The Best Value Approach: A Supply Chain Approach

By

Dean T. Kashiwagi, PhD
Director, Professor
Performance Based Studies Research Group
CIB W117 Coordinator
Fulbright Scholar

Venue: DK2A. Faculty of Engineering and Science, Universiti Tunku Abdul Rahman
Date/time: 27th June 2012 (Wednesday) 3:00pm-6:00pm
Synopsis

The Best Value approach is an approach that aligns expertise rather than using management, direction, and control to minimize risk. The Best Value approach simplifies supply chains, increases transparency through metrics, increases the importance of expertise (compensation) but lowers overall project cost. Risk is minimized by using experts. The best value approach minimizes the need for transactions, meetings, communications that normally may be needed due to a lack of expertise. In the best value approach, the value of expertise is high. Once experts are aligned, processes are continually optimized. Professor Kashiwagi is bringing the "Best Value approach" from Arizona State University (ASU) in Tempe, AZ, where it has been in development for the past 20 years. Over 1,000 tests have been run in a $12M research effort. The Best Value approach has the capability to increase productivity by 10 times, increases vendor profits by 100%, and minimizes time and cost by up to 90%. The best value transformation affects the professionals (engineers, architects, quantity surveyors, project managers, risk managers, business managers and marketing and sales personnel.) Testing has been conducted in the U.S., Netherlands and Canada. In Malaysia, Professor Kashiwagi and ASU is partnering with Brunsfield and UTAR (Faculty Engineering and Science) to do research on the Best Value approach to help change the traditional paradigms.
Professor Dean T. Kashiwagi, PhD, P.E.
Fulbright Scholar
Director, Performance Based Studies Research Group (PBSRG)
Arizona State University

Professor Kashiwagi is the worldwide expert on Best Value. He has 20 years experience leading a $12M U.S. and international research program and has run over 1,000 industry tests. He is responsible for changing the construction procurement law in two U.S. states and for changing the method of the delivery of services in the Netherlands. Professor Kashiwagi has recently been appointed an adjunct professor at UTAR university and is implementing the best value approach in Malaysia. Kashiwagi is the 2009 International Facility Management Association Educator of the Year, and his work has received numerous industry awards for innovation. Dean is married to Judy Katayama and often uses concepts learned in their home with their eight children to explain the new paradigm.
Registration for the public lecture

Free Admission - Limited seats available.

To register, kindly email to chonghy@utar.edu.my of the following information or complete the form and fax to +6 03 4107 9802

Registration accepted on a first come first served basis.

Name:

Company:

Position:

e-mail:

H/phone No: