

East Meets West: The Human Dimension to Systems Engineering

June 2009

Keynotes

This year's theme will focus on different approaches to systems engineering and we will hear speakers from worldwide on how the Eastern and the Western societies with diverse cultures practise systems engineering in an increasingly complex and dynamic environments. Click here for a sneak preview of the [keynotes](#). You may also download the [ISO9 brochure](#) with the latest schedule.

Sign up for the symposium now. The full four-day symposium is attractively priced at US\$940.

THERE'S NO SUCH THING AS A FREE LUNCH, but you can get a free tutorial (a US\$600 value) by a world class expert. You can attend any of the half-day or full-day sessions with the tutorial leaders at no extra charge. [Click here to view the tutorial abstracts](#).

- 1 Adam ROSS Epoch-Based Analysis: A Method for Designing Systems for Dynamic Futures
- 2 Joseph KASSER How to Teach Systems Engineering Using Magic and other Techniques that Improve the Learning Process
- 3 Matthew HAUSE An Introduction to the OMG Systems Modeling Language (OMG SysML™)
- 4 Jennifer NARKEVICIUS The Human in the System: Using Systems Engineering and Human Systems Integration Tools Together to Enhance Design
- 5 Mark POWELL Establishing and Using Risk Management Effectively
- 6 Niels MALOTAUX Evolutionary Project Planning - How Systems Engineers Can Contribute to Getting and Keeping the Project on Time
- 7 Rayney WONG Developing Process Performance Baselines, Objectives and Models
- 8 Raymond JORGENSEN Scenario Based System Analysis: System Definition from the Human Perspective
- 9 Gerrit MULLER The Human Side of Systems Architecting

Free
Tutorial

Many know Singapore as an example of a large-scale system: world-class public housing systems, the national education systems, water resource management, road traffic management, and sophisticated air and civil defence systems. But this city is both intriguing and fun beyond these cutting edge technologies. The July symposium dovetails with some exciting events in Singapore that you can be a part of.

Great Singapore Sale

29 May – 26 July, Island-wide

You can get up to 70 per cent off from retailers, and enjoy discount for meals and admission to tourist attractions during this highly anticipated shopping festival. Centrally located and easily accessible, Orchard Road is the place to visit for a one-stop shopping experience where you can find familiar international brands, exclusive local boutiques, and chic cafes. Do visit www.greatsingaporesale.com.sg for more highlights.



Tip: If you have time for only one mall, we recommend Takashimaya Shopping Centre at Orchard for its wide range of shops and restaurants. You can do [late night shopping](#) at major malls that open until 11pm during weekends. Remember to download the [Tourist Privilege Card](#) to enjoy great discounts.

Singapore Symphony Orchestra

July, Esplanade Concert Hall

This Asian Orchestra is gaining recognition and aims to serve as a "bridge between the musical traditions of Asia and the West". Catch a performance this July at the [Esplanade](#), one of the world's busiest art centres, which is about ten minutes' walk from the Suntec Convention Centre. Visit www.sso.org.sg for more details on the concerts



Tip: Set aside an hour to tour the Esplanade before the concert. Do drop by at the library@esplanade, Singapore's first performing arts library, at level three where you can get a good view of Singapore's iconic [Merlion Statue](#) and [The Fullerton Hotel](#).

Food Street at Read Bridge, Clark Quay: 17—25 July, 4—11pm
Singapore River Market: 17—26 July, 4—11pm
Longest Peranakan Buffet Line: 26 July, evening

This year's food festival comes with a [Peranakan](#) twist. Peranakan or Nonya cuisine has a unique blend of Chinese and Malay influences and uses aromatic spices and herbs. Favourite Nonya's dishes include *Assam Laksa* (sour spicy noodle), *Ayam Buah Keluak* (chicken in black nut stew) and *Chap Chai* (mixed vegetables with coconut). You may visit www.singaporefoodfestival.com for more information.

Singapore Food Festival



Tip: [The Taste of Peranakan quest tour](#) is an excellent opportunity to understand the Peranakan culture. Look out for their exquisite beadwork and porcelain with beautiful motifs that make charming souvenirs.