Member	Complimentary
Non Member (eg BOA/CIJC)	S\$ 45.00

Closing Date for Registration **13 Jul 2012**
BOA-SIA CPD Accreditation **6 points**

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[] By Cash

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For Enquiry (Ms Jacey Tay):

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Email: cpd@sia.org.sg

•All registration will be on a **First-Come-First-Served** basis and will be accepted **upon receipt of both registration form and payment to SIA. Registration by fax will only be confirmed upon receipt of payment.**

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Where a Non-Member replaces a Member (must be from the same Org.) the fee difference will have to be made good to SIA prior to the event.

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