

European Facility Management Conference & 13th EuroFM Research Symposium

EFMC 2014

4 – 6 June 2014 | Berlin, Germany



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Welcome to EFMC 2014 in Berlin

Welcome Note

EuroFM and the **International Facility Management Association (IFMA)** are honored to present the 2014 European Facility Management Conference – the most recognized, all-encompassing educational and networking event for facility management professionals in Europe.

In the wake of tremendous success of EFMC 2013 in Prague, the expectations for the 2014 conference are high, and we are certain to meet them with a high-quality event. As the host of EFMC 2014, the dynamic city of **Berlin** provides the perfect blend of history and modern culture for our delegates to explore. We are grateful to the **German Facility Management Association (GEFMA)** for its welcoming support in the organization of our annual event in Germany.

In 2014 the conference focus is **"FM – Innovation, Integration, Vision."** The rapidly moving world poses new challenges that facility managers face in their complex work – from energy management to organizational transformation and demographic changes. As the role of FM continuously increases in line with the new needs and demands of clients, innovation in FM provides a substantial boost for the new business models and integrated FM processes.

EFMC 2014 features two parallel business conference tracks, as well as two research and education tracks. Attendees are invited to participate in accompanying events such as the **welcome reception, student poster competition, gala dinner, the EuroFM awards** and the **exhibition**. Please join us as we gather in Berlin to learn from each other and foster our global network at EFMC 2014 on 4–6 June 2014.

We look forward to seeing you there.

Sincerely,



Ron van der Weerd,
Chairman EuroFM




Jon Sellar, IFMA Chair
2013–2014 Board of Directors

Who should attend

Board members, CEOs, senior management, decision makers and experts who have an interest and responsibility for

- Facility Management
- Real Estate Management
- Asset Management
- Sustainability
- Technical Services
- Life Cycle Management
- Energy Management
- Architecture and Project Development
- Building and Construction
- Business Services

from all industries, public administration, academia and press.



meet your
colleagues at
EFMC in Berlin

9.00–9.15	Welcome Notes IFMA, EuroFM and GEFMA			
9.15–9.35	Mr. Johnny Dunford, Global Commercial Property Director of RICS: Royal Institution of Chartered Surveyors, UK How to ensure FM adds real value at the strategic level			
9.35–9.55	Ms. Katie King, CEO of Zoodikers, UK Seizing the Day: Exploiting the Social Media Revolution for Facilities Managers			
10.00–10.45	Coffee Break and Networking in the Exhibition Area			
Session	Business Conference – Track I		Business Conference – Track II	
	Strategic integrated FM		FM and Real Estate	
	10:45–11:10	<p>Dr. Guido Hardkop, Germany Team Leader FM Consulting at Drees & Sommer, GEFMA Regional Lounge Coordinator</p> <p>Sustainable Business Strategy – FM's Impact on Company's Targets</p> <p> Focus on: commerce/banks/ insurance sector</p>	<p>Mr. Joel Birkel, Germany Head of Corporate Real Estate Management at Telefonica</p> <p>Dr. Eckhart Morré, Germany Managing Director of Bilfinger HSG Facility Management GmbH</p> <p>Role of Corporate Real Estate Managements in Definition of FM Concepts</p>	<p>Research Symposium Track I</p> <p>(Agenda to follow)</p>
11.15–11.40	<p>Mr. Rico Ineichen, Switzerland Consultant at RESO Partners</p> <p>Service Delivery Models and Impact on intelligent Client Organization.</p> <p> Focus on: internal FM organization</p>	<p>Mr. René Sigg, Switzerland Board member of IFMA Switzerland, Managing Director at Intep – Integrale Planung</p> <p>FM-oriented building design and construction</p> <p> Focus on: pharmaceutical Industry</p>	<p>Research Symposium Track II</p> <p>(Agenda to follow)</p>	
			FM Innovation	Managing people and organizations









This is just the beginning ...
Conference programme is subject to changes. Stay with us – the final version is coming up!



Please contact:
Natalia Spartakova, Conference Manager
Phone: +49 211 96 86 37 57
E-mail: natalia.spartakova@informa.com



<p>11.45 – 12.10</p>	<p>Mr. Fredrik Sandberg, Sweden Contract Director at Coor Service Management</p> <p>Mr. Mats Abrahamsson, Sweden Technical Director at the Stockholm County Council</p> <p>Optimizing Life Cycle Cost in Public – Private Partnership projects by early involvement of FM-provider: case study of Karolinska University Hospital in Solna</p> <p> Focus on: PPP in healthcare sector</p>	<p>Ms. Beatrice Kroll, Germany Director Financial Real Estate of Infineon</p> <p>FM from the start: conducting pragmatic and compliant construction projects</p> <p> Focus on: real estate in semiconductors industry sector</p>	<p>FM Innovation (Agenda to follow)</p>	<p>Managing people and organizations (Agenda to follow)</p>
<p>12.10 – 13.40</p> <p style="text-align: center;">Lunch Break</p>				
<p>12:30 – 13:30</p> <p style="text-align: center;">Thematic Round Table hosted by CONJECT AG Simplify your CAFM – SaaS solutions can help mitigate risks and enhance productivity</p> <div style="text-align: right;"></div>				
<p>13:00 – 16:00</p> <p style="text-align: center;">Student Poster Competition 2014 - Nomination (open to public)</p>				
<p>Session</p>	<p style="text-align: center;">Business Conference – Track I</p> <p>Modern Technology for optimizing FM</p>	<p style="text-align: center;">Business Conference – Track II</p> <p>Development and Vision: FM in special properties</p>	<p style="text-align: center;">Research Symposium Track I</p>	<p style="text-align: center;">Research Symposium Track II</p>
<p>13.30 – 14.00</p>	<p>Mr. Eystein C Husebye, Norway CEO of the Norwegian Facilities Management Association</p> <p>Mr. Torgeir Thorsnes, Norway Department Director at Statsbygg</p> <p>LCC as an innovative decision tool through phases of engineering and lifecycle</p> <p> Focus on: tools for strategic property management</p>	<p style="text-align: center;">FM in public sector</p> <p>Ms. Raymonda Verdyck, Belgium CEO of GO! Education of the Flemish Community</p> <p>Schools of the future: FMIS implementation as a cornerstone in the strategic real estate management of public schools in Flanders</p> <p>Mr. Gunlaugur B. Hjartarson, Iceland Department: Director at Iceconsult</p> <p>Urban Innovation: Public FM and citizens engagement: case study of the city of Reykjavik</p>	<p>FM Innovation (Agenda to follow)</p>	<p>Managing people and organizations (Agenda to follow)</p>

<p>14.05 – 14.35</p>	<p>Mr. Saimon Conti, Italy Founder and CTO of BIM2FMO</p> <p>Implement an Immersive AR experience for maintenance operations in healthcare facilities</p> <p> Focus on: tools for FM in healthcare sector</p>	<p>FM in energy sector: onsite and offshore</p> <p>Mr. Giovanni La Bella, Italy Director of Operations ENI Servizi (Focus on the asset management and site compliance)</p> <p>Site Compliance: a ground-breaking approach to Facility Management</p> <p>Mr. Rune L. Johannessen, Norway Executive Director at Ernst and Young</p> <p>Mr. Berge Hans-Jakob, Norway Section Manager REFM at Aibel AS</p> <p>Development and implementation of a holistic FM concept – lessons learned</p>	<p>(Agenda to follow)</p> <p>FM Innovation</p>	<p>(Agenda to follow)</p> <p>Managing people and organizations</p>
<p>14.40 – 15.10</p>	<p>Information Technology Council of IFMA:</p> <p>Mr. Ted Ritter, USA Managing Partner at Verdecorn</p> <p>Mr. Kevin Janus, USA Senior Project Manager at Computerized Facility Integration</p> <p>Mr. Geoff Williams, Canada Facilities Director at Centre for Health and Safety Innovation</p> <p>"The Facility Manager's Guide to Information Technology". Setting Yourself up for Success: FM Technology Implementation Case Studies</p> <p> Focus on: Information Technology</p>	<p>A Work of Art: facility management in museums</p> <p>Mr. Martin Oor, Netherlands Head of Facilities at Van Gogh Museum</p> <p>Sustainability and integrated FM in Dutch Museums</p> <p>Mr. Erik Zimmer, Germany Facility Management Administrator at the National Museums of Berlin</p> <p>Project 'Future': Standardized Facility Management System for The Museum Island in Berlin</p>		
<p>15.10 – 16.00</p>	<p>Coffee Break in the Exhibition area</p>			
<p>16.00 – 17.00</p>	<p>Joint Research and Business Session</p>			
<p>17.00 – 17.20</p>	<p>EuroFM Partners Across Borders Awards. Presentation of the winner</p>			

	<p>Business Conference – Track I</p>	<p>Business Conference – Track II</p>	<p>Research Symposium Track I</p>	<p>Research Symposium Track II</p>
9.00–9.25	<p>Focus on the Middle East: special guest region of EFMC</p> <p>Speakers to be confirmed</p>	<p>The Spirit of Innovation – FM out of the box</p> <p>Mr. Alessandro Antonio Zizzari, Italy Team leader at Apphia s.r.l.</p> <p>From the seas to the ground: innovative transposition from naval shipboard safety domain to an automation system for complex buildings</p> <p> Focus on: innovative engineering</p>	<p>(Agenda to follow)</p>	<p>(Agenda to follow)</p>
9.30–10.45	<p>Panel Discussion</p> <p>Intergovernmental Workplace: FM in international organizations</p> <p>Mr. Gerard Beelen, Netherlands, Europol Dr. Anatoly Egoskin, Russia, Council of Europe Mr. Marc Sequinot, France, European Commission (tbc) Ms. Brenda Behan, United Nations' Inter-Agency Network of Facilities Managers (tbc) Ms. Marilu Blanco-Borra, UNESCO (tbc)</p>	<p>Panel discussion</p> <p>FM Education and Professional Vision Worldwide</p> <p>(Moderator: Wayne Tantrum, UK) Dr Markus Lehmann, Germany, Head of Facility Management Program at Albstadt-Sigmaringen University Mr. Stephen Ballesty, Australia, Director for Research & Development at Rider Levett Bucknall Mr. Steve Lockwood, USA, Director of Academic Affairs Department at IFMA Foundation Dr. David Martinez, Spain, Global Director at FMHOUSE Mr. Ondrej Strup/Ms. Stepanka Michalkova, Czech Republic, Hein Consulting</p>	<p>Sustainability in FM</p>	<p>Added value of FM</p>
10.45–11.30	<p>Coffee Break in the Exhibition area</p>			



“ Innovation distinguishes between a leader and a follower ”

Steve Jobs

	Business Conference – Track I	Business Conference – Track II	Research Symposium Track I	Research Symposium Track II
Session	Workplace Visions	Advancing Sustainability		
11.30–11.55	<p>Ms. Jeanie Chou, UK Global Manager, Workplace Solutions&Strategy/CRES at Deutsche Bank</p> <p>Deutsche Bank New Workplace – supporting Deutsche Bank values.</p> <p> Focus on: Banking sector</p>	<p>Mr. John Clark, USA, Smarter Infrastructure Manager, IBM</p> <p>Using Big Data to Optimize Facility Energy Across IBM</p> <p> Focus on: FM in technology and computer sector</p>	(Agenda to follow)	(Agenda to follow)
12.00–12.25	<p>Mr. Johnny Voet, Belgium, Head of Facilities at Belgian Post</p> <p>Agility: preparing your facility operations for constant change</p> <p> Focus on: FM in logistics sector</p>	<p>Ms. Andriana Stancheva, Bulgaria, Legal Advisor at Bulgarian Facility Management Association, Chief In-house Lawyer at Landmark Property Management</p> <p>Safe Property And Safe Environment Through Legal Protection For Service Charge</p> <p> Focus on: real estate</p>		
12.30–12.55	<p>Mr. Rainer Machner, Germany, Concept Development Manager, Saint-Gobain Ecophon</p> <p>Energy efficiency and new sustainable offices: compromising with employee comfort?</p> <p> Focus on: Workspace acoustics</p>	<p>Mr. Satu Kankaala, Finland, Development Manager at Aalto University Properties</p> <p>Roadmap 2030: campus with self-sufficiency in energy</p> <p> Focus on: FM in education sector</p>		
13.00–14.30	Lunch Break			
14.30–15:00	Closing keynote			
15.00–15.30	Student Poster Competition Finalists			
15.30–15.45	Presentation Destination EFMC 2015			
15.45–16.00	Announcement of the Students Award and Closing Remarks			
16.00–17.00	Get Together – End of EFMC 2014			

EFMC at a glance



Wednesday, 4 June 2014

Welcome Reception at Capitol Yard Golf Lounge, 6 p.m.

The ice-breaking Welcome Reception will take place on June 4th at [Capitol Yard Golf Lounge](#). The extraordinary location at the river "Spree" with a beautiful view of the Oberbaum Bridge makes the Capitol Yard Golf Lounge the ideal venue for the EFMC 2014 Welcome Reception. With its location in the heart of Berlin, the charming venue scores with individuality and an elegant lounge environment and the sunrise to sunset available "Spree-terrace". The extraordinary yard combined with golfing opportunities is located in Berlins' media district in an exciting neighborhood between MTV, Universal Music and the O2 World Berlin.

ment and the sunrise to sunset available "Spree-terrace". The extraordinary yard combined with golfing opportunities is located in Berlins' media district in an exciting neighborhood between MTV, Universal Music and the O2 World Berlin.



Thursday, 5 June 2014

GALA DINNER at Classic Remise

[The Classic Remise](#) with the old industrial architecture in combination with historic and classical vehicles will guarantee a unique automotive and esthetic experience – both the landmark building and the cars restored with a lot of love for detail. During the day, the sun rays crawl through the glass roof into all niches of the house, revealing the firm structure of brick stones and metal constructions as well as traces of history left behind by firebombs from

war times or relics like tram way trails. At night, architectural lights highlight the event areas and the Classic Remise turns into a shining setting for glamorous events and festivities.

**Thursday, 5 June –
Friday, 6 June 2014**

EFMC 2014 at Andel's Hotel Berlin



[ANDEL'S HOTEL BERLIN](#) is one of the most prestigious conference hotels in the city and German capital's largest design hotel. Guests arriving at the 4-star superior hotel will be welcomed by a modern design with lots of light and select colour combinations. The sky.bar pulls the crowds with specialty cocktails and a breathtaking panorama view 60 metres above the ground. A spacious spa and wellness area, with a quiet terrace and a fitness studio, offers guests rest and relaxation. Thanks to the excellent public transport connections the venue is the perfect base for city tourists and business travelers.

EFMC 2014: Elements



Student's Poster Session

Gain insight to the most current study/research of FM bachelors and master degree students from all over Europe. The best presentation will be rewarded!



Business Conference and Research Symposium

offer value for all facility professionals – despite different world views and national cultures, Facility Managers are all challenged by similar issues – from demographic changes to energy management and organisational development.



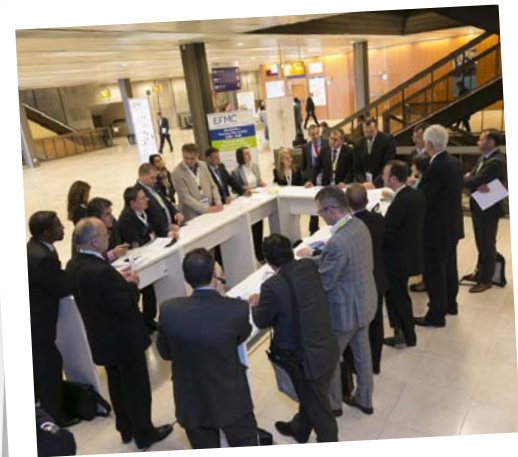
Study Tours

As part of the conference, we offer several organized study tours to visit the most modern and spectacular buildings in Berlin on 4 June 2014.



European FM Awards Ceremony

Celebrate and witness Europe's best researchers, students and service providers as they are honored with the prestigious European FM Awards for 2014.



Round Tables

Discuss current and controversial topics under the guideline of our experienced moderators.

Sponsorship and Exhibition

Take the direct route to your customers and make your company, its solutions and products the centre of attention. Involvement as a sponsor or exhibitor at EFMC 2014 gives your organisation an ideal opportunity to make its mark at this single most-relevant FM event in Europe in 2014.

Play an active part and benefit from the additional edge:

- Generate new leads with over 700 highly qualified experts
- Upgrade or renew existing client relationships
- Create, maintain and enhance brand awareness
- Present your company in a select upmarket setting
- Elevate your profile in the FM profession

Tailored sponsorship and exhibition packages as well as singular opportunities let you choose the option that best suits your objectives. Whatever type of appearance you choose, gain from the extra privilege and prestige. Treat your FM peers to an unforgettable experience. Visit the conference website www.efmc-conference.com and go to Sponsorship & Exhibition for details and specifications.



Please contact:

Peter Joniec, Sales Manager

Phone: +49 211 96 86 3753

Fax: +49 211 96 86 4753

E-mail: peter.joniec@informa.com



Please contact:

Vera Nysetvold, Director

Phone: +49 211 96 86 3622

Fax: +49 211 96 86 4622

E-mail: vera.nysetvold@informa.com



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Price list

(P9100118)	official prices	Early Bird discounts*	IFMA/ EuroFM prices	IFMA/ EuroFM Early Bird discounts*	Full time Academic Early Bird discount*	Students
Conference + Exhibition	€ 2,017.05	€ 1,779.05	€ 1,779.05	€ 1,303.05	€ 827.05	€ 351.05
Conference + Exhibition + Gala Dinner	€ 2,195.55	€ 1,957.55	€ 1,957.55	€ 1,475.60	€ 1,005.55	€ 523.60
Gala Dinner only	€ 297.50					
Exhibition only	free					

All prices including VAT!

* Early Bird rates until 28th March 2014

Register now online!

Contacts:



Stefanie Kluckhuhn

Senior Operations Manager

Phone: +49 211 96 86 37 54

Fax: +49 211 96 86 47 54

E-mail: stefanie.kluckhuhn@informa.com



Sonia Rodríguez López

Marketing Manager

Phone: +49 211 96 86 35 03

Fax: +49 211 96 86 45 03

E-mail: Sonia.RodriguezLopez@informa.com



Venue

Andel's Hotel Berlin

Landsberger Allee 106

D-10369 Berlin, Germany

Dates

Welcome Reception & Study Tours:

4 June 2014

Gala Dinner:

5 June 2014

Congress & Exhibition:

5 – 6 June 2014

Andel's Hotel offers a limited contingency of rooms at a special rate till 23 April 2014. Please make your reservation directly with the hotel and mention the reference "EFMC".



[For travel information visit our website or click here.](#)