

## REGIONAL REPORT – UAE – JANUARY 2008



### Report on Projects & Project Management in the UAE End of December 2007

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#### **Program Management, Film Festival & Other Events**

The weather is great and so are the activities in Dubai. During this period of the year, more and more events are taking place, including shows, festivals, conferences, etc. This report highlights some of them.

#### **The Dubai International Film Festival**

This event started a few years back as a project in Dubai and after a few years it has become quite established and internationally recognized. We are not yet at level of the Canne Film Festival but our start has been great.

The Dubai International File Festival (DIFF) took place in Dubai's Madinat Jumeirah from 9 to 16 December and was attended by international stars like George Clooney and Sharon Stone. The DIFF is a major project, and one of the projects launched a few years ago to help convert Dubai into a Knowledge Economy and a place where culture is of a prominent place and having international attention.



#### **Global Project & Process Management Association**

A team of volunteers in Dubai continues to work toward establishing a professional association to advocate professional practices in the area of organizational management's two aspects: projects and processes. The Global Project & Process Management Association (GPPMA) has been formed and a Board of Directors has

been established with 10 volunteers. A Steering Committee is also still in place. The BOD have submitted all of the necessary papers to finalize the legal registration and we expect this to be completed in January. There will be a special report published on this GPPMA once the registration is complete.

### **Program Management: The New Frontiers in PM**

On 11 December 2007, GPPMA held its first event for the community. The event's main sponsor and host was Dubai Customs ([www.dubaicustoms.ae](http://www.dubaicustoms.ae)), a division of the Dubai Government. The auditorium at Dubai Customs' headquarters (see photo) was filled to capacity with professionals from many organizations and individuals from the public and private sectors. Dubai Customs is among the first organizations in the Dubai government that has worked to formalize PM processes and establish a Project Management Office. They agreed to host the event as their way of supporting professional knowledge sharing in the community.



The event was also sponsored by Dubai Knowledge Village ([www.kv.ae](http://www.kv.ae)), the main supporter for GPPMA and where the association is being registered. Dubai Knowledge Village has hosted the previous event and is the main corporate sponsor/supporter that is helping to launch the association.

The event was also sponsored by SUKAD FZ-LLC ([www.sukad.com](http://www.sukad.com)), a project management consultancy and training provider based in Dubai. SUKAD sponsored the speaker, who is Mr. Jack Duggal, PMP, MBA. Mr. Duggal is the Managing Principal for the Projectize Group ([www.projectize.com](http://www.projectize.com)), a USA based consultancy specialized in Program & Portfolio Management and Program Management Office (PMO).

Mr. Duggal and the Projectize Group are alliance partners with SUKAD. This was the fourth event of its type that SUKAD has sponsored since December 2006, all with well recognized international speakers, like Mr. Duggal and Mr. Vijay Verma, along with three PM Forum Correspondents and PMI Leadership Institute Masters Class' graduate: Mr. Alexander Matthey, PMP, Mr. Theofanis Giotis, PMP, and Mr. Mounir Ajam, PMP.



Mr. Duggal is a well known international speaker, executive coach, and consultant. He was in Dubai to conduct a workshop on the Next Generation Program Management Office and Portfolio Management for SUKAD and he had agreed to support the new association (GPPMA) and conduct our first event.

The presentation was a great success and highly interactive. Mr. Duggal discussed the current challenges with project management where in some cases organizations have invested heavily into project management but still have not seen the full value of their investments being realized. He also presented a case where a program management approach is essential for benefit realization. Mr. Duggal discussed at least three case studies where a Program Management approach would have prevented failure or helped in the success of the program.

Prior to, and after, the presentation attendees have had a chance to network and meet each others. Many of them indicated an interest in joining the association once fully registered and at about 20 attendees even signed up to volunteer for future activities. Most of the BOD members were also present to answer questions.

For more information about the association and future event, please check our temporary webpage [www.kv.ae/pm](http://www.kv.ae/pm) and once the official website is launched it would be communicated to all as well.





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