



Under the Patronage of **H.E. Mr. Majed Al Hogail**  
Minister of Housing

**MEFMA** Confex KSA

**23-24 November 2016**

Burj Rafal, Hotel Kempinski

Riyadh - Saudi Arabia

Platinum Sponsor



# Conference Exhibitors

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Official Partners:



List of Exhibitors:

Table No.	Company Name
Table No. 1	FSI (FM Solutions) Middle East FZ-LLC
Table No. 2	Initial Saudi Arabia Ltd.
Table No. 3	Facilities and Projects Company
Table No. 4	Ministry of Housing
Table No. 5	Tamam
Table No. 6	Advanced
Table No. 7	AITawnyah Maintenance
Table No. 8	MAS Technology
Table No. 9	Zylog Systems FZ LLC
Table No. 10	OMAINTEC
Table No. 11	Charitable Society for Engineering Services (HANDSEAH)
Table No. 12	Saudi Council of Engineers
Table No. 13	MASAR

Organized by:



P.O. Box 9525, Dubai, UAE, Email: [info@mefma.org](mailto:info@mefma.org)

## Welcome Note



**Jamal Lootah**  
MEFMA President

I would like to extend a warm welcome to all our Partners, Sponsors, Speakers, Delegates and Visitors attending MEFMA CONFEX KSA 2016.

The Middle East Facility Management Association (MEFMA), is the main information platform for the Facilities Management industry in the Middle East region. Supported by government bodies as a non-profit association, MEFMA provides unique networking opportunities 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 sixth year, the association continues to build on the initial success of its broad program of initiatives, offering accredited training programs, educational courses, seminars and conferences, plus extensive regional networking events.

We are most delighted to hold our CONFEX in the Kingdom of Saudi Arabia this year.

On behalf of the MEFMA team and myself, I hope you enjoy this highly interesting Conference.

Best Regards,

**Jamal Lootah**  
MEFMA President



**MEFMA**  
**CONFEX 2017**  
13-14 March

**SAVE THE DATE**

Dubai



**MEFMA**  
**CONFEX 2017**  
24 - 26 October

**SAVE THE DATE**

Riyadh

## Master of Ceremony

Ali Al Suwaidi, Board Member, MEFMA

### 9.00 OPENING CEREMONY AND WELCOME ADDRESS Recitation from the Holy Quran

**Jamal Lootah**, President, MEFMA  
and CEO, Imdaad, UAE

**Welcome Address from Ministry of Housing, KSA**  
**H.E. Majed Al Hogail, Minister of Housing, KSA**

**Welcome Address from Riyadh Chamber, KSA**  
**Ayedh AlWabry**, Board Member and Head of Real Estate Committee,  
Riyadh Chamber, KSA

Honoring

### 9.30 **Keynote Presentation** **Owners Association Programme (Mullak)** **Impact On The Facilities Management Industry**

**Mohammed Bin Moammar**, Minister Advisor, **Ministry of Housing, KSA**

### 9.50 Owners Association In Housing Projects

**Mohammed Bin Hammad**, Senior Director of the Real Estate Relations  
Regulatory Department, **Real Estate Regulatory Authority (RERA), UAE**

### 10.10 FM Implementation On A City Scale – Strategic Approaches Towards Operational Excellence **Best Practice** – Jubail IAM Model Exploration

**Sultan A. Alkhuraissi**, General Manager, Operation & Maintenance  
**Royal Commission for Jubail and Yanbu (RCJY), KSA**

### 10.30 Coffee Break

### 11.00 **Panel Discussion**

**Thriving Economy Through Facilities Management**  
**Vision 2030 – Housing Outlook in KSA**

**Mohammed Bin Moammar**, Minister Advisor, **Ministry of Housing, KSA**  
**Mohammed Bin Hammad**, Senior Director of the Real Estate Relations  
Regulatory Department, **Real Estate Regulatory Authority (RERA), UAE**  
**Ibrahim AlDarwish**, Head of Facilities Management Committee,  
**Riyadh Chamber, KSA**

**Mohammad K. Al Duraibi**, Board Member, MEFMA  
**Abdullah Al Wahedi**, Senior Director Facilities Management  
Emaar, UAE

**Mshari Alshathri**, Board of Directors, **Saudi Council of Engineers, KSA**

### 11.30 **Key Role of Facilities Management In Managing Large Scale** **Projects – Case Study on Mega Residential Freehold Project**

**Abdullah Al Wahedi**, Senior Director Facilities Management  
Emaar, UAE

- 12.00** Prayer Break & Lunch
- 13.20** **Overcoming Main Challenges Of Successful Total Facilities Management Implementation**  
**Stan Mitchell**, Founder Global FM and CEO  
**Key Facilities Management, UK**
- 13.40** **Successfully Managing Government Contracts**  
**Dr. Sultan AlSalem**, FM Specialist, KSA
- 14.00** **Panel Discussion**  
**Tackling Freehold Properties Challenges In The Gulf**  
**Dr. Zohair Al Sarraj**, Vice Chairman, **Arab Institute of Maintenance & Operations (OMAINTEC)**, KSA  
**Mahmoud El Burai**, Managing Director, **Dubai Real Estate Institute (DREI)**, UAE  
**Aiyd AlQahtani**, Board Member, **MEFMA**  
**Dr. Sultan AlSalem**, FM Specialist, KSA  
**Stan Mitchell**, Founder Global FM and CEO  
Key Facilities Management, UK  
**Adel Al Saleh**, Chief Engineer FM, **Al Ra'idah Investment Company**, KSA  
**Ryan Darnell**, Executive Director FM, **Khidmah**, UAE
- 14.30** Coffee Break
- 15.00** **Challenges In Managing Operations Of National Housing Projects Vs. Freehold Gated Communities**  
**Ryan Darnell**, Executive Director FM, **Khidmah**, UAE
- 15.20** **Case Study – Jeddah Kingdom Tower**  
**FM Best Practice for World's Tallest Buildings**  
**Mike Moore**, Principle Consultant, **DTZ** and **Cushman & Wakefield**, KSA
- 15.40** **MEFMA Report by CREDO**  
**New Technology Developments And Their Impact On Best Performance In FM**  
**Alistair Stranack**, Partner, **CREDO Business Consulting**, UAE
- 16.00** **Entrepreneurship And Leadership in Facilities Management – Developing The Proper FM Skills**  
**Ali AlSuwaidi**, Board Member, **MEFMA**
- 16.20** **Wrap Up of the Conference by the Master of Ceremony**  
**Ali AlSuwaidi**, Board Member, **MEFMA**
- 16.30** **End Of The Conference**

# Conference Speakers

23 November 2016 - Conference Day



**Ali Al Suwaidi**

**Ali Al Suwaidi** is a MEFMA Board Member and Global FM Board Member, and Director of Souq Al Jubail at Sharjah Asset Management. Ali AlSuwaidi is one of the leaders of the facilities management and asset management industry in the Middle East. He has been in the industry since the nascent stages of professional FM solutions in the country and has been tasked with a range of prestigious, mission-critical, high profile assignments. His contribution to the growth of the industry in the Middle East and especially GCC countries is extremely high, as is visible by the fact that he is on the Board of the Middle East FM Association, the preeminent industry association for FM in the Middle East. He is one of the FM subject matter experts worldwide and a visionary speaker participating in facility management workshops across the world. Amongst many other important tasks, Ali was the first operation head for the tallest tower in world, Burj Khalifa.



**Ayedh bin Abdullah Al Wabry**

**Ayedh bin Abdullah Al Wabry** is a board member of Riyadh Chamber of Commerce and Industry. He is also chair of the Chamber's Real Estate Committee and member of the Executive Committee, Awqaf Committee, Investment Committee, and Nomination and Remuneration Committee. Al Wabry is also a Board Chairman of Al Wabry Enterprises. He is a board member of International Network Travel Agency, board member of Al Wabry Real Estate and several charities.



**Mohammed Bin Moammar**

**Eng. Mohammed Bin Moammar**, Advisor to H.E the Minister of Housing, working as a Director General for Owners association 'Mullak', Sustainability, and The Real Estate Institute programs. Also worked as a Vice President of Business Delivery for Taqnai Services Co (PIF owned). Worked as a Program manager of Universal Service Fund projects.



**Mohammed Khalifa bin Hammad**

**Mohammed Khalifa bin Hammad**, Senior Director of the Real Estate Regulatory Relations Department, RERA, Dubai Mohammed Khalifa bin Hammad started his professional career in 2000 as a real estate broker. He also worked in property evaluation and feasibility studies of real estate developments. Bin Hammad joined the public sector when he was appointed as Director of Real Estate Finance and Studies between 2005-2008, before joining the Dubai Land Department (DLD). In 2008, he was appointed Senior Director of the Real Estate Regulatory Relations Department, the real estate regulatory arm of DLD.



**Ibrahim Aldarwish**

**Ibrahim Aldarwish** is a Saudi business man, and the president of Olaat Development Group. He is also the president of OPM Development and Property Management. Ibrahim is a board member of the Real Estate Committee in the Chamber of Commerce, and the head of the Facilities Management Committee as well In the Chamber of Commerce.



**Mohammad K. Al Duraibi**

**Arch. Mohammad K. Al Duraibi** is the Managing Director of Oud Real Estate Company. Before joining Oud Mohammad was for 6 years the CEO at Da'em Real Estate Company. Arch. Alduraibi worked also with Saudi Hotels & Resort Areas Company, appreciated as (SHARACO), now DUR Hospitality, in the field of Hotels of International Brands. He has a Bachelor Degree in Architecture from King Saud University and a master certificate in Project Management from George Washington University - School of Business. He received a Finance, Design and Leadership certificate from the Harvard University. Arch. Alduraibi is a MEFMA Board Member and Vice Chairman of the Facilities and Property Management Community at the Riyadh Chamber of Commerce.



**Abdullah Al Wahedi**

**Abdullah Al Wahedi** oversees the facilities management operations and Emaar various sites including The Dubai Mall and Burj Khalifa. Abdullah has a Bachelor's degree of Electrical Engineering and Master of Business Administration. Also, he is a graduate of Mohammed Bin Rashid Program for Leadership Development and an awardee of Shaikh Rashid Award for Academic Achievement



**Mshari Nasser AlShathri**

**Eng. Mshari Alshathri** is the Chairman of United Duct factory Co L.T.D, Mishari Al-Shathri & Partner Consulting Engineers Co., and Mishari Al-Shathri Transporting St. He is also Member of board of directors for Saudi Council of Engineers, Member of board of directors for Riyadh Development Company, and Member of the Engineering Committee - the Ministry of Commerce and Industry, Saudi Arabia. Eng. Mshari holds B.Sc. in Mechanical Engineering from King Saud University.



**Stanley G. Mitchell**

**Stanley G Mitchell** FBIFM, FRICS, IEng is CEO of Key Facilities Management which is the longest established Facilities Management business in the UK, with the head office in Scotland and operating across more than 20 countries in Africa, Asia, Europe and the Middle East and delivering Consulting, Operations Management and Technology Solutions. Stan has a passion for 'TRUE' Facilities Management. He is the Founding Chairman of Global Facilities Management Association, Chairman ISO TC 267 FM Committee and Chairman of British Standards Institute FM Committee amongst other professional roles.



**Dr. Sultan Alsalem**

**Dr. Sultan Alsalem** is project management, After gaining practical experience in project management for both pre and post contract phases in AlRiyadh development authority. He moved to the private sector and experienced start-up of a Projects Development Department of RAFAL Real estate, (Planning, Vision, Mission, Strategy, Recruiting, Execution, Sourcing of Materials and Operation) in 2008, few years later was promoted to CPO position and ended up as COO of the same company. In 2013 he Co-founded Madar Maintenance and became CEO and in later years the Managing Director, where added more experience in Operational framework (Policy, Procedures, IMS, QMS, Forms, Contracts, Operations Manual, SLA, KPI, SOP, CAFM System, SHE Management) as well as in Strategic level.

# Conference Speakers

23 November 2016 - Conference Day



**Adel Al-Saleh**

**Adel Al-Saleh** established the Facilities Management Department within Al Ra'idah Investment Company (RIC) in late 2012. Since then Adel has been involved in setting up full Facilities Management support services and transition from construction to operational functions across RIC's real estate and project portfolio. This includes establishing FM strategies & operations in RIC in general and in particular it's two mega projects namely King Abdullah Financial District and Information Technology and Communications Complex.



**Dr. Zohair Al Sarraj**

**Dr. Zohair Al Sarraj** holds a PHD in Maintenance Engineering from The University of Manchester, UK. Held several government positions, had private consulting Firm, worked at King Saud University for 24 years and President of the International Organization for maintenance, Switzerland IMA. The Secretary-General of the International Forum for operation and maintenance in the Arab countries. He is the Vice Chairman of the National Committee for Legislation and Standardization of Operation and Maintenance (which was established in accordance with Royal Decree in KSA). He is the Vice Chairman of the Arab Institute for Operation and Maintenance and CEO of Specialist Engineering Group in Saudi Arabia. He is a well-known expert in international arbitration in the construction and operation and maintenance engineering.



**Mahmoud Al Burai**

**Mahmoud Al Burai** is the Managing Director of Dubai Real Estate Institute since 2009. He is exerting huge efforts to turn the institute into a regional hub for real estate education and training, research as well as other roles and responsibilities. Further, Al Burai joined the American University of Dubai as an assistant professor at Faculty of Business Administration. Since 2011, he has been Vice-Chairman of the UK-based International Property Union.



**Aiyd Alqahtani**

**Aiyd Alqahtani's** management contributions centered on spearheading development and completion of new projects, clinical/ operational programs, facility management and improvement activities among Hospitals in the region. Aiyd is also an FM Consultant and is involved in facility management since his engagement with local and international firm in design, constructing and operating state of the art healthcare and education facilities in the last 15 years.



**Ryan Darnell**

**Ryan Darnell** has more than 14 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 FM operations for over 4,000 staff across the portfolio. He has won several awards from clients and also won the Young Facilities Manager Middle East Award in 2009. Previously Ryan worked for Al Ain Properties in Abu Dhabi and Jones Lang LaSalle in Australia. Ryan is an accredited member of the Australian Institute of Company Directors, Corenet, FMA Australia, IFMA & Middle East Facility Management Association and a qualified Facilities Management teacher with IFMA.





**Mike Moore**

**Mike Moore** is a dedicated FM professional with over 36 years' experience in the management and maintenance of property across all sectors of the built environment. As well as a wealth of operational delivery experience on both client and contractor side, Mike has delivered a wide range of FM consultancy commissions on world class iconic projects including Dubai Mall, Kingdom Tower, Sorbonne & New York universities, Guggenheim and Louvre Museums. Mike's unprecedented breadth and depth of experience in FM operations and Consultancy makes him stand out at both regional and international levels. Mike's academic achievements include a Post graduate Diploma in FM and he is a member of MEFMA, BIFM and the APS.



**Alistair Stranack**

**Alistair Stranack** 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 and East Asia. His sector experience includes facilities management, business services, healthcare, education, information and media, and industrials.

**MEFMA Organizes Accredited Facilities Management Courses:**

**MEFMA**  
 محترف  
**MUHTARIF**  
 CERTIFIED FACILITY MANAGEMENT  
 PROFESSIONAL

**MEFMA**  
 تأسيسي  
**TA'ASEESY**  
 ASSOCIATE FACILITY MANAGER

## Platinum Sponsor



**Advanced** is an integrated support services group of companies that provides customized and turnkey solutions to businesses across the region. Established in 2008, Advanced has rapidly grown into a giant in the facilities management, catering and manpower industries supporting government projects to large corporations. Advanced and its subsidiaries operate on a unique integrated self-delivery model that innovates to provide the highest quality service and realize cost efficiencies for clients.

Advanced has built a comprehensive portfolio of blue chip corporate clients and caters to the growing needs of the region's markets specializing in healthcare, oil and gas, energy, hospitality, construction and retail sectors.

## Gold Sponsor



**INITIAL Saudi Arabia Ltd.** is a group of multinational and local service organizations offering the strengths and experience of a multinational entity whilst retaining the agility and characteristics of a local company. We have been offering a comprehensive range of strategic services, guided by our core values, "Integrity, Sustainability and Safety, Assurance, Leadership and Ownership"

It enabled the implementation of a business model that allows us to offer a more personalized touch in our services. In addition to the core offerings, we are strongly committed to continue in diversifying our portfolio of services to cater in evolving future requirements. We have selected a dedicated team of qualified and experienced FM service specialists, further reinforcing our reputation as a quality-driven and result-oriented integrated Facilities Management Services Company. As a diversified service group we cover all essential building service requirements including facilities management, pest control, landscaping, security, general maintenance, cleaning, and staff outsourcing. We are driven in pursuing our duty to provide "Quality services you can depend on".

## Silver Sponsor



**Tamam** is the leading company that is highly specialized in buildings cleaning and maintenance services. Our effective and high quality services can completely help all our clients to work and live better. We take pride to offer professional, courteous and prompt maintenance and cleaning services that is associated with attention to details and high quality workmanship. Our high quality level of services allows our company to attract potential clients through the referrals of those satisfied customers who are really contented and satisfied with the services we are offering. Our services and satisfaction guaranteed since we have professional team of customer service staff and engineers that assures that all your property cleanliness and maintenance requirements are carried out properly for complete satisfaction.

## Developer Sponsor



**Oud..** the Elegance of Creating Destinations

Oud is the Arabic name for aloeswood – a rare and exotic element embedded in Gyrinops trees. Just as the unique, alluring and majestic fragrance of aloeswood, Oud's property projects exude the same by combining the magic of the East and the modernism of the West to uphold a vision for creating world-class destinations that attract, amaze and inspire. Oud encapsulates the true essence of uniqueness and luxury with a new development concept; transforming destinations. It builds unique monumental landmarks and transforms them into culturally rich architectural icons that include advanced integrated services and infrastructures. Oud is a Saudi-based real estate company that focuses on elite development, investment, management and consultancy services. Oud puts exclusive thought into selecting its projects, in order to ensure it upholds its distinctive vision for excellence. Every project, being construction is a perfect model of creative perfection.

## Knowledge Sponsor



شركة المرافق والمشروعات  
Facilities and Projects

**FPC** is considered as one of the first national companies in KSA who took the initiation for redefining the aspects of facilities management and projects management in order to develop the concept of leading properties and buildings by integrating all related supporting services and activate the interaction between three main elements: people , process, and places .

FPC seek to add value and reduce costs, and increase quality in order to avoid failure of places, support success factors, meet the demand of clients by providing productive services

Therefore , FPC management team insisted on setting FPC vision to be providing world class building locally

## Strategic Partner



Riyadh Chamber

The Real Estate Committee is one of Riyadh Chamber's key committees, which is tasked with developing the real estate sector and boost its contribution to the economic activities. The committee identifies, studies and proposes solutions to the real estate sector problems and challenges, before reporting them to concerned authorities for action. Further, the committee conducts studies and indicators, holds industry meetings and seminars, enhance awareness in improving housing environment, provides statistics, information, reports, and specialized training courses for real estate workers to increase their knowledge and keep them abreast with latest developments. The Properties and Facility Management Committee was set up to develop world-class standards to quality of life through facility and property management.

## Strategic Partner



دائرة الأراضي والأموال  
Land Department

**Dubai Land Department (DLD)** provides outstanding services to all its customers. DLD is active in the development of the necessary legislation to propel the real estate sector in Dubai, along with organising and promoting real estate investment, and the distribution of knowledge. DLD elevates the sector with aid from active departments that include Real Estate Regulatory Agency, the regulatory arm, Real Estate Investment Management & Promotion Center, the investment arm, Dubai Real Estate Institute, the educational arm, and Rental Dispute Center the Judicial arm. The department mainly launched the "Investment Map" and the "E-mart" the smart property market place.

## Supporting Partner



المعهد العربي للتشغيل والصيانة  
Arab Institute of Operation & Maintenance

**OMAINTEC** In view of realizing the aspiration and recommendations of the participants of the international Operation and Maintenance in the Arab Countries to build an Arab entity concerned with the activities and profession of Operation and Maintenance engineering, the Institute was established at the 3rd International Operation and Maintenance Conference in the Arab Countries, held in Beirut in June 2004. Its Vision is to establish a mechanism to organize and standardize the practice norms of operation and maintenance practices and procedures in the Arab countries.

## Supporting Partner



### Charitable Society for Engineering Services

Founded in 2006, Charitable Society for engineering services HANDSEAH is a nonprofit organization committed to advocating engineering service excellence, registered after filling bylaws of Saudi Arabia and instituted by the Engineering Consultants and University Professors in engineering discipline. It accomplishes its mission by fostering engineering technology to the third sector and exercising its well articulated core values of integrity, transparency and professionalism aligned to realizing determinants in technology innovation, high quality architectural designs, cost reduction, energy efficiency and sustainable development of the facilities.

## Supporting Partner



**Saudi Council of Engineers** is a scientific professional body that aims to promote the engineering profession and do whatever may be necessary to develop and upgrade its standards and those practicing it.

The main responsibilities of the Council are setting criteria and standards of practicing and developing this profession including licensure terms and conditions; prescribing necessary rules, regulations, and examinations for obtaining professional degrees; preparation and publication of studies and researches; organization of courses, conferences, and symposia relating to the profession; and submission of technical advice in its area of specialization in accordance with regulations approved by the Council's Board of Directors.

## Supporting Partner



**ALTAWNYAH Maintenance and Operation Society** was founded under approval of the Ministry of Labor and Social Development No. 1834, dated 28/07/1437H in respond to request of number of nationals and in accordance with feasibility studies verified the need to launch business of such Society. The Society activity targets public facilities and utilities including road mosques and facilities thereof and road service centers, considering nature of launching the same by interested affiliates of the Charitable Association for Road Mosques Caring. Such tendency received support from the public sector represented in the Ministry of Labor and Social Development via approving the establishment of the Society and was supported by the investors of private sector appreciating the cooperative investment and economical and social turnout thereof where the most significant growth indicator thereof is support of the State by twelve (12) financial provision and the ambitious plan of the State in order for the Kingdom to become within the best ten (10) countries in the cooperative economy by 2020.

## Media Partner



**Eye of Riyadh**, a city marketing portal that provides media and marketing solutions servicing to both local and international clients, and support major events through sponsorship, organizing, and marketing services