

Work Theme B: Structural engineering on modern steel construction
B3 International practice on engineering design and management

Project Title:

a) “Marketing Strategies for the Development of the Steel Industry in Hong Kong”

Principal Investigator: Prof. P.C. CHAN (BRE)

Project Team Members: Prof. Joseph Mak; Dr. Jackie Yang; Mr. Eric Siu

Project Outline:

Steel construction has considerable merits over concrete in terms of constructability, safety, sustainability and precise elegance. However, it is a less preferred construction method compared with reinforced concrete in Hong Kong. A strategic analysis of the current market situation and the future application of steel construction in Hong Kong will be performed.

The proposed study aims to develop marketing strategies for the steel industry in Hong Kong.

The specific objectives of this project are to:

- (1) critically review the historical development of the steel industry in Hong Kong;
- (2) conduct a cost comparison between traditional reinforced concrete structures with steel structures;
- (3) identify the drivers and obstacles of steel construction, and
- (4) formulate marketing strategies to foster a more active development of the steel industry in Hong Kong.