

### CONFERENCE AND EXHIBITION REGISTRATION FORM

Please complete the registration form and send to: Secretariat IFCEM 2012.  
Mailing address: Research and Planning Division, Ibu Pejabat Jabatan Bomba dan Penyelamat, Malaysia,  
d/a Balai Bomba dan Penyelamat, KLIA, Jalan B20, KLIA, 64000, KLIA Selangor.  
Tel: (60) 03-8787 2143 / 2126 / 2164 Fax: (60) 03-8787 2152 Email: research@bomba.gov.my

#### REGISTRANT'S PARTICULARS

Name:		Designation:	
Company:		Country:	
Address:			
Tel / Mobile:		Email:	
Professional Organisation:		Fax:	
Membership & Membership no.			
IFE/MFPA / IMDEMM			

(Please write the above information clearly)

#### REGISTRATION FEE (Price inclusive of GST)

CONFERENCE		
THREE-DAY FULL CONFERENCE (20 - 22 November 2012)	Early Bird	After 30 June 2012
Member (IFE / MFPA / IMDEMM)	USD 500.00 / RM 1,500.00	USD 600.00 / RM 1,800.00
Non Member	USD 600.00 / RM 1,800.00	USD 700.00 / RM 2,100.00
EXHIBITION		
EXHIBITION BOOTHS		
Ordinary	USD 2,800.00 / RM 8,300.00	
Premier	USD 3,450.00 / RM 10,300.00	

#### REGISTRATION FEE INCLUDES

##### \*\*Full Conference:

Exhibition, Opening Ceremony, Conference tea / breaks  
and luncheons, Welcoming Dinner and Site / Technical Visit

##### \*\*Exhibitors

2 persons per booth free admission for Welcoming Dinner

#### MODE OF PAYMENT

Name as Appeared on card:		Signature as Appeared on Card Date & Company Stamp
Card No:		
Expiry Date:		
Type of Card:	<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard	

I authorize Secretariat IFCEM 2012 to charge the amount of USD / RM \_\_\_\_\_ to my credit card above:

- ☐ BANK DRAFT / CHEQUE payable to IFCEM 2012  
☐ CREDIT CARD PAYMENT (Please complete the following credit card details)

#### HOTEL ACCOMMODATION

<b>Traders Hotel Kuala Lumpur</b> www.tradershotels.com TEL: +60(3) 2332 9888 FAX: +60(3) 2332 2666	<b>Mandarin Oriental Kuala Lumpur</b> www.mandarinoriental.com Email: mokul-sales@mohg.com TEL: +60(3) 2380 8888 FAX: +60(3) 2179 8699	<b>Impiana Hotel KLCC</b> www.impiana.com Email: info.klcc@impiana.com TEL: +603-2147 1111 FAX: +60(3) 2147 1100
<b>Ascott Kuala Lumpur</b> www.the-ascot.com TEL: +60(3) 2140 2228 FAX: +60(3) 2140 2227	<b>Maya Hotel Kuala Lumpur</b> www.hotelmaya.com.my Email: info@hotelmaya.com.my TEL: +60(3) 2711 8866 FAX: +60(3) 2711 9966	



# INTERNATIONAL FIRE CONFERENCE & EXHIBITION MALAYSIA 2012

IFCEM 2012

20th-22nd November 2012



## FIRE SAFETY

The Way Forward

## INTRODUCTION

In collaboration with Institution Of Fire Engineers Malaysia (IFEM) and Malaysian Fire Protection Association (MFPA), once again Fire and Rescue Department Malaysia (FRDM) is organizing the biggest International Fire Conference and Exhibition in Malaysia in 2012.

With full of excitement and enthusiasm, the International Fire Conference and Exhibition Malaysia 2012, IFCEM 2012, will become a major platform to harmonize issues and technology on fire safety, sustainability, disaster management, fire and rescue operational protocol and experiences.

All professional leaders in this expanding field are invited to experience this show case, designed to keep the industrial players ahead of tomorrow's needs.

## AIMS &amp; OBJECTIVES

As a platform for the interaction of information on the development of today's progress.

As an avenue to promote and establish networks of partnership and cooperation among the fire industry key players.

To highlight the latest fire safety products and technology.

## EVENT'S PROGRAMME

The three-day event will feature conference, exhibition, live demonstration, technical visits and product promotions which will show case the latest products, state-of-the-art technology and cutting-edge innovations in fire safety industry and disaster management.

Well known speakers and experts will be presenting topics on today's interest highly focusing on the issues of fire safety, sustainability, disaster management, fire operational protocols and experiences.

Apart from the stressful day's event, participants will be rejuvenated with social programme and treated with Malaysian hospitality during conference's dinner and traditional cultural show.

## VENUE

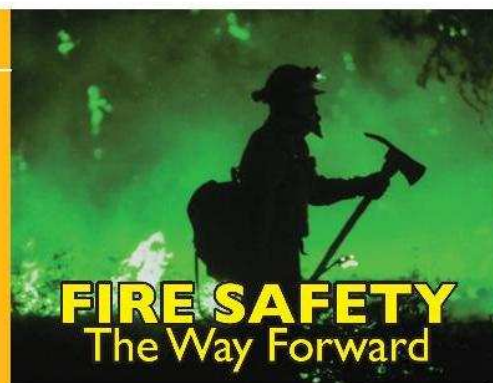
Kuala Lumpur Convention Center  
KLCC, Kuala Lumpur, Malaysia

## DATE

20th -22nd November 2012

## TIME

8.00 am to 5.00pm



## ABOUT THE VENUE

Kuala Lumpur City Centre, fondly known as KLCC provides a fitting location for Kuala Lumpur Convention Centre. Designed to be a "city within a city", it is easily the heartbeat of the capital city of Malaysia with a number of multinational offices and various businesses making their home there. Kuala Lumpur Convention Centre is in the midst of it all overlooking the picturesque KLCC Park while the iconic PETRONAS Twin Towers and Suria Shopping Complex lend a prestigious address to the building, not to mention a welcome distraction for those of you inclined to loosen up after a hard day's work! Accommodations are literally a step away with the surrounding area being home to a number of major hotels which include Mandarin Oriental Hotel, Traders Hotel and Impiana Hotel. The Kuala Lumpur Convention Centre is well connected to the rest of Kuala Lumpur by way of public transports system with the Light Rapid Transport train stopping at the KLCC station, located just underneath the PETRONAS Twin Towers.

The artfully-designed Kuala Lumpur Convention Centre will hold both conference and exhibition under one roof, providing a seamless environment where participants can attend presentations and visit exhibits at the same time. Already considered the best in the region and backed by highly functional and flexible architecture, state-of-the-art facilities and highly capable personnel.



## CONFERENCE &amp; EXHIBITION PROGRAMME

DAY 1  
TUESDAY, 20<sup>TH</sup> NOVEMBER 2012

- 0800 Registration
- 0930 Arrival of Director General, Fire and Rescue Department Malaysia
- 0940 Arrival of His Honorable Minister of Housing and Local Government Malaysia
- 0950 Speech by Director General, Fire and Rescue Department Malaysia
- 1000 Speech by His Honorable Minister of Housing and Local Government Malaysia  
Official Opening of IFCEM 2012
- 1010 Coffee Break
- 1030 Exhibition Opening and Visit
- 1200 Lunch & Exhibition Visit

## Session 1

Theme – "Life Safety for Sustainable Built Environment"  
This theme looks at the current trend of "Green Construction" with the impact on sustainable built environment in terms of life safety aspect. This session will be looking at balancing fire growth against environmentally sustainable materials, emphasizing the life safety aspect in modern building design for sustainability.

- 1400 Keynote Paper
- 1430 Paper 1 - Malaysia's Paper
- 1515 Paper 2 - United Kingdom's Paper
- 1545 Paper 3 - Australia's Paper
- 1615 Question and Answer
- 1630 Tea Break & Exhibition Visit
- 1900 Welcoming Dinner

DAY 2  
WEDNESDAY, 21<sup>ST</sup> NOVEMBER 2012

## Session 2

Theme – "Fire Safety Challenges"  
This theme focuses on operational safety of fire service in the modern environment. Mega size projects and high-rise buildings with the presence of synthetic combustible building materials have increased the risk of the fighters during structure firefighting and search and rescue operations. High-rise firefighting case studies will provide valuable lessons for both the fire service and the building owners in areas of fire prevention and mass evacuation.

- 0900 Keynote Paper
- 0930 Paper 4 - China's Paper
- 1000 Paper 5 - Australia's Paper
- 1030 Question and Answer
- 1100 Tea Break

## Session 3

Theme – "Fire Engineering in the Changing World"  
This theme deliberates on the still evolving field of Fire Engineering Performance Based Design. Fire Engineering Performance Based Design is a modern trend for all high-rise and mega size project that goes beyond the prescribed Building Codes yet this approach needs further deliberation and guidance. The experts in this session will be looking at the future trend of Fire Engineering Performance Based Design, possible short comings and remedies.

- 1130 Paper 6 - Scotland's Paper
- 1200 Lunch & Exhibition Visit
- 1400 Paper 7 - New Zealand's Paper
- 1430 Paper 8 - Malaysia's Paper
- 1500 Question and Answer
- 1530 Tea Break

## Session 4

Theme – "Prevention is Better Than Cure"  
This theme will look at forensic based evidence to guide us in shaping better and more effective fire safety design and application. Case studies of CSI style of investigation for tracing the fire source of origin and the events which lead to the full scale fire will point to either a natural fire or a result of arson case.

- 1600 Paper 9 – United States of America's Paper
- 1630 Paper 10 – United Kingdom's Paper
- 1700 Question and Answer

DAY 3  
THURSDAY, 22<sup>ND</sup> NOVEMBER 2012

- 0900 – 1200 Technical Visit and Demonstration
- 0930 – 1800 Exhibition



<b>Title</b>	<b>Technical Visit cum International Fire Conference &amp; Exhibition (Malaysia) 2012</b>
<b>Event Period</b>	17 – 23 November 2012
<b>Description</b>	IFE (HK Branch) and China Hong Kong Fire Protection Association (CHKFPA) are planning to form a delegation to attend the International Fire Conference & Exhibition (Malaysia) 2012 jointly organized by Institution of Fire Engineers Malaysia (IFEM), Malaysian Fire Protection Association (MFPA) and Fire and Rescue Department Malaysia (MFRD) with an aim to provide a platform for promoting and establishing network/partnership among fire safety industry key players as well as highlighting the latest fire safety products and technology. The conference will be preceded by a technical visit to Penang and Ipoh as arranged by MFPA
<b>Itinerary</b>	17 – 19 November 2012, Penang, Visit to Malaysian Fire Protection Association 19 – 23 November 2012, Kuala Lumpur, International Fire Conference & Exhibition  (Please refer to the attached itinerary)
<b>Registration Fee</b>	Registration Fee of the conference borne by IFE (HK Branch) or CHFPA
<b>Fee</b>	<i>For members:</i> About HK\$4,965 for shared room or HK\$6,670 for single room  (Fully paid-up) 25% subsidized by IFE (HK Branch) or CHFPA  <i>For non members :</i> About HK\$6,620 for shared room or HK\$8,890 for single room  room
<b>Max. Participants</b>	20 Persons (First come first served)
<b>Contact Person</b>	Mr. CHUI Man-leung at 9042 4890 or email <a href="mailto:chui_m_l@yahoo.com.hk">chui_m_l@yahoo.com.hk</a>  Mr. LO Cheung-wai at 9656 0561 or email <a href="mailto:cwlodicky@yahoo.com.hk">cwlodicky@yahoo.com.hk</a>
<b>Closing Date</b>	19 September 2012
<b>Method of Application:</b>	Please indicate your interest by completing the reply slip ( <i>please see attached</i> ) and fax to Mr. CHUI Man-leung at fax 2377 1295 or by email before 18 September 2012



**Payment:**

Upon receipt of applications, we shall liaise with those concerned for arrangement of payment.

**Insurance:**

IFE (HK Branch) and CHFPA will not accept any liability for any incident , damage, loss or injury caused to or by any participant during the visit. Participants are strongly advised to acquire their own insurance cover.

**IFE(HK Branch) & CHKFPA Delegation**  
**Technical Visit to Penang cum**  
**International Fire Conference and Exhibition Malaysia 2012**  
**Period from 17.11.2012 to 23.11.2012**

(as at 4.9.2012)

Date	Time	Programme	Remarks
17.11.2012 (Saturday)	AM	Assembly at HK International Airport Departure Hall at 0630 hours  IFE(HK Branch) & CHKFPA delegation depart for Penang at HK International Airport by the flight CX 633 at 0825 hours.  The delegation will be accommodated in a hotel at beach area (to be confirmed).	Arrive at Penang at 1205 hours
	PM	Tour of Penang Hill, Kek Lok See Temple, and beach area shopping arcade	
	Evening	Dinner arranged by MPFA	
18.11.2012 (Sunday)	AM	Visit to heritage tourist spots	
		Lunch at hawker food stalls (self-arranged)	
	PM	Visit to heritage tourist spots	
	Evening	Dinner arranged by MPFA	
19.11.2012 (Monday)	AM	Visit to Fire Department Penang  Leave Penang at 1030 hours to Ipoh	Arrive at Ipoh at 1230 hours
		Lunch (arranged by the delegation)	
	PM	City tour of Ipoh and leave at 1530 hours to Kuala Lumpur	Arrive at KL at 1930 hours
	Evening	The delegation will be accommodated in Traders Hotel followed by a dinner	

		(arranged by the delegation)	
		City Tour	
20.11.2012 (Tuesday) to 22.11.2012 (Thursday)	0800 to 1700	Attend International Fire Conference & Exhibition Malaysia 2012  (Please refer to the attached brochure)	Kuala Lumpur Convention Centre, KLCC, Kuala Lumpur Malaysia
23.11.2012 (Friday)	0900	Visit Fire & Rescue Department	Arrive at 1200 hours
	1100	Meeting with IFE Malaysia Branch)	
		Welcoming Lunch	Hosted by IFE (Malaysia) Branch
	1400	City Tour	
	1515	Leave KL to Airport and depart for HK by flight CX 724 at 1745 hours	Return to HK at 2130 hours

**REPLY SLIP**

**To : The Institution of Fire Engineers (Hong Kong Branch)**  
**(Attn. : Mr. CHUI Man-leung)**  
**Fax : 2377 1295**

Technical Visit cum  
International Fire Conference and Exhibitions Malaysia 2012  
(17.11.2012 to 23.11.2012)

I would like to join the visit and my particulars are as follows:

(i) \_\_\_\_\_ ( \_\_\_\_\_ )  
Surname Name Chinese

(ii) \_\_\_\_\_ ( \_\_\_\_\_ )  
Surname Name Chinese

Hotel Accommodation : Shared / Single\* Room. (\* Delete where appropriate)  
IFE Grade/membership no. / : \_\_\_\_\_  
CHKFPA membership no.\* (\* Delete where appropriate)  
Title / Organization : \_\_\_\_\_  
Contact Tel. No./Mobile no. : \_\_\_\_\_  
Fax No. : \_\_\_\_\_  
E-mail address : \_\_\_\_\_  
Correspondence Address : \_\_\_\_\_  
Other Contact(Name/Tel.no.) : *In case of emergency* \_\_\_\_\_  
Signature : \_\_\_\_\_  
Date : \_\_\_\_\_

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**CONFIRMATION SLIP**

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

This serves to confirm that your application to join the *Visit* is accepted. Have a nice trip.

General Activities Group  
IFE(Hong Kong Branch)