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MEFMA  
Annual Conference  
2012



P.O. Box 126026, Dubai, UAE, Email: info@mefma.org



The Middle East  
The New Economy

A registered member of:



Official Partners



MEFMA Founding Members



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## General Information

### Venue

Al Multaqua Ballroom  
Dubai World Trade Centre

### Admission

Founding Members – Free of charge  
Corporate Members – Free of charge  
Associate Members – AED 1,000  
Non-members – AED 2,000  
Students – AED 1,000

### Date & Timing

The conference will be on the following days:  
Sunday 11th March 2012 - 8:30 am to 5 pm  
Monday 12th March 2012 - 8:30 am to 5 pm

### Payment

Payment can be made directly to the organizer by contacting them on [info@mefma.org](mailto:info@mefma.org) or 050 8491447

### Catering and Refreshment

There will be 2 coffee breaks and a lunch break with a buffet served for all attendees and delegates.

### Parking

Multistorey car park – Charged on an hourly basis  
Car park B & C – Free of charge

### How to pre-register?

Email your contact details to [info@mefma.org](mailto:info@mefma.org)  
Last date for registrations - March 5th, 2012  
No registrations at the door.



## Global FM Workshop

**Topic: The New Economy: Right Time & Right Place for FM**

Sunday, 12th March 2012 - 11:15 am to 1:30 pm  
Al Wasl Room (Next to Al Multaqua Ballroom)  
For registrations, contact MEFMA

# Welcome Note



I would like to extend a warm welcome to all Sponsors, MEFMA Members, Speakers and Delegates attending the first MEFMA Annual Conference...

The Middle East – The New Economy!

The Middle East Facility Management Association (MEFMA), is the dedicated platform for the industry, by the industry, serving the

Middle East FM community. Supported by the Real Estate Regulatory Agency (RERA) as a non-profit association, MEFMA provides a dedicated platform for FM professionals, wider construction industry stakeholders and owner associations.

MEFMA works with industry professionals to implement long term sustainable development strategies. From design, build and commissioning through handover, operation, maintenance and life cycle, the objective is to deliver best-in-class customer service and asset protection to ensure ROI.

Now in its second year, MEFMA is proud to host this event and has many more planned throughout 2012 and future years. Accredited training programmes, educational courses, seminars and conferences, plus extensive regional networking and fund raising events are just some of our initiatives we have in place.

I would also like to take this opportunity to thank all our members and sponsors for their much valued support over the last 18 months. On behalf of the MEFMA team and myself, I hope you enjoy this exciting and educational conference.

Best Regards,

**Jamal Lootah**  
MEFMA President

We would like to thank all our sponsors for their support





**Jamal Abdulla Lootah**  
President - MEFMA and CEO - Imdaad

Joining Dubai World in 1991 and appointed Imdaad CEO in 2007, Jamal leads the integrated FM service provider's ambitious expansion drive with particular emphasis on sustainable initiatives and CSR. He comes with a wealth of administrative experience at different levels in Dubai World.



**Ibrahim Fakhroo**  
Vice President - MEFMA and Group CEO - GSSG

Ibrahim Fakhroo is the group CEO of GSSG, which is located in Qatar, Dubai, UK, Egypt, Singapore. Ibrahim has held senior positions at Kahramaa, the Qatar electricity and water corporation, Qatar Tourism Authority; Qatar Chamber of Commerce and Industry, and Barwa Real Estate Company.



**Abdulhadi Ali Alalyak**  
Vice President, Asset Management - du

Abdulhadi Ali Alalyak is currently the Vice President of Asset Management and Corporate Administration in the UAE Emirates Integrated Telecommunications Company "du". He held the position of chief engineer, integrated customer services and facilities management with Etisalat before joining du in 2008.



**Ali Al Suwaidi**  
Vice President - IDAMA Facilities Management Solutions

Ali is currently the Vice President of IDAMA FM Solutions. With 12 years' FM experience, Ali's previous roles include Senior Manager Facility Management at Abu Dhabi Ports Company (ADPC); executive director - Imdaad, and senior director operations, Burj Khalifa, Emaar Properties.



**Ahmad Hussain**  
Director, Facilities Maintenance & Operations - du

Ahmad is currently the director of the Facilities Operation Department at the Emirates Integrated Telecommunications Company (du). Previously he worked as Director of the Facilities Management Department at the Engineer's Office of H.H. Sheikh Mohammed Bin Rashid Al Maktoum.



**Dilip Khatwani**  
Chief Executive and Co-founder - Reliance FM

Dilip is currently the Chief Executive of Reliance FM and has held this position since 2003 being the co founder of the company. Previous to this Dilip worked for CB Richard Ellis as the Country Manager for Facilities Management covering South Asia.



**Juma Al Muhairy**  
Commercial Director - IMDAAD

Juma Al-Muhairy is currently the Commercial Director at IMDAAD LLC, the integrated facility management service provider. He had joined the World Trade Centre in 2001 and served as the Vice President of Engineering and Event Services.



**H.E Mohamed Khalifa Al Fahed Al Mehairi**  
CEO - Abu Dhabi General Services 'Musnada'

H.E Mohamed Khalifa Al Fahed Al Mehairi was appointed as the Chief Executive Officer of Abu Dhabi General Services 'Musnada' in September 2009 with responsibility for ensuring that Musnada's mandate of supporting the Government of Abu Dhabi continues to be delivered. Mr. Al Mehairi also serves as the Chairman of Tasweek PJSC, a real estate development and marketing company.



**Youssef Abillama**  
Co-founder and CEO - MMG Overseas

Youssef Abillama is the co-founder and CEO of MMG Overseas Ltd. a regional facility management group present in five countries in the Middle East. He is also a Group board member of Abillama, a Lebanese family business group present in the Middle East and Europe.



## CONFERENCE TIMETABLE

### DAY 1



09:10	Opening Address: Teena Shouse - Global FM Chairwoman Jamal Lootah - MEFMA President
9:30	Key Note Speaker: Donald Trump Topic: Key Note Address on Facilities Management to MEFMA
9:45	Greg Lindsay Topic: The New Geography
11:00	Coffee Break
11:20	H.E. Marwan Bin Ghulaita - RERA Topic: Facility Management Role in Real Estate Industry 2012 - 2014
11:45	Michael Pitt - Bartlett School of Graduate Studies, UCL Topic: World Class FM Delivery: Innovation and the service value chain
12:15	Arnaud Martinez - MAF Dalkia Middle East Topic: Integrated Facilities Management: European Business Model
12:45	Alexander Sanders - eSolutions Maximo Topic: Smarter Buildings
13:15	Lunch break
14:30	Panel Discussion: Greg Lindsay / Stephen Oehme / Ali Al Suwaidi / William Rowland Topic: The Importance & Development of Facilities Management in the Middle East
15:00	Alan Masterton - Emcor Facilities Services Topic: "More for Less"; using FM to maximize corporate value
15:30	Ian Harfield - Cofely Besix Facility Management Topic: "Clients, are you getting what you want from your Facilities Management provider?"
16:00	William Rowland - Transfield Mannai Facilities Management Services Topic: New Tower Start Up (Case Study - Tornado Tower Doha Qatar) - Tower Design, Commissioning & Warranty, Operational Challenges
16:30	Finish

## CONFERENCE TIMETABLE

### DAY 2



09:00	Opening Address: Stephen Oehme - Chair of the Conference
09:15	Key Note Speaker: Alain Robert - "Spiderman" Topic: Inspiration & Motivation Leading to Achievement
10:30	Teena Shouse - Global FM Chairwoman Topic: The Best Practices in Facility Management - Creating an Environment of Operational Excellence
11:00	Coffee Break
11:20	Ali Al Suwaidi - MEFMA Board Member Topic: Facilities Management Challenges and Trends in the Middle East 2012 -2014
11:45	Lionel Prodggers - Agents4RM International Topic: Facilities Management in a Digital World
12:15	Alan Masterton - Emcor Facilities Services Topic: "Rightsizing the FM organization"; using benchmarking to achieve effective and efficient FM service
12:45	R. Shankar - Ramco Systems Ltd Topic: Sustainable solutions for business transformation
13:15	Lunch break
14:30	Bernie Devine - EC Harris Topic: Reality of the new economy and FM in the Middle East
15:00	Panel Discussion – Ali Al Suwaidi / Alain Robert / Teena Shouse / Bernie Devine Topic: The Middle East – The New Economy
15:30	Dan Mizesko - U.S. Chiller Services International Topic: Energy and water saving solutions, retrofits and maintenance practices
16:00	Steve Ashby - Vivoteq Middle East LLC Topic: Indoor Air Pollution - The Silent Killer
16:30	Finish

**Donald Trump***“Key Note Address on Facilities Management to MEFMA”*

Mr. Trump will address the facts about how proper integrated facilities management improves a company's operation and increases its return on investment. Speaking from a client base he will talk about the critical connection FM has to the construction sector and define the ties between them and how they will strengthen and develop in time. Trump will talk about the successes of real estate sector in the Middle East, notably in the UAE because, when you take a bird's eye view of the market, which he continues to do, there is little difference between competing buildings that are of the same age. This of course means the winners and losers will soon be determined by the ability of facility managers to maintain the capital value of assets by allowing the tenants to focus on their core operation. This is where the opportunity most prominently exists for facilities management. Educating developers and owners that facilities management has the ability to remove the burden of peripheral activities - allowing businesses to focus on their core operation, whether that be in healthcare, education or even space exploration. Trump will explore the industry using examples from his projects giving good advice to the MEFMA audience on past and future trends. We are waiting with breath that is bated!

**Greg Lindsay***“The New Geography”*

How did China become the “world's factory?” Why are Americans checking into Bangkok for heart surgery? How did Africa become a breadbasket for the Middle East? And how did Qatar, of all places, win the World Cup in 2022? What all of these things have in common is that they were made possible by the world's explosive growth in air travel. The combination of the Internet and jet engine is redrawing the world map, creating new winners and losers among countries, cities, companies, and all of us. In his new book Aerotropolis, Greg Lindsay explains the rules, threats, and opportunities of the new highways in the sky.

**H.E. Marwan Bin Ghulaita***“Facility Management Role in Real Estate Industry 2012 - 2014”*

H.E. Marwan Bin Ghulaita, CEO of RERA will speak to us about the importance of facilities management to the real estate sector and how this will become even more apparent over the coming years.

H.E. Marwan Bin Ghulaita will give an introduction of current trends on freehold and the leasehold sectors in the Middle East. He will discuss the role of facilities management in the infrastructure & master community services management including district-cooling services. He will talk about the role of facilities management and FM's in creating transparency within real-estate sector. Showcasing a successful case study from 2012 to 2014, and speaking about Owner Association Management law implemented in Dubai and what's to come over the next 3 years, this presentation is a must see!

**Alain Robert***“Inspiration & Motivation leading to Achievement”*

Entering into the world of Alain Robert known as the “French Spiderman” is a fascinating and unusual way to see skyscrapers. Alain has been to every corner of the globe in his quest to fulfill his desire to free climb buildings.

By his daring experiences Alain is a motivation to all by showing that everything is possible, and this is all the more apparent because Alain is actually 66 per cent disabled after numerous falls.

But his philosophy stays strong and in return he realises his dreams and conquers any fear. To be bold, focused and committed, those are the key words leading to success in whichever field you are leading and involved in. Alain is an inspiration to all people to fulfill for your dreams.

**Teena Shouse***“The Best Practices in Facility Management - Creating an Environment of Operational Excellence”*

Facility managers around the world are under increasing pressure to lower operating costs and to make their existing buildings more efficient and last longer. This can be accomplished by creating a strategy and utilizing best practices to build a road map to operational excellence. Without an effective strategy for doing this, we are limited to our own experiences and will struggle to find the most effective approach. The facility management field is constantly evolving - utilizing the best in technology, management practices, and stewardship of physical assets and the environment.

As a facility manager of one of the largest corporate campuses in the world she learned how the FM function can benefit from regular review of FM organizational structure and characteristics, process reviews for efficiency, assessment of current conditions and forecast of future needs, and a continual assessment and improvement of the knowledge, skills, and abilities of the FM personnel. Like any organization, the FM function should have high-performance goals at all times. Join her as we go from strategy to performance metrics to FM operational excellence.

**Ali Al Suwaidi***“Facilities Management Challenges and Trends in the Middle East 2012 - 2014”*

Ali will give an introduction on FM challenges across the Middle East region in 2012. He will speak about the facility management industry trends in 2011 and analysis on the expected trends from 2012 to 2014. Some of the key success factors for investors in the FM industry will be discussed and analyzed during this session. Ali will bring to light the crucial success factors for building owners within different service sectors and show a successful case study example 2012-2014.



## KEY NOTE SPEAKERS



### Donald Trump

Donald Trump started his business career in an office he shared with his father in Sheepshead Bay, Brooklyn, New York. In New York City, the Trump signature is synonymous with the most prestigious of addresses. Among them are the world-renowned Fifth Avenue skyscraper, Trump Tower, and the luxury residential buildings, Trump Parc, Trump Palace, Trump Plaza, 610 Park Avenue, The Trump World Tower (the tallest building on the East Side of Manhattan), and Trump Park Avenue.

In the gaming arena, The Trump Organization is one of the world's largest operators of hotels and casinos. The Trump name stands on three world-class casino hotels in Atlantic City, New Jersey.

An accomplished author, Mr. Trump's first autobiography, The Art of the Deal, became one of the most successful business best-sellers of all time, having sold in excess of three million copies.

In late 2005, Mr. Trump announced plans for his first project in Dubai, UAE, to be called The Palm Trump International Hotel & Tower. The luxurious hotel will be located at the gateway to the Palm Jumeirah Island, and is being developed in conjunction with Nakheel, one of the largest developers in Dubai.



### Greg Lindsay

Greg Lindsay is the author of the bestselling book Aerotropolis: The Way We'll Live Next, which examines how and where we choose to live in an interconnected world. He is also a contributing writer for Fast Company Magazine.

Greg was previously a contributing writer for Fortune and an editor-at-large for Advertising Age. His writing has also appeared in The New York Times, The Wall Street Journal, Bloomberg Business Week, The Financial Times, McKinsey Quarterly, World Policy Journal, Time, Wired, New York, Travel + Leisure, Condé Nast Traveller, and Departures.

Greg speaks frequently about globalisation, innovation, and the future of cities, most recently at the World Policy Institute, the Asia Society, Columbia University, the National Building Museum, and MoMA PS1. His work with the architect Jeanne Gang on the future of suburbia will be exhibited at New York's Museum of Modern Art.



### H.E. Marwan Bin Ghulaita

H.E. Marwan Bin Ghulaita has served as RERA's Chief Executive Office since its inception in August 2007. Prior to this position, Eng. Bin Ghulaita worked in the Dubai Land Department since 1999, beginning his career in the Survey Section and continually being promoted until he became the Director of Technical Administration. The recipient of several awards including the Dubai Government Excellence Award for Best Employee in the Land Department as well as the Excellence Award for Best Managing Director, Eng. Bin Ghulaita is a graduate of both the Mohammad Bin Rashid Programme for Leadership Development for Government Leaders as well as the programme for Young Leaders. He received his BS in Engineering from California State University - Fresno, and his MBA from the Arab Academy for Science & Technology. He has recently been elected to the UAE Federal National Council and also serves as Chairman for the Board of Directors at Al Nasr Club.

## KEY NOTE SPEAKERS



### Alain Robert

Alain Robert is the world's leading free climber and is known all over the world as the "Urban Climber" for having ascended over 70 skyscrapers without ropes. In March 2011 he climbed Burj Khalifa in Dubai, the tallest building in the world.

Alain used to train on the cliffs around Valence, his home town (south of France). His motivation was calculated risk and mastering his fear. So Alain Robert decided to climb solo. This meant: climbing with his bare hands; no ropes for his protection. You fall, you die. Alain has climbed the world's most extreme cliff faces solo.

In 1997, he climbed without authorisation the world's tallest skyscraper in Kuala Lumpur. The impact on the media was so great that Sabah Foundation asked him to climb its building in Borneo. With government authorisation, the event grew enormously, drawing a crowd of 15,000 people and raising over US\$150,000.

Alain has climbed over 70 skyscrapers and mythical monuments around the world. His greatest success so far being the ascent of the National Bank of Abu Dhabi with over 100,000 spectators!



### Ali Al Suwaidi

Ali Al Suwaidi is currently leading IDAMA FM solutions company part of Ejadah asset management group established in Dubai providing integrated FM solutions to iconic developments such as JBR, DIFC, Tecom (Internet City & Media City) among other developments in Dubai.

Ali brings with him 12 years of experience in facility management in U.A.E. His involvement in setting up best practice in predictive & proactive maintenance regime in telecommunication industry was the first major achievement. Another achievement was his active contribution in setting up Health, Safety & Environment culture within an organization of more than 10,000 staff. Further contributions were in the field of facility management industry by setting up best practice sustainable FM practices ensuring active engagement of all stakeholders. Before joining IDAMA-FMS, Ali was part of the Emaar team to set up the operations strategy and implementation of reliable efficient process for the world tallest tower as Sr. Director - Operations-Burj Khalifa. He is currently a board director in the Middle East Facility Management association. Also, he is active member of the Alumni committee for the American University Of Sharjah.

## FACILITATORS



### Teena Shouse - Chair of Global FM

Teena Shouse is a Senior FM Consultant at Facility Engineering Associates, P.C and is currently serving as Chair of Global FM, the Global Facility Management Association. She has 26 years of experience in service related fields, predominately in facility management. Her primary expertise includes project management, BPI, sustainability in FM, staff development, and out sourced contract governance. Teena has held senior posts in several companies including ARAMARK and Sprint. She creates and teaches Facility Management and Sustainability courses for IFMA and FEA and is a guest speaker at numerous North America and International conferences and universities. From 2005-2007, she served as the Chairman of the IFMA Board of Directors.



### Stephen Oehme - Freelance Consultant and Regional Director, Hyder Consulting Middle East

Stephen Oehme has held senior positions globally in property development. The majority of his time has been on the detailed analysis of issues and options for planning, architecture, engineering and operations. Projects include being a board member for the construction of the Burj Khalifa from 2007 - world's tallest building officially opened in 2010 and numerous master plans and land development projects in the Middle East and internationally. He is involved in Think Tanks and events globally (Europe, Asia and the Middle East) for the built environment and sustainability.



## CONFERENCE SPEAKERS



**Alan Masterton** - Director of Projects - Emscor Facilities Services KSA

Alan Masterton is Director of Projects for EFS Facilities Services, in Saudi Arabia, where his role covers responsibility for FM services throughout the Kingdom including the King Abdullah University of Science and Technology, "KAUST", Princess Noura University in Riyadh, and Durrat Al Riyadh. His current role involves structuring and applying EFS FM service delivery model to achieve operational excellence, cost to serve efficiency and enhanced service quality. Prior to joining EFS, Alan was Director of Operations Performance at the University of Sydney.



**Alexander Sanders** - Consulting Manager - eSolutions Maximo

Alex joined eSolutions in 2000 and has worked on major enterprise asset management and ERP implementations with several industries including ports, military logistics, oil and gas, and utilities. Alex now holds the post of Consulting Manager. Prior to this Alex worked 13 years in the oil and gas industry and was lastly responsible for quality control of a major gas gathering and pipeline network construction project in the Habshan desert.



**Arnaud Martinez** - Director, UAE - MAF Dalkia Middle East

Arnaud has over 15 years experience within the Dalkia Group. An extensive and international experience in optimization of existing projects, operations, profit management, project design, study of operational costs (energy & maintenance) and business plans helped him progress in his career. He becomes the Director of MAF Dalkia Bahrain, Oman and Qatar in April 2010 and in 2011 Director, UAE. Arnaud had completed numerous educational qualifications including two HND Certificates in Energies management & production, HVAC and Industrial refrigeration.



**Bernie Devine** - CPA - EC Harris

Bernie has extensive experience in managing property services organisations and property portfolios. He has a strong knowledge of business process, asset management and technology. Bernie Leads the Asset Performance and Facilities Management service line for EC Harris in the Middle East. He has advised at Ministerial level with State Governments in Australia and the Middle East and at Board level for some of largest property developers and property services companies in the US, Middle East and Asia Pacific covering residential, retail, commercial and mixed use facilities.



**Dan Mizesko** - Managing Partner - U.S. Chillers Services Int.

Dan holds a Bachelor of Science Degree in Air Conditioning and Refrigeration Engineering Technology, and has completed a 5 year UA training program for Field Service Chiller Engineers in the USA. He is a New York City Licensed Operating Engineer with over 35 years "Hands On" experience on a wide variety of Air Conditioning and Refrigeration equipment used in high rise buildings and industrial facilities in the United States, Middle East, Mexico, Latin America Africa and the Caribbean. Dan is also a Member of ASHRAE, RSES, AEE, IDEA, USGBC, MCAA, ACCA and the Chiller Systems Group.



**Ian Harfield** - General Manager - Cofely Besix Facility Management

Ian has 18 years experience of managing and delivering services to commercial, research, healthcare, military, education, residential and industrial properties. With this combined experience he has worked closely with client's supporting them in property management, PPP schemes, structuring facility service solutions, end user management, utilities supplies as well as developing and managing service solutions through direct manpower resources. He now successfully leads COFELY BESIX Facility Management, a direct service company which is experiencing significant growth in the region.

## CONFERENCE SPEAKERS



**Lionel Prodgers** - Managing Director - Agents4RM International

Lionel Prodgers is well known in the facilities management industry. Dubbed by one leading journal as 'The father of FM', he has been at the forefront of developing FM practice, serving as chair of EuroFM and BIFM and as board director of IFMA. He has held leadership roles in both supplier and client organisations and as an international consultant he understands the drivers for continuous change and improvement.



**Michael Pitt** - Professor of Facility Management Innovation  
Bartlett School of Graduate Studies, UCL

Michael works on research and consultancy projects that add value in FM operations and strategy. He is a Fellow of the Royal Institution of Chartered Surveyors and sits on the RICS Facilities Management Executive. The project with Modus Services Ltd at the UK Ministry of Defence Private Finance Initiative supply chain won the British Institute of Facilities Management Sustainability and Impact Award 2011. Michael is Editor of the Journal of Facilities Management, a widely published journal which has been presented at numerous conferences.



**R Shankar** - Executive Vice President - India, Middle East & Africa - Ramco Systems

Mr. Shankar holds P & L responsibility for the India, Middle East and Africa operations of Ramco Systems. He is a senior management professional with over 26 years of experience in the industry. His track record demonstrates consistently increasing responsibilities in Sales, Marketing, Alliances and Global Customer Support, culminating in leadership of Country Business Operations for India, Middle East and Africa. Prior to Ramco, he was National Sales Manager, Storage Products with TVS Electronics Limited, India's leading provider of computer peripherals.



**Steve Ashby** - Managing Director - Vivoteq LLC

Steve Ashby is Managing Director of Vivoteq LLC, a company which specialises in creating and maintaining healthy indoor environments. Steve's vision is to develop strategic partnerships with a select few FM companies across the GCC, providing specialist services to their existing client base which enables them to differentiate themselves and generate additional revenue.



**William Paul Rowland** - Facilities Manager - Transfield Mannai Facilities Management Services

William is currently with Transfield Mannai Facilities Management, where he is overseeing and is responsible for two high rise buildings, one of them being the iconic Tornado Tower located in West Bay Doha. He spent 22 years in the UK Armed Forces, and then moved into the Health and Safety field for 13 years working in the manufacturing and the building sector.

## CONFERENCE ARTIST



**Tim Casswell**

Since 1985 Tim has been an Independent Coach, Consultant and Facilitator and Founder of Creative Connection consultants and the School of Unknowing

Tim's Key Specialism Include:  
Executive Team Coaching, enhancing the quality, creativity and vitality of working relationships  
Transformative Conferencing, facilitating large group processes.  
Leadership development and corporate culture strategies

As an executive team coach Tim employs a wide range of approaches depending on individual goals. Tim believes the starting point is always the end that you are aiming for. Tim encourages you to use creative techniques to explore your vision, blocks, and underlying contradictions and when you plan projects and programmes.



PLATINUM SPONSOR



**Al Shirawi Facilities Management**

Al Shirawi's progression in becoming a fully fledged Facilities Management Service Provider has been achieved over 35 years of strategic planning and development. Starting off in 1974 as a mechanical contractor, Al Shirawi gained the expertise to install and maintain the most complicated mechanical systems throughout the Middle East. In the subsequent decades, Al Shirawi, through joint ventures, acquisitions and entrepreneurship, entered into maintaining electrical systems, servicing heavy tonnage chillers, undertaking general and specialised cleaning services and, most recently providing security services.

Leveraging off Al Shirawi Group's technical expertise and commitment to service quality, Al Shirawi FM is the premier Facilities Management Service Provider in UAE. With a focus on commercial, residential, hospitality, industrial and retail projects, Al Shirawi FM has the necessary in-house infrastructure and resources to offer world-class service for world-class properties.



GOLD SPONSOR



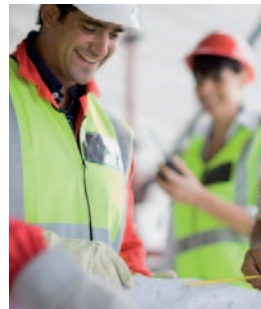
**Transfield Mannai Facilities Management Services WLL**

Facilities Management is a service provided by Transfield Mannai that allows organisations to concentrate on their core business while they manage and/or maintain their property assets. TMFMS also manage activities such as cleaning, waste removal, grounds maintenance and security. They provide strategic facility and asset management services to clients, focusing on managing the improvement of a facility's performance while reducing operational costs and risks through activities such as maintenance management, energy conservation, life-cycle costing and analysis as well as comprehensive facility activities such as maintenance management, energy conservation, and property portfolio management solutions.

To ensure an immediate response to their clients, TMFMS employs more than 700 employees and has a solid network of subcontractors. The experience of their staff is ensured by providing ongoing support and training to ensure high standards of customer service and technical expertise.

Their clients benefit from comprehensive and sustainable solutions that manage risks and maximise the potential return from their assets.

TMFMS's technical service includes the maintenance of air-conditioning, electrical and building facilities.



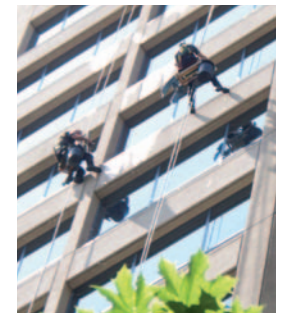
SILVER SPONSOR



**Berkeley Services LLC**

Berkeley Services Group is a leading multi-property services provider with around 5,000 employees in the UAE. They provide cleaning, security, maintenance, laundry and landscaping services for commercial and residential properties. Their clients include various hotels, malls, banks, office and residential buildings. They also provide niche services to the retail and aviation industries. Some of their esteemed clients include Emirates Airlines, Wafi City, Etihad Airways and the Atlantis Hotel.

The Berkeley Services Group was established in the UAE in 1983. It was acquired in 2007 by Klueh Group, a leading service management company, based in Germany. This take over has led to a dynamic synergy of local knowledge with international expertise. They also have offices in Dubai, Abu Dhabi, Sharjah & Ras Al Khaimah.



SILVER SPONSOR



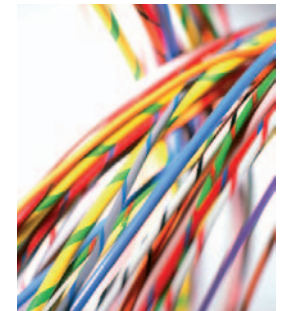
**Cofely Besix Facility Management**

COFELY BESIX Facility Management has a professional pedigree in service delivery, gained through the strength and experience of its Joint Venture partners detailed below: GDF SUEZ Energy Services offers its residential, corporate and local authority customers energy and environmental solutions which are effective and sustainable, thanks to the tremendous know-how of its entities and its unique network.

COFELY Services is the GDF SUEZ ENERGY Services brand name for Maintenance & Operations of Technical installations (MEP), Facility Management and Energy Management.

The BESIX Group, active for more than 40 years in the Middle East, has acquired wide experience in the construction of real estate and infrastructure projects. In the Emirates, its subsidiary Six Construct has participated in large-scale projects such as YAS Island, Al Garhoud bridge, Business Bay Crossing, Grand Mosque Sheikh Zayed Bin Sultan al Nahyan and the Burj Khalifa Tower, which is the highest structure in the world. In Doha, Qatar, Six Construct realized the Aspire Tower, a 300 m high "beacon".

COFELY BESIX Facility Management is an integrated Facility Management Provider, self performing the most critical part of the Facility Management, the Maintenance of Technical Installations and Energy Management. COFELY BESIX Facility Management is a Joint Venture between BESIX and COFELY Services. COFELY BESIX Facility Management takes full responsibility for all entrusted services and manages all activities and subcontractors as a "Single Point of Contact".





## CONFERENCE SPONSORS

### SILVER SPONSOR



#### eSolutions Maximo

eSolutions Maximo is the leading provider of solutions for Strategic Asset & Service Management in the Middle East and North Africa.

IBM, the world leading IT company is a worldwide leader in strategic asset management, has the technology and in-depth understanding of issues confronting capital asset-intensive industries to connect all participants in the industrial value chain. The company's solutions help make e-Business easy, practical and affordable.

At eSolutions, head quartered at Dubai Internet City, with additional offices in Abu Dhabi, Kuwait and Saudi Arabia, they implement and support Maximo® Strategic Asset & Service Management solutions to accounts of all sizes in the United Arab Emirates and the whole Middle Eastern region through appointed partners in Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Oman, Qatar, Saudi Arabia and Yemen.

To-date there are now over 25,000 end users of Maximo® software in the Middle East and North Africa, the majority of which have had the software implemented through their own team of experienced consultants who continue to provide local and high quality implementations plus first line support.



### SILVER SPONSOR



#### Power International Facilities Management

Power Group was started in the year 1996 by Mr. Ahmed Khaleel Darwish & Mr. Mohammed Jahir Husain and specializes in Facilities Management solutions for Industrial, Commercial and Residential projects of all sizes and stature. They possess the skill sets and resources to offer a comprehensive suite of services to support today's widening FM requirements. Their success is largely due to their people as the company goes to great lengths to ensure each individual is given the proper training and is developed as per the needs of the customer. This helps in exceeding the expectations of the customers and ultimately the results in customer satisfaction. The company currently has a total strength of 4,500 employees.

Power Group also emphasize sustainability of resources and environmental conservation as their key result areas. Dynamic vision and a diligent workforce come together here to deliver tangible results that go beyond customer expectations and has paved the way for a lasting relationship. They acknowledge their profound trust and confidence by seeking to serve their needs better and sustain the smile of satisfaction.



## CONFERENCE SPONSORS

### DELEGATE BADGE SPONSOR



#### MAF Dalkia Middle East

MAF DALKIA Middle East is a joint venture created in 2002 between Majid Al Futtaim & Dalkia, a worldwide leading provider of facilities and energy management. Dalkia has emerged after a history of 70 years as today's leading developer and operator of heating and cooling utilities systems and a leading provider of comprehensive technical management services, facilities and energy management to major worldwide prestigious clients. It operates in 42 countries with approximately 54,560 staff and annual turnover (2009) of Euros 8.14 billions.

Within the Middle East, MAF Dalkia provides a range of professional services designed to optimize the costs involved in managing and maintaining a wide portfolio of residential, office and industrial facilities. They work in partnership with their clients, adopting a 'can do' mindset. The company and its people are dedicated to satisfying customer needs.



### DELEGATE GIFT SPONSOR



#### Ramco Systems

Ramco Systems, part of the USD 952 million Ramco Group, is a leading software company focused on consulting, product and managed services. Based in Chennai, they provide innovative business solutions that can be delivered quickly and cost-effectively. Globally, Ramco has over 140,000 users from 950+ customers, 15 offices spread across India, USA, Canada, Europe, Middle East, South Africa and APAC and employs over 1,800 employees. Ramco's key differentiator is its innovative approach to develop products through its revolutionary enterprise application assembly and delivery platform - Ramco VirtualWorks®. Ramco Systems has seven major product suites - Ramco Enterprise Suite, Ramco Enterprise Asset Management Suite, Ramco Aviation, Ramco OnDemand ERP (ERP on Cloud), Ramco Enterprise Information Management Suite, Ramco Advanced Process Control, and Ramco Mine Management.



### LUNCH SPONSOR



#### Khidmah

Khidmah provides comprehensive services such as Facilities Management, Maintenance, Cleaning, Property, Strata & Handover Management, Leasing, Re-Sale, Landscaping, Pest Control, Health & Fitness, Pool Services with 24/7 Call Center. All their services are provided under one roof to maximize service quality and to guarantee peace of mind.



INNOVATION SPONSOR



**Emrill Services**

Established in 2002, Emrill is a leading Integrated Facilities Management solutions provider in the UAE. They pride themselves on being an industry leader with a commitment to self-deliver enabling them to maintain high quality standards and provide value to their customers. Emrill offers the full range of Asset and Facilities Management services with solutions tailored to support master developments, residential communities, industrial and office complexes. Their solutions include - Consultancy, Infrastructure, Corporate, Retail, Hospitality, Community, Residential and Service Solutions. Emrill believe in solutions that add value to their clients business, reducing overall costs of support services and increasing flexibility.



CUSTOMER SERVICE SPONSOR



**Inaya Facilities Management Services**

Inaya Facilities Management Services was formed by the Belhasa Group to cater to the growing needs of asset managers and property owners for sustainable Facilities Management services. Inaya is a one stop shop specialising in service and maintenance, technical solutions and integrated facilities management. The Inaya business model provides clients competitive edge, scalability and opportunity to source all the facilities management needs under one roof. They bring experience, a strong culture of service, sharp focus on continuous improvement and investments in FM-specific systems and processes that will provide their clients cost-efficient, professional and flexible FM delivery.



SUSTAINABILITY SPONSOR



**FARNEK AVIREAL**

Farnek Avireal, established in 1980, is a joint venture between Khalifa Al Nabooda Group and the Zurich-based international facilities management company Avireal AG Switzerland. Their 30 years of success culminated in early 2010 by winning the maintenance contract for the tallest building in the world, Burj Khalifa. This confirmed their market position as one of the leading facilities management companies in the UAE. Farnek has offices in Dubai, with branches in Abu Dhabi and Ras Al Khaimah and employs over 1,500 staff and manages over 1,000 properties.

Farnek Avireal is also a leader in sustainability and is a member of the US Green Building Council, has associations with international organizations such as Green Globe and myclimate and has already been presented with the prestigious Emirates Energy Award.



**Global FM (Global Facility Management Association)**

Global FM (Global Facility Management Association) is a worldwide federation of member-centric organizations committed to providing leadership in the facility management profession. As a single, united entity promoting facility management, Global FM is a conduit for furthering the knowledge and understanding of facility management, sharing of best practices and resulting in added value to the individual members of each member organization.

One of Global FM's main activities is to organise International Workshops held at different locations each year. These events take place alongside the annual conferences of Global FM Members. After the success of the International Workshops in Brazil and USA in 2011 which attracted over 180 people, Global FM is very pleased with the opportunity of having an International Workshop in the Middle East during MEFMA's annual conference. For more information about other International Workshops, please visit their website [www.globalfm.org](http://www.globalfm.org).



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