



“Creating and Managing a Knowledge Economy”

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هيئة آل مكتوم الخيرية
Al Maktoum Foundation

IAMOT 2008 Keynote Speakers

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H.H. Sheikh Ahmed Bin Saeed Al Maktoum



Mr. Marwan Al-Qamzi
Managing Director of the Palm-Jebel Ali
Project
NAKHEEL



Dr. Christian Koch
Co manager of the Center for Innovation and business
development,
Aarhus University, Denmark



Mr. Craig Louis
Head of Research at Global Tactical Asset
Allocation
GMO



Dr. Anne Kemp
Head of Atkins Geospatial
Associate Director and Head of Business - Atkins
Geospatial
WS Atkins Global



Dr. Osman Ahmed
Head of Engineering
Siemens Building Technologies
USA



Ms. Hind Al Mulla
Head of Innovation Unit
KHDA

Biography of the Keynote Speakers

Mr. Marwan Al-Qamzi, CFE
Managing Director of the Palm-Jebel Ali Project
NAKHEEL

Mr. Marwan Al Qamzi is the Managing Director of Nakheel's Palm Jebel Ali Project. In his role as Managing Director, he is responsible for the development and overall performance of the second iconic Palm island project.

A native of Dubai, Mr. Al Qamzi is an established business and finance manager with many years of experience leading major economic functions in Dubai. Al Qamzi spent most of his professional career working in senior management positions within Dubai World, one of the world's largest holding companies and the parent organization of Nakheel.

Prior to his appointment at The Palm Jebel Ali, Mr. Al Qamzi held the significant position of Head of Procurement and Contracts for Nakheel and played a central role in the development of Nakheel's first landmark reclamation project, The Palm Jumeirah.

Mr. Al Qamzi is a member of select international management organizations, and has delivered several Guest and Keynote Speeches in international professional meetings and conferences.

About Mr. Marwan Al Qamzi's keynote address

"A Perspective on the Acquisition and Management of Technology in the Real-Estate and Construction Industries"

Abstract: This Lecture illustrates the unique technological needs and requirements of Nakheel, a leading Master-Developer of Urban-Areas based in Dubai. It addresses successful examples in defining, allocating, evaluating, acquiring (i.e., sourcing or developing) and integrating industry-relevant Technologies.

It demonstrates examples of sharing (i.e., disseminating) technology benefits in local, regional, and global markets, in ways that advance industrial-sector capabilities, promote wider-market participations, and enhance

“Sustainability” of processes, projects, and communities. It discusses basic elements of successful or ideal Technology-Management-Programs, which a responsible Mega-Developer may adopt, to allow “best-use of technology” in the context of the industries involved.

The Lecture also reviews some of Nakheel technology acquisition and management processes and programs geared towards enhancing sustainability and quality of its projects as well as improving capabilities and performance of its operations. Main challenges and risks involved will also be demonstrated, followed by an explanation of the value of technology in building intellectual property (assets) as well as strategies used in managing technology.

A pioneering example will be discussed related to the project-based “Knowledge and Technology Center”, built as a unit to “manage” technology and flow-of-information within the Project-Management-System of the Palm Jebel Ali (PJA) Project, which is one of the worlds’ largest reclaimed-islands now under development set to accommodate 250,000 residents in sustainable and self-sufficient “blue-communities”.

The Lecture lists some of the basic and newest technologies sourced and acquired by Nakheel in the course of its operations, and the extents to which this Master-Developer had reached towards successful integration of technologies; reviewing some risks undertaken in the face of uncertainty to achieve responsible and sustainable goals of best-technology-use, particularly at the beginnings of Nakheel operations where technological availabilities were limited in relation to the size, scope, and timelines of its mega-projects; and how such challenges were overcome.

Mr. Craig Louis

**Head of Research at Global Tactical Asset Allocation
GMO**

Craig Louis studied Economics and Econometrics at the Australian National University. He commenced work at the Australian Commonwealth Treasury in 1992 where he joined a small team charged with building the TRYM model of the macro economy that was then used for policy analysis and forecasting. Over the following 5 years he was appointed Deputy Director of the modeling section, being responsible for introducing Rational Expectations and Optimal Policy Control to the model.

In 1997 Craig joined Australian-based funds manager Suncorp Investment Management as Research Manager of the Tactical Asset Allocation team. This role involved designing, building and running an active futures trading process that steadily evolved toward high frequency intra-day trading. This emphasised the importance of reducing transaction costs and led to a keen interest in financial theories concerning Market Microstructure and implementation of trading activities directly into the exchange computers via 'Direct Market Access'.

In 2006 Craig left Suncorp and joined the Global Tactical Asset Allocation team as Head of Research at GMO, one of the world's largest hedge funds. Their Australian operations won the prestigious industry-based 'Hedge Fund of the Year' in their category in Australia. He is currently researching the building and implementation of a computer-based algorithmic trading strategy for trading global futures markets.

About Mr. Craig Louis’ Keynote Address

"Technology Transforms Financial Markets"

Abstract: Over the past decade technology has revolutionized almost every aspect of financial markets. Its impact has been felt by exchanges, front and back office investment managers, brokers, regulators and end investors. Improvements in computing and telecommunications have seen entirely new market structures emerge

and indeed prosper, while other previously dominant trading mechanisms appear headed for extinction.

This presentation highlights many areas where technology has recently had a large impact on the investment industry with the positive conclusion that on balance it has improved outcomes for everyone.

Dr. Christian Koch

**Co manager of the Center for innovation and business development,
Aarhus University, Denmark**

Christian Koch is professor in Technology based Business Development and co-manager of Center for Innovation and Business development at Aarhus University, Institute for Business and Technology. He has researched in Enterprise Resource Planning systems, in management of technology, in innovation processes, innovation networks and innovation systems. He has published widely including in Technovation, Technology Analysis and Strategic Management and International Journal of Innovation Manage.

About Dr. Christian Koch Keynote Address

“Enterprise System Innovation -A Management of Technology Perspective”

Abstract: Enterprise Systems, or Enterprise Resource Planning system have for long been critical to business development. As Businesses and systems co develop, continual challenges are posed to management. Enterprise systems are not only an implementation challenge. Such innovation processes have a long term character and should be understood as such. The presentation sets out by presenting Aarhus University, Institute for Business and Technology -s model for management of technology. Biographies of enterprise systems innovation are analyzed and the implication for leadership in management of technology discussed.

Dr. Anne Kemp, Ph.D., B.Sc. (Hons)

**Head of Atkins Geospatial
Associate Director and Head of Business - Atkins Geospatial**

Dr Anne Kemp is an Associate Director, and Head of Atkins Geospatial, and has 20 years experience of GIS and environmental modelling. Her career commenced with post doctoral research at Bristol University. She has since held positions at BARNUS (a Brown and Root affiliated environmental consultancy), and RSK Environment Limited, where she was a Director for five years, managing large GIS projects for Shell UK, and OPA, and EIA projects for MOD and Statoil.

Anne has been at Atkins for 12 years, where she first introduced GIS to the business, and has acted as advisor to a wide range of projects, ranging from contaminated land to large data management projects. During the last two years, the size of the Geospatial business has increased from 15 to 65 staff under Anne’s direction, and key contracts have been won with Metronet, the Joint Research Council, Olympics Delivery Authority, The Environment Agency and The European Environment Agency.

About Dr. Anne Kemp's Keynote Address

"The challenges of rolling out advanced technology: Don't forget the people!"

Abstract: It can be very easy to get caught up in the excitements and technical details of the latest technology. But what about the end-user? Have you considered what is driving the development – the technology or the applications it will serve?

In large and diverse organisations, attitude to change can be a key barrier to the success of the technology. The approach to overcoming this can be as crucial as spotting and investing in innovative technologies/approaches. Forget the people and implementation is likely to falter, and even fail. This presentation will consider the pitfalls of rolling out advanced technologies and offer some food for thought.

Dr. Osman Ahmed, Ph.D., P.E.

**Head, Global Research and Innovation
Siemens Building Technologies**

Dr. Osman Ahmed currently heads the Global Research and Innovation group at Siemens Building Technologies (SBT). He is responsible for overall technology and innovation management for building comfort segment of SBT, a global group company of Siemens AG, with annual revenue close to Euro 6+ billion.

He has been with the company for more than 20 years with a total industry experience of 27 years. He is a serial and successful corporate innovator and a techno-preneur. He focuses on emerging technologies and business models for the creation of corporate assets- both intellectual and capital. He served as the principal architect in establishing technology management organization within SBT and implemented several successful programs to foster innovation. Besides his organizational responsibility, Dr. Ahmed currently leads revolutionary Microsystems technology commercialization and business development program. He also leads in defining and implementing a roadmap for building innovation that focuses on green resources, indoor environment quality and by engaging a worldwide network of research and academic institutions.

He has published/presented more than 55+ technical papers worldwide. He has more than 50 patents, awarded and pending combined. Dr. Ahmed is the recipient of 2004 prestigious "Siemens Inventor of the Year" award for his work on micro-system application for buildings that has received world wide media coverage. He is a member of ASHRAE, IEEE, and ASME and serves as a member of executive board of directors of IAMOT. He has received his Ph.D degree in Mechanical Engineering from the University of Wisconsin- Madison and is a registered professional engineer in the State of Illinois.

About Dr. Osman Ahmed's Keynote Address

"Green Technology and Innovation for Building Industry- what role UAE can play?"

Abstract: Global warming is an undeniable challenge for a sustainable world, and its inhabitants and environment. Currently, the building industry alone contributes to about half of all global green house gas emissions, mainly due to its voracious appetite for ever increasing demand for energy consumption and use of unsustainable sources of building materials and products. Therefore, it is safe to assume that future buildings need to be sustainable, consume less energy, be more energy efficient, and use recyclable and renewable energy sources if the world has any chances to reverse the trend of climate change. Overall, buildings need to more environmentally benign or green.

The green building awareness that is sweeping across the globe is driven by a variety of factors- the govt. regulations, corporate economics, and basic necessity to survive. However, no matter what factors drive this awareness, green buildings require enormous design creativity, technological innovation, and above-all the commitment to environmental excellence. Green technology and innovation, also creates a new economy that is more sustainable yet growth oriented. As a result, countries, businesses, and communities are creating green economic centers and hubs in order to foster creativity and promote innovation and technological advancement for sustainable building energy and environment.

This presentation will begin with a background on challenges that the current building industry faces. Next, it explores the green building innovation and technology opportunities, and finally, examines how and what roles countries like U.A.E. can play in making our world greener by implementing global open innovation network for green building.

Ms. Hind Al Mulla,
Chief of Innovation Unit
KHDA

Hind Al Mulla, a PhD candidate from the Edith Cowan University in Western Australia has completed her Masters in Multimedia Computing for eCommerce from Brunel University in UK. In addition she has a number of qualifications in the fields of education and technology.

Prior to her appointment as the Chief of the Innovation Unit at KHDA, Hind was head of the Innovative Educational Technology at HH Sheikh Mohammed IT Education Project (ITEP). Hind also was the Special Projects Manager at ITEP. Her 15-year experience extends from secondary and tertiary education to corporate training, from teaching and studying to research of topics such as web usability, human-computer interaction and the effectiveness of computer-based learning. Hind regularly participates in specialized international conferences, is a member of several scientific societies and had been a judge of several e-content contests at a local, regional and international level.

Having an extensive work experience in the UAE and acquiring the best of academic knowledge from the UK, Hind is the perfect candidate to lead and develop the innovation operations in the educational system of Dubai.

Registration and additional information

For more information about the IAMOT 2008 conference and registration please visit www.buid.ac.ae/iamot2008 or email iamot@artaaj.com.