

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 & 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 & EXHIBITION PROGRAMME****DAY 1**
TUESDAY, 20TH 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, 21ST 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 points 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, 22ND NOVEMBER 2012

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