



# International Conference of BIM and Digital Construction

**Date: July 22nd, 2023**

**Time: 08:30 AM-06:30 PM GMT+1**

**Venue: Hilton Garden Inn,  
Boulevard Zoulikha Nasri  
Casablanca - Morocco**

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**[www.eai-construction.com](http://www.eai-construction.com)**



## Who Should Attend

- Presidents, VPs, Directors, Heads, and Managers in the construction industry
- Architects, Engineers, and other professionals involved in building design and construction
- Building Information Modeling (BIM) specialists
- Digital Construction experts and professionals
- Academics and researchers in the field of construction and technology
- Government officials and policy makers involved in infrastructure development
- Project managers and construction contractors
- Sustainability and environmental experts
- Professionals interested in digitalization and innovation in construction
- Net zero experts and professionals.

## Confirmed Speakers



**Simohammed Lharrak**  
Project Manager  
IHCC

**Badre Mouzouni**  
National Business Developer at BYMARO  
- Bouygues Construction Group

**Khalil Idrissi Gartoumi**  
Researcher in Construction Management  
- PhD in Architecture, Engineering and construction

**Mohamed BERRADA**  
Architect - founder ceo at ARPIO  
Architects

**Yousra Talha**  
BIM Project Manager at Expert Eye  
engineering and Co-founder of  
DxAdvisory

**Aicha ELRHEDOUINI**  
Manager at BIMORBIS - Training  
Manager at buildingSmart Morocco and  
Vice President of My African  
Competition.

**Seifeddine Boudaya**  
Technical Director at MEDITERRANIA  
CAPITAL PARTNERS REAL ESTATE

**Yahya Chahboune**  
BIM Implementation strategist Manager  
from Bangalore, India, CEO of BIMBEAST

**Prof Ibrahim Motawa**  
Professor of Digital Construction and  
BIM at Ulster University, Belfast, UK

**Abdeljalil Agourram**  
Project manager, Contract Manager and  
Claim Consultant

**Zied HEMISSI**  
BIM IMPLEMENTATION EXPERT

**Amal MAIZI**  
BIM EXPERT AND MANAGER AT  
MOENTUM DESIGN



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08:30 Welcome Note from EAI Representative

09:00 DIAMOND SPONSOR (KEYNOTE)

09:30 Case Study

## legal and contractual issues in BIM projects :

contractual framework, effects on original agreements, linking to subcontracts, design liability, standard of care, project insurance and risk, and protection of digital data.

**Abdeljalil Agourram/ Project manager, Contract Manager and Claim Consultant**

10:00 Case Study

## The integration of digital twins and BIM technologies

- The use of BIM and IOT to create the data needed for digital twins;
- The role of the digital twin to support BIM GEM (Management, Operation, Maintenance);
- The digital twin as a continuation of BIM to capitalize on Design-Build BIM;
- Some use cases and digital twins;
- Benefits of implementing a digital twin to lead a digital strategy.

**Aicha ELRHEDOUINI / Manager at BIMORBIS - Training Manager at buildingSmart Morocco and Vice President of My African Competition.**

10:30 PANEL DISCUSSION

## How is BIM and digitalization transforming construction?

- How BSI and its standards supporting people development.
- BIM according to ISO 19650 concepts.
- Digitalization of construction life cycle: A systematic review of building and reliability information modelling (BRIM).

11:00 Case Study

## How to adopt BIM in the building construction sector in Morocco?

The adoption of Building Information Modeling (BIM) in the construction sector in Morocco requires a systematic approach that takes into account several aspects, including education and training, technological infrastructure, industry standards, and collaboration between stakeholders. Here are some steps that can help with the adoption of BIM in Morocco:

- Awareness and education
- Skill-building
- Investment in technological infrastructure
- Standardization
- Pilot projects.

**Badre Mouzouni/ National Business Developer at BYMARO**

11:30 Case study

The point of view of a Project Owner with the advantages and disadvantages of implementing BIM in Morocco.

- The stakeholders involved in the construction process, from Project Owner and Project Management to Construction Companies, and the disparity of levels among the different stakeholders.
- The difference in project organization between a BIM project and a traditional project.
- The additional costs during the investment phase of BIM for a Project Owner, for example, a comparison between a project with and without BIM for a typical real estate developer.

**Seiffeddine Boudaya/ Technical Director at MEDITERRANIA CAPITAL PARTNERS**

## REAL ESTATE

12:00 Case Study

## Tendances actuelles et futures de BIM dans la construction

- BIM for the entire construction lifecycle: Framework, collaborative linkage and added value in the construction phase.

**Khalil Idrissi Gartoumi / Researcher in Construction Management - PhD in Architecture**

12:30 Case study

## BIM and Cloud technology

- Collaborative platforms use cloud hosting for advanced collaboration and integrated BIM.
- BIM data is secured with access control and upload history management.
- Real-time data access on construction sites reduces errors and improves safety.

**Yousra Talha / BIM Project Manager at Expert Eye engineering and Co-founder of DxAdvisory**

13:00 Lunch Break

14:00 Case Study

## The role of BIM in sustainable architecture: How BIM contributes to the design of architectural projects to enable optimal sustainability

**Mohamed BERRADA/Architect - founder ceo at ARPIO Architects**

14:30 Case Study

## Elaboration d'une notice de synthèse

- Comment la synthèse améliore la qualité des projets ?
- Plateforme de coordination et optimisation de processus de coordination.

**Zied HEMISSI/BIM IMPLEMENTATION EXPERT**

15:00 Case Study

## BIM and AI for Smart Construction Management: Current Status and Future Directions

- potential value
- practical utility
- fast pace of automation and digitalization.
- some practical examples of the use of AI in architecture design

**Amal MAIZI/BIM EXPERT AND MANAGER AT MOENTUM DESIGN**

15:30 GOLD SPONSOR (KEYNOTE)

16:00 Networking Break

16:30 PANEL DISCUSSION

## Digital building lifecycle: using BIM for offsite construction

- BIM-based management system for off-site construction projects.
- Mobile.
- The use of BIM for offsite construction is radically changing the rules of architectural design.
- Understanding the implications of digitization in the context of industry 4.0.

17:00 Case Study

## Why it's time to adopt BIM and digital construction?

- BIM is critical for innovation and widely adopted due to COVID-19.
- Morocco needs to overcome awareness, training, and standardization barriers for BIM adoption.
- Construction 4.0 enhances BIM and digital construction efficiency.
- Government mandate for BIM in public sector projects can promote adoption.

**Simohammed Lharrak/ Project Manager at IHCC.**

17:30 Case Study

## Augmented Reality During Construction Phase

- Easy collaboration between the office and the field
- Intuitive monitoring of work progress
- Visualization and comparison of the BIM model with reality
- Early identification of errors and faster decision making
- Simple integration into your process (support for file formats)
- Common files and seamless integration with Autodesk Construction Cloud

**Yahya Chahboune / BIM Implementation strategist Manager from Bangalore, India, CEO of BIMBEAST**

18:00 End of Conference

# Conference Speakers



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## **Simohammed Lharrak/ Project Manager at IHCC**

Project Manager with over 15 years of experience managing multi-million dollar construction projects, coordinating workforce team of 90+ subcontractors, and performing budget allocation and analysis. Certified Project Management Professional (PMP®), Graduate with a Master Degree in Civil Engineering from INSA Rennes, as well as a Master Degree in Construction Project Management, I aim to enhance your development by using common strategic tools as well as my experience feedback.



## **Yahya Chahboune / BIM Implementation strategist Manager from Bangalore, India, CEO of BIMBEAST**

Yahya Chahboune is a 28-year-old Civil Engineer and BIM Implementation strategist Manager based in Bangalore, India. He is also the CEO of BIMBEAST, a Casablanca and Abidjan-based BIM & CAD Drafting Company. With over 4 years of experience in providing BIM & CAD solutions to clients globally, BIMBEAST has completed over 40 projects across various sectors, including residential, commercial, industrial, and infrastructural. The company has a qualified team of CAD drafters, architects, engineers, and BIM modelers with diverse work experience.



## **Mohamed BERRADA/ Architect - founder ceo at ARPIO Architects**

Mohamed BERRADA founded ARPIO Architects after gaining international experience at AUSIA in Brussels. He received his degree in architecture from the Academy of Fine Arts and ULB in Brussels and his first award for the Beauséjour ENT clinic in Casablanca. BERRADA has worked on various architectural projects for major Moroccan and international brands and institutions, and is experienced in BIM implementation and construction upskilling.



## **Aicha ELRHEDOUINI/ Manager at BIMORBIS -Training Manager at buildingSmart Morocco and Vice President of My African Competition.**

Aicha ELRHEDOUINI, Master in BIM Management and Professional certified foundation Basic Module-OpenBIM by bsI. She is a BIM expert, BIM Consultant, Vice President of the My African competition Association and training manager for buildingSMART Morocco. She is a BIM-oriented BIMORBIS company manager, involved in supporting professionals towards the digital transition applied to buildings, in the upskilling of construction actors and in the realization of their projects under BIM.



## **Khalil Idrissi Gartoumi/ Researcher in Construction Management - PhD in Architecture**

Trainer, Reviewer for scientific journal, Part time lecturer  
Civil engineer from the Ecole Nationale Supérieure d'Arts et Métiers (ENSAM)-Meknes  
PhD in Architecture, Engineering and Construction (AEC) from ENSAM-Meknes  
Researcher in construction management, construction technology and Sustainability.



## **Yousra Talha/ BIM Project Manager at Expert Eye engineering and Co-founder of DxAdvisory**

Yousra TALHA graduated from Ecole Hassania des Travaux Publics as a Civil Engineer. She is a BIM project manager at Expert Eye engineering and Co-founder of DxAdvisory. Her passion for innovation and new technologies drove her to choose the BIM field. Her experiences in digital transformation and BIM Management have given her the chance to build a strong knowledge mainly on : construction project management, the BIM process and collaboration, and strategy development for digital transformation.



## **Badre Mouzouni/National Business Developer at BYMARO**

National Business Developer at BYMARO, a Bouygues Construction Group subsidiary in Morocco. I began my career in Paris, graduating as a civil engineer in 2013 and working on various Bouygues Construction projects. I also pursued an MBA in General Management at La Sorbonne Paris. After 15 years in Europe, I decided to return to my homeland and focus on driving business development for the group in Morocco. My goal is to expand operations and deliver outstanding buildings that set new industry standards in quality and innovation.

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## **Seifeddine Boudaya/ Technical Director at MEDITERRANIA CAPITAL PARTNERS REAL ESTATE**

Seifeddine Boudaya is the Technical Director at MEDITERRANIA CAPITAL PARTNERS REAL ESTATE, an investment fund that develops professional rental real estate projects in Morocco. He is a member of the Royal Institute of Chartered Surveyors (MRICS) and holds a Master's degree from École Centrale Supélec Paris, an MBA from Paris Dauphine School and IAE Paris 1 Sorbonne, and a Master's degree in real estate engineering from the University of Marne la Vallée. With over 20 years of experience in real estate in Morocco, Tunisia, and France, he has worked as a real estate developer and/or asset manager on various projects including tertiary, residential, golf resorts, hotels, and logistics.



## **Prof Ibrahim Motawa /Professor of Digital Construction and BIM at Ulster University, Belfast, UK**

Prof Ibrahim Motawa is a Professor of Digital Construction and BIM at Ulster University, Belfast, UK. He is the course director of the MSc Digital Construction Analytics and BIM with over 100 publications in this field. He has secured external research grant funding from a number of UK funding institutions to run research within this field. He is conducting a number of Knowledge Transfer Partnership projects with industry partners in the areas of BIM; data visualisation and analytics; and Digital Twinning for construction. He is supervising many PhD students and is teaching in this field for the last 15 years in the UK and has been invited as a keynote speaker for many international conferences.



## **Abdeljalil Agourram/Project manager, Contract Manager and Claim Consultant**

Abdeljalil is a civil engineer graduate from "Mines de Douai" Engineering school and has a postgraduate diploma in "International construction law" from West England University. Abdeljalil has more than 30 years' experience in senior positions exclusively with international real estate developers and Contractors. In 2016, Abdeljalil started his own business and his company has a track record in Project Management, contract management and claim consultancy in high profile buildings and infrastructure construction projects



## **Zied HEMISSI/BIM IMPLEMENTATION EXPERT**

Zied HEMISSI is a state engineer graduate from the Private Polytechnic Institute of Tunis in Energy Engineering, certified as a Revit Professional since 2017. He is also the founder of TERRA BIM Afrique. With 13 years of experience in developing large-scale BIM projects in Europe, Africa, and the Middle East, we have gained strong expertise in project management and development, whether in the study or execution phase.



## **Amal MAIZI/BIM EXPERT AND MANAGER AT MOENTUM DESIGN**

Architect DENA, with 8 years of experience, has a background as both an owner's representative architect in the public sector and an architect in private architecture firms, engineering firms, and construction companies.

She has worked as a synthesis coordinator and BIM manager on various projects, including the Mohammed VI tower. She was also a former co-director at MxA PARTNERS.

Currently, she is the manager of MOMENTUM DESIGN - an architecture firm specialized in TCE synthesis.

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