

SPOTLIGHT ON THE REGION'S CONSTANT EXPANSION



MEFMA
CONFEX 2014
MARCH 10TH - 11TH

Platinum Sponsors



General Information

Venue

The Address Hotel , Dubai Marina

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 CONFEX will be on the following days:
Monday 10th March 2014 - 8:30 am to 5 pm
Tuesday 11th March 2014 - 8:30 am to 5 pm

Payment

Payment can be made directly to the organizer by contacting them on 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

Valet parking available at the hotel entrance.

How to pre-register?

Email your contact details to info@mefma.org
Last date for registrations - March 3rd, 2014
No registrations at the door.



Welcome Note



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

Spotlight on the Region's Constant Expansion

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 fourth year, MEFMA is proud to host this event and has many more planned throughout 2014 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 few years. 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



DAY 1

09:00 - 09:15	Opening Address Jamal Lootah - MEFMA President / Imdaad
09:15 - 10:15	Keynote Speaker - David Adam Topic: Trends in hosting global events
10:15 - 11:15	Keynote Speaker - Dr. Tommy Weir Topic: 10 Tips for Leading In the Middle East
11:15 - 11:30	Coffee Break
11:30 - 12:00	Francisco Silverio - Dalkia Headquarters (France) Topic: Facility Management and Energy Management - the role of the ESCO
12:00 - 12:30	Ali Al Suwaidi - Idama Facilities Management Solutions / MEFMA Board Member Topic: MEFMA Star Rating System - MEFMA-SRS Integrated FM Approach
12:30 - 01:00	Dr. Mohammad Abdul-Aziz Al-Fouzan & Dr. Zohir Mohammed Al-Sarraj - OMAINTEC (KSA) Topic: Qualifying FM staff to be prepared for mega events
01:00 - 02:15	Lunch break
02:15 - 02:45	Ryan Darnell - Khidmah Topic: Innovate or Die: The Challenges of Change within the FM Industry
02:45 - 03:15	Paul Zalloua - United Facilities Management (Kuwait) Topic: Using Data, Reports and Benchmark Information to Better Manage Facilities
03:15 - 03:45	Mohammed Al Duraibi - Da'em Real Estate Investment Company (KSA) Topic: The Future of Facility Management in the Kingdom Of Saudi Arabia
03:45 - 04:10	Meshal Al Shamari - Qatar Green Building Council Topic: Indoor Environment in the Green Buildings
04:10 - 05:00	Panel Discussion Topic: The Introduction of Facility Management guidelines for the region - challenges, advantages and recommendations

DAY 2

09:00 - 09:15	Opening Address Liz Kentish - Facilitator
09:15 - 10:15	Keynote Speaker - Ben Caldecott Topic: Confronting and managing environment-related risks - Opportunities for facilities management
10:15 - 10:45	Eng. Abdel Nasser Taha - Emaar (Egypt) Topic: Future need for developing cities
10:45 - 11:15	Mohammed Al Qadi - Abu Dhabi Motorsport Management / Yas Marina Circuit Topic: Facility management challenges while creating a globally broadcasted event
11:15 - 11:30	Coffee Break
11:30 - 12:00	Alistair Stranack - Credo Business Consulting Topic: Energy Management: Can FM capture a share of the GCC prize? (Initial highlights from a new Credo report)
12:00 - 12:30	Jason Ruehland - Emrill Services Topic: How Serious Play Leads To Breakthrough Innovation
12:30 - 01:00	Sam G. Bose - IntelliSense.io Topic: Energy can leap from OPEX into your competitive advantage - The next Big Thing, (IoT) Internet of Things, enters into FM for OPEX & Energy Optimization
01:00 - 02:15	Lunch Break
02:15 - 02:45	Alia Busamra - Emirates National Oil Company Ltd. (ENOC) Topic: ENOC Energy and Resource Management System (E&RMS) and Energy Efficiency Initiatives
02:45 - 03:15	Ahmad Hussain - Global Village / MEFMA Board Member Topic: Customer centric approach in events
03:15 - 03:45	Liz Kentish - Kentish and Co Limited Topic: Less F and more M - why we need to focus more on management skills and talking the language of the business
03:45 - 04:45	Panel Discussion Topic: The Gulf region is set to stage some of the world's largest global events What does this mean for FM?

KEYNOTE SPEAKERS



David Adam

David Adam established Global Cities in 2009. It provides thought-leadership on Cities and Globalisation. Examining future economic, demographic and technological trends and their interplay with urbanisation, Global Cities supports organisations and places to maximise their opportunities for economic development and business growth created through globalisation.

David has a background in international relations, policy development and city-marketing strategy. An experienced conference speaker, moderator and facilitator, he gives speeches to international audiences on topics ranging from global urban trends, future economic trends, the business of branding and commercialisation for places, and the importance of livability in economic development. A specialist in economic development, his experience includes the design and implementation of business development programmes in creative industries, manufacturing, technology, innovation and sustainability.

Dr. Tommy Weir

Globally recognized as an authority on leading in Fast-Growth and Emerging Markets, Dr. Tommy Weir is an author, renowned speaker, CEO Coach, and advisor on senior executive leadership. He has rare insights through working with over 3,000 CEOs and business leaders from around the world, ranging from Fortune 500 companies to newly established corporations in Asia and the Middle East.

He is credited with the breakthrough discovery of Leading and Succeeding in the Emerging Markets, a business approach that assists leaders in making sense of complexity, diversity, ambiguity and youthfulness in first generation corporate societies. Dr. Tommy also speaks extensively on key issues currently affecting the Middle East business community: generational change management, nationalization strategies for the GCC market, management transformation, and organizational leadership transformation.

Ben Caldecott

Ben Caldecott is Head of Government Advisory at Bloomberg New Energy Finance (BNEF), the provider of insight, data and news on the transformation of the energy sector. Ben provides thought leadership on climate change, clean energy and sustainability to governments, international institutions, NGOs and universities. He has been recognised as a leader in his field by the US Department of State and Who's Who, and as a leading thinker of the green movement' by The Independent.

Concurrently Ben is a Programme Director and Research Fellow at the University of Oxford's Smith School of Enterprise and the Environment (SSEE), where he established and directs the Stranded Assets Programme.



FACILITATOR

Liz Kentish

Managing Director - Kentish and Co Limited

Liz is a qualified coach, licensed trainer and public speaker who has specialised in the service sector for over 20 years. Liz strives to make a difference to the lives of her clients and trusted friends. Highly motivational, Liz's energetic and inspiring nature is infectious helping to boost business performance and achieve results quickly. She is highly regarded within both the FM and coaching industries, and is deputy chair of BIFM (British Institute of Facilities Management).

CONFEX SPEAKERS



Eng. Abdel Nasser Taha

Development Director - Emaar Egypt

Eng. Abdel Nasser Taha is a licensed architecture consultant with 25 years of experience in the Middle East and GCC. He started his development career with Emaar Morocco with 5 big master plans in 2005. He was part of the "King Abdullah Economic City" project in Saudi Arabia. He also had the honour to be hired by His Highness "Sheikh Mohamed Bin Rashed" engineers office as the first Development Director before joining Gulf Finance House in Bahrain in 2008.

Currently with Emaar Egypt as a development director for the fastest growing project in Egypt "MIMDA" 2.5 B EP sales 2013. He is a graduate of Cairo University and is a board member of the Arab African Organization of Real Estate & Commercial Development, as a member group of FIABCI and other specialized organizations.

Ahmad Hussain

Executive Director of Operations - Global Village

Ahmad Hussain recently joined Global Village as the Executive Director of Operations. He has completed the Sheikh Mohammed Bin Rashid Al Maktoum leadership development programme and brings with him more than 12 years of experience in a number of the most prominent organizations in the UAE.

Having graduated with a Master's Degree in Engineering Management from the UK, Ahmed has worked for the ADNOC Group, the Engineer's Office of H. H. Sheikh Mohammed Bin Rashid Al Maktoum and Du Telecom. This wide ranging experience has helped to give him operational skills in crisis management, quality control, team leadership and customer service. He is also a board Director on a number of leading Associations.



Ali Al Suwaidi

Vice President - Idama Facilities Management Solutions

Ali Al Suwaidi currently heads Idama Facilities Management Solutions as its Vice President. Ali brings with him 12 years of experience in facility management in U.A.E. His achievements include his involvement in setting up best practice in predictive & proactive maintenance regime in telecommunication industry and his active contribution in setting up Health, Safety & Environment culture within an organization of more than 10,000 staff. Before joining Idama, Ali was part of the Emaar team that set up the operations strategy and implementation of reliable efficient process for Burj Khalifa, the world's tallest tower as Senior Director of Operations. He is currently a board director in the Middle East Facility Management association. He is also an active member of the Alumni committee for the American University of Sharjah.



Alia Busamra

Senior EHS Compliance Officer - ENOC

A Chemical Engineer with an International Diploma in Environmental Management, Alia currently handles Environmental and Energy projects of the ENOC Group EHSQ Compliance Department. Alia has a wide range of professional interests where she conducts Environmental Impact Assessment Studies, Environmental Baseline and Waste Audits, Environmental Management Systems Compliance Reviews, Energy and Resource Management Audits, Environmental and Resource Conservation Trainings and Campaigns.

One of her achievements is developing ENOC's very own system for conducting Environmental Impact Assessments and assisting in developing Energy and Resource Management. She is an active member of Emirates Environment and Safety Groups as well as the UAE Engineering Society.

CONFEX SPEAKERS



Alistair Stranack

Partner - Credo Business Consulting

Alistair heads the Credo Group's Dubai office. He has over 20 years of strategic consulting experience and has advised governments, corporations, and private equity firms on policy, strategy and transactions.

He has worked on assignments across the world including over 10 years' experience in the Middle East as well as Europe, the United States, South Asia, and East Asia. His sector experience includes business services, healthcare, education, information and media, and industrials.



Francisco Silvério Marques

Director, Building Energy Services - Dalkia

With a double degree in Civil Engineering and Architecture, Francisco started his career as a Project Manager for several European architecture firms, where he designed high energy efficiency & environmental quality commercial, educational, technical & health related buildings, with a strong integration of technologies at an early stage of design.

He joined Dalkia-Veolia Energy in 2005 as a Project Manager on PPPs and PFIs, and later as Strategic Accounts Manager. He is currently in charge of coordinating the design of Dalkia's offers on Building Energy Services and supporting the various BUs worldwide in implementing them. He plays a key role in working with the Dalkia-Veolia Energy teams around the world to design & implement the company's Sustainable Performance offering for Data Centres both at a strategic level and on specific sales proposals.



Jason Ruehland

Operations Director - Emrill Services LLC

Jason is the Operations Director for Emrill Integrated Facilities Management (Facilities Management Company of the Year).

Jason successfully delivers operations for companies like Emrill LLC and Carillion PLC by finding the buttons that motivate teams to improve both performance and customer experience. A great customer experience proves to your customers that you are 'truly' committed to meeting and exceeding their needs, creating a customer for life. With a work force of 6,000 spread across different service sectors, Jason finds ways of driving low cost innovation into businesses that not only enhances service delivery, but also increases revenue and improves profitability.



Meshal Al Shamari

Director - Qatar Green Building Council

Eng. Meshal Al Shamari worked for over 13 years in the oil and petroleum industry, accumulating invaluable experience in project management, leadership and business development. His work as a Lead Project Engineer at Qatar Petroleum proved vital to Qatar's oil and petroleum industry as he successfully led several key projects, including buildings, infrastructure, land development, pipelines, roads and landscaping

Meshal became the director of Qatar Green Building Council in 2012. He is dedicated to leading QGBC towards building a culture of sustainability for Qatar and the region by promoting and raising awareness of environmentally and socially-responsible building practices among the industry and the public.

CONFEX SPEAKERS



Dr. Mohammad Abdul-Aziz Al-Fouzan

Chairman - OMAINTEC

Dr. Mohammad has over 30 years experience in the Water Desalination & Power sector. He is also a certified Arbitrator and a member of prestigious organisations such as Institute of Asset Management (IAM), International Desalination Association (IDA) and a founding member of International Maintenance Association (IMA). Dr. Mohammad holds a Ph.D from the University of Manchester (UK) where his topic for thesis was "A Strategic Approach to Maintenance of a Large Industrial Plant"

He has held many top positions such as Chairman, Board of Directors, 'The Specialist Group; Ex-President ACWA Power Sasakura; Chairman, Arab Institute of O&M (OMAINTEC); Scientific Committee Chairman, Water Desalination Conferences in Arab Countries (ARWATEX); Scientific Committee Chairman, Operation Maintenance Conference in Arab Countries (OMAINTEC).



Mohammed Al Qadi

Senior Director of Operations - Abu Dhabi Motorsport Management / Yas Marina Circuit

Mohammed has worked in several managerial positions with government and semi-government entities. Prior to his current position, he worked as an IT Manager in Ajman Real Estate Regulatory Agency (ARRA), Dubai Autodrome LLC as Club/Event Manager for 4 years, wherein his familiarities and expertise in Motorsport management has been developed. He also has 3 years' experience as Operations Manager in Emirates Motorsports Federation, where he handled the logistics, budget management, operational strategizing and manage support services. His vast experience in motor sport venues, events planning and day to day operations made him the best candidate to perform the role of the Senior Director of Operations at ADMM.



Mohammed K. Al Duraibi

CEO - Da'em Real Estate Investment Company

Arch. Mohammed K. Al Duraibi, CEO of Da'em Real Estate Investment Company, a subsidiary of Manafea Holding Company. Its activities are summarized in Possession of Lands for Construction, Development, Industrial and Property Investment & Management. He worked with Saudi Hotels & Resort Areas Company (SHARACO) in the field of Hotels of International Brands and was the Vice President of Projects Management in Da'em before commencing the role of the CEO. He holds a Bachelor Degree in Architecture and Specialized Certificates in Quality Control, Cost and Time Management. He is also a Member of local and International Co-operations.



Paul Zalloua

Operations Director - United Facilities Management

Paul is responsible for corporate development, information technology and service innovation to ensure UFM optimal operational efficiency and delivery of services. He has been involved in facilities management since his engagement in the design, deployment and operation of smart buildings across the GCC region. Paul has more than twenty six years of experience in executive management, product marketing, engineering development and operation in the field of Information Technology, Telecommunication, Smart Buildings and Network Security. Previously, Paul has held executive positions in high-tech companies in the United States where he had demonstrated success in building results-oriented organizations. Paul has participated in numerous international conferences as a speaker and has written numerous articles in the field of intelligent buildings, information technology and telecommunication. Paul holds Master's Degree in Computer Engineering from Purdue University, USA.

CONFEX SPEAKERS



Ryan Darnell

Executive Director, Services - Khidmah

Ryan has more than 12 years of experience in the Facilities Management industry starting in hands on roles that have developed across the commercial, residential, retail, IT and government sectors. As Director of Services, Ryan is responsible for all operations and business lines across the services portfolio, including business development. Previously Ryan worked for Seba in Abu Dhabi and Jones Lang LaSalle in Australia where his clients included IAG, Allianz, Morgan Stanley, EDS, Deutsche Bank, EMC, Coca Cola, Australian Customs, MLC and Sun Microsystems. He won several awards at IAG and also won the Young Facilities Manager Middle East Award in 2009.

Ryan has a double degree in Business and Arts, is an active member of MEFMA and has presented at several conferences across the region.



Sam G. Bose

Founder & CEO - IntelliSense.io

Sam has a track record in developing new markets and products, building teams and bringing innovative solutions to market. He has had entrepreneurial experience in developing first generation of carbon management enterprise software with the company incubated in Silicon Valley and London. In 2012 he was voted to the Top 25 Entrepreneurs to watch list in Cambridge, UK.

Sam is the founder & CEO of IntelliSense.io which he started three years back with a focus on developing and deploying Internet of Things (IOT) technologies and solutions for the Commercial and Industrial Sector. The company has been selected as one of the eight IOT solutions to be showcased by the UK government.



Dr. Zohir Mohammed Al-Sarraj

Vice Chairman - OMAINTEC

- President of International Maintenance Association (IMA), Switzerland.
- Chairman of Operation and Maintenance Chapter - Saudi Council of Engineers.
- Vice Chairman of Arab Institute of Operation & Maintenance (OMAINTEC), Beirut.
- Director of Operation and Maintenance in King Saud University until 2007.
- Author of many books and papers in the field of Operation and Maintenance.
- CEO of Specialist Group Consulting Company.
- Member and Advisor to several National Commissions in the field of Engineering and Maintenance.
- International Arbitrator in field of Engineering and member of The London Court of International Arbitration (LCIA).



CONFEX 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.

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PLATINUM SPONSOR



Idama Facilities Management Solutions

Founded in 2005, Idama is a provider of Integrated Facilities Management solutions for real estate developments. From the complex maintenance of heating and ventilation systems, to the meticulous cleaning of offices and receptions, Idama manages the facilities of all types of built environment

Derived from the Arabic meaning of "perpetual", Idama aims to create sustainable facilities that are economically feasible and environmentally cautious. The company is built on solid technical expertise and in-depth industry experience that is unrivalled in the market.

Managing more than 62 million square feet of development in Dubai, Idama provides services to some of the most prominent landmark developments in Dubai including the Dubai Technology and Media Free Zone, that comprises of Dubai Internet City, Dubai Media City and Dubai Knowledge Village, as well as the Dubai Healthcare City, Dubai International Financial Centre, Business Bay, and Jumeirah Beach Residence.

PLATINUM SPONSOR



Imdaad

Imdaad is a multi-awarded integrated facilities management company broadly recognized for its quality-driven FM solutions and strong commitment to environmental sustainability. Adjudged as 2010 "Overall GCC FM Company of the Year" by FM Awards, Imdaad has been establishing quality benchmarks in the regional FM industry, while empowering customers to be more profitable and efficient in the maintenance and care of their facilities.

With its comprehensive range of strategic services and value-added offerings, Imdaad has become the solutions provider of choice in the UAE, counting the most prominent landmark developments in its impressive client portfolio. Guided by its core values of "People, Services and Making a difference", Imdaad has adopted a business model that allows the company to offer a more personalized touch in its services, endearing itself even more to its customers.

In addition to its core offerings, the company is also strongly committed to continue to diversify its portfolio of services to cater to evolving customer requirements. Imdaad likewise boasts a dedicated team of highly qualified and experienced FM specialists, further reinforcing the company's reputation as a quality-driven and results-oriented facilities management services company.

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GOLD SPONSOR



Inaya Facilities Management

With a vision to create a solid and dependable integrated facilities management company, INAYA Facilities Management Services was established as a strategic part of Belhasa in 2010. Under the management of experienced FM professionals with in-depth knowledge of the GCC market, INAYA has pursued a sustainable growth path. It is currently resourced with more than 300 highly qualified technical and support staff.

Managing a portfolio of some of the region's most high profile and large-scale residential and retail developments, and providing both technical and non-technical FM services, INAYA prides itself not only in its best-in-class delivery but also in the interpersonal way its deals with clients and other stakeholders.

Meaning 'care' in Arabic, INAYA continues to uphold the values of honesty and integrity, gaining maximum performance and longevity of the assets it manages and enhancing the brand image of its clients. Certified to ISO 9001:2008, ISO 14001:2004 and OHSAS 18001:2007, the company is completely committed to benchmarking itself against the highest global standards.

In just a few years, INAYA has become one of the leading players in the regional integrated FM industry and continues to build a platform for further growth through its people, processes and long-term client relationships.

SILVER SPONSOR



MAF Dalkia Middle East

MAF DALKIA Middle East is a joint venture created in 2002 between Majid Al Futtaim Ventures & Dalkia International, a worldwide leading provider of energy & facilities management. Dalkia has emerged after a history of 75 years as today's leading developer and operator of heating and cooling systems, industrial utilities and a leading provider of comprehensive technical services to major worldwide prestigious clients. It operates in 42 countries with over 54,000 staff and annual turnover (2012) of Euros 8.9 billion.

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 commercial, residential, health care, telecom and aviation facilities. MAF Dalkia work in partnership with their clients, adopting a 'can do' mind set. The company and its people are dedicated to satisfying customer needs.

CONFEX SPONSORS

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".

SILVER SPONSOR



OCS

OCS is the UK's largest family-owned Facilities Management Company with US\$ 1.1 billion turn over offering over 80 services with some 90,000 highly-trained employees. The company headquartered in the UK has currently expanded to over 40 countries spread across Europe, Australasia, the Americas, Africa, Asia and now to the Middle East region. OCS Group has launched its first Middle East operation by entering the Qatari and Emirati markets by joining highly respected partners and drawing on their decades of growth and development within the gulf.

OCS's core skill is creating value for clients through the management of our people to deliver essential services, utilising proven innovation and best practice from the facilities management markets across the globe. Our OCS and Cannon Hygiene brands are recognized worldwide.

With OCS Total Facilities Management (TFM), clients have all of their requirements serviced by a single partner and achieve cost reductions through economies of scale and enhanced effectiveness. We are in business to provide competitive solutions for critical and non-core activities aligned to clients' business strategies. Sustainable development is at the heart of our operations and we strive to deliver integrated, sustainable solutions which are sensitive to the environments in which we work and which bring environmental benefits to our clients.

CONFEX SPONSORS

DELEGATE BADGE SPONSOR



Emrill Services

Established in 2002, Emrill is a commendable Integrated Facilities Management solutions provider in the UAE who won the most coveted industry award for 'FM Company of the Year' along with 'Green FM Company of the year' 2013.

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 clients. 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.



TECHNOLOGY SPONSOR



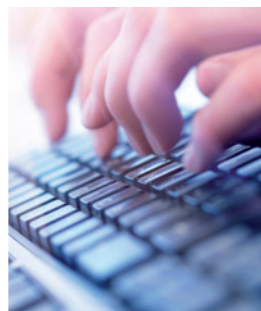
FSI (FM Solutions) Middle East

FSI Middle East – a division of the market-leading workplace technology and services group FSI Global plc – offers solutions for asset managers, property managers, building owners, building occupiers, in-house FM teams, and suppliers of hard and soft facilities service and maintenance

The Concept Evolution™ suite of web-based products, including the Concept Reach™ end-user interface and the Concept Connect™ service provider interface, are all evidence of our commitment to provide facilities and workplace technology that match the demand for state-of-the-art solutions from those in the field and all the way into the heart of the business.

FSI GO™ is an application platform for Mobile Application Development, providing the freedom to create mobile applications that extend the functionality of Concept Evolution™ and third party integrated systems across your organisation. It embraces the rise of the multi-platform 'bring your own device' environment, providing a feature-rich web-enabled management portal that allows the development of secure, flexible applications for smart phones and tablets.

FSI has established an impressive client list within many industry sectors across the GCC, MENA and beyond. FSI Middle East directly delivers Concept™ and FSI GO workplace technology solutions, together with associated professional services and on-going support to clients across all Middle East business sectors.



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LUNCH SPONSOR



Khidmah

Khidmah is a fully integrated Service Solutions Provider, delivering comprehensive services under a single point of contact to the finest properties and prestigious clients not only in the Middle East, but throughout the world.

Services such as Leasing, Re-Sale, Property, Strata & Handover Management, Development & Design Consultancy, Facilities Management, DLP Management, Maintenance, Cleaning, Landscaping, Pest Control, Health club & Lifeguards, Khadamati Services and a 24/7 manned multi-lingual Call Centre.

All these services are provided under one roof to maximize service quality and to guarantee peace of mind.



SUSTAINABILITY SPONSOR



FARNEK SERVICES

Established in the UAE since 1980, Farnek Services LLC/Farnek Middle East LLC is part of the Zurich-based Piora Group, an international full service property management company. Their 30 years of success in the UAE culminated by winning the maintenance contract together with their international partners, for the tallest building in the world, Burj Khalifa. This achievement combined with their strategic client partnerships with a wide variety of industry leaders in the UAE solidifies their role as one of the leading FM companies.

Farnek is growing. They have added offices in the Northern Emirates, as well as Abu Dhabi and Dubai, servicing over 2500 contracts, with a skilled workforce of over 2000 staff members.

Farnek is also a leader in sustainability and is a member of the US Green Building Council, has exclusivity with international organisations such as Green Globe and myclimate and has already been presented with the prestigious Emirates Energy award for producing the Middle East's first hotel energy consumption benchmark survey and have recently won the Green FM company of the year in 2012 at the FMA 2012 awards for its energy saving initiative for Movenpick Hotels & Resorts in the Middle East.



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HEALTH & SAFETY SPONSOR



PASMA

Established over forty years ago, PASMA is widely considered the leading authority on all mobile access tower matters. Its training scheme teaches over 65,000 people each year to work safely at height and is at the forefront of reducing the unacceptable toll of work at height fatalities and injuries.

PASMA's long history of working with safety authorities places it in a strong position to engage in international collaboration to establish standards and skills training. It aims to fast track the establishment of a framework in the UAE to ensure competent people work at height and, most importantly, are protected from the risk of falls. This has led to PASMA concluding a partnership agreement with the UAE Ministry of Labour to recognise PASMA as the benchmark standard of training and competence for tower scaffold users.

The role of the association is manifold, offering a range of expertise internationally including the promotion of mobile access towers - not just in construction but in facility management where they are also regularly used. It is therefore appropriate that PASMA is this year's MEFMA Health & Safety sponsor, demonstrating the commitment to drive safe working at height up the sector's safety agenda.

"The association is committed to delivering world-class support to all corners of the industry," says Peter Bennett, PASMA's Managing Director. "Working with MEFMA to provide practical skills and knowledge is central to meeting this objective in the Middle East's facility management sector."

HEALTH & SAFETY SPONSOR



IPAF

The International Powered Access Federation (IPAF) promotes the safe and effective use of powered access worldwide - through providing technical advice and information, through influencing and interpreting legislation and standards, through its safety initiatives and training programmes. Set up in 1983, IPAF is a not-for-profit members' organisation that represents the interests of manufacturers, distributors, contractors, users, rental and training companies. It serves as a forum for all active in the world of powered access. IPAF has played a key role in promoting many of the design, safety and testing procedures that are now established in the powered access industry.

The IPAF training programme for platform operators is certified by TÜV as conforming to ISO 18878. More than 100,000 operators are trained each year through a worldwide network of over 600 training centres. Training generally lasts one to two days and is a mixture of theory and practice. Those who successfully complete IPAF training are awarded the PAL Card (Powered Access Licence), the most widely held and recognised proof of training for platform operators. The PAL Card is valid for five years and shows the machine categories that the operator has been trained in.

www.ipaf.org

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SUPPORTING INSTITUTE



OMAINTEC

Arab Institute of Operation & Maintenance

In view of realizing the aspirations and recommendations of the participants of the International Operation & Maintenance Conference in the Arab Countries to build an Arab entity concerned with the activities and profession of operations and maintenance engineering, the Institute was established at the 3rd International Operation & Maintenance Conference in the Arab Countries, held in Beirut in June 2004.

One of the main objectives of the Institute is to provide a ground for the exchange of expertise among experts and engineers in the domain of operations and maintenance in the Arab countries.

Vision: Establishing a mechanism to organize and standardize the practice norms of operations and maintenance practices, procedures in the Arab countries.

Institute Board: Governing board of the inst. Composed of thirteen professional individuals with current membership of the inst.

Institute Location: The main office of the Institute is based in Beirut with a liaison office in Riyadh and potential future branches in other Arab countries.

The Institute aims to Enhance, highlight and Develop all relevant scientific base and professional practice of O&M, in a tireless, continuous measurable and specific efforts for the Development and improvement of current norms in the Arab countries. In addition to transfer of know how and technology, management programs, techniques and practice, from the developed countries.

CONFEX EXHIBITORS LIST

Idama Facilities Management Solutions - Stand No. 110 & 115

Provider of Integrated FM solutions & services for real estate developments, from mechanical, electrical and civil maintenance & high quality interior fit-outs, to conscientious cleaners and creative groundsmen.

Inaya Facilities Management Services - Stand No. 120

One stop shop specializing in service and maintenance, technical solutions and integrated facilities management.

myfm - flexible management solutions - Stand No. 125

Flexible management service, providing experienced professional managers and service support in the fields of facilities, property, sustainability and energy management.

Bin Moosa & Daly Ltd L.L.C - Stand No. 130 & 135

Leading Suppliers of Water Heaters, Shelving and Storage Equipment Supplies, Pumps, Swimming Pool Equipment Supplies, Water Savers, Pipes and Pipe Fitting - Manufacturers and Wholesalers.

Dulscow Waste Management Services - Stand No. 140

Leading providers of human resource solutions and waste management services. Specialists in the collection, transportation and disposal of any kind of waste.

Khidmah L.L.C - Stand No. 145

Abu Dhabi owned and operated services management company specializing in comprehensive Property Management, Facilities and Maintenance Services for residential, retail and commercial properties.

OMAINTEC (Arab Institute of Operation & Maintenance) - Stand No. 150

Aims to enhance, highlight and develop all relevant scientific base and professional practice of O&M, in a tireless, continuous measurable and specific efforts for the development and improvement of current norms in the Arab countries.

Advanced Facilities Management - Stand No. 155

Through quality, reliable facility services and building maintenance services, Advanced FM maintains and drives the performance, lifespan and the value of your physical assets. They offer a comprehensive range of both soft and hard services.

Diversey Gulf - Stand No. 165 & 170

Leading global provider of sustainable cleaning and hygiene systems and solutions. As a part of Sealed Air, Diversey branded products are helping create a new global leader in food safety and security, facility hygiene and product protection.

Engage Selection - Stand No. 175

Provides a range of services to both employers and candidates alike, ranging from specific job sourcing activities to providing a fully complimentary HR & Recruitment outsourcing service to employers.

Imdaad - Stand No. 200 & 205

Multi-awarded integrated facilities management company broadly recognized for its quality-driven FM solutions and strong commitment to environmental sustainability.

Rosmiman Software Corporation - Stand No. 210

Provides Comprehensive Asset Life Cycle, Maintenance and Facility Management for all Asset Types and Services on a Single Unified Web Technology Platform.

FSI (FM Solutions) Middle East FZ-LLC - Stand No. 215

Provides technology solutions to property managers, building owners, building occupiers, in-house FM teams, and facilities service and maintenance organizations.

OCS - Stand No. 220

An International industry leading company that can develop integrated, sustainable, innovative solutions working in partnership with customers to deliver cost-effective and customized services across the whole spectrum of facilities management requirements using in-house staff and expertise.

Al Tanmyah Services LLC - Stand No. 235

Provides a total solution on Facilities Management for all industries in the UAE. Tanmyah is a one-stop-shop for all Facility service and outsource requirements.

Reliance FM - Stand No. 245

Offers services for FM Consulting, FM Operations, FM Training and Association Management, full range of FM services including Hard and Soft Services, Risk Management and Administrative services.

1ml - Stand No. 250

The next generation in Green Cleaning, providing the Middle East with cleaner, greener, water treatment, waste water treatment and industrial cleaning solutions.

Binary Integrated Technology Solutions, BITS™ - Stand No. 255

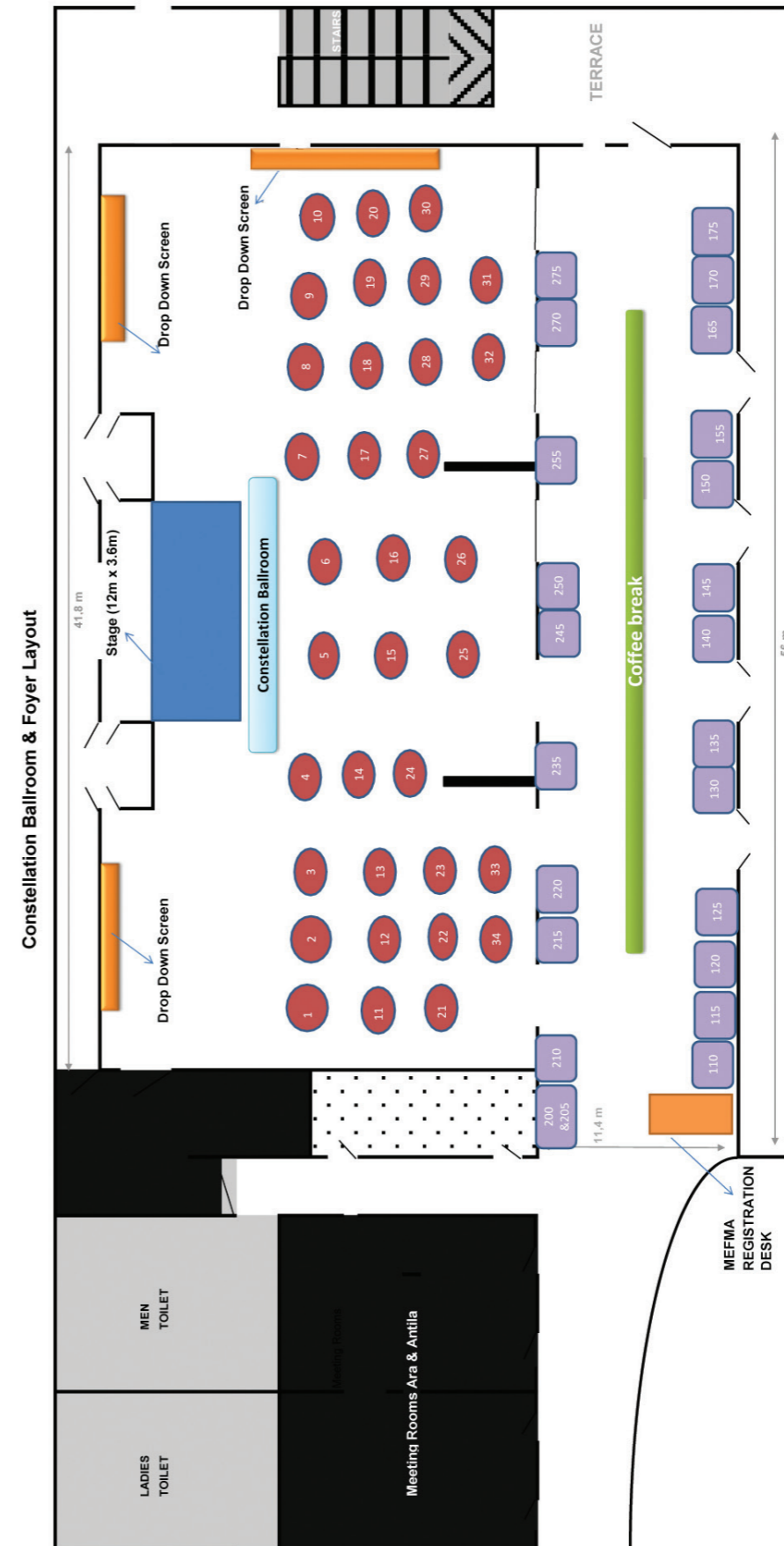
Being a solution provider, BITS has emerged as a major firm of IT related services, introducing the latest modern technology to include everyday life requirements.

PASMA & IPAF - Stand No. 270 & 275

Prefabricated Access Suppliers Association (PASMA) is widely considered the leading authority on all mobile access tower matters. It ensures competent people work at height and, most importantly, are protected from the risk of falls.

The International Powered Access Federation (IPAF) promotes the safe and effective use of powered access worldwide - through providing technical advice and information, through influencing and interpreting legislation and standards, through its safety initiatives and training programmes.

CONFEX FLOOR PLAN



EXHIBITION STANDS			
STAND NO.	COMPANY NAME	STAND NO.	COMPANY NAME
110 & 115	IDAMA	150	OMAINTEC
120	INAYA	155	Advanced Facilities Management
125	myfm - flexible management solutions	165 & 170	Diversey Gulf
130 & 135	Bin Moosa & Daly Ltd L.L.C	175	Engage Selection
140	Dulscow Waste Management Services	200 & 205	Imdaad
145	Khidmah L.L.C	210	Rosmiman Software Corporation
270 & 275	PASMA & IPAF	215	FSI (FM Solutions)
		220	OCS
		235	Al Tanmyah Services LLC
		245	Reliance FM
		250	1ml
		255	Binary Integrated Technology Solutions, BITS™

SPONSORS TABLES		
TABLE NO.	COMPANY NAME	TABLE NO.
2	FSI (FM SOLUTIONS)	3
4 & 5	IDAMA	6 & 7
8	KHIDMAH	9
13	PASMA & IPAF	14
15	MEFMA	16
17	MAF DALKIA	18

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