



MEFMA
CONFEX DUBAI
10 - 12 MARCH 2019

**BUSINESS INTELLIGENCE
AND TECHNOLOGY DRIVEN
FACILITIES MANAGEMENT**

10 - 12 MARCH 2019
Address Hotel Dubai Marina

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JAMAL LOOTAH
MEFMA President

We are deeply honoured to have you with us at the Middle East Facilities Management Association (MEFMA) CONFEX Dubai 2019.

This year's edition of the annual event proves to be very exciting as we will be throwing the spotlight on the major technological developments relevant to the growth of the regional FM industry. MEFMA CONFEX Dubai 2019 is being held under the theme, 'Business Intelligence & Technology Driven Facilities Management,' which seeks to increase awareness on how we can further reinforce the industry through the introduction of the latest FM services that make the best use of new technologies. In line with this year's theme, MEFMA CONFEX Dubai 2019 will be presenting an exciting and interactive series of events for the next three days--highly informative case studies, engaging panel discussions and workshops, an exhibition and FM one-to-one Counselling Sessions that aims to enhance collaboration and critical thinking towards a better partnership.

Backed by its reputation of being one of the most sought and must-attend events of the local and regional FM segment, MEFMA CONFEX Dubai 2019 continues to live up to being a strategic platform for FM professionals, government, developers & industry stakeholders to learn, network and explore potential opportunities.

We acknowledge and extend our thanks to the event's partners, sponsors and exhibitors, who have committed their unwavering support to ensure the success of this year's event. We would also like to express our appreciation to the visitors and participants for joining us and sharing their time and participation at this truly remarkable event for the FM industry.

Best Regards,



JAMAL LOOTAH
President, MEFMA

	MASTER OF CEREMONIES Peter Prischl - Principal Consultant & Managing Director, a fondo GmbH
9:00	REGISTRATIONS & EXHIBITION
10:00	OPENING CEREMONY Recitation from the Holy Quran Welcome Address Mr. Jamal Lootah - MEFMA President Mr. Atiq Juma Nassib - Senior Vice President of Commercial Services, Dubai Chamber of Commerce & Industry Hend Obaid Al Marri - CEO, Dubai Real Estate Institute Awards & Honoring
11:00	KEYNOTE PRESENTATIONS Saudi Ministry of Interior (MOI) - Dr. Thamer A. Alrugaib , Director General of Projects & Facilities Affairs Facilities Management Development Road Map at Saudi Ministry of Interior (MOI)
11:30	Saudi Aramco Community Services - Nabil Al-Nuaim , Executive Director Digital Transformation and Business Integration, a World of Opportunities for GCC Facility Management Industry
12:00	Prayer Break & Lunch
13:30	Ministry of Health & Prevention - Eng. Sameh Sanad , Head of MEP Section Sustainability - Solar Energy at Abdullah Bin Omran Hospital Ministry of Health & Prevention - Yomna Mohamed AlKtebi , Head of Risk Management and Patient Safety MOHAP Accreditation Experience
14:00 14:30 15:00	TECHNOLOGY DRIVEN FM RECOGNITION AWARD PRESENTATIONS (BALLROOM A & B) CASE STUDY WINNER 1 CASE STUDY WINNER 2 CASE STUDY WINNER 3
13:00 - 17:00	FM COUNSELLING SESSIONS (BALLROOM C) TABLE 1 1. CAFM Systems Implementation Counselling - Infor TABLE 2 2. Command and Control Setup for Buildings Counselling - Talisen International TABLE 3 3. Contract Management and Handover Counselling - QBG Facilities Management Services TABLE 4 4. Digital Transformation of FM Operations Counselling - Enova TABLE 5 5. Energy Audit Counselling - Cofely Besix Facility Management TABLE 6 6. Fire Life Safety Strategy Counselling - Ejadah TABLE 7 7. FM Best Practice Counselling - MEFMA TABLE 8 8. FM Company Setup Counselling - Imdaad TABLE 9 9. FM Learning & Development Counselling - MEFMA TABLE 10 10. Successful Career Growth in FM Counselling - ServeU
17:00	END OF CONFERENCE & EXHIBITION
18:00 - 20:00	VIP Networking Reception (invite only event)

	MASTER OF CEREMONIES Peter Prischl - Principal Consultant & Managing Director, afondo GmbH
9:00	REGISTRATIONS & EXHIBITION
10:00	Stan Mitchell - CEO, Key Facilities Management Nano-second FM in the Autonomous Building - the future of FM
10:30	Shadi Al Kadi - Program Director, TAQATI Dubai Energy Efficiency Program How Smart Data can optimize Building Efficiency and Energy Management
11:00	PANEL DISCUSSION 1: How to create the right Business Intelligence Strategy to enhance Business Growth & Customer Satisfaction? MODERATOR: Peter Prischl - Principal Consultant & Managing Director, afondo GmbH Abdulhadi Alalyak - Board of Director, MEFMA Abdulla Al Wahedi - Senior Director, Emaar Facilities Management Alistair Stranack - Managing Director, Rosmead Business Consulting DMCC Stan Mitchell - CEO, Key Facilities Management
11:45	Coffee Break & Exhibition
12:00	Ali AlSuwaidi - Vice President, MEFMA The future of FM in a digital tomorrow - The Game Changer Plan
12:30	PANEL DISCUSSION 2: Opportunities & Constraints for Human Capital Development in FM MODERATOR: Dr. Talal AlHarigi - Executive Director, FHM Dr. Assem Al-Hajj - CEO, Khawarizmi Holding Company / President, Khawarizmi International College Dr. Ayman Alshehri - Technical Steering Counselor, FHM Nader D. Al Douhan - Manager, Community Services, Saudi Aramco Sherif Maged Khaled - Senior Director of Faculty Housing & Transportation, The American University in Cairo (AUC)
13:15	Prayer Break & Lunch
14:30	Alistair Stranack - Managing Director, Rosmead Business Consulting DMCC AI in FM: The Potential of Artificial Intelligence in the GCC FM Industry
15:00	Bader Abdulrahim Mohamed Al-hammadi - Head of Architectural Heritage Workshop, Dubai Municipality Application of FM in specialized industries (heritage conservation): Case study of Shindagha Museum
15:30	Jagath Gunawardena - Senior Manager Projects & Building Development, Dubai Chamber of Commerce & Industry Deepthy KB - Regional Director (Market Development), GBCI Middle East Closing the performance loop of Existing Buildings and Interiors through data driven sustainability platforms
16:00	PANEL DISCUSSION 3: Why Innovate in FM? Hosted by MEFMA Strategic Committee Members MODERATOR: Jennifer Peltenburg - FM Director, Khansaheb Abid Ali - Operations Director, Apleona Francisco Ramalheira - Director (Business Dev. & Marketing), Enova Sara Momtaz - Director (FM & Commercial), QBG Facilities Management Tarek Nizameddin - Sr. Executive Director, Ejadah Asset Management Group
17:00	END OF CONFERENCE & EXHIBITION



9:00	REGISTRATIONS
10:00 - 13:00	<p>WORKSHOP ① (KAJAM MEETING ROOM)</p> <p>Delivered by Martin Gregory - in partnership with Drees & Sommer</p> <p>TOPIC: Service Charges for Master Developments and the impact of early engagement</p> <p>What will be discussed:</p> <ul style="list-style-type: none"> • A brief introduction to service charge and methods of apportionment • What are the key drivers in Service Charge costs and SQFT Rates • How early service charge cost modelling can benefit stakeholders and align expectations • What can be done at each of the seven RIBA project stages • Conduct a live service charge cost model workshop and the strategic impacts to a Master Development
10:00 - 13:00	<p>WORKSHOP ② (LESATH MEETING ROOM)</p> <p>Delivered by Ali AlSuwaidi - Vice President, MEFMA</p> <p>TOPIC: Linking FM Strategy to Organizational Strategy - Corporate Transformation</p> <p>What will be discussed:</p> <ul style="list-style-type: none"> • Corporate drivers and challenges to outsource non-core activities • FM elements as enabler for corporate organization success • FM organizational structure options and implementation strategy • FM as high potential business unit • Case Studies in corporate FM transformation
13:00 - 14:00	Prayer Break & Lunch
14:00 - 17:00	<p>WORKSHOP ③ (KAJAM MEETING ROOM)</p> <p>Delivered by Suhaz Inamdar - Head of Technical Support & Planning (Asset Management Services & Solutions), Wasl Properties</p> <p>TOPIC: Success Strategies for Digitized FM in Automated Business Environment</p> <p>What will be discussed:</p> <ul style="list-style-type: none"> • Evolution of FM industry • Dynamic business requirements • Five Innovative Technologies of future • Ever-rising benchmarks of Service delivery • New Paradigms of work culture and lifestyle influencing FM • Eternal basics which act as catalysts in growth and success
14:00 - 17:00	<p>WORKSHOP ④ (LESATH MEETING ROOM)</p> <p>Delivered by Jalal Mardana - Lead Tutor & Assessor, BSI</p> <p>TOPIC: ISO 41001: 2018 Overview and Requirements</p> <p>What will be discussed:</p> <ul style="list-style-type: none"> • What is a Facilities Management System (FMS) • Why FMS is important to an organization and its benefits • The background of ISO 41001 and its intended outcome • The key concepts and structure of ISO 41001 • The main requirements of ISO 41001
March 13, 2019 - Site Visits	



Peter Prischl

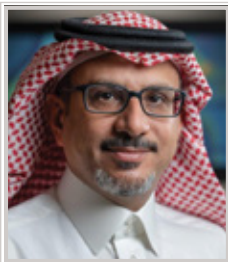
Peter Prischl is the Principal Consultant and Managing Director of afondo GmbH, his firm for international consulting and management services for Real Estate and Facility Management. Peter Prischl advises and supports companies in their internationalization, with a focus on strategy, structure and digitization. 2016-2018 he was Managing Director, International, at Drees & Sommer, a Germany-based consulting, engineering and project management firm with more than 3.000 employees and more than 40 offices worldwide. Reality Consult, Prischl's previous consulting firm since 1996, was integrated into Drees & Sommer in 2016. Peter is a board member of the CoreNet Global Central Europe chapter, and a member of IFMA and its FM Consultants Council. He serves on the ISO Technical Committee for the FM standards. He is a co-author of the standard book on IT in Real Estate and Facility Management.



Dr. Thamer A. Alrugaib

Dr. Thamer A. Alrugaib is the Director General of Projects & Facilities Affairs (PFA) at the Ministry of interior (MOI) in Saudi Arabia. PFA supervises the planning, design and construction of MOI projects with a total value of 80 Billion SR. in addition, PFA develops and execute a new FM strategy for MOI.

Before moving to MOI in (2005), he served as General Supervisor for Technical Affairs at King Fahad University of Petroleum and Minerals (KFUPM), and before that he was the Chairman of Architecture Department, teaching computer application and facility management courses at the graduate and undergraduate programs. He was also a trainer for the ArchiBus Facility Management System. Dr. Thamer chaired and was part of several strategic committees in Saudi Arabia. He also, published several research papers and participated in several conferences.



Nabil Al Nuaim

Nabil A. Al-Nuaim is Executive Director, Community Services, Saudi Aramco. He has been named executive director of Community Services for Saudi Aramco, effective December 2018. Prior to his role with Community Services, Al-Nuaim was responsible for executing joint ventures, mergers and acquisitions, divestitures, as well as third party and other transactions, as head of Transaction Development since January 2018.

Al-Nuaim has over 26 years of experience in oil and gas, renewable energy, power industries and investment management — both in Saudi Arabia and abroad. In July 2015, he was appointed president & CEO of Aramco Asia, entrusted with managing and overseeing Saudi Aramco's business in the Asia Pacific region and headquartered in Beijing since 2012. He also undertook duties as director of Kingdom Economic & Energy Analysis, director of Kingdom Energy Strategy, and chief of energy research at KAPSARC.



Sameh Sanad

Sameh Sanad is an Electro-Mechanical Engineer with more than 18 years of experience in the Ministry of Health and prevention and is currently working as the Head of Facility-Management Department (MEP-Section).

He is responsible for all the Electro-Mechanical equipment and its operations for 17 Hospital & 78 Primary Health Centers under the Ministry.

His major recent achievement during the past one year has been achieving ISO 26000:2010 certificate (for Organization Management), achieving ISO 9001:2015 (for Sustainability), Implementation of CAFM system for all our Facilities, JCI acceptance for hospitals. He is currently working on more than 50 Major project related HVAC, Electrical Infrastructure upgrading, LED lighting system, Fire alarm & Fire Fighting system, which is aimed to have sustainable, smart, cloud based IOT system and state of the art technology.



Yomna Alketbi

Yomna Alketbi has started her journey trying to improve quality in healthcare services for better human health. Then she discovered that human health is impacted by many factors other than the services provided. That was the day she became passionate about environment and decided to combine both” Health” and “Environment”

She holds MSc of science, excellence in Environmental Management, Hamdan bin Mohamed Smart University and had her BSc on Health Services Administration from University of Sharjah, UAE



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, Training, 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.



Shadi Al-Kadi

Shadi I. Al-Kadi is the Program Management Director at TAQATI - the Dubai Energy Efficiency Program - which is the entity mandated by Dubai Supreme Council of Energy to implement the Demand Side Management Strategy (DSM 2030) of Dubai. Shadi has extensive experience leading transformation and strategy implementation programs in both the public and private sectors in the Energy, Technology and Financial services fields. His expertise includes national energy policies, energy efficiency, technology/telecom, performance improvement, and investments/commercial due diligence. Shadi holds a Master's degree in Electrical Engineering from the University of Michigan, Ann Arbor (USA) and a Bachelor's degree in Electrical Engineering from King Fahd University of Petroleum and Minerals (KFUPM), Saudi Arabia.



Abdulhadi Ali Alalyak

Abdulhadi Ali Alalyak is currently the Senior Vice President - Corporate Services (Human Capital and Administration) in the UAE Emirates Integrated Telecommunications Company "du". He has held this position since 2008 being a key personal in the development of this young corporation. He brings 15 years of vast experience including managing operations in several areas such as managing integrated customer services, assets and infrastructure projects ranging from corporate offices, Retail, Telecommunications Technical Buildings, and Data Centres. Some other recognized achievements from Abdulhadi include his contribution to the establishment of the Middle East FM association (MEFMA) which he is currently a member of the Board of Directors.



Abdulla Al Wahedi

With over 18 years of experience in infrastructure and facilities management, Abdulla Al Wahedi is Senior Director of Facilities Management at Emaar Properties. He oversees the FM operations of Emaar's integrated master-planned communities including iconic projects such as Burj Khalifa and The Dubai Mall. Abdulla has a Bachelor's degree in Electrical Engineering from Seattle University in the US, and MBA from American University of Sharjah. He is a graduate of the Mohammed Bin Rashid Programme for Leadership Development and has won the Sheikh Rashid Award for Academic Achievement.



Alistair Stranack

Alistair has over 25 years of consulting experience globally including over 10 years working in the Gulf region and is Managing Director of Rosmead Business Consulting DMCC. Previously he was a Partner and Head of the Dubai office of Credo Business Consulting and was a Partner, head of the London office and head of the Global Healthcare Practice at the Parthenon Group. He has advised governments, corporations and private equity firms on policy, strategy and transactions. His sector experience includes business and infrastructure services, healthcare, education, technology and media industries. He has co-authored reports on Facilities and Energy Management in the GCC and is a regular contributor to seminars and conferences.



Ali AlSuwaidi

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 the Vice President of the Middle East FM Association (MEFMA), 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 and in Jan 2013 he was selected to be part of the Global FM Board (GFM).



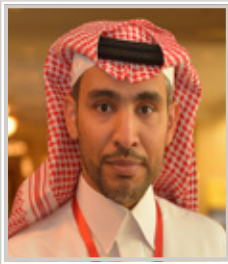
Dr. Talal AlHarigi

Dr. Talal A AlHarigi is the Executive Director of The National Training Center for Facilities and Hospitality Management (FHM). He assumed several leadership roles in urban community development, master planning and project management. Also, leading role in Healthcare Facilities Management and Planning in Saudi Aramco Healthcare. Dr. Talal AlHarigi is certified consultant engineer and obtained his PhD in Urban and Regional Planning in 2013 in Knowledge Based Development and IT based urban transformation. Dr. AlHarigi had several research papers and published his book as a co-author about The Emergence of Virtual Cities in Saudi Arabia.



Dr. Assem Al-Hajj

Dr. Al-Hajj is an experienced international leader for 27-year career spanning the UK, Africa and the MENA region. He is currently the Group CEO for Khawarizmi Holding Company (KHC) and President of Khawarizmi International College (KIC). He was the VP for Academic Affairs and Development at Applied Science University in Bahrain (2015-2018). Prior to that he established the School of the Built Environment at Heriot-Watt University in Dubai Campus and was the Academic Head for nine years (2006-2015). He is an experienced trainer for engineers and executives particularly in the Construction and Oil and Gas industries. Dr. Al-Hajj was selected by The FM Middle East magazine as one of the 50 most influential professionals in the Facilities Management Industry in the Middle East in 2012-14.



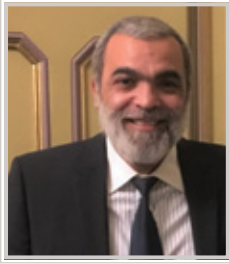
Dr. Ayman Alshehri

Dr. Ayman Alshehri has an extensive experience in variety of industries such as manufacturing, construction and operation and maintenance. Furthermore, the majority of his background in projects (construction) management, (PMO), health & Safety (HES), and building facility management fields. He is a mechanical engineer and has a master and PhD degree in Construction management (Project and Facility Management). He is certified in several fields such as PMP®, FMP®, and VMA®. In addition, He is a member in IFMA, PMI, OMAINTEC, SAVE International.



Nader Al Douhan

Nader D. Al Douhan graduated with a Bachelor of Science in Petroleum Engineering from the University of Tulsa, OK. He has over 25 years of work experience with Saudi Aramco in the areas of Upstream and Services. Nader is currently Manager for NA/WR Community Services Department which involves managing five of Saudi Aramco's residential communities with a total population of more than 9,000. He is responsible for providing housing, recreation, mail, concessions, gardening, sanitation, food services and facilities maintenance in these communities.



Sherif Maged

Sherif Maged is currently the Senior Director of Faculty Housing & Transportation, AUC, since February 2013. He has more than 22 years of extensive facilities management experience and customer service. He is managing a 70+ million EGP annual budget, team of 157 staff serving a client base of 5000 daily. His previous experiences include working as a Structural Engineer, HAMZA ASSOCIATES and has designed Bibliotheca Alexandrina. Sherif is an MBA graduate from AUC in 2002, MSc. from Cairo University, school of Engineering 1999 and BSc. in Civil Engineering. He also has professional affiliations such as APPA Institute for Facilities Management 2017 and IFMA FMP 2018.



Bader Al-hammadi

Bader Abdulrahim Mohamed Al-hammadi, currently working as head of architectural heritage workshop within the architectural heritage and archaeology department of Dubai municipality, with main operational focus on the conservation of the architectural heritage, and structuring museums operations, where holding currently a bachelor degree in civil engineering from the American university of Sharjah , Master degree in business administration (MBA) from the American university in Dubai, in addition to a Master degree in total quality management from the Australian (Wollongong) university in Dubai.



Jagath Gunawardena

Jagath has over 37 years of experience in Dubai in the Building Services Industry and has been involved in many roles in Building Services designs, Operation & Maintenance, Facilities Management, Building Resource Management, Building Retrofitting Projects, Contracts Administrations, New Building Designs and construction management, Clients representative roles and in Projects Management. Jagath in 2009, pioneered getting LEED EBOM certification to Dubai Chamber Head Office Building making the only LEED certified existing building in the MENA region. He is also an expert in Renewable Energy and is currently heading a 2 Mega Watt solar project at the University of Dubai Campus premises to achieve the Net Zero Energy status. In 2013 His Highness Sh. Mohammed awarded Jagath the Dubai Government Excellence Award in the Innovation category.



Deepthy K. B.

Deepthy is a Sustainability Professional with 11 years of experience in Architecture and Sustainability of the Built Environment. She leads the Middle East region for GBCI (Green Business Certification Inc.), the independent certification arm of the U.S. Green Building Council and is based out of Dubai.

Deepthy is an Architect, LEED AP (BD+C) and holds an ALM Master's in Sustainability and Environmental Management from Harvard University. Prior to joining GBCI, Deepthy has worked with prestigious organizations such as W S Atkins, Ernst & Young (EY) with experience across multiple industries from Real Estate and Construction, Oil & Gas, Retail, Luxury retail houses, Government projects and Not-for-profit organizations.



Jennifer Peltenburg

Jennifer Peltenburg has over 20 years in developing new business and product development through at an Executive level in several diverse business initiatives in dynamic service verticals including Facilities Management, Professional Services, Airports/Airlines, and Hotel industries. In addition, as the FM Director - UAE, she leads and supports the management team in the next phase of growth for Khansaheb Group and continues to deliver effectively for its customers.

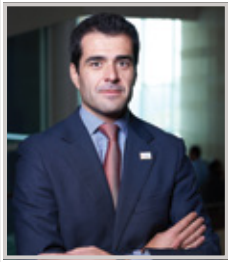
Working with 2 of the top 3 consultancies, has led her towards developing and managing a diverse list of projects (construction, IT, performance/value engineering, process/operational change) at senior levels across the Middle East, Europe/UK, the Caribbean and North America.



Abid Ali

Abid Ali is currently the Operations Director, Apleona. With more than Nineteen years of success in the Construction, Project Management, Facilities Management & Business Administration. Involved in multiple competing priorities, having worked in diversified sectors whilst still achieving strict deadlines towards various assignments.

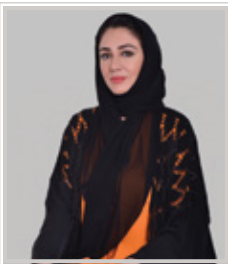
Abid is a focused graduate with a Mechanical Engineering & Business Administration degree, specialized in Construction Management, Project Management, Facilities Management & Business Administration. Possess relevant professional experience gained during implementation of various global contracts, acquiring valuable insight into developing and implementing digital facilities management practices.



Francisco Ramalheira

Having been with Enova since 2009, Francisco was appointed Business Development & Marketing Director in September 2017.

Francisco is knowledgeable about all building services, with a deep technical exposure and interest in energy conservation and efficiency, renewable energy, CHP and HVAC systems. This, along with his commercial acumen, has enabled him to support the successful implementation of Energy Performance Contracts. He has extensive experience in all building typologies and is acquainted with a variety of engineering disciplines and Green Building Certification tools. Francisco has been a built environmental professional throughout his career and has been involved in more than 200 projects in Europe, South America and the Middle East.



Sara Momtaz

Sara Momtaz is Director of FM & Commercial, QBG. As a highly accomplished Senior Executive Management professional, Sara Momtaz has led multiple strategic international businesses to exceptional results throughout her career with demonstrated abilities in Greenfield project management, organizational growth initiatives, business development and branding, process and systems redevelopment, operations management and new market development. 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.

Sara is responsible for laid down strategies in the Business Development and Commercial areas of the organization.



Tarek Nizameddin

Tarek is leading Ejadah's commercial division as the Senior Executive Director - Commercial, driving the business development and marketing of Ejadah's SBU. In his capacity, Tarek is also overseeing the operations and service delivery of soft services, and manages Ejadah's Abu Dhabi portfolio, in addition to leading the sustainability and energy management department. Tarek is a Senior Asset Management professional and entrepreneur with over 23 years of experience in senior positions within global corporations in both the public and private sectors. He is proficient in driving all aspects of Operational Asset Management, Facilities Services, Business Development ventures and complex logistical structures. Tarek holds a BA in Business Administration and MBA. He is a Certified Facility Manager (CFM), Certified Contracts Manager & Administrator (CCMA), Chartered Human Resources Consultant (CHRC) and Certified Project Management professional (PMP).



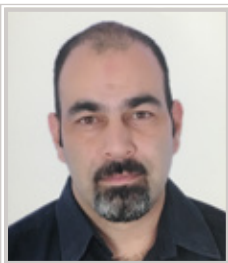
Martin Gregory

Twenty-Nine years of experience in Property, Transport, Hotels & Resorts specializing in facilities management design, operations and costs. Over the last 14 years has consulted on facilities management and cost modeling for some of UAE's most iconic projects. Over the last decade, Martin has provided strategic Facility Management consultancy advice on some of the regions' most significant and iconic Master Developments and Projects within the UAE.



Suhas Inamdar

Suhas Inamdar is an Electrical Engineer with Masters in Financial Management. He had worked in manufacturing sector for 15 years before venturing into Facilities Management. He managed the central India operations for Jones Lang LaSalle, before coming to Dubai in 2006. Currently, he is working as Head of Technical Support and Planning in wasl Properties. He believes the future of Facilities management lies in developing adaptability to embrace new technologies. He writes motivational fiction stories, and has published seven books so far.



Jalal Mardana

Jalal Mardana is a Lead Tutor and Assessor at British Standard Institution for Occupational Health and Safety, Environment, Quality, Facility Management Systems and many others. He has more than 20 years of experience in conducting audits and delivering trainings. He specializes in behavioral based safety, reliability centered maintenance, facilities and asset management, risk, hazards and aspect assessment & management, gap analysis, site inspections, emergency planning & response, industrial incident investigation and HAZOP studies.

A worker wearing a white hard hat and a blue safety vest with reflective stripes is walking up a metal staircase in an industrial facility. The scene is illuminated by warm, yellowish light, creating a sense of depth and focus on the worker's path. The background shows complex industrial structures, pipes, and railings.

APLEONA

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Tons waste
Recycled
per annum

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Imdaad
Al Batinah

800,000+
Tons waste
managed
per annum





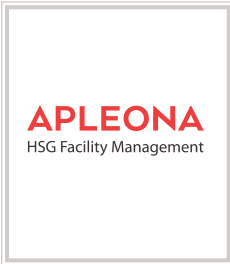
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INITIAL Saudi Arabia Co. Ltd.

INITIAL Saudi Arabia is a group of companies offering the experience of a world class establishment while retaining the agility and strengths of a local company. As a one-stop diversified service group we cover a wide range of essential and specialized facilities support services that includes; IFM Services, Support Services, MEP & Renovations, Operations & Maintenance, Landscaping, Janitorial and Cleaning, Pest control, Security Guarding, Specialized Cleaning, Vocational Training, Visa Solutions & Staff Outsourcing. Some of our longest standing clients include SABIC facilities in Jubail and Yanbu, EMAAR King Abdullah Economic City, JABAL OMAR Development Company, Al-Shaya, IKEA, Abdul Latif Jameel, KING KHALID INTERNATIONAL AIRPORT Terminal 5 in Riyadh, MA'ADEN and many more, all of whom have found good reason to retain our services as long as 27 years. We place emphasis on strong management experience and infrastructure support with close supervision, training, QHSE and the right people for the job.

Gold Sponsor



Apleona HSG Facility Management

Apleona, previously known as Bilfinger, headquartered in Frankfurt - Germany, is active in more than 32 countries and delivers a broad spectrum of services in facility management and real estate industries. It generated EUR 2.5 billion of revenue in 2018 and has more than 23,000 employees. The company serves within the public and private sectors major corporations, property developers, banks, hospitals and various multi-national clients. In UAE, Apleona is active across the country at many key and iconic projects with a total of 1800 directly hired employees, while the company is in a Joint Venture with Sharjah Asset Management Holding (SAMH), the investment arm of the government of Sharjah, under the brand SANED FM, to deliver various FM and Technical Services at various Sharjah public and private projects.

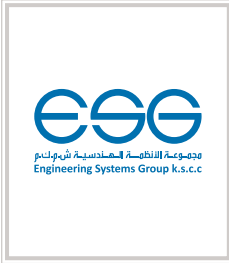
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Imdaad

Imdaad is a Dubai-based group of companies, owned by Investment Corporation of Dubai (ICD), that provides integrated, sustainable facilities management services that enhance operational efficiencies of physical assets. Established in 2007, the company is headquartered in Dubai with site offices and branches across the UAE, including Abu Dhabi. Imdaad's suite of complete turnkey solutions includes Integrated FM, Hard FM, Soft FM and Home Maintenance, as well as Environmental Services and power rentals. In addition, Imdaad's intelligent platform for facilities management, Imdedaad, provides real-time insights on the performance and trends of interconnected assets and ecosystems to offer recommendations for predictive maintenance and corrective actions. The company's multi-cultural workforce comprises of more than 6,000 skilled employees, representing 30 nationalities. Owing to its personalized business model that is based on providing cost-effective and sustainable services, Imdaad has grown to become the partner of choice for customers within the UAE and across the GCC.

Silver Sponsor



Engineering Systems Group K.S.C.C.

Engineering Systems Group (ESG) is a Kuwaiti based multi- disciplinary shareholding engineering and management consulting company We can manage a wide range of projects in timely and cost effective manners. ESG has brought together the expertise and specialties to provide professional services in the following areas.

- B.O.T/PPP Project Management
- Program Management
- Project and Construction Management
- Facilities Management
- Technical and Feasibility Studies
- Engineering Consultations
- Marine, Land Surveying and Testing
- Property Planning and Development Management
- Facilities Inspection and Evaluation
- Technical Training & Human Resource Consultancy
- Engineering Information Technology

Badge Sponsor



Cofely Besix Facility Management

Cofely Besix Facility Management LLC is a joint-venture established in 2008 by Engie and the BESIX Group, to provide first-class integrated facility management services in the Middle East. The company employs more than 2000 staff members in the Middle East. Cofely Besix Facility Management delivers an Integrated Facility Management Model which provides the ability to offer multiple services on multiple sites, all through a single point of contact. That means that we offer a complete range of maintenance, cleaning, and essential multi-disciplinary trades, supported via a 24/7 call centre, to every industry sector, from residential and commercial to educational and airports. Cofely Besix Facility Management provides MEP maintenance services, including the delivery of both planned and emergency and reactive maintenance.

**FM Innovation Sponsor
Site Visit Sponsor**



Ejadah

Ejadah is driven by the commitment to deliver Total Community Solutions for real estate assets including residential, commercial, retail, hospitality and mixed-use developments. Our services are designed and delivered to achieve the objectives of all stakeholders; maximise yields and ROI for landlords, developers and owners, continuity and sustainability for tenants and residents and satisfaction for all stakeholders.

Ejadah has evolved into an integrated business that delivers these services to the market through its three business verticals - Idama (Facilities Management), Arkan (Security Management), and Shabaka (Unit Services).

Sustainability Sponsor **EMRILL SERVICES**



Emrill is a multi-award winning integrated facilities management provider in the UAE. With nearly 8,000 directly employed staff, the company offers the full range of hard and soft FM, asset management and manned security services with innovative solutions tailored to support its clients, including cutting-edge energy solutions and real-time performance management systems. Awarded the title of Overall FM Company of the Year for a fifth time at the fmME Awards 2018, Emrill was also awarded Engineering Service of the Year in both 2017 and 2018 for its Energy Performance Contract (EPC) and community water conservation programmes. Building on this success, Emrill won the Top Cleaning Company of the Year and Excellence in Training awards at the inaugural Middle East Cleaning, Hygiene and Facilities Awards in 2018, as well as Best Client/ Contractor Partnership award attesting to its track record of quality service delivery and client satisfaction.

Prevention & Safety Sponsor **SANED**



SANED is a first of its kind joint venture between Sharjah Asset Management Holding (SAMH), the investment arm of the Government of Sharjah, and Apleona HSG (formerly Bilfinger), a global facilities management service provider delivering world class services in the UAE.

SANED was established in 2016 and soon gained a significant market share in the Emirate of Sharjah by delivering Integrated Facilities Management, predominately through in-house teams providing MEP, cleaning, security and modification services.

Integrated FM Sponsor **Tadbeir**



Tadbeir Integrated Facilities Management Co., based in Al Khobar Saudi Arabia, was established by Retal Urban Development Company to address demands of developers, owners and investors of various commercial, residential and industrial projects in the region.

Offering combined facilities and property management solutions is a strategic role that Tadbeir takes to ensure delivering efficient and effective solutions to its clients. Established on this strategy Tadbeir was able to build a credible track record of managing prestigious and complex projects across all the regions of Saudi Arabia. The commitment to this strategic proposition allowed Tadbeir to grow its client base and expand to have a diversified portfolio kingdom wide.

Workshop Sponsor

Drees & Sommer

DREES &
SOMMER

For over 45 years, our partner-managed company has been supporting public and private sector principals and investors with all aspects of real estate in 43 offices worldwide. Drees & Sommer provides project management, consulting and engineering services in various aspects of building design and construction. It serves real estate and facility management, finance, retail, tourism, life science, healthcare, automotive, manufacturing, aviation, mobility, transport and logistics, energy, utility and disposal, and public sectors. Within our facility management consultancy scope, our team at Drees & Sommer Gulf focuses on the efficient and effective delivery of support value for organizations and tailormade operational FM concepts for assets. Our services ensure the integration of people, system, place, process and technology as part of individual client strategies such as digitization and revitalization.



CONSULTANCY
SERVICES



PROJECT
MANAGEMENT



FACILITY
MANAGEMENT



VALUE ADDED
SERVICES



STAND NO. 1

FaMe - IPROM FZE



STAND NO. 2

Apleona HSG / SANED



STAND NO. 3

Dyson



STAND NO. 4

Mayar Facilities Management



STAND NO. 5

Rosmiman Software Corporation / Digital OKTA



STAND NO. 6

Engineering Systems Group k.s.c.c



STAND NO. 7

Taqati / Etihad ESCO



STAND NO. 8

Ejadah



STAND NO. 9

Lattice Computer Consultancy FZ LLC



STAND NO. 10

Big Fish Recruitment



STAND NO. 11

Imdaad



STAND NO. 12

Initial Saudi Group



STAND NO. 13

Infor



STAND NO. 14

FSI (FM Solutions) Middle East FZ LLC



STAND NO. 15

WebTMA



STAND NO. 16

Tadbeer Integrated Facilities Management



STAND NO. 17 & 18

Facilio



STAND NO. 19

Architectural Heritage Society



STAND NO. 20

IPAF



STAND NO. 21

Smart Solutions Cleaning Services



STAND NO. 22

OMAINTEC



TABLE NO. 23

Hamilton Training



TABLE NO. 24

BICSI



TABLE NO. 25

Heriottwatt UNIVERSITY



TABLE NO. 26

FM EXPO



TABLE NO. 27

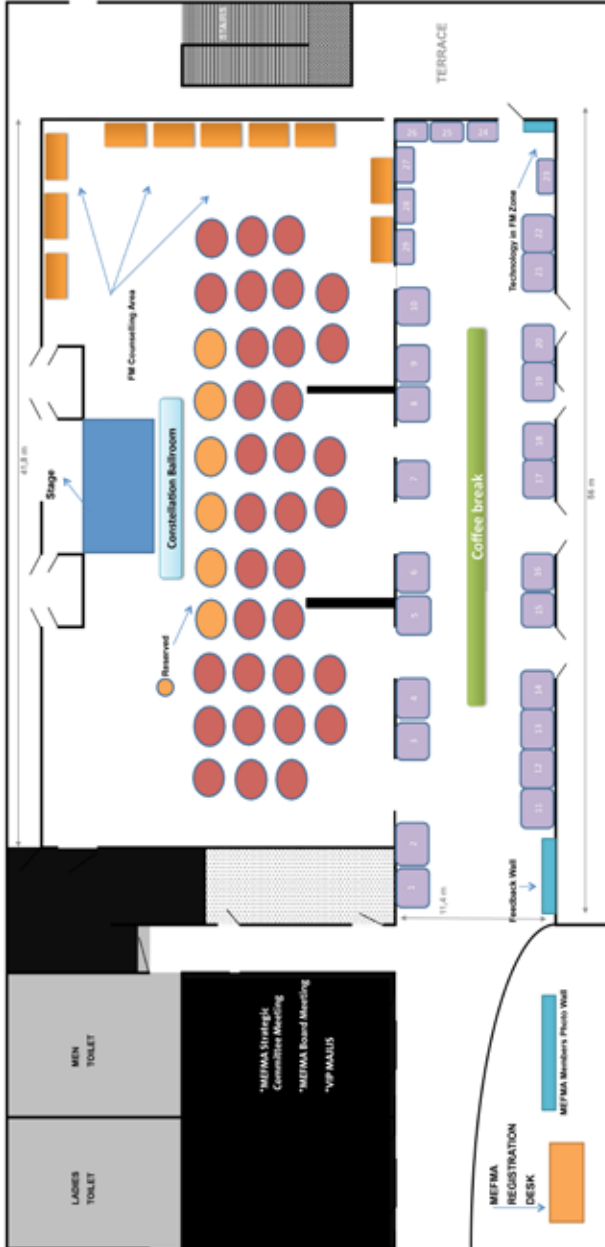
FM Today



TABLE NO. 28

Shiftling FZ LLC

CONFEX Floor Plan





Initial Saudi Group celebrates its 36th year of operations in the kingdom of Saudi Arabia and notes with great pride that it is serving over 800 clients several for over 27 years, from our branch offices nationwide employing over 22,000 workers.



IFM Services



Operations & Maintenance



Recruitment & Outsourcing



Specialised Cleaning



Landscaping



Pest Control



Support Services



MEP & Renovations



Security Guarding



Talent Development

Our Major Clients



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