



MEFMA
CONFEX 2017
13-14 March



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Jamal Lootah
MEFMA President

It is with great privilege and pleasure that I welcome everyone to the 2017 edition of the Middle East Facilities Management Association (MEFMA) Annual Confex event.

For 2017, we have lined up key topics in our agenda to focus on the people connecting each important aspect of the multifaceted facilities management (FM) industry in the Middle East, which is the theme of our event. This theme reflects our goal of putting at the heart of our discussions the significant role of all individuals who chose to pursue a career in FM-related services. In keeping with our theme, we will hold keynote presentations and panel discussions addressing the increasing demand for quality and professional delivery of technology-centered FM solutions.

With all these topics, it is indeed important for us FM professionals, construction industry stakeholders, and owner associations to come together and drive all significant FM industry components.

The MEFMA Confex 2017 would not have been possible without the unwavering support and help of our Partners, Sponsors and Exhibitors. I would also like to thank all our participants and visitors for joining us in yet another meaningful exchange of bright ideas and unique thoughts.

Best Regards,

Jamal Lootah
MEFMA President

PROGRAM

Master of Opening Ceremony – **Ali ALSuwaidi**, MEFMA Board of Director

- Ribbon Cutting & Exhibition Opening
- Recitation from the Holy Quran
- Speech by the President of MEFMA and the CEO of Imdaad
Mr. Jamal Bin Abdulla Bin Lootah
- Speech by the Senior Vice President of Commercial Services – Dubai Chamber of Commerce & Industry
Mr. Atiq Juma Nassib
- Speech by the CEO of The Real Estate Regulatory Agency (RERA)
H.E. Marwan Bin Ghulaita
- Honoring





Conference Agenda

March 13, 2017 - Day 1

Conference Facilitator

Duncan Waddell – Chairman, Global FM

09:00 OPENING CEREMONY

10:00 Keynote Speaker
Sultan Al Khuraissi – Royal Commission of Jubail and Yanbu
FM Implementation on a City Scale – Strategic Approaches Towards
Operational Excellence Best Practice – Jubail IAM Model Exploration

10:30 - 11:00 **Coffee Break**

SESSION 1 - CREATING SYNERGY THROUGH TOTAL FACILITIES MANAGEMENT

11:00 **Mick Dalton** – Meraas Holdings
Synergy in TFM

11:20 **Mohammed E. Bundakji** – Initial Saudi Group
The Emergence of TFM in the Kingdom of Saudi Arabia

11:40 **Jennifer Peltenburg** – Khansaheb Group FM
Synergizing FM with Hospitality Experience

SESSION 2 - STAKEHOLDERS MANAGEMENT IN FM

12:00 **Abdulla Al Wahedi** – Emaar Properties PJSC
Stakeholders Influence on FM Strategy

12:20 **Ali AlSuwaidi** – MEFMA Board of Director
The Critical Role of Stakeholders Management in FM

12:40 **Sara Momtaz** – Qurum Business Group
Stakeholder Management from the FM Angle: How to Manage Customers
Expectations and Perceptions?

13:00 - 14:15 **Lunch Break**

14:15 **Panel Discussion**
The Multi Facets of FM and the People who Connect it
Moderator: **Ali AlSuwaidi** – MEFMA Board of Director

Panelists:

Mohammad K. Al Duraibi - MEFMA Board of Director / Facilities & Property
Management Community, Riyadh Chamber of Commerce

Ihab Assi – Apleona HSG / SANED

Bader Salmeen – United Facilities Management

Ian Harfield – Cofely Besix Facility Management

SESSION 3 - INNOVATION & TECHNOLOGY IN FM

15:15 **Goran Milanov** – EuroFM
FM Innovation & Technology in Europe

15:45 **Fahad Shehail** - Bee'ah
Innovation & Technology in Waste Management

16:10 **Alistair Stranack** – CREDO Business Consulting
New Technology Developments and their Impact on Best Performance in
FM (Report)

16:30 **Peter Fancy** – Multiplex Middle East
The Growing Trend of Energy Management: A comparative study on
Energy Management within the Context of a Facilities Management Scope
(Report)

16:45 End of Session

Conference Facilitator

Duncan Waddell – Chairman, Global FM

09.30 Keynote Speaker
Stan Mitchell – Key FM
The Recipe to make TFM a Success

SESSION 1 - LEADERSHIP IN FM

10.00 **Duncan Waddell** – Global FM
Crucial Issues to be Addressed by FM Leaders

10.20 **Dr. Assem Al-Hajj** – Applied Science University Bahrain
Leadership for Lean FM: Eliminating the Waste

10:40 **Daniela Voicu** – Klue Service Management
Women in FM Leadership – Blend & Perception

11:00 – 11:30 **Coffee Break**

11:30 **Panel Discussion**
Why Pursue a Higher Education in FM?
Moderator: **Mark Graham** - Macro International

Panelists:

Dr. Yasemin Nielsen - Heriot-Watt University
Mahmoud Mawed - Heriot-Watt University / ETA
Simon Long - Oman International Group SAOC
Randa Bessiso – Middle East Centre / University of Manchester - Manchester Business School
Ferdinando Scalamandre - Manchester Business School

13:00 - 14:15 **Lunch Break**

14:15 **Darren Williams** – Spider Access
Strategic Façade Management (More than just Glass Cleaning)

SESSION 2 – FM IN THE OWNERS ASSOCIATION INDUSTRY

14:40 **Nishat Chida** – Wasl Properties
Adnan Zainul Abideen - Nakheel Owners Association Management
OAM services in Dubai – Its Dependence on FM Services & Challenges

15:00 **Fahad Mohamed** – Deyaar Owners Association Management
Association Manager's Expectation from Facility Management Service Delivery

15:20 **Mahmud Merali** – MERALI's Group
Service Charge Industry in Dubai

15:45 **Panel Discussion**
Owners Association Services and the Challenges Faced by the Industry
Moderator: **Imad Namrawi** – Three60 Group of Companies

Panelists:

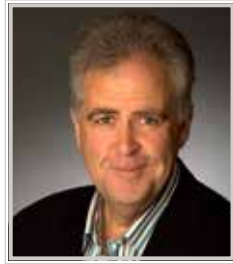
Ahmad AlHamdani - The Real Estate Regulatory Agency (RERA)
Nishat Chida – Wasl Properties
Kanagaraj Gurusamy – Deyaar Owners Association Management
Adnan Zainul Abideen - Nakheel Owners Association Management
Mahmud Merali – MERALI's Group

16:45 End of Conference

March 14, 2017 - Day 2
Conference Agenda



Conference Speakers



Duncan Waddell

Conference Facilitator

Duncan is an innovative strategic thinker and change manager, with a creative approach to business problem solving. As Managing Director of FM Intelligence, an international advisory organisation.

Duncan is one of Australia's leading authorities in the profession and practice of Facilities, Asset and Property Management and has in excess of over 40 years' experience. He is also currently the Chariman of Global FM.



Sultan Al Khuraissi

Sultan Alkhuraissi is the general manager for operations and maintenance in the Royal Commission in Jubail, Saudi Arabia. He holds a master's degree in building engineering and has an engineering career spanning more than 15 years in operations and maintenance, with project management, plant maintenance management, certifications.

His experience encompasses Infrastructure asset management, strategy, performance management, operations, facility management, contract and project management. Currently, he is leading the operation and maintenance sector delivering O&M services across the cities of Jubail and Ras Alkhair.



Mick Dalton

Mick is a past chairman of the British institute of facilities management and has over 30 years experience in FM including over 15 years at senior level.

Mick is currently Director of FM for Meraas Holdings, and Middle east Liaison for IFMA Foundation. He has written chapters on FM and is a regular speaker and chairman at conferences globally.

Mick has provided Best Practice FM training to a number of large clients both in GCC and in Europe. As a previous Senior Director of Property Management with Emaar PJSC he led the Emaar to get ISO14001 certification.



Mohammed Bundakji

Mohammed Bundakji is the Group Managing Director of INITIAL Saudi Group of companies. Over the past 12 years Mohammed has been instrumental in developing the FM function within the group by introducing new processes, systems, and technologies while simultaneously contributing towards a better understanding of FM to the Kingdoms growing local FM market place.

Being a Qualified HR Professional, Real Estate Evaluator, Project Management Professional and Train the Trainer, Strategic Business Strategist from various organisations Mohammed believes a great deal in continuous self-development and improvement.



Jennifer Peltenburg

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.

Currently, as FM Director at Khansaheb FM Jennifer leads the organization, direction and coordination of all functions within the FM division of the Khansaheb group. In addition, Jennifer also holds the position as the Director of Sales and Marketing for Interserve International's FM businesses in the MENA region.



Abdulla Al Wahedi

Abdulla Al Wahedi oversees the facilities management operations and Emaar various sites including The Dubai Mall and Burj Khalifa.

Abdulla 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.



Ali AlSuwaidi

Ali 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. 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.



Sara Momtaz

Sara Momtaz's wealth of over 18 years worldwide experience and steely business acumen has played a critical factor in steering QBG Facilities Management towards phenomenal growth. As Director of Commercial and Business Development for QBG FM, Sara is responsible for laid down strategies in the Business Development and Commercial areas of the organisation.

Hailing from a background in Real Estate Development, Asset Management and Corporate Marketing resulting in an established expertise in both the international private and public sectors. Sara is an active member of MEFMA where she has appeared in numerous panel discussions and presented at several conferences across the GCC region.





Mohammad 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.

Arch. Alduraibi is a MEFMA Board Member and Vice Chairman of the Facilities and Property Management Community at the Riyadh Chamber of Commerce.



Ihab Assi

Ihab Assi is the UAE Country Director of Apleona HSG Facility Management since 2014, and since 2016 the CEO and BoD member of Apleona SAM (SANED), a Joint Venture between Apleona and Sharjah Asset Management, the investment arm of the government of Sharjah.

Coming from a business administration (MBA) background, Ihab has been active since 15 years in business development and management in Germany and UAE, where he accumulated extensive experience in the Real Estate and Facilities Management field.



Bader Salmeen

Engineer Bader Salmeen is currently the Director of FM with United Facilities Management (UFM) and is responsible for all activities inside and outside Kuwait. Eng. Salmeen has over 25 years of Projects and Facilities Management experience working for organizations like KACST, Batelco, HAJ, and Gulf Technics.

In his last position, he headed Projects Development at Gulf Technics, Bahrain, and was responsible for directing Major Aircraft Hangar Project at Bahrain International Airport. He is a Certified Energy Manager (CEM), Associate Value Specialist (AVS), Certified PMP, and X-Certified PRINCE2™ Practitioner.



Ian Harfield

Ian Harfield hails from the United Kingdom, and has more than 20 years' experience managing and delivering services to commercial, research, healthcare, military, education, residential and industrial properties around the world.

As CEO of Cofely Besix Facility Management (CBFM), his primary expertise is in in-depth knowledge of all aspects of the FM business. Having worked and delivered services across a wide variety of locations and business types and various critical environments, he has a compounded and solid understanding of what has to be done to get the service right.



Goran Milanov

Goran Milanov, M.Sc. in Civil Engineering, CEO and founder of consultancy company VIDAKO FM, founder and current chair of BGFMA, Vice Chair and member of executive board of EuroFM. He works as senior consultant in Nemetschek AG, Germany, board member of Nemetschek Bulgaria and CEO of Center Mine UK.

During his professional life, Goran actively works for positioning Facility Management as a process oriented discipline, supporting the sustainable business results of the organizations.



Fahad Shehail

Fahad Shehail is the Chief Development Officer at Bee'ah the Sharjah Environment Co., the Middle East's leading award-winning fully integrated environment and waste management company.

Fahad Shehail joined Bee'ah in 2013 as Managing Director of Waste Collection, a position he thrived in before being appointed as Chief Operating Officer in 2014. As part of his role, Fahad is responsible for international liaison, committee work and dealing with foreign companies; all of which require strong leadership, well-developed communication skills and the ability to brief high-level audiences while influencing decision makers.



Alistair Stranack

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



Peter Fancy

Peter has been working in FM for over 20 years and has developed a deep understanding of the many facets of FM.

With a Masters in Facilities Management and a Certified Member of the British Institute of Facilities Management, Peter provides thought leadership in the development and delivery of strategic outsourcing solutions, bringing value-add thinking and cost savings to his clients.





Stan Mitchell

Stan 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. Assem Al-Hajj

Dr. Assem is currently, Vice President for Academic Affairs and Development at Applied Science University Bahrain.

He is an international leader with 25-year career spanning UK, Africa and MENA.

He has established and led MSc FM at School of Built Environment at HWUDC. He also has over 60 publications and spoken at over 100 events. Dr. Assem is in the top 50 most influential professionals in GCC FM Industry (2012-2014). And winner of MBM Research and Teaching Award, AIQS' 2013 Infinite Value Awards, Australia.



Daniela Voicu

Daniela Ina Voicu is taking a leading consulting role since leaving her previous roles in DWTC where she was the VP of Protocol & Facility Management and respectively the Director of Property Services in Emaar , Burj Khalifa for the past 7 years.

She has over 20 years of experience in service related fields, predominantly in Facility and Hospitality Management.

Her primary expertise includes business process improvement and sustainability in FM , outsourced contract governance & transition and strategic direction for operations .



Mark Graham

Mark has been with Macro in the UAE since 2012, after first joining Mace's UK Construction business in 2004. He is responsible for Macro's commercial, financial and corporate services functions across the MENAP region, including finance, human resources and administration.

Mark has an MBA from The University of Manchester's Alliance Manchester Business School in the UK, and is a qualified ACCA member with the Association of Chartered Certified Accountants in the UK. He is a Chartered MCSI with the Chartered Institute for Securities & Investment in the UK, and is UAECA accredited as a Chartered Accountant by the Association of Accountants & Auditors in the UAE.



Dr. Yasemin Nielsen

Dr. Yasemin Nielsen is currently Director of Studies of Construction Management and Surveying programmes in Heriot Watt university Dubai campus. She is active in post-graduate teaching, supervision of MSc and PhD students and research. Her industrial experience includes Sustainability Manager of some prestigious projects in the UAE.

She has collaborated with universities in the US and UK as well as with both public and private organizations in funded research projects and organized and chaired international conferences. Her research output includes numerous papers in peer-reviewed journals, refereed conference papers and book chapters.



Mahmoud Mawed

Mahmoud Mawed is the Principle lecturer for Facilities Management at Heriot-Watt University and General Manager at ETA.

Mahmoud holds about 10 years' experience in the region within the commercial, retail and residential sectors working with ETA, EFS & EMCOR ME, and in 2012, he was awarded "Young Facilities Manager of the Year in the Middle East".

Currently he is pursuing his PhD Research degree at Heriot-Watt. He is also an IFMA certified trainer and a leader activist in the improvement of the performance measurement and management systems in the Facility Management industry in the UAE.



Simon Long

Simon is currently responsible for the establishment, development and management of a hard FM services division across Oman. In 2016, he successfully completed a Masters degree through Liverpool John Moores University, gaining a distinction.

His background spans working as an electrician, operating his own electrical sub-contracting company, electrical supervisor, and M&E Manager. Moving into FM, he moved to the Middle East in 2008, and worked on projects such as Dubai Marina Mall, Zayed University, Mafraq hospital, Al Ain zoo and Dubai World Trade Centre District in the UAE, as well as the extension of Doha City Centre in Qatar.



Randa Bessiso

Randa Bessiso is director of MBS Middle East Centre, the largest in MBS' international network, and has overseen initiatives including executive education, MBS research into creativity/ innovation in the GCC, and the ME alumni association.

She has built MBS collaborations with industry and professional bodies, and is also Chair of the UAE-UK Business Council's HE Group. Randa has been recognised among the 100 Most Powerful Arab Businesswomen by Forbes Middle East.





Ferdinando Scalamandre

Ferdinando Scalamandr  is a real estate professional with over 25 years of experience, the last twelve of which were spent in the GCC. He is currently Director of Real Estate at Xenel Industries, a private holding company headquartered in Jeddah (Saudi Arabia).

Ferdinando has two degrees in economics and finance, multiple executive vocational trainings in real estate investment and finance, and is currently completing the final project, which topic is on strategic real estate asset management, for his executive MBA at the Manchester Business School.



Darren Williams

Darren Williams is a Senior Director - Spider Access. He has over 25 years' of knowledge and experience in Working at Height and Risk Management. Operationally in implementing safe systems of work and solutions, also as consultant conducting audits, inspections and testing throughout the vertical domain.

Most recent, regionally and following a number high profile faade incidents where he has been involved with the make safe, forensic investigation and remedial works.



Nishat Chida

Nishat Chida is a Facilities management expert with over a two decades of expertise in managing facilities management services in large scale BPO'S, large scale R&D complexes, Residential, Commercial and Mixed developments within Real Estate and Facilities Management Industry in Asia and Middle east and has a decade of experience in Owners Association Management in the UAE.

Nishat currently heads three teams in wasl (Quality Assurance, Contracts and Owners associations), for Wasl Properties one of the largest government real estate holding company in UAE.



Adnan Zainul Abideen

Adnan is Owners Association Management expert with over a decade of expertise in managing association management contracts in large scale Residential, Commercial and Mixed developments within Real Estate and Facilities Management Industry.

Adnan is actively involved in developing the strategic operational processes, performance assessment methodologies and building best practice initiatives acting as an industry proficient advisory to the Real Estate Regulatory Agency. Adnan currently heads a team, managing high end exclusive owner's association properties for one of the largest developers in the world.



Fahad Mohamed

Fahad Mohamed is the Technical Head of Deyaar Owners Association Management. In this capacity, Fahad provides both operational and technical support to the organisation on matters relating to Asset/ Facilities Operation & Management.

He has over ten years' experience in both public and private sectors, and has a comprehensive knowledge and understanding of various aspects such as operations, procurement, technical services, asset and property management.



Mahmud Merali

Mahmud Merali is a fellow of the Institute of Chartered Accountants of England & Wales, a Certified Public Accountant in Kenya and Zambia, as well as an Associate Member of the Institute of Taxation in the UK. Currently an Executive Partner of the MERALI'S Group, he is the Regional Head for Middle East and South East Asia, and takes the lead as the group's International and Financial Consultant.

Mahmud Merali sits on the boards of three Saudi-owned Investment Funds. Also, apart from being the Vice-Chairman of the Board of Directors of BIM (listed on the Istanbul Stock Exchange) he also heads BIM's Corporate Governance Committee.



Imad Namrawi

Imad is currently leading the largest privately owned Community Management company in the country, and has over twenty-five years combined local and International experience in large scale portfolio management, brokerage and the specialist area of Community Management.

Imad provides an in-depth insight into the industry, having mobilised and successfully managed some of the UAE's leading iconic communities & destinations.



Kanagaraj Gurusamy

Kanagaraj Gurusamy has over 11 years of rich experience in Administration, Organizational Development, Facilities Management, Community Management, Association Management, Leadership and Man Management.

He is skilled in handling operational services management (soft facility services, hard facility services, contact center services, short and long term services), Owners Association Management Services (financial management, administrative and secretarial) and budgeting and administration.





Technical & Infrastructure Sponsor



Cofely Besix, With operations across the Middle East, the heart of their success is their understanding that the buildings they manage are ultimately about the people that use them. Cofely Besix Facility Management provides a complete range of maintenance, cleaning and management solutions, 24 hours a day, to some of the region's most prestigious and technically complex buildings and developments. Their bespoke solutions integrate seamlessly with your core business and optimise efficiencies, as well as meeting all legislative, operational and sustainability requirements within a clearly defined service level agreement. All this is supported via a 24/7 call centre, ensuring that they are there for you, whatever you need, whenever you need it.

Integrated FM Sponsor



Advanced Facilities Management is a subsidiary of Advanced Integrated Services. Advanced FM delivers hard and soft facilities management services across the oil and gas, defense and education sectors. Additionally, with the unique mobile expertise to serve remote sites both onshore and offshore, Advanced FM delivers cost-effective solutions that enhance the life of assets and maintain property value.

FM Excellence Sponsor



United Facilities Management (UFM) (www.ufm.com.kw) is a leading provider of integrated facilities management services with over ten years of experience in delivering complete and comprehensive services in the field of property and facilities management. UFM headquarter is located in Kuwait with operations covering the GCC and Middle East region. UFM strives to assist and work hand-in-hand with real estate owners, developers and building architects to ensure successful sustainability, maintainability and appeal to their buildings and facilities. With the deployment of UFM Integrated Facilities Management services, the managed facility is assured to provide an effective, responsive, sustainable and supportive environment within which end users, being individuals or organizations can achieve their business or operational objectives.

Saudi FM Support 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. They have been offering a comprehensive range of strategic services, guided by their core values, "Integrity, Sustainability and Safety, Assurance, Leadership and Ownership".

They have selected a dedicated team of qualified and experienced FM service specialists, further reinforcing their reputation as a quality-driven and result-oriented integrated Facilities Management Services Company. As a diversified service group they cover all essential building service requirements including facilities management, pest control, landscaping, security, general maintenance, cleaning, and staff outsourcing. They are driven in pursuing their duty to provide "Quality services you can depend on".

Energy Management Sponsor



Imdaad is a Dubai-based integrated Facilities Management company with strong presence in GCC. Well recognized for its quality-driven FM solutions and strong commitment towards sustainable solutions. The company established 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.

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; Energy 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.

GCC-wide FM Sponsor



Interserve is a major provider of Facilities Management and Support Services in the UK and around the world. They have successfully exported this expertise and service to the Middle East and Khansaheb Facilities Management has become a market leader within the UAE. They provide a wide range of FM services using specialist software and expertise to deliver a preventative maintenance regime second to none in the UAE. Individually configured to meet the specific requirements of every client, their unique delivery model ensures performance improvements within a framework that provides consistent value for money. Year on year improvements in service means they maintain and enhance the value of the Buildings Facilities and Assets of their customers.

Cleaning Sponsor



GRAKO was established during the UAE's property, architectural, tourism and business boom of 2004. We are the first company in the region to introduce specialized cleaning services with a set standard of cleanliness. We specialize in "High-level Access Cleaning Solutions" both internally and externally.

GRAKO uses a combination of the following access techniques such as BMUs, Rope Access, Access Machines, Scaffoldings and water-fed pole access to guarantee complete reach and cleanliness of any surface. Our mission is to provide advanced cleaning solutions to help our Clients maintain the value and general images of their assets. Our belief is that our services can prolong the life of these assets. Ultimately, GRAKO will facilitate modern, clean and healthy living communities in which to work and live.

Conference
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Strategic Partner



Dubai Association Centre (DAC) is a gateway to the world's fastest growing economies – offering an ideal setting for global associations to expand within industries across the Middle East and beyond. DAC has been established by the Dubai Chamber of Commerce & Industry, Department of Tourism and Commerce Marketing and the Dubai World Trade Centre to offer assistance for the establishment of non-profit, apolitical and nonreligious professional associations and trade bodies in the Emirate of Dubai. Over the past two decades, Dubai has become the Middle East, North Africa and South Asia headquarters for many multinational organisations – and consequently a growing number of international associations have come together in the Emirate to meet, exchange knowledge, network and grow their membership.

Strategic Partner



Dubai Land Department (DLD) was found in May 1960 to establish the most prominent real estate sector in the Middle East and in the world. DLD provides outstanding services to all its customers whilst developing the necessary legislation to propel the real estate sector in Dubai, organizing and promoting real estate investment, and spreading industry knowledge. DLD seeks regional and worldwide innovation in real estate with the aid of its active organizations 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.

Destination Partner



Dubai Business Events is the official convention bureau for Dubai. As a division of the Dubai Corporation for Tourism and Commerce Marketing their main goal is to establish Dubai as a premier business event destination by promoting the destination and attracting international meetings, incentives, conferences and exhibitions that can help grow economic development, jobs and knowledge creation in the emirate. Their team consists of 30 professionals with highly specialized knowledge about Dubai who offers free and impartial advice, guidance and support to international business event organisers in planning international meetings, incentives, conferences and exhibitions in the Emirate.

Knowledge **Partner**



Heriot-Watt University, one of the top UK universities for business and industry, was the first overseas university to set up in Dubai International Academic City. With a history dating back to 1821, we have a long tradition of excellence and a proven track record in educating, inspiring and challenging the professionals of tomorrow.

The Dubai study programmes range from Undergraduate to Masters in disciplines such as Petroleum Engineering, Construction Project Management, Facilities Management, Energy, IT, Logistics, International Business Management and the world-renowned Edinburgh Business School MBA.

Supporting **Association**



The Emirates Green Building Council (EmiratesGBC) was formed in 2006 to contribute to the United Arab Emirates' goal to be a global leader for sustainability in the built environment. Globally, EmiratesGBC represents the UAE on the World Green Building Council and supports the MENA Network of Green Building Councils. Locally, the organization serves the industry and its members by:

- Serving as a catalyst for collaboration and a hub for excellence to promote sustainability of the built environment.
- Providing resources and information to those active in the sustainable buildings sector.
- Influencing policy and regulation related to sustainable building environments.
- Providing the link between international green building movements and local industry.

Supporting **Association**



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.





Conference Partners

Supporting Association



QGBC was launched in 2009 by Qatar Foundation to promote and equip a sustainable building industry for Qatar, thus responding to Qatar National Vision 2030's call for sustainable development and environmental protection.

Qatar Green Building Council is driving sustainable growth in Qatar through education and networking programmes, demonstrating commitment to a prosperous and sustainable future through cost-efficient and environment-friendly building-practices. They operate along three pillars: technical expertise development, research and innovation, and sustainability education and training. QGBC, a non-profit organization, depends on the strength of its members and volunteers to promote and achieve its vision in the best way possible.

Media Partner



Media Fusion's quarterly publication, FM Today Magazine (www.fm-today.com) is a leading source of information for FM professionals and related sectors in the Middle East and beyond. It is a tool for raising awareness, defining facilities management and bridging the gap that exists between this dynamic industry, government and the end user.

The publication covers all the aspects of FM including the latest news-local, regional, and international including mergers and acquisitions, new business wins, products, services, and technologies, analysis; features and interviews with key industry personalities ; case studies and comment from industry leaders; event reports; FM services and key industry trends worldwide.

Media Partner



facilities management Middle East is a monthly magazine that delivers news, data, analysis and strategic insights for the region's facilities management contractors. Developers and property agents responsible for appointing top class FM firms also read the title.

The publication is designed to enhance its reader's knowledge and provide them with the insights they require to deliver best practice facilities management for their client. facilities management Middle East helps them understand the latest trends in the market, the best strategies to adopt, and it also educates them about the various products available in the market to help them do their job more effectively.

facilities management Middle East has a BPA audited circulation of 6,192, giving advertisers a trusted route to the market place. All of the latest industry news can also be found at www.constructionweekonline.com. Visit today to stay informed on the latest market developments.

Media **Partner**



BUILDING BUSINESS

Cityscape is the premier global brand serving the real estate industry through exhibitions, conferences, awards functions, media and other information platforms. Launched in 2002, Cityscape was built through a set of clear principles that helped us withstand significant volatility in various real estate markets, as well as changes to the overall economic climate. Our commitment to providing the best quality products that deliver real value to our clients and the industry allowed us to remain the leading brand in our field. The cornerstone of the Cityscape brand is our portfolio of annual major events that run in various emerging markets around the world, including the UAE.

Media **Partner**



www.eyeofriyadh.com, 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 such as:

- Email campaign, Banner advertising, Social Media Campaign
- SMS Campaign, Events \$ Training Marketing, Public Relations Services, Web Design & Development
- Services, Advertising, Media, Graphic Design

Conference **Artist**



Anna Riccardi

Italian Artist & Facilitator Anna Riccardi is an engaging spirit who is passionate about the art of communicating. Her work involves projects that explore creativity, understanding, leadership, sustainability and change. Since founding Visual Communication, Anna has collaborated with conferences, communities, individuals and companies, to present key messages. She studied Illustration, Animation and Multimedia at IED in Rome, and is an Artist in Residence at the Royal Festival Hall. Anna encourages people to flourish, see the beauty of new possibilities and make a difference in everyday life.





Conference Exhibitors

United Facilities Management – Stand No. 110

United Facilities Management is a leading provider of integrated facilities management services with over ten years of experience in delivering complete and comprehensive services in the field of property and facilities management.

Deyaar Facilities Management – Stand No. 115

Deyaar Facilities Management became functional as a division of the Deyaar Development PJSC Group in 2007. The company is a leading provider of integrated facilities management solutions for real estate, commercial and retail developments in the UAE.

Imdaad – Stand No. 120

Imdaad is a Dubai-based integrated Facilities Management company with strong presence in GCC. Well recognized for its quality-driven FM solutions and strong commitment towards sustainable solutions.

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

FSI are focused on providing technology solutions to property managers, building owners, building occupiers, in-house FM teams, and facilities service and maintenance organisations.

DulSCO LLC – 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 Consultants – 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.

Deyaar Owners Association Management L.L.C – Stand No. 140

The Owners' Association Management team currently manages a portfolio of 5,500 units across 19 communities, and oversees all technical, environmental, security, financial, administrative and customer service tasks.

PEB International Technical Services LLC – Stand No. 145

From the onset of LED lighting market, PEB international made a foray in different lighting opportunities in UAE and Pakistan viz viz high bay, flood light and down light LED lights.

Nanosoft Technologies FZC – Stand No. 150

Nanosoft Technologies, a software development and consulting company, established their UAE operations in the year 2007 and are focused on providing solutions across a range of industry involved in facility management and maintenance activities across GCC.

Initial Saudi Group – Stand No. 155

As a diversified service group they cover all essential building service requirements including facilities management, pest control, landscaping, security, general maintenance, cleaning, and staff outsourcing.

MERALI's Group – Stand No. 165

Merali's is a firm of chartered accountants and business consultants providing the highest quality of professional services to clients in the UK, East Africa, Middle East and UAE for almost three decades.

OMAINTEC – Stand No. 170

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.

Facilities management Middle East – Stand No. 175

Facilities management Middle East (an ITP Business Publication) is the leading monthly title for FM and strata professionals, FM service providers, building owners and developers, across the Middle East.

Centra Technologies DMCC – Table No. 180

Centra Technologies as an entity was carved out in the year 2015 with a vision to further enhance the CRM and HCM platforms and bring the latest technology into the current era through cloud, SaaS and integration-friendly solutions.

GRAKO LLC – Stand No. 200 - 205

GRAKO uses a combination of the following access techniques such as BMUs, Rope Access, Access Machines, Scaffoldings and water-fed pole access to guarantee complete reach and cleanliness of any surface.

Rosmiman Software Corporation S.L – Stand No. 210

Rosmiman Software Corporation is a leading provider of Asset Maintenance Management Solutions, with expertise in service management, personnel management, stock management and detailed cost management processes.

SuperPipe Middle East FZC – Stand No. 215 - 220

SuperPipe Middle East is a leading producer of multi-layer composite pipes and brass fittings. They offer complete solutions that are designed to meet the highest requirements in safety, comfort and ease of installation.

Cofely Besix Facility Management – Stand No. 235

Cofely Besix Facility Management provides a complete range of maintenance, cleaning and management solutions, 24 hours a day, to some of the region's most prestigious and technically complex buildings and developments.

FaMe Software / IPROM FZE – Stand No. 245

FaMe Facilities Management Software GmbH is an independent, free software development company that offers all the services required for the realization of facility management projects.

Granlund Middle East – Stand No. 250

Granlund specializes in design, consultancy and software services. The core of their software products is facility management system Granlund Manager that ensures the performance and efficiency of every real estate throughout its life cycle.

Advanced Facilities Management – Stand No. 255

Advanced Facilities Management is a subsidiary of Advanced Integrated Services. They deliver hard and soft facilities management services across the oil and gas, defense and education sectors.

Spider Access – Stand No. 270

Spider Access along with its sister company Vertico Xtreme are gulf based rope access multi-purpose contracting entities; offering a wide range of access-related services, installations, products, consultancy & training to Contractors, Facility Operators and Building Owners.

FM Today – Stand No. 275

Media Fusion's quarterly publication, FM Today (Facilities Management Today), is intended to be a leading source of information for FM professionals and related sectors in the Middle East and beyond.

Cityscape – Table No. 280

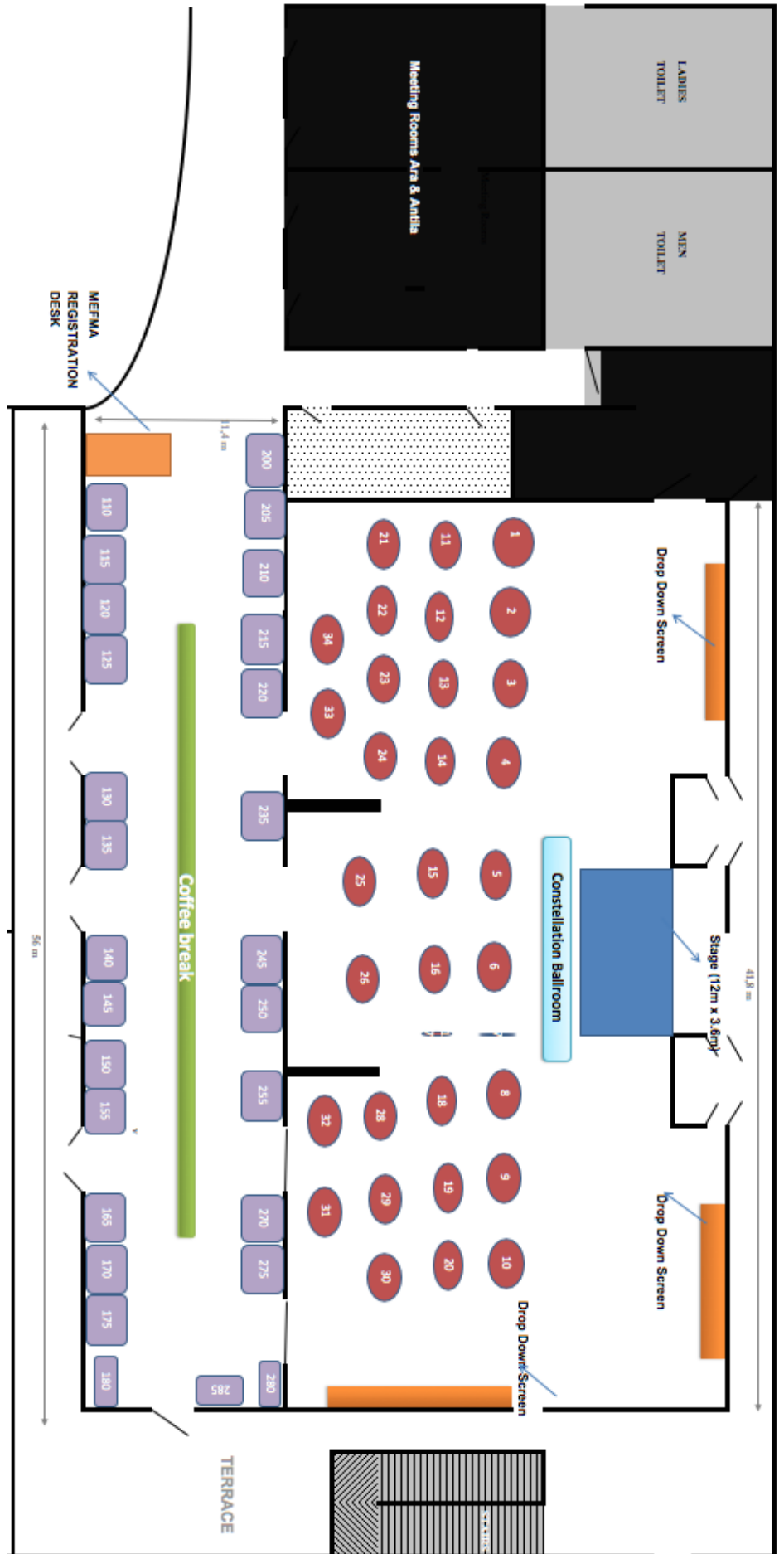
Cityscape is the premier global brand serving the real estate industry through exhibitions, conferences, awards functions, media and other information platforms.

Dubai Real Estate Institute (DREI) – Table No. 285

The educational arm of the Dubai Land Department that works to educate, train and raise awareness of the real estate market to investors, in order to increase their knowledge and raise the level of their performance.



CONFEX Floorplan



SPONSORS TABLES

TABLE NO.	COMPANY NAME
5 & 6	MEFMA
7 & 17	Cofely Besix Facility Management
15 & 16	Advanced Facilities Management
4	United Facilities Management
3	Initial Saudi Group
8 & 18	Imdaad
9 & 19	Khansaheb Group FM
14	GRAKO LLC



MEFMA
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THE **MULTI FACETS** OF FACILITIES MANAGEMENT
AND **THE PEOPLE** WHO CONNECT IT

Registered Members of



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