

The Middle East Facility Management Association (MEFMA), is looking to create stronger ties and awareness among its members through its (Member of the Month) program. The initiative highlights a chosen member and the contributions that they have made in the move to further promote the FM industry--including the member's initiatives, CSR activities and value additions offered to their customers.

## ASSOCIATE MEMBER OF THE MONTH



Yasser's participation as a panelist during MEFMA Workshop & Networking Event Cairo, Egypt January 21, 2019

Thank you for your active membership and continuous show of support for MEFMA programs and initiatives

## APRIL

**Yasser Zannoun**  
Business Development Manager  
Elofoq Facilities Management

Expert  
Advice



Associate Member since January 2018

MEFMA  
Membership

"Facility management is not only my business, Facility management is my lifestyle. We have to talk to below mentioned segments, discussing the importance of FM and the impact of FM and how FM can increase the cost-efficiency of the business, how we can manage health and safety requirements and how to increase the lifespan of assets specially in Government sectors.

### 1. Egyptian Government:

Official letters, face to face meeting, and network events and meet decision makers

### 2. Egyptian Parliament:

Official letters, face to face meeting, try to add some articles to Egyptian law to enforce the owner by law to apply FM concept specially Governed sectors and/or nongoverned sectors

### 3. Properties developers:

Face to face meeting and networking events

### 4. Properties owners:

Face to face meeting and networking events

### 5. Official Media:

Awareness weekly tips via official gazette

### 6. Professional bodies:

Face to face meeting and network events". Yasser Zannoun.

Yasser has published the first facility management database in Egypt, whether companies or individuals, this database helps people to find jobs, helps companies to find people and services providers ...etc.

FM  
Database

FM  
Knowledge  
Centre

He founded the first web-based knowledge center (google drive) to support FMers in Egypt and everywhere.

Supporting  
Women  
in FM

Prevent "boy's club" phenomena in Egyptian FM profession. The 1st FM database shows that they don't have a good balance for Women in Egyptian FM market, so he has a daily task regarding to achieve this goal, looking for job opportunities, solve operation and management problems...etc. They have to support women everywhere, as women are the source of future.

"MEFMA Membership benefits from my point of view:

### 1- Resources:

Easy access to the case studies, resources and publications. MEFMA supports my technical library with powerful articles, studies and resources.

### 2- Networking:

As one of the facility managers in the Middle East, MEFMA membership opened the gates to the FM market and break the barriers to be in contact with FM professionals

### 3- Training:

MEFMA has a strong training center, providing FM courses in Egypt, KSA, UAE, Kuwait ...etc

MEFMA also has a strong training program, Ta'aseesy, Muhtarif ... etc. high level training objectives, training material, teaching methods, and phenomenal instructor Eng. Hazem Hosny. Last January 2019, I attended the Foundation in FM Course "Ta'aseesy" held in Egypt (20-24 January 2019), with membership & early bird discounts

### 4- Job opportunities:

Once you have a MEFMA membership, a lot of job opportunities are opened because MEFMA membership means more for FM services provider companies and for facility owners.

### 5- Events

MEFMA concluded very successful and informative events in Egypt

- 19-09-2018,

The Role of FM in the Sustainable & Urban Development of the New Cities in Egypt

- 21-01-2019,

Mixed-use developments are a potential market for FM service providers in Egypt." Yasser Zannoun.