

Under the patronage of **HRH Prince Khalid Al-Faisal**  
Advisor to the Custodian of the Two Holy Mosques & Governor of Makkah Region



المؤتمر الدولي الثاني والعشرون لإدارة الأصول والمرافق والصيانة  
The 22<sup>nd</sup> International Asset, Facility & Maintenance  
Management Conference

**Digitization - Excellence - Sustainability**

# ADVANCING EXCELLENCE IN FACILITIES AND ASSETS MANAGEMENT

The MENA Region and Beyond

**26-28 January 2025**

The Ritz-Carlton Jeddah, Kingdom of Saudi Arabia

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# Advancing Excellence in Facilities and Asset Management: The MENA Region and Beyond

## Introduction

"The evolving role of Facilities and Asset Management (FAM) is shifting from traditional maintenance and operational tasks to becoming a strategic function that drives sustainability, technological integration, and cost efficiency across industries. By 2030, FAM will increasingly focus on leveraging smart technologies, data analytics, and ESG (Environmental, Social, and Governance) frameworks to optimize asset performance and align with organizational goals."

*Source: IFMA (International Facility Management Association),  
"The Future of Facility Management: 2030 Outlook," 2023*



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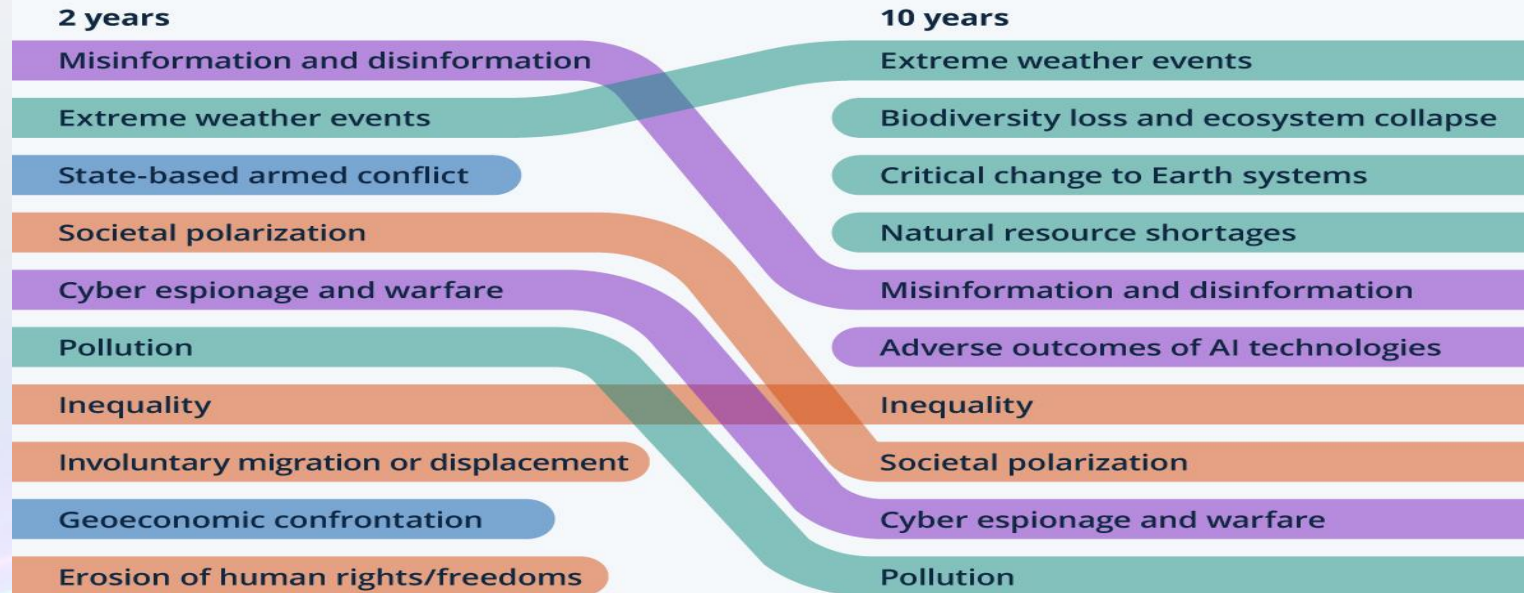
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# The Largest Risks Faced by the World

Experts' view on the most severe global risks over the next 2 and 10 years\*



Environmental Geopolitical Societal Technological



\* Based on risk assessments by over 900 experts across academia, business, government, international organizations and civil society collected Sep.-Oct. 2024

Source: World Economic Forum

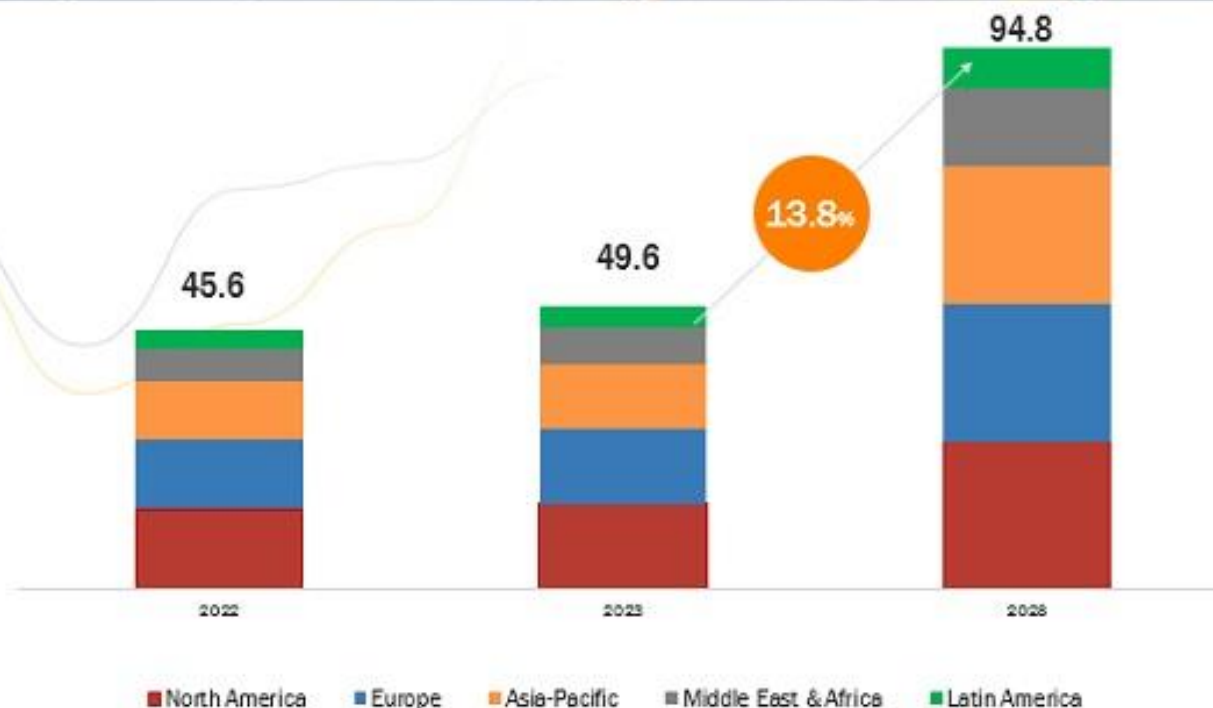


## FACILITY MANAGEMENT MARKET GLOBAL FORECAST TO 2028 (USD BN)



CAGR OF  
**13.8%**

The facility management market is expected to be worth 94.8 billion by 2028, growing at a CAGR of 13.8% during the forecast period.



Source: <https://www.marketsandmarkets.com/Images/facilities-management-market.jpg>



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# Trends in Facilities and Asset Management for 2030

## What is Shaping the Future of Facilities and Asset Management?

- Rapid advancements in technology
- Focus on sustainability and energy efficiency
- Increased demand for smart and connected buildings

## Leveraging Technology for Operational Excellence

- Growth of IoT in FM
- Integration of **AI** for predictive maintenance
- **Digital twins** for real-time asset monitoring
- Adoption of cloud-based platforms for data-driven decision-making



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## Workforce Transformation (Upskilling and Reskilling)

- Training for digital tools and technologies
- Increased demand for technical and analytical skills
- Greater reliance on remote work and collaboration tools
- Focus on employee well-being and work-life balance

## Sustainability and ESG Focus

- Driving Sustainability in AM
- Carbon-neutral buildings and operations
- Implementation of energy-efficient systems
- Compliance with ESG standards
- Circular economy principles in asset lifecycle management



## Smart and Connected Buildings (Rise of Smart Infrastructure)

- Integration of building management systems (BMS)
- Advanced sensors for real-time monitoring
- Enhanced occupant experience through personalization
- Improved energy management through automation

## Cybersecurity Challenges (Safeguarding Digital Infrastructure)

- Increased vulnerability due to connected devices
- Importance of robust cybersecurity frameworks
- Training for cybersecurity awareness
- Adoption of industry best practices for data protection



## Compliance and Regulation (Adapting to Evolving Standards)

- Stricter safety and environmental regulations
- Importance of compliance with global standards
- Regular audits and assessments for risk mitigation.
- Alignment with ISO standards for FAM

## Global Trends Impacting FAM (Understanding Global Influences)

- Urbanization and smart city developments
- Aging infrastructure in developed markets
- Rising demand in emerging economies
- Impact of geopolitical and economic factors



## Call to Action

- Embrace innovation and technology
- Commit to sustainability and ESG principles
- Invest in workforce development
- Stay ahead by adopting global best practices



# GAPS IN FAM EDUCATION AND TRAINING IN THE MENA REGION

## Limited Specialized Programmes

1. Few universities and training institutions in MENA offer specialized degrees or certifications in FAM.
2. Limited availability of structured curriculums that address modern FAM practices.



## Lack of Professional Development

1. Inadequate continuous professional development programs for existing FAM professionals.
2. Absence of pathways for lifelong learning or upgrading of skills in line with global standards.

## Skill Mismatch

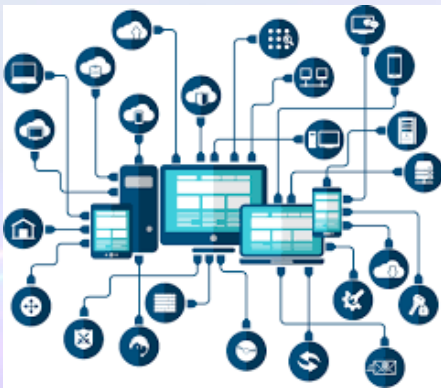
1. A gap between industry demands and the skills taught in academic programs.
2. Insufficient emphasis on critical areas like sustainability, technology integration, and risk management.



# GAPS IN FAM EDUCATION AND TRAINING IN THE MENA REGION

## Technological Integration

1. Minimal focus on training related to emerging technologies such as Building Information Modeling (**BIM**), **IoT**, **3D-Printing** and **AI** in asset management.
2. Limited resources for integrating digital tools into learning environments.



## Standardization and Accreditation

1. Lack of regionally recognized standards or accreditation systems for FAM education and certifications.
2. Inconsistency in the quality of training programs across the region.



## Practical Exposure

1. Insufficient collaboration between educational institutions and industry to provide hands-on experience.
2. Limited internship opportunities and real-world project involvement for students.



# GAPS IN FAM EDUCATION AND TRAINING IN THE MENA REGION

## Awareness and Advocacy

1. Lack of awareness about the importance and career opportunities in FAM among students and professionals.
2. Few initiatives to promote FAM as a critical component of economic and infrastructure development.



## Language and Localization

1. Scarcity of resources and materials in Arabic, making education less accessible to non-English speakers.
2. Lack of localized content tailored to the unique challenges and regulations of the MENA region.



## CORE COMPETENCIES FOR FACILITIES AND ASSET MANAGEMENT



Communications



Leadership and Strategy



Risk and Compliance  
Management



Information Management &  
Technology Integration



Asset Lifecycle Management



Performance and Quality



Financial Analysis and  
Budgeting



Project Management



Sustainability and Energy  
Management





# Benefits of Skilling, Reskilling and Upskilling

- Enhanced Employee Productivity
- Reduced Talent Acquisition Costs
- Increased Employee Retention
- Future-proofing the Business
- Strengthening the Talent Pipeline
- Driving Innovation
- Adapting to Market Changes
- Improved Employer Brand
- Mitigating Skill Gap Risks
- Supporting Organizational Agility

Reskilling and upskilling are not mere HR initiatives but strategic endeavors that shape an organization's growth, sustainability, and competitive positioning.

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# The Way to Skilling, Reskilling and Upskilling



# Industry and Academic Partnerships

Collaboration with industry:

- Developing relevant curricula
- Offering internships and real-world training opportunities.
- Industry experts as guest lecturers and mentors.
- Certification bodies aligning programs with global standards.



# The Future of FAM Education

## Emerging trends:

- E-learning and micro-credentials.
- Hybrid education models combining theory and practice.
- Focus on sustainability and digital transformation.
- Global standards to ensure consistency and excellence in training.
- Extensive professional certification
- Extensive academic FAM programmes



# Call to Action

- **Partnership** with FAM academic and professional bodies to develop or promote or design professional certification programs.
- **Investment** in FAM education and training initiatives.
- **Connect** with experts to shape the future of FAM in the MENA region.



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**THANK YOU!**

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