



Redefining Service Excellence

in Field Service Management



24 - 25 SEP 2024



Millennium Airport Hotel, Dubai

Event Overview

The field service management industry is evolving rapidly worldwide, driven by technological advancements and a focus on operational efficiency. In the MENA region, the industry is experiencing significant growth, with increasing adoption of digital solutions to enhance service delivery, optimise resources, and improve customer satisfaction in various sectors.

Living in a digitally driven world has increased customer expectations. Customers know what's possible and expect unblemished service quality every single time. While technology raises expectations, it can also enable field service providers to meet them. The field service market is positioned to grow based on evolving customer expectations, a need for modernisation across workforce management in the SME ecosystem and operational excellence driven by critical innovations for industries which are leveraging technology to support customer retention and turnarounds.

Join us at the MENA FSM Transformation Forum, where industry leaders and innovators come together to explore the future of field service management in the MENA region. This event will feature insightful keynote speeches, interactive workshops, and networking opportunities designed to enhance operational efficiency, customer satisfaction, and technological integration in field service. Attendees will gain valuable insights into the latest trends, strategies, and best practices for optimising field service operations. Whether you're looking to innovate, collaborate, or lead in the field service sector, this summit is the premier platform to elevate your business and connect with key industry players.





Why Attend MENA FSM Transformation Forum?

- Connect with service excellence industry leaders, peers, and potential business partners from the MENA region and beyond.
- Gain access to the latest trends, best practices, and innovations shaping the field service management landscape.
- Learn from thought leaders and industry experts about strategies to enhance operational efficiency and customer satisfaction.
- Discover cutting-edge technologies and solutions that can revolutionise your field service operations and enhance service delivery.
- Participate in interactive sessions designed to provide practical skills and actionable insights.
- Understand the specific challenges and opportunities in the MENA region's field service industry in line with specific industry sectors
- Equip your organisation with the knowledge and tools to stay ahead of competitors in the rapidly evolving field service sector and explore effective solutions.

Forum Objectives

- ▶ Enable field service leaders to alleviate the lack of robust and timely communications, due to the dispersed nature of field operations. Drive and showcase synergies which will facilitate enterprise-wide efficiency service delivery and enhanced customer satisfaction
- ▶ Develop field service management protocols which will help delivery teams overcome lack of visibility and access centralised information; improve intuitive route optimisation capabilities and ensure optimal team utilisation
- ▶ Identify innovative technology solutions to reshape how field services are performed, reported and managed in the MENA region
- ▶ Enable the MENA's field service management industry to consolidate and streamline technology for real-time collaboration between field service agents and their office counterparts, thus strategising to avoid pitfalls of the field service industry
- ▶ Discuss and benchmark solutions to combat field service management challenges which can range from matters of administrative upkeep to on-the-job safety concerns

Why Sponsor MENA FSM Transformation Forum?

- ▶ Tap into the Middle East's burgeoning FSM function through the only focused congregation of FSM players
- ▶ Enhanced brand visibility to a targeted audience of field service, operational excellence and customer experience industry professionals, increasing brand recognition and awareness in the MENA region.
- ▶ Access decision-makers and functional heads, seeking different types of products in field service management, providing opportunities for direct engagement and fostering valuable business connections.
- ▶ Position your company as an industry leader by contributing to key discussions, presenting innovations, and showcasing expertise in field service management
- ▶ Gain deeper insights into the MENA market, understand regional challenges, and expand your presence in the region. Demonstrate your commitment to nurturing the field services industry and support regional growth
- ▶ Showcase the right technologies which are key to establishing a scalable and efficient field service operation and help businesses develop strategies to mitigate risks and challenges and achieve long-term success in a dynamic MENA field service management industry

Speakers



Harald Schmit
Executive Vice-President,
Field Services, ACWA Power



Ezzeddine Jradi
Head of Business Excellence
and Sustainability, EMICOOOL



Raluca Berchiu
Customer Experience &
Marketing Consultant



Mayank Bhargava
Chief Information Officer, Arada



Dr. Adel Emam
Chief Operations and Supply
Chain Officer-MENA, JBS



Najla Dawod
Head of Customer Care and Technical
Service Operations, Stellantis



Anas Gahshan
Head of Facility Management
& Sustainability, KAIZEN Asset
Management Service



Jan Majerski
Hotel Operations Manager,
Media One Hotel



Kris Meuleman
Uptime & Service Sales Director,
UD Trucks MEENA



Mohammed Suhail
Innovations & Solutions Manager,
Engie Solutions



Bhaskar Pilla
Chief Product Officer, Saarthi



Fariz Fazal
Head of Warranty &
MVP, Western Motors



Venkatesh Sundaram
Chief Executive Officer,
FSM Global Technologies



Dr. Cindy Erasmus
HR Subject Matter Expert,
Cognitive Dimension



Dr. Samiullah Khan
Chief Sustainability Officer,
Fakhruddin Holdings



**Eng. Rashed
Al Yafei**
Director, BD & Commercial,
SANED Facility Management



**Rami
El-Badawi**
Facility and Asset
Management Expert

SUPPORTING ASSOCIATION



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MEDIA PARTNERS



Who Will Attend

The forum will be well attended by executive leaders and functional heads of the following departments and functions

Field Service	Transformation
Digital Service	Customer Experience
Operations & Field Operations	Maintenance & Repairs
Service Technology	Customer Success
Aftermarket & Field Support	Asset Management
Data & Analytics	Customer Support
Service Management & Delivery	Works & Engineering Services
IOT	Human Resources
Customer Service	Supply Chain



SECTORS

Construction & Real Estate

Government & Municipalities

IT and Telecom

BFSI

Transportation and Logistics

Energy and Utilities

HVAC

Oil & Gas

Retail

Healthcare and Life Sciences

Facilities Management

Manufacturing



AGENDA DAY ONE

Tuesday, 24 September 2024

GST (GMT +4HRS)	AGENDA
08:00 – 09:00	REGISTRATION & NETWORKING
09:00 – 09:10	OPENING REMARKS
09:10 – 09:45	<p>STRATEGIC PANEL: ENABLING FIELD SERVICES OF THE FUTURE THE FSM TRANSFORMATION IMPERATIVE</p> <ul style="list-style-type: none"> ■ Building agile, digitally enabled field service operations by adopting new cloud-based solutions, automation to provide an intuitive user experience, and evolving workforce models. ■ Insights Into how organisations can recognise the potential to turn service operations into significant revenue contributors to the bottom line. ■ Looking ahead and understanding how organisations can position themselves at the forefront of the FSM revolution, unlocking new possibilities and ensuring sustained success for the future. <p style="text-align: center;">MODERATOR</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Bhaskar Pilla, <small>Chief Product Officer, Saartho</small> </div> </div> <p>PANELLISTS</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Harald Schmit <small>Executive Vice-President, Field Services, ACWA Power</small> </div> <div style="text-align: center;">  Ezzeddine Jradi <small>Head of Business Excellence and Sustainability, EMICOOOL</small> </div> <div style="text-align: center;">  Mayank Bhargava <small>Chief Information Officer, Arada</small> </div> </div>
09:45 – 10:10	<p>LEVERAGING DIGITAL ADVANCEMENTS FOR ENHANCED UPTIME AND CUSTOMER SATISFACTION IN FIELD SERVICE MANAGEMENT</p> <div style="text-align: right;">  Kris Meuleman <small>Uptime & Service Sales Director, UD Trucks MEENA</small> </div>
10:10 – 10:35	<p>WINNING STRATEGIES AND HANDS-ON INSIGHTS: MASTERING AI FOR FIELD SERVICE SUCCESS</p> <div style="text-align: right;">  Bhaskar Pilla, <small>Chief Product Officer, Saartho</small> </div>
10:35 – 11:15	MORNINGNETWORKING & REFRESHMENT BREAK
11:15 – 11:40	<p>ESG INITIATIVES TO BOOST FIELD EMPLOYEES' QUALITY OF LIFE AND ORGANISATIONAL SUSTAINABILITY</p> <div style="text-align: right;">  Dr. Samiullah Khan <small>Chief Sustainability Officer, Fakhruddin Holdings</small> </div>

11:40 – 12:00

CONNECTING FIELD AND TECHNOLOGY



Venkatesh Sundaram

Chief Executive Officer,
FSM Global Technologies

12:00 – 12:20

**FIRE-SIDE CHAT: TECH-POWERED, HUMAN-LED:
REVOLUTIONIZING FIELD SERVICE EXPERIENCES**

- **AI Empowering Technicians:** Explore how AI-driven insights are giving technicians more time to build deeper, more meaningful connections with customers, while streamlining operations to enhance overall service efficiency
- **The Future of Predictive Analytics:** Discover how predictive analytics is shaping the future of field service by anticipating issues before they arise, minimizing downtime, and enhancing customer satisfaction.
- **The Green Trail: Sustainable Field Service:** Dive into how field technicians are playing a pivotal role in advancing sustainability, aligning with the UAE's vision for a greener future, and driving eco-friendly practices within service

MODERATOR



Raluca Berchiu

Customer Experience &
Marketing Consultant

12:20 – 12:40

**POWER UP YOUR FIELD FORCE: STRATEGIES
FOR PEAK PRODUCTIVITY**



Bhaskar Pilla,

Chief Product Officer,
Saartha

12:45 – 12:50

CLOSING REMARKS DAY ONE

12:50 – 14:00

NETWORKING LUNCH

AGENDA DAY TWO

Wednesday, 25 September 2024

GST (GMT +4HRS)	AGENDA
08:00 – 09:00	REGISTRATION & NETWORKING
09:00 – 09:10	OPENING REMARKS
09:10 – 09:45	<p>INDUSTRY PANEL: FUTURE OF FIELD SERVICE MANAGEMENT & TECHNOLOGY LANDSCAPE IN FACILITY MANAGEMENT</p> <ul style="list-style-type: none"> ■ Digital transformation in Facility Management ■ Conditional maintenance with data and asset management. ■ Assessing industry-specific needs and goals before adapting to new tech trends and technological changes ■ Aiming to innovate, by researching and evaluating options and defining scope, budget and timelines ■ Understanding the significant potential of investing in digital tools to improve service effectiveness and execution, ■ Embracing change management, and realising the full potential of FSM strategies in 2024 and beyond <p>MODERATOR:  Rami El-Badawi Facility and Asset Management Expert</p> <p>PANELLISTS:  Anas Gahshan Head of Facility Management & Sustainability, KAIZEN Asset Management Service</p> <p> Mohammed Suhail Innovations & Solutions Manager, Engie Solutions</p> <p> Jan Majerski Hotel Operations Manager, Media One Hotel</p>
09:45 – 10:10	<p>ENHANCING CUSTOMER RETENTION AND DEMAND THROUGH INNOVATIVE FIELD SERVICE MANAGEMENT</p> <ul style="list-style-type: none"> ■ Identifying customer needs and analysing trends and adapting services accordingly ■ Stellantis' new initiatives and innovative tools ■ Best practices for maximizing customer retention and demand <p> Najla Dawod Head of Customer Care and Technical Service Operations, Stellantis</p>

ENHANCING AUTOMOTIVE AFTERSALES THROUGH EFFECTIVE FIELD SERVICE MANAGEMENT

10:10 – 10:35

- Optimizing service delivery and resource management
- Boosting customer satisfaction and insights
- Driving operational efficiency and cost management



Fariz Fazal,
Head of Warranty &
MVP, Western Motors

10:35 – 11:15

MORNING NETWORKING & REFRESHMENT BREAK

11:15 – 11:30

ICE-BREAKER SESSION: A PEER-TO-PEER EXPLORATIVE ACTIVITY TOPIC: FIELD TEAM AND EMPLOYER'S CORE VALUES

11:30 – 11:55

ENHANCING EMPLOYEE EXPERIENCE: FIELD EMPLOYEE ENGAGEMENT AND PERFORMANCE CORRELATED TO MENTAL HEALTH



Dr. Cindy Erasmus
HR Subject Matter Expert,
Cognitive Dimension

11:55 – 12:20

CASE STUDY: "OPTIMIZING FIELD WORKFORCE MANAGEMENT: A CASE STUDY ON SYSTEMS, BEST PRACTICES, AND ESSENTIAL TOOLS"



Eng. Rashed Al Yafei
Director, BD & Commercial,
SANED Facility Management

12:20 – 12:45

DRIVING PERFORMANCE: DIGITAL TRANSFORMATION IN LOGISTICS, TRANSPORTATION, AND ASSET MANAGEMENT



Dr. Adel Emam
Chief Operations and Supply
Chain Officer-MENA, JBS

12:45 – 12:50

CLOSING REMARKS DAY TWO

12:50 – 14:00

NETWORKING LUNCH & END OF EVENT

CONSUMEX'S **FSM SERIES**



24 & 25 SEP 2024
Type: Conference

DUBAI



19 NOV 2024
Type: Roundtable

DUBAI



13 FEB 2025
Type: Conference

INDIA



23 APR 2025
Type: Roundtable

INDIA

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