



Saudi
Conference on
**Sustainable
Building Materials**

The First Saudi Conference on Sustainable Building Materials

Riyadh, Kingdom of Saudi Arabia, 17. October 2011

17. October 2011
Riyadh International Convention
& Exhibition Center

CALL FOR PAPERS

This 31. May 2011, The Middle East Drymix Mortar Association MEDMA are issuing a Call for Papers to be presented during **The First Saudi Conference on Sustainable Building Materials (International Executive Symposium on Building Materials)**, which will take place on 17. October 2011 at Riyadh International Convention & Exhibition Center. It is being held as part of the official Programme of Saudibuild, which takes place from 16. until 19. October in Riyadh, too. RECEXpo, the organizers of Saudibuild, are Media Partners and Supporters of the conference. The event is being organized by Sesam Business Consultants and drymix.info

We are now accepting abstracts for the above symposium. **Deadline for abstract submission is 15. July 2011.** The Programme Committee will review those abstracts until 29. July 2011.

The Saudi Conference on Sustainable Building Materials focusses on environmentally compatible building materials, components, systems and technologies. We expect presentations dealing with standardisation, harmonization of specifications and construction efficiency with the goal to create ecological, sustainable and long-lasting buildings throughout the Middle East. Topics should cover the most recent developments concerning building technology in terms of

1. **Integration of regional construction technology into a global framework**
2. **Comparison and evolution of standards and testing methods**
3. **Teachnig and Training of drymix mortar topics in Universities and Companies**
4. **Environmental impact and benefits of sustainable construction**
5. **Innovative technologies and products**

All products that contribute highly to the environmental compatibility of a building are being called "Sustainable Building Materials": the term is being defined as all architectural and non-structural materials that go into commercial, touristic and residential real estate:

- building blocks
- wall and ceiling panels
- Mortars such as Floor Screeds, wall renders and plasters, tile adhesives and specialty mortars
- drymix mortars in preservation and conservation of historic buildings
- External Insulation and Finishing Systems
- insulation materials
- paints and varnishes
- design and planning, both buildings and perimeters
- sustainable building technology
- additives and modifiers for sustainable building products
- environmentally compatible production technology

The Programme Committee of The Saudi Conference on Sustainable Building Materials consists of Mohammed Sanaobar (MEDMA), Mario Seneviratne, Green Technologies Dubai, Boris Ritter (Sesam) and Ferdinand Leopolder (drymix.info).

Papers with predominantly advertising content will not be accepted. Abstracts have to be submitted in english to info@drymix.info on or before 15. July 2011. Please include a brief Résumé and photo of the author(s). Lecturing time is 20 min + 5 min discussion time. Sponsoring welcome, see next page.

Munich, 31.May 2011
Ferdinand Leopolder



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About The First Saudi Conference on Sustainable Building Materials

International Executive Symposium on Drymix Mortars

The First Saudi Conference on Sustainable Building Materials is an initiative of The Middle East Drymix Mortar Association MEDMA. MEDMA intends to create a platform for international exchange for experts about building products and technology.

The organizers expect all major developers, consultants and contractors as delegates to the conference - they will meet with building material and technology manufacturers and raw material suppliers.

Invited lectures (Key Notes) will include speakers from the Kingdom of Saudi Arabia, the UAE and Europe. The conference helps Saudi researchers, government officials, architects, consultants, developers and contractors to systematically develop sustainable building criteria throughout the Region

The Saudi Conference on Sustainable Building Materials will provide global exposure for the ever growing building industry in the Kingdom of Saudi Arabia by integrating international ideas about specifications and standards into the regional legislative framework (and on the GCC level). This knowhow is urgently needed for the education of the future generation of construction experts (architects, engineers).

A powerful industry showcase will accompany the Symposium, spaces are being offered to all sponsors of the event. Here, business partners can discuss new ideas and contracts for 2011/2012 in a casual environment.

The **Certificate of Participation** that will be issued is eligible for **Continuous Professional Development Points for Construction Experts** (CPD; awarded by MEDMA). The conference language is English. The Drymix Mortar Yearbook 2011 will be offered free of charge for all delegates The Saudi Conference on Sustainable Building Materials.

Sponsoring

Type	Value (US\$)	SAR Equivalent	Remarks
Platinum	10.350 US\$	38.000 SAR	exclusive, one partner only, all privileges, 6 free entries, booth with display
Gold	7.000 US\$	26.000 SAR	4 free entries, branded invitations for key accounts, logo on website and table with display
Silver	4.500 US\$	17.000 SAR	2 free entries, branded invitations for key accounts, and table with display
Exhibitor	1.650 US\$	6.500 SAR	1 free entry and table with display

Additional Exclusive Sponsoring Options

Conference Bag (to be produced and delivered by sponsor): 2.180 US\$

Lanyard (neckband; to be produced and delivered by sponsor): 2.180 US\$

Admission packages and other options are available, please contact us for details.

A 10 % discount is being granted to all early bookers (book & pay before 15. August 2011)

An additional 10% discount is being granted to all MEDMA and drymix.info members.

Abstracts have to be submitted in english to info@drymix.info on or before 15. July 2011

submit Abstract to: info@drymix.info or fax to +49-89-62009911