

In partnership with



**CIFMERS®**  
M A D R I D  
21-23 SEP 2022

New triple bottom line for FM:  
**P**eople · **S**ustainability · **T**echnology



15:00-16:30h (CET)

FM Innovation LAB

## “Business, Education and Research ecosystem”

EN

These 3 main stakeholders must understand and learn from each other. We will listen to what business needs from education and research and what they need to hear from the market to prepare better teaching programmes and new lines of investigation.

17:30-19:00h (CET)

FM Innovation LAB

## “Roadmap 2030”

EN

FM has changed more in the last 2 years than in the previous 15. We must anticipate future challenges before they have an impact. The outcome of this workshop is the preparation of a white paper that could lead to a common global framework for FM.

20:00-21:30h (CET)

Private activity

## “Gathering of FM Associations”

Activity not included in the regular pass. Attendance by invitation

EN

Following the initiative of the first CIFMERS event, we will hold an open discussion with all kinds of FM associations at international level to share initiatives, projects and ideas. One representative per institution will be invited to discuss during an interesting dinner.

16:30-17:30h (CET)

Coffee break & Pitch-Lift

## “International FM programs & Internships”

Open to universities to share their international programmes with an audience interested in accepting internships. Clients could also share their internship opportunities with universities and potential candidates.

# Thursday 22<sup>nd</sup> · General overview



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**Opening & Welcoming** 10:00-10:30h (CET)

10:30-11:30h  
(CET)

P S Block 1:

**What effect does sustainability have  
on human-occupied spaces?**



All lectures on the 22nd will be available  
in English and Spanish with  
simultaneous interpretation.

- EN Original in English
- ES Original in Spanish
- Available online

12:30-14:00h  
(CET)

S T Block 2:

**What does technology add to the  
building management environment?**



11:30-12:30h  
(CET)

**Networking  
& coffee break**

15:30-17:00h  
(CET)

P T Block 3:

**What workspace do users demand  
from technology?**



14:00-15:30h  
(CET)

**Networking  
& lunch break**

10:00-10:30h  
(CET)

## Opening & Welcoming

**Pieter le Roux**  
Chair  
EuroFM



**Welcome speech**  
**The (r)evolution of the Facility Manager**  
EuroFM stands for “The advancement of knowledge in Facility Management in Europe and its application in Practice, Education and Research.” But what will the next 25 years bring our profession? Can we continue along this path? Or is it time for change?

**Keith Alexander**  
Director  
Centre for Facilities  
Management



## Everything has changed, nothing has changed

A reflection on four decades of development in Facilities Management in Europe, to assess progress and identify key lessons for the future

**David Martínez**  
Global Director  
CIFMERS GLOBAL



**Host**



# Thursday 22<sup>nd</sup> · Block 1 · People & Sustainability

## What effect does sustainability have on human-occupied spaces?

10:30-11:30h (CET)



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Keynote Speaker  
**Fernando Vega**

CEO  
WAIR



**Wair**

We make things work



### Be your best

Inspirational speech on how a life-changing experience can be taken as an opportunity for personal growth.

**Katerina Karypidou**

Head Of Unit Corporate Service  
European Banking Authority



**EBA** | EUROPEAN  
BANKING  
AUTHORITY



### Applying EU strategies in building a dynamic workplace

Intervention strategies will be discussed to help managers provide ideas about how to build a dynamic workplace.

**Sherif Maged**

Housing director  
AMERICAN UNIVERSITY  
IN CAIRO



 The American  
University in Cairo



### Green residential buildings from an occupant and operational perspective: AUC Faculty Housing as a case study

This presentation explains the initiatives taken to supply comfort and highlights the importance of the green environment to occupants, and applies it on a case study at AUC faculty Housing.

11:30-12:30h  
(CET)

## Networking & Coffee break

**Sean Gibbons**  
Head of Global RE&FM  
ROCHE DIAGNOSTICS



**ISO 41001 certification: Strategic lever to improve efficiency, effectiveness and sustainability**

**Sergio Vega**  
Professor and Researcher  
POLYTECHNICAL UNIVERSITY OF MADRID



**FMgoesDIGI final conclusions**

After several months of work and the collection of thousands of responses from all over the world, we will know the results of the report on the knowledge of the main technologies that apply to the FM sector.

**Julia Bär**  
Partner Sales Manager  
PLANON



**Data4 – Reaching a Facility Management standard step by step**

When Data4 started implementing Planon to centralize their facility management, they thought of a great way to track the maturity of each building. This gave Data4 control over the FM changes in their growing portfolio of buildings.



**Fernando Alcalá**  
Digital Transformation  
DATA4

**Alfredo Yi Ramos**  
Corp. Manager of Administrative Services and Infrastructure  
BANCO PICHINCHA



**Technology and its contribution to sustainability in property management**

Advanced technology will be the key to energy efficiency and property management.



**Jorge Canales**  
Operations Manager  
TGESTIONA

14:00-15:30h  
(CET)

Networking & Lunch break

**Cristina Castelao**

Regional Facilities Manager  
SE Europe  
JUST EAT TAKEAWAY.COM



### Flexible FM models in times of change

There are many advantages to implementing an FM model, but to achieve all its benefits, it is necessary to adapt to current times.

**Jorma Säteri**

Head of school  
METROPOLIA UNIVERSITY



### How a digital twin model could enhance people experience

Smart campus plays a key role in meeting the challenges of sustainability. The data produced by the users and processes of the building are used to optimize the performance of buildings for students, staff and the environment.

**Lucas Pujadas**

Chief Strategy, Transformation  
& Sustainability Officer  
OPTIMA FACILITY



### Evolution towards new management models

Transformación del servicio de limpieza en instalaciones Big-Site y Multi-Site con Wowex, un nuevo y disruptivo modelo de gestión a través de la integración de la tecnología y los datos, con el que también se empodera al personal de primera línea. No es digitalizar, sino transformar a fin de dar un impulso revolucionario a la eficiencia (pasando de rutas estáticas a dinámicas), a la experiencia del usuario (con una gestión proactiva y en tiempo real) y a la apuesta por la sostenibilidad (disponiendo de métricas en ESG fiables y validadas).

Thursday 22<sup>nd</sup> · Awards & Cocktail



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17:00-18:00h  
(CET)



**CIFMERS Awards Ceremony & Final remarks**

**Best  
Professional**

Sponsored by



**Best Innovation  
Project**

Sponsored by



18:00-19:30h  
(CET)

**Cocktail after work!**





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Friday 23<sup>rd</sup> · FM Tours

# OPTION 01



## ESA · Casa América

Travel between buildings is included:  
Atocha (meeting point)-ESA-Casa America  
Additional costs will apply  
Limited capacity



**ESA · European Space Agency**  
Camino Bajo del Castillo s/n,  
Villafranca del Castillo  
28692 Madrid



9.00 am



**Casa America**  
Plaza Cibeles, s/n  
28014 Madrid



12.00 pm







## IE Tower

Paseo de la Castellana, 259E  
28046 Madrid



10.00 am



## ESPACIO CALEIDO

Paseo de la Castellana, 259E  
28046 Madrid



12.00 pm



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# OPTION 02

**ie**  
UNIVERSITY

CALEIDO

**IE Tower – Espacio Caleido**

Additional costs will apply  
Limited capacity





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Friday 23<sup>rd</sup> . FM Tours

# OPTION 03

WPP



WPP - Senate

Travel between buildings is included.  
Additional costs will apply  
Limited capacity



WPP's La Matriz  
Campus

Calle de Ríos Rosas, 26  
28003 Madrid



10.30 am

EN



Senate

Calle de Bailén, 3  
28013 Madrid



12.30 pm

ES



# Registration



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21-23 SEP 2022

Regular pass

**230 €**

(taxes included)

Access to all sessions on **September 22<sup>nd</sup>**  
Access to workshops on **September 21<sup>st</sup>**  
Access to the coffee-lunch-cocktail breaks  
+8 hours of Networking to interact

FM tours\*

**30 €**

(taxes included)

Guided tour of 2 buildings on **September 23<sup>rd</sup>**  
\*you need to be registered in the regular pass

Online pass

**Free**

Access to all sessions on **September 22<sup>nd</sup>**

**REGISTER HERE**

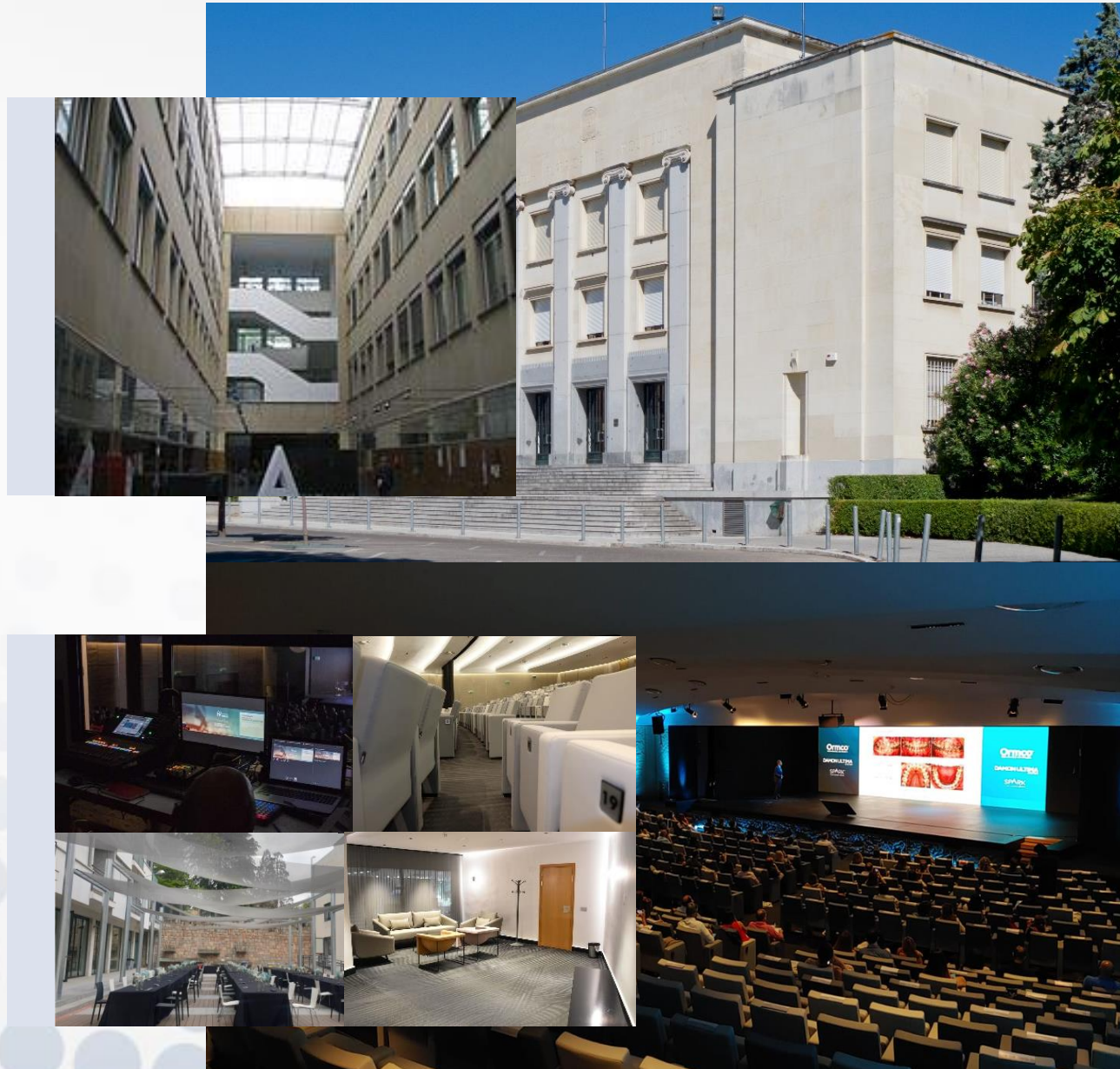
For any question, please contact us:  
[info@cifmers.com](mailto:info@cifmers.com)





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MADRID  
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## Venues



### Address of the 21<sup>st</sup>

ETSAM (UPM)  
Escuela Técnica Superior  
de Arquitectura de Madrid.

Sala de grados A  
Planta Baja Edificio  
Antiguo.

Avda. Juan de Herrera, 23  
28709 Madrid



### Address of the 22<sup>nd</sup>

Espacio Pablo VI

Paseo Juan XXIII, 3  
28040 Madrid

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