



**egypt
facility
management
forum.**

**MAXIMIZE
ASSETS
VALUE.**

**SHOW
GUIDE
2021.**

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01. AGENDA

02. SPONSORS

03. SPEAKERS

04. IT EVENTS

05. IT EVENTS ASSOCIATIONS

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THE AGENDA

9:00 - 10:00

REGISTRATION.

Registration and morning coffee.

10:00 - 10:15

IT EVENTS.

Opening speach.

**BR
IEF** /

10:15 - 11:00

ENG. YASSER & ENG. HALA.

Understanding facility management ISO 41001 / Sustainability.

**BR
IEF** /

11:00 - 11:45

ENG. GAMAL EL ZIADY.

Can, how and does facility management maximize assets value?

**BR
IEF** /

11:45 - 12:30

ENG. EMAD ADEL.

The future of sustainability.

**BR
IEF** /

12:30 - 1:30

BREAK.

1:30 - 2:15

DR. HOSSAM ELBOROMBALY.

Smart green maintenance.

**BR
IEF** /

2:15 - 2:45

ENG. LARA PAEMEN.

The role of facility management in creating Sustainable buildings.

**BR
IEF** /

2:45 - 3:30

ENG. ADEL SAIF.

Integrated facility management empowered by technology.

**BR
IEF** /

3:30 - 4:30

PANEL DISCUSSION.

Eng. Sherine Badreldine, Eng. Walid El Shishtaw, Eng. Hossam Harfoush, Eng. Mohamed Aggag, Eng. Louai Motawai, and Eng. Sherif Ahmed as a moderator.

**BR
IEF** /

4:30 - 6:00

CLOSING AND DINNER.

#MAXIMIZE ASSETS VALUE.



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**2022
SPEAKERS**

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ENG. ADEL SAIF
GENERAL MANAGER
ARAB FACILITY MANAGEMENT CO.

Adel Seif is a General Manager for Arab Facility Management Co. for Facilities Management Services subsidiary of Dorra Group. Adel has Extensive Knowledge in Property and Facilities Operation management with a demonstrated history of working more than 18 Years of experience in different real estate sector, Residential, Commercial, Telecommunication, Hotels and Mixed Use Projects, as he held different positions in diverse companies like Vodafone Egypt, Hitachi Plant Technology LTD, Grand Rotana Resorts and DORRA Group.



ENG. AMAL HAMDY
**LECTURER OF URBAN DESIGN
AND PLANNING**
FUTURE UNIVERSITY IN EGYPT.

Amal Hamdy earned bachelor's degree from the department of Urban Design and Planning at Ain shams University, Cairo, Egypt, 2005. She worked as a teaching assistant at the department of Urban Design and Planning, 2006-2005, helping with landscape architecture and urban design studios. Amal Hamdy earned a doctorate degree in Environmental Design from the School of Design, Planning and Construction (SPDC) at MSU, Lansing, USA. She earned a master's' degree in Urban Design from A. Alfred Taubman College of Architecture and Urban Planning at U of M, Ann Arbor, Michigan, USA, 2010. She earned a masters' degree in Urban Planning from A. Alfred Taubman College of Architecture and Urban Planning at U of M, Ann Arbor, Michigan, USA, 2013.

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ENG. SHERINE BADRELDINE
HEAD OF OPERATIONS
SAVILLS EGYPT

A real estate professional with over 15 years of experience (In Europe and Egypt) in investment advisory, asset management as well as hotel and mixed-use scheme developments. In the last few years, she has managed Arkan's operations as well as advised on the development of a Crowne Plaza Hotel in Cairo. Today, Sherine is one of the co-investors of Savills in Egypt; she helps Catesby support and lead the team. Before her time in Cairo, she spent 8 years working within pan-European real estate funds in the UK. She covered all asset classes from retail, to logistics, residential and offices. With hands-on knowledge of working in Europe and in Egypt, she often bridges the gap of both worlds and helps clients adapt international best practice whilst respecting and understanding local norms.



ENG. EMAD ADEL
EGYPT COUNTRY MANAGER
CBRE

With a great passion and 15 years of experience in business management, Emad has become committed as Egypt Country Manager for CBRE Excellerate Egypt after a long journey in African countries to manage company branches in Egypt, Sudan, South Sudan then Ghana.

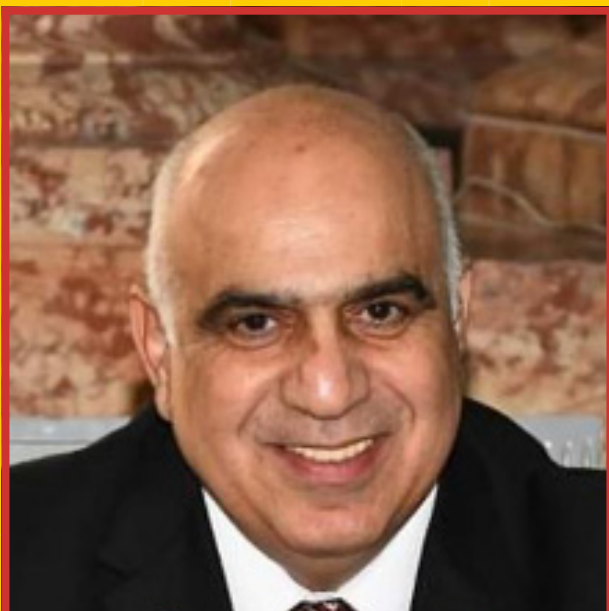
Emad possesses strong team working skills; He has excellent organizational skills that gained through academic and work experience. He considered his key strengths to be is the ability to make decisions, people management, and assessing business situations, and identifying potential solutions. Emad has excellent interpersonal skills which allow him to relay business information clearly to the target audience and can prepare well thought out, crisp presentations for either individuals or groups.

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ENG. WALID EL SHISHTAWY VP SERVICES BUSINESS EGYPT, NORTH EAST AFRICA AND LEVANT CLUSTER SCHNEIDER ELECTRIC

Walid El-Shishtawy has a diverse background across a variety of markets in Egypt and Middle East where he earned extensive experience in Projects, Marketing and Services in different market segments, leading and setting solid business strategies. Mr. Shishtawy Joined Schneider Electric in 1999 started in Industry and O&G Projects Business and assigned as Vice President Services Business in Egypt, North East Africa, and Levant Cluster in 2015. Mr. Shishtawy holds Bachelor degree in Electrical Power Engineering from Ain Shams University and got his Master in Business Administration from Maastricht School of Management in International Business and Globalization.



PROF. HOSSAM EL BROMBALLY FORMER HEAD OF THE DEPARTMENT OF ARCHITECTURE AIN SHAMS UNIVERSITY

- Winner of the Arabian Knight Prize as one of the most prominent Arab personalities that have achieved - International successes, from the Arab Investors Union, April 2020 in Egypt. Recipient of the Distinguished Architect Award in Egypt, March 2020 from the Canadian Chamber of Commerce in and SmartVision, Egypt - Winner of the bronze award for the best architectural project in the world 2019 (development of S ayyida Aisha Square) from Livecom Community Foundation in Rome - Italy - - He holds the Arab Award for Outstanding Maintenance Engineer for the year 2017 from the Arab Institute for Operation and Maintenance in Beirut from the President of the Republic. - Member of the Board of Trustees of the Arab Council for Operation and Maintenance (OMAINTEC) - He holds the Arab Award for Outstanding Maintenance Engineer for the year 2017 from the Arab Institute for Operation and Maintenance in Beirut from the President of the Republic.

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ENG. HALA SOLIMAN
GREEN BUILDING CONSULTED
SGS EGYPT LIMITED LLC.

Hala is a professional in lead in EDGE green building certification system which provided an astute knowledge of the Region and the local intrinsic values and requirements within fields of expertise, which gave the tools & track record to lead and deliver high complex projects. Hala has insight for maintainability appraisals, across Egypt, Gulf Area. Fifteen plus years of international business experience in corporate & government sectors, provides a wealth of information to draw from as a professional speaker in relating essential green building concepts in a business context. As a keynote inspirational speaker, her diverse background enables her to communicate key business sustainability principles, while enriching her content with insightful and dramatic illustrations, stories, and humour. As a keynote speaker.



ENG. YASSER WAHID
**ACCREDITATION AND TRADITIONAL
SCHEMES LEAD**
SGS EGYPT LIMITED LLC.

Yasser is an internationally recognized management system expert in a number of disciplines i.e QMS, EMS, OH&S , FM , Social Compliance. Yasser is an enthusiastic and professional lead auditor / skilled Facilitator with extensive exposure to various Quality, Environmental and Safety Management systems. Lead auditor for ISO 9001:2015 and ISO 14001:2015, ISO 41001, ISO 2018: 45001 and Social Compliance Auditor. Yasser have experience for Quality Management system audit, Environmental management system audit, OH&S audit across Egypt , Gulf Area , East Africa , Asia , Europe. Twenty plus years of international business experience in corporate, government, and non-profit sectors, provides a wealth of information to draw from as a professional speaker in relating essential quality concepts in a business context.

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ENG. GAMAL EL ZIADY **MAINTENANCE** **GENERAL** **MANAGER**

Gamal Alziady is a resilient, intrinsically motivated general manager with a success-driven mentality putting him through a never-ending cycle of self-mastery and growth. graduating from the faculty of engineering - Mechanical Power Engineering in 1988, he ranked 4 th in his class before ranking 1 st in his post-graduate studies in Design, Installation, and Maintenance of HVAC Driven by his desire for continuous improvement, he attended multiple courses about leadership and management skills, time management & priorities settings, crucial conversations, the 7 habits of highly effective people, mmp, and is a certified trainer from the Gulf innovation for training and consulting. He was a Major in the Egyptian Armed Forces Engineering Authority for a decade prior to working as an HVAC designing and installation engineer and as a technical manager in the private sector.



ENG. MOHAMED AGGAG **CONSULTANT PEDATRIC** **RODIOLOGIST** **GENERAL MANAGER - ALTERNA** **PRESIDENT OF ECN CANADA**

Dr Aggag significant achievements along his career has established the first paperless and filmless radiology department in children's Cancer Hospital Egypt and then he moved to GE healthcare Africa where he copied this model to the national pilot Egyptian ministry of health project of transforming 7 MOH hospitals in 7 governorates to paperless and filmless radiology department. After being assigned as chief medical officer and followed by chief medical officer he achieved full automation of all operational and research KPI's and developing several dashboards. Renovation plan for the clinical pharmacy, clinical pathology, lab automation and transforming a unit of Day-care into intermediate care unit for better patient privacy. Leading a huge project of PowerChart Oncology (Automation of oncology protocols to be the third in the world after St. Jude and Children's Mercy Hospital Kansas City) went live in September 2019.

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ENG. SHERIF AHMED **DIRECTOR, FACILITIES OPERATIONS & PROJECTS MANAGEMENT IN HEALTHCARE.** ADVISOR TO THE BOARD SIAC FACILITIES MANAGEMENT

He is an expert facilities professional specialized in facilities management, with a wide range of experience in support services. He holds an MSc degree in Facilities Management from The University of Reading, UK, and a MSc. in Structural Engineering. He is certified from the BIFM with over 17 years' experience in facilities and property management in multidisciplinary sectors from real estate, healthcare, FMCG, and telecommunications. In the last assignment, Sherif oversaw the Operations and Services across all the American University properties in Cairo as the Associate Vice President. He was previously working in Smart Villages as Vice President of Operations & Facilities, in Children's Cancer Hospital Foundation 57357 as a Group Facilities Management Director. He also worked at British American Tobacco, PepsiCo, and Vodafone Egypt.



ENG. HOSSAM HARFOUSH **PROJECTS DIRECTOR** HILL INTERNATIONAL

Over Thirty years working experience in Major construction, Project and Facility management activities for prestigious mega projects in UAE, Kuwait, Qatar & Egypt, well versed with the Electro-mechanical design/Construction works for all utilities, infrastructure in addition to great Knowledge in Facility management's skills:

- Overseeing project departments, ensuring each project activity is well managed with ability to fully manage the department across all disciplines.
- Lead the planning and implementation of projects.
- Creating a detailed work plan which identifies and sequences the activities needed to successfully complete the project.
- Assisting and advising the business partners where required.
- Time management, attention to details, leadership and problem solving skills.

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ENG. LOUAI MOTAWAI
ADMINISTRATION AND
FACILITIES SENIOR MANAGER
ETISALAT MISR

Experience spans Mall operations management, multi-use property development, property management, facility management, and construction project management. Resourceful & organized professional with excellent planning, execution and cross-functional leadership skills, capable of meeting stringent sales, operational and customer satisfaction targets. Experienced in development of business facilities including projects development, execution, delivery, and post-delivery maintenance of facilities. Knowledge of RE development, feasibility studies and investment process, and ability to partner with engineering and execution agencies to shape and deliver high scale projects. Champion asset management strategies and quality improvements to add value to properties, and capture customer preferences for faster absorption in the market.



ENG. LARA PAEMEN
DIRECTOR
IFMA EMEA

Lara has started as European Director of IFMA and has recently expanded her responsibilities to the EMEA region. In this role, she is the link between IFMA's HQ in Houston, Texas and IFMA's Chapters in the region and responsible for the EMEA strategy of IFMA. She is also a member of the European Advisory Board. Before joining IFMA, she acquired 17 years of experience as a Strategic Workplace Consultant and Change manager working on missions in Belgium, The Netherlands, France, Spain, UK, and Serbia.



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03
SPONSORS.

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Arab Facility Management

AFM is perceived as a pioneer in offering extensive facility management solutions for nearly all sectors. Facilitating a wide range of different services for more than 15 years, we are continuously up to date with the latest technologies reinforced by our managerial and technical expertise in maintenance, soft services, security services, and landscape services. Driven by the need for exceptional, reliable, and Consistent service, we are AFM! Established in 2005, Arab Facility Management is a subsidiary of DORRA Group in Cairo, Egypt. The company provides a variety of essential facility management services that ensures safe, adequate, and efficient operations. AFM guarantees the highest quality services in different sectors. We provide Hard Services such as (Engineering, Civil, and Architectural Repair & Maintenance Services), and Soft Services like (Housekeeping, Deep Clean Hygiene Services, Specialized Façade Cleaning, Landscaping, Pest Control, & Waste Management). In addition to premium Security Services through highly trained security guards and officers. We also offer Civil Defense and Evacuation Control services for large commercial entities. AFM is ultimately offering you a tailored solution for any property through exceptionally innovative systems that match your requirements and within an affordable budget.

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Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia. Veolia group is the global leader in optimized resource management. The Group designs and provides water, waste and energy management solutions which contribute to the sustainable development of communities and industries. We believe that the scarcity of natural resources must be transformed from a constraint to an opportunity. Our vision is to lead this transformation, being the reference in building sustainability services. Preserving environmental resources in the cities for the generations to come. Combining access to global expertise and best practices to a deep knowledge of the local market, we deliver innovative sustainable energy solutions to customers, guaranteeing and enhancing their performance while contributing to resourcing the world.

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SGS

In every industry and location our global teams of experts provide specialized solutions to enable a better, safer and more interconnected world making business faster, simpler and more efficient. We are SGS – the world’s leading testing, inspection and certification company. We are recognized as the global benchmark for quality and integrity. Our 89,000 employees operate a network of 2,600 offices and laboratories, working together to enable a better, safer and more interconnected world. The services delivered by the Testing, Inspection and Certification (TIC) industry interconnects with and adds value to almost everything that society touches.

APLEONA

European service provider with a high level of technical expertise, in-house activity and innovative strength. Apleona is already one of the biggest European real estate service providers with over EUR 2 billion in sales. We manage and run real estate in all asset classes in over 30 countries, offer installation and fitout services, run and maintain facilities and support our clients in production and secondary processes. We have a high level of technical expertise and in-house activity – focused on efficiency and the long term and driven by the high quality standards of our customers. We work with technology partners to develop and test digital solutions for the management and efficient operation of tomorrow’s real estate and make our customer’s properties productive.

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About “EFS Misr”; it is an associate of EFS Services in UAE. It was founded to be Egypt’s premier integrated Facilities Management provider with a proven track record of quality delivery and special focus on Real Estate, Educational institutions, Healthcare Facilities and Retail/Mixed-use Complexes. EFS Misr provides Facilities Management services to the Egyptian market as follows:

MEP Services, Internal and external cleaning services for projects, Facade Cleaning Services, Landscape Services, Pest Control Services, Security Services, Disinfection Services.



EHFS (Egypt Healthcare Facilities Services) was established in 2020 as a subsidiary of a joint venture between EFS Facilities Management Services – Misr, and Cleopatra Group of Hospitals, to provide professional Facilities Management services to the Healthcare Sector in Egypt & MENA. The main scope of services we are currently providing to our healthcare sector’s clients are; MEP Services – including civil & architect maintenance, Internal and external cleaning services for projects, Facade Cleaning Services, Landscape Services, Pest Control Services, Security Services, Disinfection Services.

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Bavely are a recognized pest control company which is: Developing a sustainable strategy in Pest Control Management with continuous improvement, Proven knowledge and experience in disinfection and decontamination services, Licensed and authorized from the Egyptian Ministry of Health, Industrial Safety, Industrial Inspection committee, Environment Ministry. We are certified ISO 9001:2015 & ISO 45001:2018 (INTERTEK EGYPT). All Bavely pco Engineers and Technicians are trained in IPM (Integrated PestControl Management) and quality requirements (GMP) with periodic refreshment sessions. Observer Member of BPCA (British Pest Control Association) Member of the NPMA (National Pest Management Association)

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CBRE | **EXCELLERATE**

CBRE Excellerate provide an integrated suite of high-quality real estate services across Africa and the Middle East, including facilities management, advisory & transaction services, project & development management, broking, valuations and property management and will allow us to expand the self-delivery of integrated facilities management services to enterprise clients. Productivity, reliability, engagement, quality, brand — the workplace contributes to business results, whether it's an office, a retail outlet, a laboratory, a data center, a manufacturing environment or a virtual location. We support predominantly corporate clients who buy services on a contracted basis all across Europe, the Middle East and Africa — even globally, depending on their portfolio.



Hassan Allam Property Management (HAPM) is the asset management arm of the Hassan Allam group of companies. Serving a portfolio of corporate, commercial, residential, governmental, infrastructure, industrial and heritage clients HAPM is one of the most diversified and established managers of physical assets in Egypt. The company provides a wide suite of manpower and facilities services, tenant and community management and energy savings solutions, bringing to the wider market Hassan Allam's signature service quality.

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supporting association & media partner



supporting association

Founded in 1980, we are the world's largest and most widely recognized association for facility management professionals, supporting over 20,000 members in more than 100 countries. As a member organization, we are deeply committed to helping our members thrive. These are the values of the association, staff and stakeholders, and guide us in everything we do. We believe in the benefit of global diversity, inclusion and social equity. We recognize that sustainability, resilience and responsible stewardship of the environment is paramount. We commit to open, honest, transparent and interactive communications. We strive for excellence and growth through innovation, leadership and sharing of knowledge.



media partner

Egypt Yellow Pages, now known in Egypt as Yellow Media, was established in 1988 and until the year 2000 only offered a printed version of its Yellow Pages. Today, Yellow Media employs over 350 teammates in 8 offices across Egypt and our in-house developed digital platforms, including YP.eg are used by millions of buyers each month. Proudly, we are a Google Premier Partner, the first Facebook Ad partner in Egypt and continue to deliver effective advertiser campaigns on Google, YouTube, Facebook and Instagram and now TikTok as well. We are experts in creating, implementing and measuring ad campaigns that deliver the best performing ads through highly creative and interactive content. We bring years of experience building and managing our customers' online presence with mobile users in mind. We not only BUILD cost-effective state-of-the-art websites, but we MANAGE them all year-round and PROVIDE deep performance analytics.

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Founders.



IT Events is an organization established in Egypt in 2013 with a global scope to cover the middle east and Africa! Delivering more than 150 training sessions to over 30 entities in more than 9 different countries. We aspire to empower the ICT knowledge in Egypt and the MEA region by being an authorized service provider for globally accredited courses, and hosting widely scoped conferences in the fields of facility management, banking, FinTech, and ICT!

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Associations.



IFMATM

International Facility Management Association

SCTE[®] • **ISBE**[®]

Society of Cable Telecommunications Engineers

International Society of Broadband Experts

a subsidiary of CableLabs[®]



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