

building innovations

# Construction Innovation ventures into Japan



BY DR KEITH HAMPSON, CEO OF THE CRC FOR CONSTRUCTION INNOVATION\*

Profiling the Australian Cooperative Research Centre (CRC) for *Construction Innovation* to Japan is promising to be one of the highlights of a year in which we will continue to build on our national and international leadership. In mid-April, Dale Gilbert, Director, Built Environment Research Unit, Queensland Department of Public Works (QDPW) and I will promote the CRC, its research contribution to industry, and our industry, government and research partnerships, at the 2005 World Expo in Aichi, Nagoya, and at several functions to be held around

Japan.

This trip to Japan is an opportunity to communicate *Construction Innovation's* success in collaborative research and development in the property and construction industry. Key areas in this regard include sustainability, project evaluation, cultural change, and advanced information and communication technology. To support the CRC's continuing commercialisation and development, I'll be looking to identify opportunities for new partnerships and joint initiatives.

Our second International Conference,

*Clients Driving Innovation – moving ideas into practice* – to be held on the Gold Coast from 12 to 14 March 2006 – is fast approaching, and encouraging international delegates to attend will also form an important part of my agenda.

Between 25 March and 25 September, an anticipated 3.5 million people are expected to pass through the Australian Pavilion at the Expo. Queensland Week (10–14 April 2005) will be opened by the Queensland Premier and Minister for Trade, Hon Peter Beattie MP, who is leading a trade and investment mission to Japan.

The Premier's office has officially invited senior representatives from among our *Construction Innovation* partners, and other property and construction organisations, to participate in this trade delegation.

In Nagoya, Osaka and Tokyo, our presentations to Japanese and international visitors include invited guests and representatives from research institutions, construction associations, Government ministries, construction companies and property developers. With the Premier likely to attend, this is intended to be an integral part of his trade mission. Generous sponsorship from QDPW has supported the CRC in undertaking this trip. Included in this is the development of a professional marketing package. This material is being specifically targeted to this broad international audience, and will greatly assist the CRC promote its research outcomes plus the Australian property and construction industry.

I look forward to reporting back to you on the opportunities provided by this trip in a future issue of *National Building News Monthly*.

\*The Cooperative Research Centre for *Construction Innovation* is a national research, development and implementation centre focussed on the needs of the Australian property and construction industry. *Construction Innovation* takes innovative ideas and turns them into collaborative research to produce industry-relevant results for our partners and the whole industry. Log onto [www.construction-innovation.info](http://www.construction-innovation.info) for further details.