



**MEFMA**  
**CONFEX 2015**  
MARCH 16TH - 17TH

SMART TECHNOLOGY  
SMART CITIES  
SMARTER FM !



Headline Sponsors





## GENERAL INFORMATION

### Venue

Constellation Ballroom  
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

#### Workshop

Sunday 15th March 2015 - 8:30 am - 3:30 pm

#### Conference

The conference will be on the following days:  
Monday 16th March 2015 - 8:30 am to 5:15 pm  
Tuesday 17th March 2015 - 8:30 am to 5:00 pm

### Payment

Payment can be made directly to the organizer by contacting them on [info@mefma.org](mailto:info@mefma.org) or +971 4 4549844 or +971 50 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](mailto:info@mefma.org)  
Last date for registrations - March 9th, 2015  
No registrations at the door

This event is  
carbon neutral



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We would like to thank all our sponsors for their support



# Welcome Note



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

## **Smart Technology, Smart Cities, Smarter FM!**

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 fifth year, MEFMA is proud to host this event and has many more planned throughout 2015 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

# CONFEX TIMETABLE - DAY 1



09:00 - 09:15	Opening Address Ali AlSuwaidi - MEFMA Board Member
09:15 - 10:45	Keynote Speaker - Fredrik Haren Topic: A Rapidly Developing World
10:45 - 11:15	Francisco Silverio Marques - MAF Dalkia Topic: Guaranteed Energy Savings: from Word to Action
11:15 - 11:30	Coffee Break
11:30 - 12:30	James Garbutt - Realpoint Real Estate Consultancy and Ali AlSuwaidi - MEFMA Board Member Topic: Property Asset Quality and MEFMA Star Rating System - Dubai and Beyond
12:30 - 01:00	Panel Discussion Topic: MEFMA Star Rating System
01:00 - 02:15	Prayer and Lunch Break
02:15 - 02:45	Alistair Stranack - Credo Business Consulting Topic: FM in Saudi Arabia - an emerging giant
02:45 - 03:15	Jennifer L. Peltenburg - Farnek Services Topic: Innovation in technology in FM - Hard and Soft FM
03:15 - 03:45	Sahar Aloumi - Bena "Character Building Center" Topic: New Age Time Management Tool
03:45 - 04:15	Riccardo Rossini - eFM Topic: Smart City - Sustain engaging life & places
04:15 - 04:30	Dr Ali Salem - Dubai Ministry of Labour Topic: Social Responsibility
04:30 - 05:15	Panel Discussion - Alexandre Amato, Facilitator Topic: Drivers to Current and Future FM Legislations

## CONFEX TIMETABLE - DAY 2



09:00 - 09:10	Opening Address Duncan Waddell - Facilitator
09:15 - 10:30	Keynote Speaker - Jamil Qureshi Topic: Turning Ambition into Achievement
10:30 - 11:00	Tim Winter - KPMG Advisory - Watford UK Topic: The Smart Use of Technology to Drive FM Service Delivery and Performance
11:00 - 11:15	Coffee Break
11:15 - 11:45	Gabriel Uribe - Rosmiman Software Corporation Topic: Latest technologies applied to Smart Cities
11:45 - 12:45	Abraham Turaani - JADARA Group Topic: Authentic Leadership: A New Dimension of Performance
12:45 - 01:00	Tony Hampson & Jane Fraser - OCS Topic: A different perspective to FM
01:00 - 02:15	Prayer and Lunch Break
02:15 - 02:45	Alex Davies - Emrill Services Topic: Three things clients are doing today to meet their budget challenges
02:45 - 03:15	Ryan Darnell - Khidmah Topic: The curious case of aging FM's
03:15 - 03:45	Richard Jowsey - Urbanise Topic: Smart Cities, Smarter Services
03:45 - 04:15	Alan Millin - FM Consultant Topic: Positioning FM for leadership
04:15 - 05:00	Panel Discussion - Imran Akram, Facilitator Topic: Smart Technology, Smart Cities, Smarter FM!

## KEYNOTE SPEAKERS



### Fredrik Haren

Accomplished author and speaker, among the most renowned figures in the field of business creativity.

Founder of Interesting.org a renowned creativity company, Fredrik has become one of the most talked-about names in the field of creativity. Based in Singapore, he is an accomplished author and speaker who has delivered more than 1,500 presentations, lectures, and workshops across 45 countries. He teaches companies the necessity of creativity, idea generation, and entrepreneurship in order to grow.

Hären punctuates his messages with a number of amusing examples to help the audience understand the value of thinking in new ways, yet appreciate just how difficult this is to accomplish and understand, and how easy it is to fall into a rut. He has worked with clients including ABB, American Express, China Mobile, China Telecom, Ericsson, GE, HP, IBM, INSEAD, IKEA, Microsoft, Ministry of Finance Singapore, Nokia, Ogilvy, Pfizer, Saab, Sandvik, SonyEricsson, Swedish National Bank, Swedish Radio, Swedish Parliament, Stockholm School of Economics, TeliaSonera, and many others.

He was voted Speaker of the Year in 2007 in Sweden and nominated as the Entrepreneur of the Year in 2003 by the Swedish magazine Shortcut. He has received honorary mentions by the Innovative Thinker of the Year Awards, run by the Swedish Post Office's small business magazine You & Co. Härén is the accomplished author of nine books including The Idea Book (2004), The Developing World (2009) and One World One Company (2013). development programmes in creative industries, manufacturing, technology, innovation and sustainability.



### Jamil Qureshi

Jamil is one of today's foremost practitioners of performance enhancing psychology. He has worked with some of the most talented business and sports people around the world.

In 2006, he was appointed the first-ever official golf psychologist to the European Ryder Cup team. The team made history in winning by a record-equalling margin. He has worked with over 22 golfers inside the World Top 50. Ranked amongst the most influential figures in British sports in 2009, Jamil was recently voted into the top 100 powerful men in golf by his international peers.

He has also worked successfully with English Premiership football clubs, Formula 1 racing drivers, England cricketers, fighter pilots, and medical teams. But his work is not limited to the world of sports. In the last year he has worked with business leaders in 24 different countries, helping executives and their teams fulfill their potential by orchestrating change and performance programs.

He has developed and delivered management and leadership programs at board level for Coca Cola, Hewlett Packard, Emirates Airlines, Serco, Orange, and Royal Bank of Scotland. He has worked across LBG Group Operations on the journey to world class' and other areas within Lloyds Banking Group.

Jamil is also a world recognized speaker on all aspects of the psychology of performance, psychology of leadership, leadership attitudes, improving people, cultural change techniques, and employee engagement. Interestingly, he is one of the few external psychologists ever to be allowed to study astronauts on the NASA Space Program.



## CONFEX FACILITATOR



### Duncan Waddell

Managing Director - Agents4RM Asia Pacific Pty Ltd  
Chairman - Global FM

Duncan 'fell' into the areas of facilities, asset and CRE management in 1986. Sensing a great opportunity he established a strategic consulting presence in Australia that has focussed on thinking 'outside the box', leadership practice, learning and development as well as implementation of performance based, outcome driven solutions in both private and public organisations. One of his key skills is as a facilitator, combining people, business drivers and the built environment to achieve and support strategic corporate needs and objectives.

Duncan was appointed Chairman of Global FM in 2012, an international federation of FM Associations from around the world. He has also played an active Board and Chairman role with the Facility Management Association Australia and was awarded Life Membership in 2000. Duncan is a past Chairman of the Corporate Real Estate Committee with the Property Council of Australia. He is a Fellow of the Australian Institute of Company Directors. He also holds several Directorships for private organisations in Australia and Asia Pacific.

## CONFEX SPEAKERS



### Francisco Silvério Marques

Director, Business Development & Marketing - MAF Dalkia Middle East

Francisco has been leading MAF Dalkia's Business Development & Marketing Department for the past year, following a transfer from the Strategic Marketing Department in Veolia's Paris Headquarters. With a double degree in Civil Engineering and Architecture, Francisco started his career in a major European Architecture Practice as a Project Manager, designing high energy efficiency and environmental quality buildings, and integrating technologies at an early stage of design.

Since Francisco joined Veolia in 2005, he has been playing a key role in developing the group's position on Building Energy Efficiency Services, successively as a Project Manager, Key Accounts Manager, and Business Line Director.



### James Garbutt

Managing Director - Realpoint Real Estate Consultancy

James is working as a leading member of the RERA Asset Team currently developing the standards of property quality and inspection that will be used to determine the planned Star Rating System (SRS) of buildings in Dubai.

He is the Managing Director of Realpoint, a UK qualified RICS, Chartered Building Surveyor with over 22 years of experience in the property inspection, consultancy, project management, development, facility and asset management sectors. Over the last 8 years he has been based in the Middle East working with a wide range of clients including various government, private sector, international corporates, developers and investors.



### Ali Al Suwaidi

MEFMA - Board Member / Global FM - Board Member / PHI Strategic Consultancy Founder  
Executive Director - Ejadah, Dubai Properties

Ali an Electrical Engineer from the U.S. with an MBA and an International Diploma in Safety Management has over 17 years of experience in the facility management industry.

He is a Board Member of MEFMA, Global FM, and the founder of PHI Strategic Consultancy Services. Ali has served in several prestigious positions, including being the Operations Director for Burj Khalifa. He has also played a key role in the establishment of a predictive and preventive maintenance regime in the telecommunications industry in the UAE; in addition to introducing a sustainable HSE culture within many of the establishments he has managed.



### 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.

## CONFEX SPEAKERS



### Jennifer L. Peltenburg

Director of Business Development & Marketing - Farnek Services

Jennifer Peltenburg has over 20 years in developing new business and product development through strategic consulting in a number of diverse business initiatives in several dynamic service verticals including Facilities Management, Professional Services, Airports/Airlines, and Hotel industries. Working with 2 of the top 3 consultancies, has lead her towards developing and managing a diverse list of projects (construction, IT, performance/value engineering, process/operational change) at senior levels across the Middle East, Europe/UK, the Caribbean and North America.



### Sahar Abdul-Aziz Aloumi

Founder & CEO, Bena - Character Building Center  
Positive Psychology Coach, Clinical Hypnotherapist, Professional Certified Trainer

Sahar Aloumi is the Chief Executive Officer of Bena Character Building Center - a young and visionary organisation dedicated to nurturing and building human potential through character building. In order to help people overcome life's challenges and realise their full potential, Sahar is an accredited Positive Psychology Coach. Further to this she is trained as an advanced Clinical Hypnotherapist at the California Hypnosis Institute by Dr. Yuvraj Kapadia in India.

Sahar's expertise and skills range from finance, business development and relationship management to building character and shaping personalities. She also offers one-to-one private coaching sessions to select clients when she is not busy finding new ways to make the world better.



### Riccardo Rossini

Area Manager, Middle East & Africa - eFM

Almost 15 years successful consultancy for the largest Italian Corporate Clients made Riccardo (an Aerospace Engineer by training) a highly recognized expert in Facility Management and Real Estate processes, devising optimal and technologically advanced solutions at all times.

Riccardo is the eFM Area Manager for Middle East and Africa. His innovative approach to integrated solutions encompassing people, processes and technology (IoT, BMS and IWMS platforms) is at the heart of the most advanced eFM Smart City offerings.



### Tim Winter

Head of Engineering - KPMG Advisory (Watford UK)

A Facility/Building Services Manager with strong technical, people motivation, commercial and contract management skills. British Institute of Facility Management (BIFM) and Association of Project Managers (APM) qualified practitioner. National and International experience within blue chip corporate client. Responsible for devising and administering the long term engineering strategy for the KPMG UK portfolio (Circa 2m sq. ft.).  
Business Skills - Strategic Planning, Asset Management, Motivation & Performance management, Finance Skills and Competencies

Technical Skills - Building Service, Critical Environments, CAFM Systems  
Professional Interests - Contract Management ; Supplier Delivery Models



## CONFEX SPEAKERS



### **Gabriel Uribe**

Manager for Middle East – Rosmiman Software Corporation

Gabriel Uribe is currently the Manager for the Middle East at Rosmiman Software Corporation, the provider of the awarded software for Facility Management Rosmiman Facilities.

As an architect with 15 years of experience in the designing, building, landscaping and construction sectors with a master degree in Restoration of Architectural Monuments (MRM), related specialized maintenance management knowledge and his team leadership, is dealing the expansion of RSC in the Gulf Region since 2011. As a project manager professional (PMP) has personally led more than 50 CAFM system consultancy and implementation projects in Europe, USA and in the Middle East.



### **Abraham Turaani**

President - JADARA Group

Mr. Abraham Turaani is president of JDARA Group; a training and executive coaching company. He is an international expert in leadership development and executive coaching with over thirty years of experience. He is also a writer and a much in-demand motivational speaker who addresses thousands of people every year with his inspirational messages and his thought provoking ideas. He frequently writes on leadership, empowerment and personal mastery in publications in the U.S and GCC.



### **Tony Hampson**

General Manager, OCS

Tony Hampson is a powerful business driver whose management, motivational instincts and clarity of vision have carried multiple companies through rapid and continuous growth. Tony started his first director role in the year 2001 for Haden Building Management, UK and quickly moved into management roles as his career progressed. In every company Tony has held a responsibility for annual turnovers from £90 to £200 million and up to almost £15 million in net profit, obviously achieving outstanding personal and team results.



### **Jane Fraser**

Business Development Manager, OCS

Jane Fraser is the Business Development Manager for OCS Emirates. Jane has worked for the OCS Group for 7 years in the UK within the Cannon Hygiene division, where she has extensive knowledge and experience within the Washroom Hygiene sector.



### **Alex Davies**

Operations Director, Emrill Services LLC

Mr. Davies holds a Masters in Civil Engineering with Honours from the University of Nottingham and joins Emrill with over 11 years in the facilities and energy management industry with Carillion plc, operating company for Emrill. He has worked in various divisions including Carillion Building, Carillion Rail, Domestic Maintenance, Facilities Management and Energy Services serving prestigious clients such as Cemex, Redstone, National Blood Services, Network Rail, Royal Courts of Justice along with numerous local councils including Manchester, Birmingham and London

## CONFEX SPEAKERS



### Ryan Darnell

Executive Director - Facilities Management - Khidmah

Ryan has more than 12 years of experience in the Facilities Management Industry across the commercial, residential, retail, IT and government sectors. As Executive Director of Facilities Management for Khidmah, Ryan is responsible for all operations, Health & Safety, Procurement, Sustainability and Project Management across the portfolio.

Previously Ryan worked for Jones Lang LaSalle in Australia. He has won several awards from clients and also won the Young Facilities Manager Middle East Award in 2009. Ryan is an accredited member of the Australian Institute of Company Directors, FMA Australia & Middle East Facility Management Association and a qualified Facilities Management teacher with IFMA.



### Richard Jowsey

Regional Director, Middle East - Urbanise

An FM professional with more than 30 years experience in both the public and private sectors, Richard joined Urbanise in 2014 as Regional Director (Middle East). A decision maker and solution based strategic thinker, Richard is noted for developing highly motivated teams that are empowered to deliver strong operational results that exceed client expectations. Prior to joining Urbanise, Richard was the Business Development Director at Maintenance Management Group in Qatar. He has also worked at Atkins Global, the National Health Service and the BBC - where as Operations Director he led large outsourcing contracts and mobilisations. Richard is an Approved FM trainer with the UK Institute of Leadership & Management ILM.



### Alan Millin

FM Consultant

Alan Millin is a UK registered Chartered Engineer, Chartered Environmentalist and Registered Scientist holding LEED accreditation (LEED AP). He holds an MSc. in Software Development and an MBA in Leadership and Sustainability.

Alan is a Dubai-based independent executive coach, FM consultant and trainer. He delivers MEFMA's foundation and professional level courses and coaches and mentors FM practitioners.



## CONFEX ARTIST

### Anna Riccardi

Italian artist and facilitator Anna Riccardi is an engaging spirit who is passionate about the art of communicating. Her work involves projects that explore creativity, understanding, leadership, behaviour and change. Since founding Visual Communication, Anna has collaborated with conferences, communities, individuals and companies, developing key messages and improving outcomes. She studied Illustration, Animation and Multimedia at IED in Rome and is Artist in Residence at the Royal Festival Hall. Anna enjoys exploring something different every day. She was a finalist in Miss Italia.

### HEADLINE SPONSOR



#### Imdaad

Imdaad is a leading integrated Facilities Management company in the GCC well recognized for its quality-driven FM solutions and strong commitment towards sustainability. The company established a quality benchmarks in the regional FM industry and has also attained ISO 9001:2000, ISO 14001:2004 and BS OSHAS 18001:2007 quality management certifications.

With its comprehensive range of strategic services and value-added offerings, it has become the solutions provider of choice in the UAE. It boasts a dedicated team of more than 4000 highly qualified and experienced FM specialists, which further reinforces the company's reputation as a quality-driven and results-oriented facilities management services company.

Imdaad specializes in both Hard FM and Soft FM Services. Hard FM services include MEP & Asset Maintenance; BMS operations; Painting/Civil/Carpentry/Masonry; Infrastructure Maintenance; Power Monitoring & Savings. The company's Soft FM services include Waste Management such as Medical Waste Collection and Disposal and Confidential Data Destruction Services; Pest Management; Cleaning Services; Lagoon / Beach Cleaning; Tanker & Sewage Treatment Plant Services; Business Support; Temporary Power Rentals; Recycling Management; Training; DLP Management; Project Management; Help Desk Concierge; and Camp Management & Catering.



### HEADLINE SPONSOR



#### Chicago

Chicago Facilities Management Services is a customer-centric facilities management provider in the UAE. Established in 1973, Chicago offers the full scope of Hard, Soft and Integrated FM services that improve efficiencies in the built environment.

With accreditation to all relevant ISO standards, Chicago delivers on its promise that all non-core services are delivered to the highest international standards for clients across education, healthcare, retail, commercial and hospitality.

Chicago Facilities Management Services also offers a dedicated 24 hours help desk and cloud-based BMS, to ensure a client's bespoke requirements are met and seamlessly integrated with unscheduled maintenance and reporting.

Sustainability and energy management are also responsibilities at the heart of Chicago, which frequently enrolls staff in its training academy to update the FM operatives on the latest technologies and techniques in FM, along with regulatory compliance and best practice in health and safety.

With a focus on CSR, Chicago has been certified by the Dubai Municipality for the staff initiatives it has instigated and been awarded the Dubai Chamber of Commerce CSR label in 2014 for the implementation of sustainable and waste-recycling schemes that clients follow.



## CONFEX SPONSORS

### HEADLINE SPONSOR



#### Urbanise

Urbanise is the creator of a cloud-based platform for delivering building services. Designed for the Facility Management industry, the software-as-a-service platform is transforming the traditional engineering approach to building operations into a dynamic online experience - improving customer service, removing operational costs and enabling entirely new revenue streams that building operators never thought possible.

Delivering e-commerce, workforce management and remote device monitoring functionality through a unified service delivery platform, Facility Managers, Corporate Real Estate Owners, Property Managers and Utility Service Providers are using the Urbanise platform to extend and enhance the range of services they provide.

With the platform integrated into the world's tallest towers and adopted by the most prestigious communities, Urbanise is connecting building operators with their clients and suppliers, and revolutionising the way services are provided to buildings and the people who live or work in them.



### DELEGATE BADGE SPONSOR



#### Emrill Services

Established in 2002, Emrill is an award winning Integrated Facilities Management provider in the UAE. With over 6000 staff, the company offers the full range of facilities and asset management services with innovative solutions tailored to support clients including cutting edge energy solutions and real-time performance management systems. Emrill commands an exceptionally high level of client retention and has enjoyed continual and steady growth since its formation.

Recently crowned 'Overall FM Company of the Year' for the second consecutive year at the 2014 Facilities Management Middle East Awards, the company has grown from strength to strength and respected as a world class service provider. In addition to winning 'Overall FM Company of the Year' 2013, 'Green FM Company of the Year' 2013, 'Health & Safety Initiative of the Year' 2012 and 'Innovative Use of IT in FM' 2011, Emrill became the first FM company to be awarded the Dubai Chamber CSR Label in recognition of its efforts to operate a business based on sustainable and responsible corporate practices.

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 a full range of services with solutions tailored to support master developments, residential communities, industrial and office complexes. Emrill believe in solutions that add value to their client's business, reducing overall costs of support services and increasing flexibility.

Emrill adheres to worldwide standards and is an ISO 9001:2008, ISO 14001:2004 and OHSAS 18001:2007 certified company.



## TECHNOLOGY SPONSOR



### Rosmiman Software Corporation

ROSMIMAN SOFTWARE CORPORATION is a company with more than 20 years of experience, specialized in the design, implementation and development of EAM/CMMS/CAFM/IWMS solutions for Asset Management, Maintenance, Facility Management and Facility Services.

ROSMIMAN® is a 100% web enabled system, based in new technologies, characterized by its robustness and high reliability. Some of its solutions are:

- Smart Building / Smart Energy / Smart Metering /Smart Property Management Solutions and BMS / BEMS / FMS / BIM systems
- Smart Cities Solutions
- Smart Mobility HTML5 Web Systems and BYOD
- RFID, QR and NFC Identification systems

With ROSMIMAN®, ROSMIMAN SOFTWARE CORPORATION S.L. provides any company with a comprehensive solution endorsed by more than 10,000 users, 500 companies in 15 countries. The constant research and the implementation of major projects with the use of new technologies have enabled ROSMIMAN® to be one of the most advanced specialized software products on the market and with more functionality integrated in a single product.

## TECHNOLOGY SPONSOR



### FSI (FM Solutions) Middle East FZ LLC

FSI Middle East – a division of the market-leading workplace technology and services group FSI Global plc – delivers 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 CMMS/CAFM products, including the Concept Reach™ end user “self-service” portal and the Concept Connect™ service provider portal, 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 Middle East has been operating in the region since 2002 and offers a UAE based professional services team who directly deliver technical, training, sales and account management services to our growing list of clients across all major industry sectors in the GCC and MENA.

## CONFEX SPONSORS

### LUNCH SPONSOR



#### **Khidmah**

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

Khidmah was created in a time and place that offered unparalleled opportunities. As an Emirati owned and operated Company, every member of the Khidmah team understands the fluctuating needs across markets and asset categories in the UAE, GCC, and throughout the entire region.

Our model translates into any language, any culture, and any industry recognising the need to be competitive across diverse marketplaces. By doing so, Khidmah's capabilities to deliver outstanding Service to our Clients at genuinely good value, is what makes us uniquely different and has spurred us to grow from strength to strength.

### 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 Emirates 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 Sustainability & Green FM company of the year in 2014 at the FMA 2014 awards for its energy saving initiatives.

## CONFEX SPONSORS

### ENERGY PERFORMANCE SPONSOR

## MAFDALKIA



#### MAF Dalkia Middle East

MAF Dalkia Middle East is a joint venture created in 2002 between Majid Al Futtaim Ventures - which is the growth engine responsible for developing new businesses that complement and reinforce the Majid Al Futtaim Group leadership in its core businesses, and Veolia - the global leader in optimized resource management; the Group designs and provides water, waste, and energy management solutions that contribute to the sustainable development of communities and industries.

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.

### HYGIENE SPONSOR

## cannon hygiene



#### Cannon Hygiene

Cannon Hygiene is a member of OCS Group Limited and considered as an integrated service provider and a global brand of washroom services represented in 40 countries. Since introducing the first feminine hygiene service to the market in 1956 in UK, Cannon Hygiene recognised the importance of providing a friendly, professional and locally provided service.

One of the approaches that Cannon Hygiene executes is all about creating a healthy environment all throughout to promote better staff welfare and productivity by focussing on reliability and customer service. As experts in hygiene, infection prevention and control, Cannon Hygiene invests in science and technology necessary to bring solutions that work every time and that stands independent testing to the highest hygiene standards. The company works with its clients, use its insights and knowledge to drive business benefits, add value, and support client brands and reputation.

Cannon Hygiene understands how best to provide the right solution for every organization.

## CONFEX SPONSORS

### HEALTH & SAFETY SPONSOR



#### Manlift Middle East - Access Platforms & Generators

Manlift have one of the largest platform fleets in the Middle East comprising of very high quality products from JLG, Genie, Upright, Teupen and MEC covering heights of up to 51 meters.

Manlift also specialises in the supply of temporary power rental products and turnkey power sales solutions within the GCC. With a fleet of super-silent rental specification containerised generators, HV transformers and ancillary equipment, we can meet and exceed any power requirements. We strive to give the best customer experience in our industry by ensuring we have the finest equipment and support wherever and whenever the requirement may be.

Manlift provides 24 hour support 7 days a week as well as onsite training for all our platforms within European training standards.

### SUPPORTING INSTITUTE



#### OMAITEC - 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, high light 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.



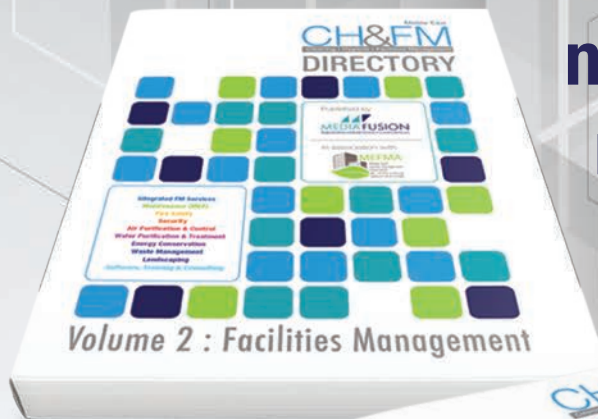
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## **Manlift Middle East - Stand No.110**

Manlift have one of the largest platform fleets in the Middle East comprising of very high quality products from JLG, Genie, Upright, Teupen and MEC covering heights of up to 51 meters. Also specialises in the supply of temporary power rental products and turnkey power sales solutions within the GCC.

## **Bin Touq Fire & Safety - Stand No. 115**

Specialized in providing the turnkey solution in Fire Protection systems, Smoke & Heat Detection system, Fire Alarm system, Emergency Exit light system. Services include the design, supply, installation, testing, commissioning and maintenance / servicing of Complete range of Fire systems.

## **DINOlift - Stand No.120**

Dinolift manufactures and sells high-quality DINO aerial work platforms. DINO platforms allow you to work above ground safely and effectively.

## **FSI (FM Solutions) Middle East FZ LLC Stand No. 125**

FSI Middle East delivers solutions for asset managers, property managers, building owners, building occupiers, in-house FM teams, and suppliers of hard and soft facilities service and maintenance.

## **Dulscos Waste Management Services – Stand No. 130**

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

## **Virtual IT - Stand No. 135**

Virtual IT is a TMA Systems International Partner for the Middle East, providing and implementing Computer Aided Facilities Management (CAFM) Solutions in the area.

## **Urbanise - Stand No. 140**

Urbanise is the creator of a cloud-based platform for delivering building services which is designed for the Facility Management Industry.

## **IPAF - Stand No. 145**

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.

## **Dubai Real Estate Institute (DREI) - Stand No. 150**

Dubai Real Estate Institute (DREI) is the first and foremost institute offering real estate courses, designations, and certifications to professionals in the Middle East.

## **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.

## **OMAINTEC (Arab Institute of Operation & Maintenance) - Stand No. 165**

Aims to provide a ground for the exchange of expertise among experts and engineers in the domain of operations and maintenance in the Arab countries.

## **MEFMA - Taheel - Stand No. 170**

The MEFMA Taheel is a certified MEFMA course brought to you by the MEFMA Training Centre. The course is designed to get candidates ready for a career in facility management within the Middle East region. Training takes place across India and Middle East counties upon request. For further information please contact MEFMA on [info@mefma.org](mailto:info@mefma.org)

## **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.

## **Chicago - Stand No. 200 and 205**

Chicago Facilities Management Services is a customer-centric facilities management provider in the UAE. Chicago offers the full scope of Hard, Soft and Integrated FM services that improve efficiencies in the built environment.

## **Rosmiman Software Corporation - Stand No. 210**

Rosmiman Software Corporation is a company specialized in the design, implementation and development of EAM/CMMS/CAFM/IWMS solutions for Asset Management, Maintenance, Facility Management and Facility Services.

## **McFarlane Telfer - Stand No. 215**

McFarlane Telfer are specialists in commercial catering and refrigeration equipment maintenance, supplying and installing new catering equipment and emergency call-outs for equipment problems or failure.

## **Sealed Air - Diversey Gulf - Stand No. 220**

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.

## **Emirates National Facility Management / Emirates Security Services - Stand No. 235**

Provider of trained security personnel to safeguard premises, property and personnel at Corporate offices, malls, banks, industrial areas, Supermarkets and all those places where security duties are involved.

## **Khidmah L.L.C - Stand No. 245**

Khidmah LLC is a fully Integrated Property Service Solutions Provider, delivering comprehensive Services to the finest properties and most prestigious clients not only in the Middle East, but throughout the world.

## **Media Fusion LLC – Stand No. 250**

Media Fusion LLC is a publishing company with publications in Facilities Management, Cleaning & Waste Management sectors catering to the GCC market. We are also the publishers of Cleaning, Hygiene & Facilities Management (CH&FM) Directory.

## **SMART FM - A CAFM solution by Nanosoft Stand No. 255**

Nanosoft Technologies, a software development and consulting company was established in year 1999. We established our UAE operations in the year 2007 and we are focused on providing solutions across a range of industry involved in facility management and maintenance activities across GCC. for more details visit [www.nanosoft.ae](http://www.nanosoft.ae)

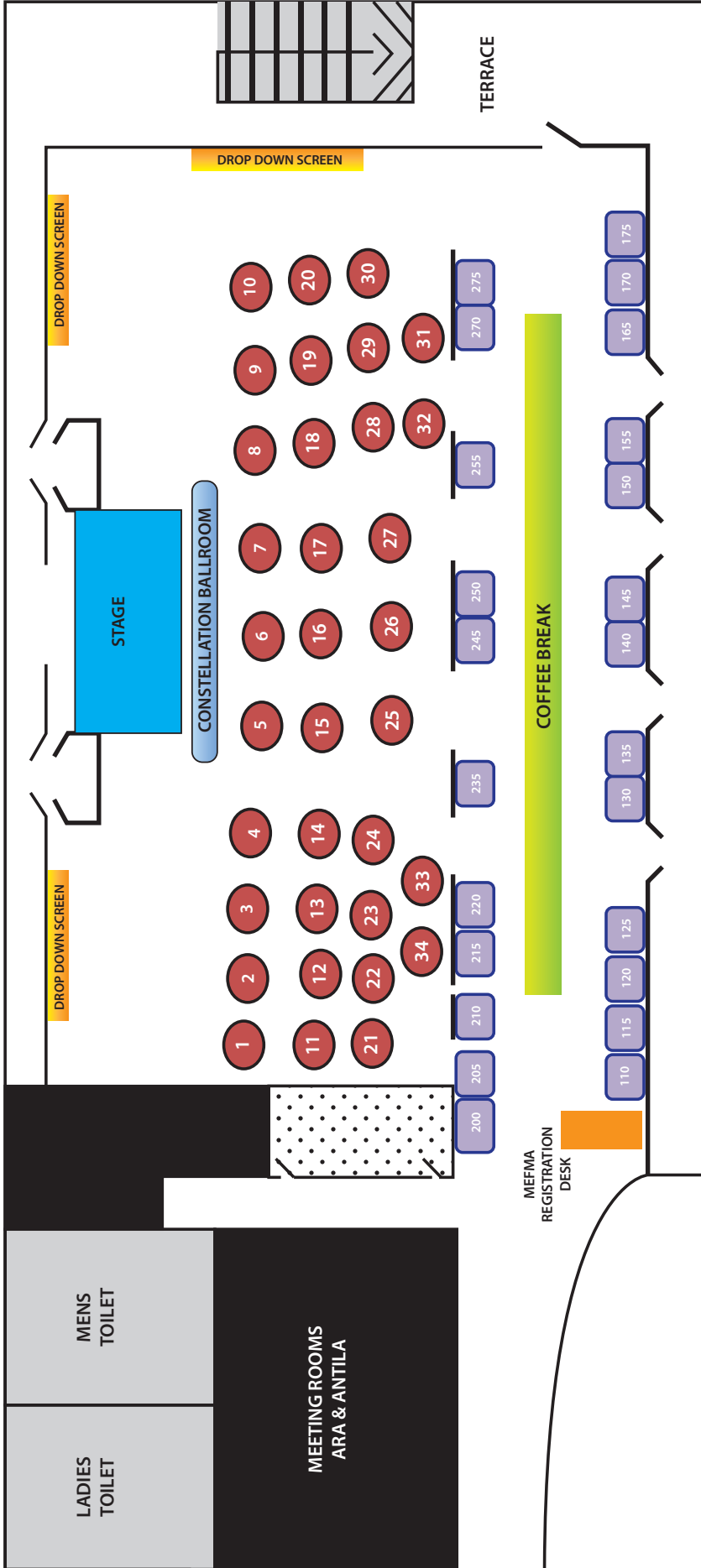
## **FaMe/IPROM FZE - Stand No. 270**

FaMe Facilities Management Software GmbH is an independent software development company. Since it has been founded in 1989 FaMe has been developing solutions for Facility and Real Estate Management.

## **Cityscape Global - Facilities Management Stand No. 275**

Cityscape Facilities Management is the dedicated exhibition zone is a vital platform for developers, property managers, corporate end users and other occupiers sourcing hard and soft facilities management services.

# CONFEX FLOOR PLAN



SPONSORS TABLES			
TABLE NO.	COMPANY NAME	TABLE NO.	COMPANY NAME
6	MEFMA	14	ROSSIMAN
5 & 15	IMDAAD	9 & 10	KHIDMAH
7 & 17	CHICAGO	18	IMAF DALKIA
16	URBANISE	19	FSI (FM SOLUTIONS)
8	FARNEK SERVICES	3	MANLIFT
4	EMRILL SERVICES	13	CANNON

EXHIBITION STANDS			
STAND NO.	COMPANY NAME	STAND NO.	COMPANY NAME
110	Manlift Middle East	150	Dubai Real Estate Institute (DREI)
115	Bin Touq Fire & Safety	155	Advanced Facilities Management LLC
120	DINOlift	165	OMAINTEC
125	FSI (FM Solutions) Middle East FZ LLC	170	MEFMA - Taheel
130	Dulscowaste Management Services	175	Engage Selection
135	Virtual IT	200	Chicago
140	Urbanise	205	Chicago
145	IPAF	210	Rosmiman Software Corporation
		215	McFarlane Teifer
		220	Sealed Air - Diversey Care
		235	Emirates National Facility Mgmt / Emirates Security Services
		245	Khidmah LLC
		250	Media Fusion LLC
		255	SMART FM - a CAFM solution by Nanosoft
		270	FaMe/IPROM FZE
		275	Cityscape Global - FM

[www.mefma.org](http://www.mefma.org)



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