

MEFMA hosts its first World FM Day

270 professionals from the FM industry gathered for the Middle East's first ever World FM Day celebrations hosted by MEFMA

FM companies, their friends and families gathered at the event, held at the Dubai World Trade Centre on Thursday July 23, in a bid to celebrate the industry's developments over the last year.

Celebrations were rife when it was announced that Emrill had joined the MEFMA board as its tenth founding member. In addition, Inaya, Johnson Controls and Fakhrudin FM had in that week joined MEFMA as corporate members, demonstrating the growing presence of the body in the region.

Presenter Stephen Oehme, congratulated MEFMA on its achievements since its birth in August 2010 and the achievements of its focus groups.

"It is excellent what is being achieved by the focus groups. The outcomes from MEFMA are really what this industry needs," said Oehme.

Ali Al Suwaidi, senior FM manager for Abu Dhabi Ports Company started his speech with the powerful message "together we can," going on to address how MEFMA was bringing the FM industry together, allowing participants to listen to and support each other and commending the industry on its recent achievements.

"Mission Impossible 4 was filmed here in the Middle East," started Al Suwaidi.

"Yes here, compared to the rest of the world. Yes here, home of Ferrari World and the tallest tower.

"A year has gone by with amazing achievements. All of us are proud of these achievements but it is not the end – it is just the beginning."

Al Suwaidi addressed the need for the FM companies to learn, not only from each other, but from international best practice. He looked forward to a time when the Middle East FM industry would work with the international industry as well as the regional industry.

Repeat the event

Al Suwaidi's desire of working with the international FM industry was echoed by a video, containing recorded messages from FM professionals on the five continents that were celebrating World FM Day.

Global FM Chair, Teena Shouse, introduced the video with a powerful statement that captured the attention of the audience in the room: "This is our day to celebrate."

The series of worldwide events highlighted the socio-economic role of effective facility management in designing,



AED20,000

Raised through charity auction

270

Attendees at MEFMA World FM event

2009

First ever World FM Day

970

World FM Day participants





operating and maintaining a sustainable built environment for future generations.

In Paris, World FM Day took place at the headquarters of Philips. Guests were invited to attend a conference, followed by a cocktail party on the terrace.

London held an FM Quiz and barbecue hosted by the British Institute of Facilities Management's FM of the Year, Julie Kortens. Breakfasts and luncheons were served at four locations across Australia as part of its World FM Day contribution.

The winners of the Global FM Awards of 2011 were also announced via the video link on the night.

Sharing is caring

In a bid to address the issue of data sharing within the industry, an issue that

“A year has gone by with amazing achievements. All of us are proud of these achievements but it is not the end – it is just the beginning.”

MEFMA is currently prioritising, the audience received a demonstration of how to share best practice in the community.

Board member and CEO of MMG, Youssef Abillama, presented a case study carried out by MMG of a green audit for Byblos Bank Headquarters in Lebanon.

It comprised of four components, energy, water and wastewater, indoor environmental quality and waste management.

“This is needed to plan a sustainability and development policy, an area which FM has a big part to play in,” said Abillama.

The audience watched as Abillama revealed that the audit found over fifteen energy efficient measures which could be implemented, resulting in savings of over \$100,000 in energy costs.

Abillama stressed that it was not enough to just put the measures in place and that, once established, they had to be monitored and maintained through the implementation of key performance indicators.

“It is important to benchmark the measures from year to year as well as putting them in place,” he said.



Giving something back

A quiz based on FM persuaded the audience to get their thinking caps on. Up for grabs was an iPod for each guest on the winning table. The Emrill table was the lucky winner at the end of the evening.

A charity auction of children's artwork rounded off the evening. The paintings and collages, created by children at the Deira International School, were themed around the built environment and were aimed at raising awareness of the effects of global warming. The paintings raked in over AED20,000 along with donations, for the Make a Wish foundation.

The Make a Wish foundation, which was the charity chosen by the children, grants a wish to a terminally ill child somewhere in the world every thirty minutes.

"Raising awareness in the younger generation of what they can actually do to be more environmentally responsible is a core MEFMA objective"

Emrill, MAF Dalkia, Al-Shirawi, MMG, Imdaad, MEFMA, Farnak Avireal, Deira International School, Ali Al Suwaidi, and Steve Oehme were among the guests that won bids, walking away with a piece of artwork on the night.

"Raising awareness in the younger generation of what they can actually do to be more environmentally responsible is a core MEFMA objective," said Ali Suwaidi.

"The pupils at Deira International School really got to grips with the theme and produced some great pieces, in turn making a valuable and tangible contribution to the society we live in."

He concluded with a final speech, advising that although MEFMA had come a long way in its first year, it's work was far from over.

"Together we can," he reiterated, suggesting that the success and growth of the facilities management community in the Middle East relied on the commitment and contribution from each member involved in the industry. **fmcME**