



Region XIII Newsletter

September 2002

Regional Chair's Roundup Raymond YW Wong, P. Eng DRC Region XIII

We had a pleasant surprise this year. At the end of the annual meeting held in Honolulu this June, there was no news about our Region XIII entry to the Student Design Competition. So it was a happy occasion when I received the news from RVC Student Activities Mr Sunny Tan in late July that the Chullalongkorn team's entry has done it again. They were second in the HVAC Design category. The team will be heading towards the Winter Meeting in Chicago to receive their prize. The team has done the region proud again. Well done!

We can also count among ourselves two brand new Fellow grade members. They are Dr Roger CHU is also our RVC Chapters Program and Dr CHUAH Yew Khoy who is presently the advisor to the student branch in National Taipei University of Technology (NTUT).

Finally, Mr Sunny TAN, RVC Student Activities, and Dr OW Chee Sheng, ARC and member of the Malaysia Chapter Board of Governors will be receiving their Regional Award of Merit in this year's CRC in Manila. Congratulations to all these members for their achievement.

As we go to the CRC in Manila, it would be an opportune time to look back at the SWOT exercise that was conducted in last year's CRC to learn where we can do better for ourselves.

2001 CRC SWOT Analysis

Background

A SWOT session was held at the Region XIII Kuala Lumpur CRC in 2000. It was attended by representatives from Region XIII Chapters and International Chapters. The session was held as part of a Chapter Planning workshop and the first time such an analysis was conducted in Region XIII. A second SWOT was tried out again in the 2001 CRC in Taipei, Taiwan. This time, only Region XIII members participated in the exercise.

The participants were given a short introduction to the objectives of the exercise and the procedure for the SWOT analysis. It was explained that this time round it would be useful to elicit a Region XIII response. The results of the previous year's SWOT was not disclosed to the participants.

Procedure

Four charts were placed at one at a station in each corner of the room, under the headings Strengths, Weaknesses, Opportunities and Threats. The participants were divided into four groups and spent 15 minutes at each station developing the bullet points under each

heading. After 15 minutes the teams moved round and were encouraged to change membership. In the new position the list in each quadrant was reviewed, developed and added to. The process was repeated for a further two sessions of 10 minutes moving round and changing groups. At the end of the rounds, each person would have visited each of the four quadrants, always with a different group of colleagues.

Each person was allowed to write 20 points, five of the most significant headings at each quadrant. A leader was then asked to prioritise each quadrant. On a separate flip chart the five favourites in each of the four quadrants to the whole meeting was recorded. The results are attached. There was extensive debate on each heading and all cross-references were considered.

Analysis

The general pattern of the SWOT responses is strikingly similar in many ways to those of the previous year. Since the exercise the previous year included participants from the international chapters (i.e. the current region-at-large). This showed that the same perceptions are generally felt among the members outside North America.

The strengths in ASHRAE are perceived as its technical lead in HVAC, the quality and standing of its publications, and sound management structure. Its role as a platform for networking is perceived as a strength and also an opportunity. Implied in the opportunities facing ASHRAE are the vast potential offered in reaching out to the China market. This theme is repeated in suggestions to produce publications in other languages, and expanding the Distinguished lecturer scheme to show a greater presence in the un-tapped regions.

Weaknesses are identified in ASHRAE's global vision that perceived to be unfulfilled, and the high membership dues

that will discourage membership growth in the developing countries. Even the perceived decline in the attention paid to refrigeration issues is cited as a weakness. This leads to the threats facing ASHRAE which are identified as competition of new entrants to the industry from other emerging industries, and competition for members from other similar societies.

The list of points raised in the two SWOT exercises conducted in Region XIII are listed below:

2001 SWOT Points

Strength

- 22 *Leading society in R&D in HVAC&R that produces standards and publications*
- 22 *International recognition of ASHRAE standards*
- 22 *Focal point for HVAC industry*
- 15 *Good management structure*
- 15 *Good networking*
- 14 *Strong and large membership base*
- 11 *Strong networking in region (13)*
- 4 *Dedicated and strong support from volunteers*
- 4 *Annual HVAC exhibition that serves well for HVAC industry*
- 1 *Good budget and facilities for R&D*

Weaknesses

- 24 *Vision to go global not fulfilled*
- 22 *High membership dues discourage new membership in developing countries*
- 17 *Lack of worldwide information/ data to serve global needs*
- 16 *Publications only in english*
- 15 *No electronic application and renewal of dues*
- 14 *Decline in support for refrigeration*
- 5 *Lack of effective dissemination of information*
- 4 *Publications are expensive*
- 4 *Society only focus to serve majority of members which are in North America*
- 2 *Bureaucratic society at times*
- 1 *Feedback/ requests of members not addressed/ responded*

Opportunities

- 19 *Make new friends/ business*
- 18 *To network with other engineering societies*
- 14 *Trade shows and exhibitions*

- 14 *Publish handbooks in other languages eg chinese to reach larger markets and attract more members*
- 14 *Society to establish procedure for sending distinguished speakers to the regions for technical seminars and attract more new members*
- 13 *New invention for new HVAC system and equipment*
- 9 *To influence the quality of lifelong ODS, indoor air globally*
- 6 *Translation of local material to english*
- 5 *ASHRAE expo outside USA*
- 2 *Develop regional design data*

Threats

- 28 *Keen competition for graduates to other industries eg electronic manufacturing because of lower remuneration in HVAC industry*
- 20 *Competition from other societies such as CIBSE, AIRAH, NEBB, JIRAH, IIAR*
- 20 *Economic slowdown affecting members ability to pay dues*
- 17 *Decline in membership due to lack of continuing education*
- 14 *Demoralising effect of convincing management who may not understand local intention*
- 10 *Society not seen to respond to regional needs especially in technical support*

Compare these with points raised at the 2000 CRC in Kuala Lumpur shown below (abbreviated list):

Strength

- 42 *Setting quality standards for HVAC & R*
- 43 *Committed volunteer officers to serve in the Chapters and Society*
- 24 *Good publications (Tech Standards)*
- 22 *Reference society when talking about HVAC*
- 20 *Increasing technical information through news letter (Journal)*
- 21 *Dissemination of Research programmes for use of industry.*
- 13 *Updated technical information*
- 16 *Reliable and trustful society*
- 13 *Good (excellent) Reference material*
- 13 *Excellent networking powers with members information on line*
- 10 *Democratic set up*

- 7 *Highly developed procedure*

Weaknesses

- 27 *Insufficient research in HVAC in tropical/high humidity areas*
- 22 *Lack of means to make full utilisation of strengths from other Chapters and Regions.*
- 20 *Strong bureaucratic process*
- 17 *Change AHSRAE to ISHRAE. I stands for International*
- 17 *Low research work outside or for areas outside North America*
- 14 *Cost to run and attend the CRC is high.*
- 13 *ASHRAE handbooks are still in old fashion format and not user friendly, for example, more pictures, more illustrations, more tables.*
- 13 *International Chapters/members are not well served/represented*
- 13 *Low recognition in countries outside North America*
- 12 *Poor interaction with Associate Society*
- 12 *No CRC for International Chapters*
- 12 *Lack of publications in other languages*
- 12 *High society dues*
- 10 *To be a Chapter Officer contribute too much time, effort and money.*
- 9 *Late receiving membership renewal notice*
- 7 *Not sufficient concentration on equipment/systems that are commonly used in other countries, eg DX systems in high rise buildings.*
- 7 *Lesser number of members outside US*
- 7 *Accept local currency for membership dues*
- 6 *Communication between Society and Chapters*

Opportunities

- 50 *Expositions outside USA*
- 35 *Recognition by developing countries, global networking*
- 21 *Standardisation of Regulations*
- 20 *Advance software for engineering tools*
- 19 *Open a long distance education through internet to get more revenue*
- 19 *Being overtaken by energy efficiency systems and conversion technologies in priorities (on how we design HVAC)*
- 19 *Losing sight of refrigeration*
- 18 *Open college or university for people who do not have time to attend classes, but can study at home.*
- 18 *Printing of journals in more Regions to increase membership and reduce expenses and in turn reduce the membership fees*
- 14 *Potential increase of China membership*
- 12 *Mutual recognition of other professional organisations for similar membership grade in ASHRAE to increase membership*

- 11 Provide technical link and transfer
 - 8 Increases personal contacts/opportunities
 - 8 To tap huge Asian membership potential
- Threats**
- 33 Losing leadership in IT – environmental technology (Micro-electronic, Telecom, Biotechnology).
 - 23 Limited funding due to limited HVAC Industry (because HVAC is not only dependant on HVAC own business, but also related to other engineering disciplines such as control, electrical)
 - 22 Threats from competing standards (AMCA, ISO)
 - 18 Meeting the expectations of global need
 - 18 Overlapping/competing membership with ASHRAE within the industry (IIAR, ARI.Eng)
 - 18 Local Government Legislation hinders application progress and growth of HVAC applications.
 - 17 Other relative organisation ISHRAE, IIR, etc are more visible and active outside North America

Acknowledgement is made to Society President-Elect Richard Rooley for his summary of the KL 2000 SWOT Analysis.



Honors and Awards

Congratulations to the following members for their achievements, and recognition for their contributions and past services.

Fellow grade:

Dr CHU Roger (Hong Kong)
Dr CHUAH Yew Khoy (Taiwan)

Regional Award of Merit:

Mr Sunny CL TAN (Singapore)
Dr OW Chee Sheng (Malaysia)



Student Design Competition

The entry by the student team from Chulalongkorn University was placed 2nd in the HVAC Design Category of the Student Design Competition. This is the second time a team from Region XIII participated in the competition and has attained the honour again. The Student Design Project Subcommittee panel selected the winners at the Honolulu Annual Meeting in June 2002. The team will be invited to the Winter Meeting in Chicago to receive the prize. Congratulations and well done!

Region XIII 2002-2003 Regional Executive Committee

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