<u>**SPEAKERS**</u>

**SBS Lift Forum
on the Building Information Modelling
in the lift sector**

A new methodology and its impact

27ᵗʰ May 2021
Online event
<u>***Link to GoToWebinar***</u>

<u>**Welcoming Addresses**</u>:

<u>Mr Massimo Bezzi</u> is the President and Treasurer of EFESME, which he represents in the SBS – Small Business Standards General Assembly. Actively involved in EFESME since its foundation, he was one of the founding members in 2005, and served as vice-president for ten years, between 2008 and 2018.

Chairman of ICM Lift Components, Mr. Bezzi is at the forefront of the national, European and international scene as a member of the Board of Directors of ANACAM and of Elevator World Inc.

<u>Maitane Olabarria</u> is a Spanish national with seventeen years of experience in European affairs and standardisation. She has a degree in Political and Administration Sciences from the University of the Basque Country in Spain and a Master of Arts in European Studies from the Catholic University of Leuven in Belgium.

From 2006 to 2017, she worked for the European Committee for Standardization (CEN) as Programme Manager in the Standards Department. At CEN, she was responsible for standardisation activities in the areas of services, bio-based products, (bio)fuels and energy management. She also has more than six years of experience working for different European associations in the areas of distance selling and e-commerce (EMOTA), and in the machine tool and manufacturing technologies sector (CECIMO).

In January 2020, Mrs. Olabarria was appointed Director of SBS (Small Business Standards).

Session 1 – The Building Information Modelling process

<u>Mrs. Maria Grazia Marchi</u> is Founder and Owner of KREA and Partner of Excellence International Consultancy. She is a manager, businesswoman and consultant. She supports companies in every sector in developing their business in the national and international market.

Mrs. Marchi works with developing new products or services, being present on the market, starting start-up, managing complex development and innovation projects. She's conceived, designed and managed a research and development project of a new model of operating department based on

adaptive algorithms and developing a BIM-oriented platform for the management from the design phase to that of maintenance.

She has an expertise with BIM Digital twin design of the new or existing construction for optimal management and maintenance and with BIM implementation of companies and organizations. Since 2019 she is Consultant and Business developer for Schneider Electric Italia; in 2020 she designed and developed the 1st Covid First Aid in Italy in modular solutions for the ASL of Modena

Mr. Mattia Longhi is a freelance civil engineer who has worked with AEC companies and Design firms. His major skills regards BIM processes and tools, since he has been working with this methodology since 2015.

Mr. Longhi is collaborating with Maria Grazia creating digital twins of the first aid units and implementing BIM processes in companies.

Mr. Dimitri Daniaud is a civil and building engineer, he holds a Master of Science on the Building Information Modelling itself and he defended a professional thesis specifically on BIM integration and adoption for construction SMEs.

Mr Daniaud is also actively involved in standardization, not only related to BIM, at the national, European and international level, and he is the SBS BIM expert attending the meetings of the CEN TC 442 - Building Information Modelling (BIM). He is also an expert for the European Building Confederation (EBC).

Session 2 – State of the art and future challenges for the lift sector

Mr. Marco Cogliati is a consultant for lifts and vertical transport who helps customers in the study of customized solutions. Before approaching the IoT world, Mr. Cogliati worked for 20 years as a designer in his own design studio. After a successful career in civil and industrial elevator design, Mr. Cogliati is now working as project manager for the TRE-E consortium. After having contributed to the creation of the TRE-Engine training centre, he is now working on the study and development of an IoT system dedicated to lifts.

As an expert for EFESME, the European Federation for Elevator Small and Medium-sized Enterprises, and SBS - Small Business Standards, he also has a solid experience at the European level thanks to his active participation in ETSI Smart M2M. Moreover, his interest in BIM and in-depth work on the subject now sees him as a speaker in this forum on the impact of this methodology in our sector.

Mr. Tiziano Caresani is an expert for both EFESME and SBS – Small Business Standards in the lift sector. He has been actively involved in UNI (the Italian national standardization body) and EFESME since 2016, and subsequently started collaborating with SBS. Mr. Caresani regularly participates at national level in Lift Commission, and attends as SBS experts both the work of the CEN TC 10 WG 13 and the Commission Experts Group on Machinery, where he works mostly on slow lifts and goods only lifts according to the Machinery Directive.

A lift entrepreneur himself, Mr. Caresani is a member of the Board of ICM Lift Components, an Italian SMEs working in the lift sector as constructor of lifts and metalshafts. Mr. Caresani's main focuses are the company is the technical area and R&D.

Session 3 – Standardisation and BIM

Mr. Paul Surin is Global Lead Built Environment & BIM at IBM GBS UKI. Mr. Surin has an extensive knowledge of digital transformation strategies, BIM, Construction , Manufacturing, design & advice, modern methods of constructions, manufacturing processes, renewable energy technologies & energy performance of existing and new dwellings as well as planning regulations.

He is a chartered member and engineer of both the Institute of Engineering and Technology and of the IBM Industry Academy. He is also involved in many projects at the European level concerning digitalisation, engineering and robotics, as well as BIM, and he is co-opted UK expert at European Standardization Working Group for BIM – CEN TC 442 and ISO.