



MEFMA WORLD FM DAY 2025 — E-BOOK

Celebrating Impact, Innovation, and Resilience — Through the Voices of FM Professionals



14 MAY 2025

A Global FM initiative

World FM Day is a global moment to recognize the essential role Facility Management plays in creating safe, sustainable, and resilient environments. In this World FM Day eBook, MEFMA brings together the powerful voices of FM professionals from across the region — those who lead with purpose, adapt with resilience, and innovate for a better tomorrow.

Each contribution here reflects the depth of expertise, passion, and commitment that define our industry. From tackling today's challenges to shaping the cities of the future, FM professionals continue to leave a lasting impact on the world around us. This eBook is both a celebration and a tribute — to the people behind the profession and the progress they inspire.

This eBook is more than a collection of stories — it is a powerful statement of what FM professionals stand for: resilience, leadership, and the unwavering drive to shape a smarter, safer, and more sustainable world.

Thank you to everyone who contributed, with 400+ personalized World FM Day frames shared and 8 insightful articles submitted from across the region

MEFMA TEAM















adapting to change, staying committed to goals, and

consistently showing up with integrity.









even small steps forward are still progress.









not just about enduring tough times, but also learning from

each and bouncing back with greater insight.







smoothly and efficiently under any circumstances.



FM Solution





To me, resilience

in Facility Management means turning every challenge into a chance to grow, adapt, and lead with purpose and staying focused on people, quality of life, and the bigger picture. At MEFMA, we empower professionals to rise above obstacles, embrace change, and shape a future where our industry continues to thrive with strength and vision.



Adapting through change, staying resilient under pressure, and driving meaningful impact in Facilities Management—every challenge has been a step toward smarter, stronger solutions



operational continuity in FM.

Resilience in Action. Thriting in a World of Change WORLD 14 To me, resilience is about being able to "bounce back" from difficult, life-changing experiences in the face of adverse challenges...















my purpose, and finding ways to grow through every challenge.

In FM, it's not just about keeping things running it's about
making things greener.









was constant, but so was my WILL to adapt, lead, and grow. In

FM, thriving means embracing every challenge.







delivering future-ready excellence that transforms spaces and sets new benchmarks in Integrated Facility Management."







WORLD FM DAY

My FM Journey

With over 25 years of experience in Facilities Management across the UAE and Morocco, I've had the privilege of leading and advising across a wide spectrum of sectors—including community management, residential, commercial, retail, malls, education, healthcare, industrial zones within ports, and large-scale labor accommodations.

My journey in FM has been shaped by a dual focus: delivering operational excellence on the ground, while also providing strategic advisory at the executive level. This unique combination allows me to not only solve day-to-day challenges but also design and implement frameworks that drive long-term asset performance, compliance, and sustainability.

Throughout my career, I've worked closely with developers, asset owners, and operators—translating complex operational needs into structured solutions. Whether managing critical infrastructure in healthcare facilities, optimizing energy use in malls, or improving living standards in labor accommodations, I've always approached FM as a mission to create safer, smarter, and more resilient environments.

Today, in my role as a senior FM professional, I continue to guide organizations in aligning their FM operations with international best practices, while mentoring future leaders and contributing to the professional growth of the industry.

As we celebrate World FM Day 2025, I'm proud to be part of a community that is reshaping the built environment and driving positive impact across sectors and societies. Let's continue to lead with purpose, innovate with integrity, and elevate FM to the strategic level it truly deserves.

Published by

Abdelghafour Madi



















Embracing change, learning from each challenge, and continuously improving. I have built resilience in Facilities Management that drives impactful results and lasting success.





a smarter, more sustainable built environment. As FM/EM for

23+ yrs, I've adapted to industry shifts, embraced innovation,

and ensured seamless operations for all my clients.





A A resilient Facilities Management leader with 27 years of experience, driving operational excellence and adapting to change with strategic foresight. Passionate about creating safe, efficient, and future-ready environments.





The ability to lead with focus, adaptability, and purpose through

adversity. It is the mindset that transforms challenges into

growth and sustains effective leadership over time.





I show resilience by

turning limitations into innovation, leading teams with purpose, and transforming 'impossible' into just another day on site.





To me, resilience is about

To me, resilience is about staying focused, adapting to challenges, and moving forward with patience, courage, and unwavering determination every day.





change. Resilience for me is, how much you change yourself

when faced with change that challenge you.





shaping environments where people and business thrive





سي مام ردارو من من الفرق المتعددة. من خلال تبني الحلول الرقمية وتطوير مهاراتي القيادية، استطعت تحويل هذه التحديات إلى فرص للنمو، مما ساهم في تحسين الكفاءة الت









into lessons, and doubt from others into fuel for progress

Resilience in Action. MIYUKI ZC Z \$ 227 WORLD 14 I show resilience by Adapting to an ever changing industry.







Management.





preparedness, and continuous improvement of FM Operations .









management.



WORLD FM DAY

Where Resilience Meets the Human Touch

As we celebrate World FM Day, it's not just about acknowledging the vital role of Facilities Management; it's about recognizing the extraordinary resilience of the people who power this industry. This year's theme, "Resilience in Action: Thriving in a World of Change," resonates deeply with my own journey in FM. From navigating complex projects to empowering teams, I've seen firsthand how our ability to adapt, innovate, and lead with empathy is what truly defines our impact.

Facilities Management is far more than just maintaining buildings; it's about creating environments where people can thrive. It's about ensuring safety, efficiency, and sustainability, yes, but it's also about fostering a sense of community and well-being. As FM professionals, we are the architects of experience, shaping the spaces where life unfolds.

The past few years have tested our resilience like never before. We've adapted to hybrid work models, implemented new health and safety protocols, and embraced smart technologies to create more flexible and responsive environments. We've proven that FM is not just a support function, but a strategic imperative for business continuity and success.

But amidst all the technological advancements and operational complexities, let's not forget the human element. Our people – our teams, our partners, and the communities we serve – are our greatest asset. It's their dedication, their expertise, and their unwavering commitment to excellence that truly drives our impact.

As a professional holding an MBA, FMP®, PMP®, and TOT certifications, I believe that continuous learning and empowerment are crucial to navigating the ever-evolving FM landscape. We must invest in our people, foster a culture of collaboration, and lead with a human-centric approach. Only then can we truly unlock our collective potential and create a future where facilities management is not just about managing spaces, but about empowering people.

On this World FM Day, let us celebrate the resilience, the innovation, and above all, the human spirit that fuels our industry. Let us continue to build a future where our impact is not just measured in square footage or operational efficiency, but in the positive experiences we create for the people we serve.

Impact Driven by People.



reinforced a fundamental truth: our greatest assets are our

people. "Impact Driven by People"

Published by **Ebrahim Allarakia**



To me, resilience is about

Adapting to change, staying resilient through challenges, and driving impact in Facilities Management—every day is an opportunity to innovate and elevate.



focus on small improvements that lead to big results. Support your team and keep pushing forward.







To me, resilience is about

To me, resilience is about embracing change, finding solutions in challenging environments, and driving sustainable impact in facilities management













embraced change, and made a meaningful difference in the FM

industry









To me, resilience is about

"Constant Progression, and so is our commitment to evolve and elevate in the industry. At World FM Day, we've turned disruption into innovation, proving that resilience isn't about survival, it's about leading the forward movement of FM."



To me, resilience is about

WORLD 14

Resilience in FM means adapting with purpose. From navigating challenges to driving sustainable QHSE solutions, I've stayed focused on progress, safety, and service excellence—turning pressure into performance.



Building a culture of continuous learning, adaptability, and

growth. Supporting staff, and operations teams through

consistent staffing, cross-training, and flexible scheduling.







To me, resilience is about

As Head of the Facilities Management Department, I've learned that resilience is not just about enduring challenges—it's about transforming them into opportunities for improvement.



To me, resilience is about

Resilience is about the ability to bounce back and adapt in the face of difficulties, stress, or adversity. It involves maintaining a positive mindset, managing emotions effectively, and leveraging internal strengths to overcome challenges.



disruption into an opportunity to improve.



World FM Day, a global celebration, shines a spotlight on the

crucial but sometimes overlooked role of facility management

(FM) professionals. Every year, on the second Wednesday of May, the world recognises World Facilities Management Day.













I show resilience by developing smart FM software solutions that boost efficiency, adapt to change, and drive better facility outcomes



optimism.







To me, resilience is about

Through every shift and setback, I've grown stronger—adapting with purpose, staying resilient with passion, and making a real difference in the places people work and thrive.



To me, resilience is about

Staying grounded in Chaos, Finding Lessons in failures and moving ahead. Its about rising every time stronger than before. In FM a true leader displays resilience and use all the challenges to learn and get the services better & Sustainable



Embracing every challenge in the FM industry—driving change, raising standards, and making a lasting impact through innovation and dedication."



hospitality sectors. This unique blend of experience



recover quickly





I show resilience by

adapting adapting to challenges, implementing proactive solutions, and ensuring operational continuity in facilities management, fostering efficiency and sustainability in dynamic environments.



with FM w are one team. . #WorldFMDay #FacilitiesMa

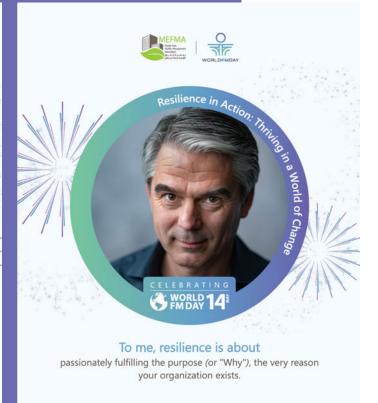






I show resilience by

mentoring key leaders, upholding the highest international standards, embracing smart tech, and delivering regular staff training and benchmarking—ensuring our FM teams stay adaptable, high-performing, and at the forefront of the industry.









ensure that every operation runs smoothly behind the scenes—your dedication keeps organizations functioning at



CREATING THRIVING ENVIRONMENTS:

Making It All Work

As a woman in the Facilities Management industry, I often find myself navigating a landscape traditionally dominated by men. This unique perspective not only shapes my experiences but also enriches the profession itself. Facilities Management goes beyond technical skills; it demands effective communication and collaboration with a diverse array of stakeholders. In an industry where contributions can sometimes go unnoticed until something goes wrong, my role feels especially vital. I understand the importance of my work in keeping everything running smoothly behind the scenes. It's a reminder that while the work can be challenging, it is also incredibly significant.

Being in a male-dominated field has its hurdles, but it also provides an opportunity to break barriers and redefine norms. My presence as a woman in FM not only contributes to diversity but also inspires other women to consider careers in this field. We are

not just participants; we are leaders, innovators, and the backbone of every facility. To all my fellow FM professionals, continue to embrace your roles with pride. We have the power to shape the future of this industry, proving that our unique perspectives are invaluable. Together, we are not just making facilities function; we are creating environments where everyone can thrive. Happy World FM Day!!

Published by

HONEY CHELLE GINDAP



I show resilience by

strategically navigating challenges, leveraging data-driven decision-making, and fostering a culture of continuous improvement to ensure operational excellence.



being Facility Management professionals who ensure others spaces are safe, efficient, and sustainable. From navigating unexpected challenges to optimizing operations, FM teams are the backbone of organizations and society safety.



together!



challenging situations, quickly adapting to changes, and finding solutions instead of dwelling on problems. I learn from setbacks and keep moving forward with a positive mindset.









disasters, technological failures, or other unforeseen events.





I show resilience by

On this World FM Day, I show resilience by embracing change, adapting with purpose, and continuously elevating my expertise through learning and leadership. Resilience is not just endurance — it's evolution.





facility management is vital for safety, infection control, and

compliance—protecting patients, staff, and visitors by shifting

from reactive to proactive maintenance.









been one of resilience, growth, and impact. Proud to contribute

to shaping efficient, sustainable spaces. #WorldFMDay #FacilityManagement #ResilienceInFM"





Making a lasting impact through innovation and dedication









To me, resilience is about

Embracing change and leading with purpose. Facility Management professionals stand at the forefront of building strong, responsive spaces—ensuring safety, continuity, and sustainability.



To me, resilience is about

Here at COMO FMS, resilience is about facing challenges head-on, adapting with intention, and pressing ahead despite any obstacles.





impact, enhancing efficiency and creating lasting changes future







Anticipating. Adapting. Evolving. Balancing immediate problem-solving with long-term strategic planning, ensuring we're not just surviving disruptions but learning and innovating with each step.





To me, resilience is about

embracing change via a dynamic, multi-faceted approach. My passion for safety, welfare, and excellence drives care in all aspects of FM. It's an investment, not an expense, and the cost of non-compliance far outweighs the cost of compliance





To me, resilience is about

As we celebrate World FM Day, it's not just about acknowledging the vital role of Facilities Management; it's about recognizing the extraordinary resilience of the people who power this industry.



Maintaining unwavering focus on strategic goals and the pursuit of excellence in built environment performance, even while navigating the complexities and demands of day-to-day operations



drove lasting impact in Facilities Management with purpose and

precision.



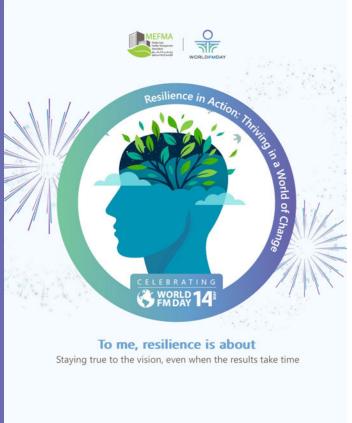
Demonstrated resilience and adaptability in dynamic environments, consistently delivering strategic facilities management solutions that optimize operations, enhance safety, and drive long-term value.



with purpose and driving continuous improvement.









PROSeal coating product, to facilities management providers in

the UAE, Saudi Arabia, Egypt and around the world.







ADAPTING, EVOLVING, LEADING: A RESILIENT APPROACH TO MODERN FACILITY MANAGEMENT

In an era defined by rapid technological advancement, climate challenges, and rising user expectations, the role of Facility Management (FM) has undergone a significant transformation. No longer limited to operations and maintenance, FM now stands at the intersection of strategic planning, sustainability, and digital innovation.

Adapting to Industry Shifts
Facility managers today are expected to be agile leaders—quick to respond to disruptions while maintaining business continuity. The post-pandemic world emphasized the need for adaptable



workspaces, improved air quality, and touchless technology integration. As an FM professional, I've had to reimagine spaces and services to meet these emerging needs while ensuring safety, compliance, and cost-efficiency.

Evolving with Technology

Digital transformation is no longer optional in FM. From IoT-enabled equipment monitoring to Computerized Maintenance Management Systems (CMMS) and Integrated Asset Management Platforms, technology has become a critical enabler of performance, transparency, and data-driven decision-making.

At our organization, we've implemented smart asset management solutions that have significantly optimized lifecycle costs, improved maintenance response times, and enhanced energy efficiency across multiple sites.

Leading with Resilience and Impact True leadership in FM isn't about maintaining the status quo—it's about driving continuous improvement, empowering teams, and delivering value beyond expectations.

Published by

Mohamed Shaaban















facilities support people, performance, and progress.





I show resilience by

Thriving through change, I've adapted with agility, stayed resilient through challenges, and driven meaningful improvements in Facilities Management to enhance efficiency and service excellence."





in Facilities Management.





any obstacles.









I reflect with pride on a journey shaped by resilience, adaptability, and purpose. In every challenge, there was an oppurtunity to rise-and in every task, a chance to make an impact. Here's to building better, stronger and smarter spaces





any obstacles.













Embracing change with a solutions-focused mindset, I've stayed resilient through industry shifts and contributed to FM by streamlining operations and fostering sustainable practices













ensuring safe, efficient, and sustainable environments.









spaces as a dedicated CAFM consultant













WORLD FM DAY

A Personal Reflection

Today, we don't just celebrate the field of Facilities Management – we honor the people who power it. The theme this year deeply resonates with my journey across India and the Middle East, working with leading FM organizations, driving complex transitions, optimizing operations, and leading diverse teams.

Facilities Management is much more than maintaining buildings. It's about creating spaces where people feel safe, supported, and inspired. From embracing hybrid work to integrating IoT and advancing HSE standards, we've proven that FM is essential to business continuity, sustainability, and community well-being.

Through constant change, one thing remains clear: people make places. And

it's our people – engineers, HSE teams, planners, and frontline staff – who show resilience every single day. Their dedication is the backbone of our success.

As an FM professional with an MBA, HSE, and ISO credentials, I firmly believe continuous learning and a people-first mindset are key to thriving in this evolving industry. Let's keep investing in our teams, empowering them with knowledge, technology, and a culture of collaboration.

Thank you to everyone working across the FM landscape. Your resilience and impact are truly inspiring. Let's keep leading with purpose and building a smarter, greener \square and a world of FM with empathy

#WorldFMDay #FacilitiesManagement #FM #ResilienceInAction #PeopleFirst #Leadership #Sustainability #BuiltEnvironment #MEFMA #GlobalFM #Innovation #Empowerment

Published by

ATHAR MOIN



head-on, adapting with intention, and pressing ahead despite any obstacles.

Resilience in Action. Inhitidate World of Change I show resilience by On this World FM Day, 14 May 2025, I proudly reaffirm my commitment to upholding global best practices in Facilities Management—anchored in international standards, driven by performance evaluation, and dedicated to continuous improvement.



contribute to improving performance and driving innov













To me, resilience is about

Adopting and embracing innovation, and proactive planning. In my opinion, the FM professionals must embrace smart technologies, data-driven decision-making, and sustainable practices.

















To me, resilience is about

pushing on regardless of the challenges I face. At DIFC, such a trait is a core fundamental of work.



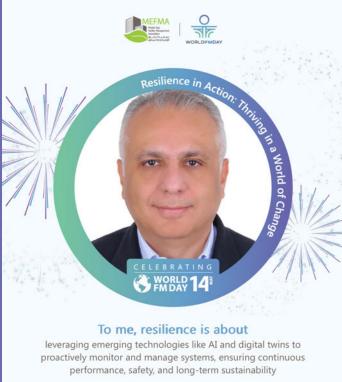


challenges, and moving forward with patience, courage, and

unwavering determination every day.



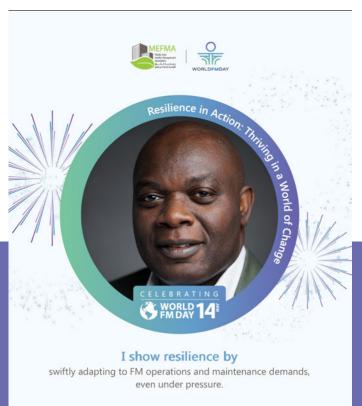






also learning from them and becoming stronger.

















staying focused on what truly matters and building systems that can withstand any challenge.





During the COVID-19 pandemic, FM professionals adapted swiftly to ensure the safety and functionality of buildings.





efficiency, sustainability, and positive team impact every step of

the way











RESILIENCE IN ACTION: PIONEERING FM EXCELLENCE IN THE UAE

As we commemorate World FM Day 2025, the theme "Resilience in Action: Thriving in a World of Change" perfectly encapsulates the transformative journey of Facility Management (FM) in the UAE. In a region known for ambitious development and visionary leadership, our industry stands as a cornerstone of national progress—quietly yet powerfully enabling organizations, economies, and communities to flourish. FM is not merely a support function—it is a strategic discipline that ensures offices, hospitals, schools, factories, and public spaces remain safe, efficient, and productive. By connecting people, place, process, and technology, FM professionals enhance everyday life while aligning with broader organizational and national goals.

The Importance of FM: Infrastructure's Silent Guardian

FM professionals form the backbone of society's operational infrastructure. Amid geopolitical shifts, climate concerns, and economic fluctuations, FM ensures continuity and safety in the built environment. At FixPro FM, we've evolved from traditional service providers into transformation partners. Since 2009, our journey reflects the rising need for resilience across operational, environmental, and strategic dimensions. Our Resilience Framework: Three Pillars of Excellence

- Strategic Integration of Technology & Human Expertise In line with the UAE's Smart City vision, we deploy IoT-based predictive maintenance, Al-powered resource optimization, and real-time monitoring as standard practice. The true strength lies in the synergy between advanced systems and skilled professionals across our expanding portfolio. Fact: Nearly 1,200 commercial complexes and 900 residential projects launched in 2024 require tech-driven FM (Ref: Astute Analytica).
- Sustainability Leadership: More Than Compliance
 From retrofitting 30 government buildings to
 managing 300+ green-certified facilities in Masdar
 City, sustainability is embedded in our ethos.
 Insight: The UAE FM market is projected to reach
 USD 12.33 billion by 2033, growing at 6.9% CAGR,
 driven by eco-conscious services (Ref:
 Globenewswire, 2024).
- Operational Agility With evolving regulations and rising expectations, agility is essential. FixPro's internal systems anticipate change and enable scalable, responsive service delivery across sectors.
 A Salute to the Unsung Heroes of FM

On this World FM Day, I extend my deepest appreciation to every facility management professional—from the frontliners on night shifts to the engineers designing next-gen systems. You are builders of trust, guardians of continuity, and champions of progress.

Together, let us continue to ensure that the UAE remains a global benchmark for operational excellence, sustainability, and smart growth. In a world of constant change, our resilience is not just tested—it is proven, every day.





staying adaptable and forward-thinking especially in the fast-evolving world of facilities management. It's no longer just about responding to issues, but anticipating them and building smarter systems that can handle disruption with ease.





any obstacles.













world class service to our clients --- no matter the challenge.













change with clarity and strength.





being prepared, adaptable, and dependable, no matter what challenges come our way.





driving innovation, and staying committed to creating safe, efficient spaces.









and economic dimensions of society.











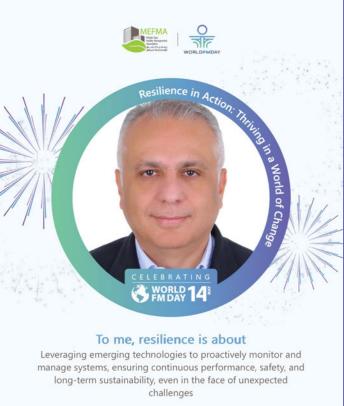
























RESILIENCE: THE ART OF MOVING FORWARD

Resilience isn't about never falling — it's about rising each time with more strength, more understanding, and more grace. It's the quiet power that helps us face uncertainty without losing ourselves and navigate challenges without giving up.

Sometimes, resilience looks like big decisions. Other times, it's found in small steps — in showing up, trying again, and learning along the way.

To me, resilience is a skill we build over time. It grows in moments of discomfort, in the lessons hidden within setbacks, and in the courage to move forward when the outcome is unknown.

In a world that's constantly shifting, resilience is what keeps us grounded. It reminds us that growth often begins in the

hardest moments — and that we are capable of far more than we think.

Published by Reham Bakri







To me, resilience is about

adapting, learning, and continuing—no matter what

















































































WORLD FM DAY

Honoring the Backbone of Modern Facilities

World FM Day is more than just a date on the calendar; it's a moment to pause and appreciate the people who make our built environments work seamlessly, often without recognition.

Facilities management is the silent engine behind every well-functioning space. Whether it's an office, a hospital, a school, or a stadium, there is a team working diligently to ensure everything runs smoothly, from the cleanliness of the environment to the safety of its systems. These professionals play a central role in enabling comfort, continuity, and care across every sector.



Over the years, the scope of FM has grown remarkably. It's no longer only about repairs and maintenance. Today, FM touches every part of how we experience a space, integrating technology, sustainability, user well-being, and efficiency. And in times of disruption, whether due to global events or local emergencies, it's often the FM teams who respond first and stay until the job is done.

What makes this field unique is not just the technical knowledge it requires, but the human touch that comes with it. The ability to solve problems quickly, to adapt under pressure, and to serve others quietly in the background, that is the heart of FM.

On this World FM Day, we celebrate the people who show up every day with purpose and pride. The cleaners, technicians, engineers, front-of-house teams, planners, supervisors, and countless others who bring professionalism and heart to what they do.

Published by

Mossaab Ben Khaled



and purpose.









"Continuously adapting to change, staying resilient through challenges, and making a lasting impact by driving innovation and excellence in Facilities Management."



Facilities Management has shaped my career by teaching me leadership, crisis handling, and multi-tasking—driving both my personal and professional growth through real-time problem-solving and team Management.



I show resilience by

"Continuously adapting to change, staying resilient through challenges, and making a lasting impact by driving innovation and excellence in Facilities Management"



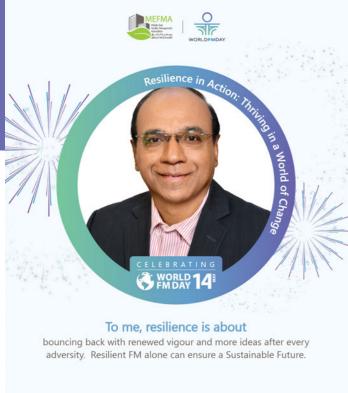
improve, and to serve better. Honored to be part of the journey in Facility Management.



It's built into our systems, teams, and culture, enabling us to meet shifting demands with agility and purpose.









To me, resilience is about

more than just bouncing back—it's the expert foresight and hands-on agility that keeps buildings safe, efficient, and people-focused. FM professionals can turn disruption into progress and ensure the spaces we rely on never miss a beat.





To me, resilience is about

embracing change with purpose—adapting to challenges, driving innovation, and staying committed to creating safe, efficient spaces.



In Facilities Management, resilience means staying steady amid change—adapting, anticipating, and delivering under pressure. It's built into our systems, teams, and culture, enabling us to meet shifting demands with agility and purpose.



strategically navigating challenges, leveraging data-driven decision-making, and fostering a culture of continuous improvement to ensure operational excellence.





To me, resilience is about

To me, resilience in business development means pushing forward despite setbacks, learning from rejection, and adapting fast to turn challenges into growth opportunities.



reinforced a fundamental truth: our greatest assets are our people. "Impact Driven by People"





