

# facilities management

FIVE MINUTES WITH...  
**Mahmood Rasheed,**  
COO, Imdaad *p48*



MIDDLE EAST

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Essential information

for owners, developers & contractors

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general manager, Inaya

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## EVENT IN FOCUS: THE BIG 5 KUWAIT 2014

## UFM: A drive to raise awareness on FM

UFM WAS THE GOLD SPONSOR OF THE BIG 5 KUWAIT 2014, WHICH WAS HELD FROM SEPTEMBER 22-24 IN KUWAIT

**fmME:** *Could you tell us your reasons for UFM's participation in The Big 5 Kuwait, and its relation to your overall plans for your business?*

**Ahmad Yousef Al Kandari, CEO, UFM:** UFM's participation in The Big 5 Kuwait 2014 as a gold sponsor reflects the importance of facility management and its principal role in the life-cycle of any real estate property. The fact that servicing and maintaining a facility outlasts the construction period by multiple folds dictates the fundamental role of facility management in the total investment in the asset. At UFM, we are keen on raising the awareness of total facility management in the real estate and construction industry and the benefits it delivers to not only the asset itself, but also to the occupants and tenants of that asset. This is one of the major reasons we decided to sponsor this event.

In addition, the concept of facility management is still in its nascent stages here in Kuwait, and The Big 5 represents an opportunity to expose visitors to the idea of integrated facility management. We worked intensely with The Big 5 Kuwait management to create a unique section within the exhibition solely focused on facility management.

UFM proposed an exclusive sponsorship of an FM Congress, and the Big 5 developed an annex to the main exhibition solely focused on facility management. It was the first FM Congress to be held in Kuwait and the event managed to bring together stakeholders from both the public and private sectors, and active discussions took place to identify the role that the FM industry ought to play in Kuwait specifically and the region in general.



→ Ahmad Yousef Al Kandari:  
CEO, UFM.

// UFM'S PARTICIPATION IN THE BIG 5 KUWAIT 2014 AS A GOLD SPONSOR REFLECTS THE IMPORTANCE OF FACILITY MANAGEMENT AND ITS PRINCIPAL ROLE IN THE LIFE CYCLE OF ANY REAL ESTATE PROPERTY. //

UFM's engagement in such events is in line with our strategic plan that aims to have the FM industry officially recognized as a vital and integral part of the life cycle of any commercial or public property, and therefore, have both the public and private sectors respond to this fact by either introducing appropriate legislations to recognize FM as a discipline, and by strictly mandating the compliance with FM standards and best practice principles in every development project.

**fmME:** *Based on your experience at The Big 5 Kuwait, what do you see the future of the FM industry in Kuwait to be like?*

**AYAK:** The future of the FM industry is looking positive and promising in the state of Kuwait. With the high volume of investment in public projects the government is undertaking coupled with the continuous increase in awareness to the necessity of facility management services, it is inevitable that this industry will flourish on multiple levels.

During the FM Congress, I was extremely pleased to see the large volume of participants and interested professionals who were eager to learn more and understand the importance of what we do. For UFM, these individuals will in turn become the champions of FM discipline within their organizations and hence facilitate in achieving our goals.



→  
**Raising awareness:**  
 UFM was the gold sponsor of  
 The Big 5 Kuwait 2014.

We are committed to assisting them by remaining ready to provide them guidance, support and training in order to further their understanding of FM standards and guidelines. We will be considering various vehicles to provide them necessary information so that they become more knowledgeable about the FM industry.

With regards to UFM's growth plan in the state of Kuwait, I can comfortably say that we are well on our way to be recognized as the leading Kuwaiti company in the field of integrated facilities management services. UFM's business has been steadily growing in Kuwait, and we're becoming one of the authoritative references in the FM industry in Kuwait.

**fmME: Finally, what are your expectations from next year's edition of The Big 5 Kuwait?**

**AYAK:** We are indeed looking forward to next year, and I am confident that the FM Congress and The Big 5 exhibition in 2015 will be equally successful, if not more than what it was this year. We believe that next year, The Big 5 Kuwait will need a larger venue and FM Congress will attract a larger audience, and hence we see the necessity for a larger conference setting. Such a step will also be instrumental in getting the public sector further involved and securing the participation of key figures and decision makers in the country.

**COMPANY PROFILE: UFM**

UFM currently manages over 600,000 square meters of property in Kuwait, Oman and the UAE. With experience in properties ranging from skyscrapers, office buildings, malls and multi-use projects to hotels and resorts in both the public and private sectors. Some of UFM's major projects include KIPCO tower, Marina World and Salalah Gardens Mall. UFM also provides cleaning and security services to almost 40 clients all over Kuwait, including major government facilities.