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INTERNATIONAL CONFERENCE FOR SUSTAINABLE CONSTRUCTION MATERIALS



November 6 & 7, 2018, Conrad Hotel - Dubai

Building the Future - Construction Technology of Tomorrow

Future Readiness and Acceptance

Are we geared up as the Fourth Industrial Revolution gathers momentum ?

Tertia Morgan, Technical Director, Knauf Middle East



www.knauf.ae

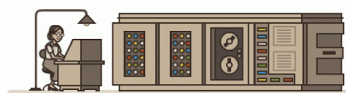
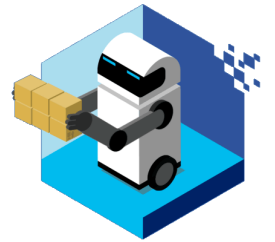
“Readiness is generally regarded as the ability;

- 1. to be resilient and agile***
- 2. to capitalize on future production opportunities***
- 3. to mitigate risks and challenges and responding to unknown future shocks”***

1. Ability to be resilient and agile.

Identify current dynamics and be future ready for accommodating the key changes.

Now a **4th Industrial Revolution** is building on the 3rd, ***the digital revolution*** that has been occurring since the middle of the last century. It is ***characterized by a fusion of technologies*** that is blurring the lines between the physical, digital, and biological spheres.



The **3rd** used electronics and information technology to automate production.



The **2nd** used electric power to create mass production.



The **1st** Industrial Revolution used water and steam power to mechanize production.

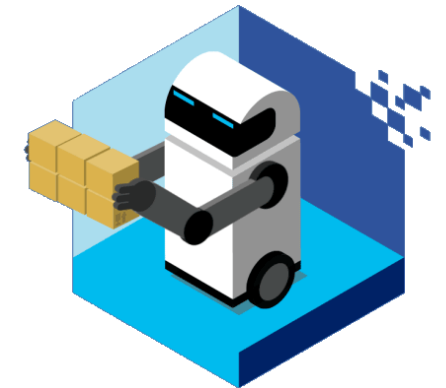
1. Ability to be resilient and agile.

Identify current dynamics and be future ready for accommodating the key changes.

Merging the physical, digital, and biological spheres is already underway so evolution is compulsory to sustain business operations.

So, how are we responding to disruption of production habits caused from the upcoming revolution;

- Linking production with distribution on a common platform for fast and efficient product control and monitoring- eKnauf application.
- Linking product quality to government's vision of smart and sustainable UAE through compliance and conformity.



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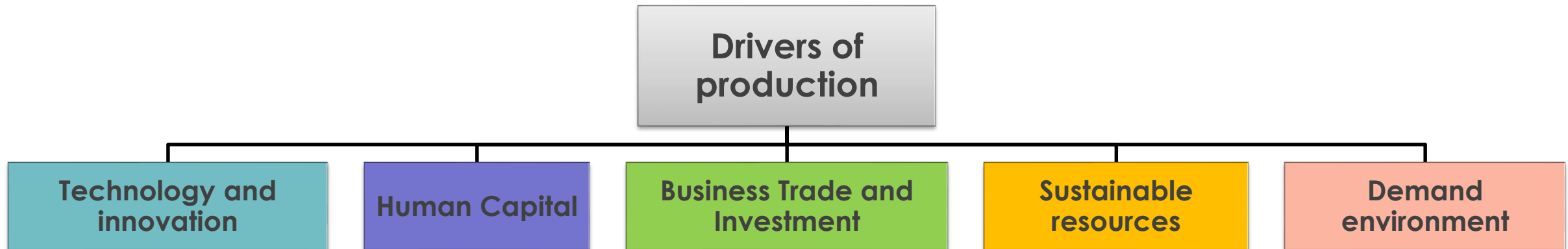
From a family company to a family of companies

Founded in 1932, by two brothers and mining engineers Alfons & Karl, Knauf is a multinational company with operations in more than 150 production sites worldwide present in more than 60 countries. Today Knauf is one of the world's leading manufacturer of building materials. Blending innovation with more than 75 years of extensive experience, Knauf has secured a leading positing in the technology of building board.

Knauf drywall systems have been installed around the world with proven success. Leadership has been won by a combination of specialist expertise, an understanding of customer needs and a record of pioneering achievement.

2. Ability to capitalize on future production opportunities.

Key enablers to capitalize on the Fourth Industrial Revolution to transform production systems.



3. Ability to mitigate risks and challenges

Key indicators of changes and acceptance to anticipate risks and challenges better

Impact on Business: In the future, technological innovation will also lead to a supply-side miracle, with long-term gains in efficiency and productivity.

Impact on Government: Led by Smart Dubai 2021, the city has transformed itself into a model smart city, revolutionising the way government services are delivered to its people by launching over 100 smart initiatives and more than 1000 smart services by two dozen government departments and private sector partners in less than three years.

Shaping the Future: the current dynamics may indeed have the potential to “robotize” humanity and thus, to deprive us of our heart and soul. But as a complement to the best parts of human nature—creativity, empathy, partnership (to which our K Values are also aligned) — ***it can also lift humanity into a new collective and moral consciousness based on a shared sense of destiny.***

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**THANK
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