

**Transcript Video International Workshop Atlanta, USA – October 2010**  
(<http://www.youtube.com/watch?v=vKFkjOYMSbU>)

Excellent! Thank You.

I'm glad to have you here, early this morning. I know many of you are probably on completely different time zones than what we are on here in Atlanta.

I would like to officially welcome you to the Global FM workshop and the IFMA World Workplace.

We're really glad to be here in Atlanta and have a wonderful conference planned for you. It is also a special year for IFMA and the fact it is our thirtieth year anniversary so we appreciate you being here at our birthday party.

Part of my capacity in the presidency of IFMA, I also serve on the Board of Directors in the operating committee at Global FM. Global FM and IFMA have got a strong relationship in terms of IFMA being one of the founding partners of Global FM. We encourage these types of workshops with Global FM and support them.

Global FM is an organisation that is here to help advocate FM around the world through providing resources to the FM associations that exist in many different countries. There is well over 30 to 40 different organisations officially recognised around the world of which are all potential members for Global FM and we are hoping to work on all of them.

This workshop is hosted and organized by Global FM and represents a similar workshop that happened in London earlier this year at the BIFM conference. So we had a lot of success at that conference there and we wanted to recreate that workshop with a different set of panelists and speakers and look at it from a slightly different angle from the North American point of view.

This workshop is really designed to explore a lot of the challenges of operating Facilities Management around multiple countries.

This conference here in Atlanta, like I said, marks IFMA's 30<sup>th</sup> anniversary. We have had a great response so far from a lot of people to be here. We are glad that you are part of this conference. There are many educational sessions, opportunities for networking and learning about new products and services that you will be able to have this week.

So with that I hope that you can enjoy your week. I hope that you have a lot of fun learning and having a lot of fun just having fun and experiencing Atlanta and all the conference events.

So thank you for being here and enjoy this workshop. Teena, over to you.

I told him, this is a laid back kind of thing. They wanted to put their best face forward and I appreciate that. The panelists are comprised of, I actually handpicked each of these individuals for the rich differences and yet similarities on the Facilities Management world.

So you will hear everything from how someone overcomes the borders in one particular organization in which to put forward a sustainability plan, all the way to how does someone educate for the future of FMers – our emerging leaders to what is happening to organizations that have multiple locations across the world.

So the way this has been designed is each of our panelists will give a short overview of who they are, what their responsibilities are, what they contributed and maybe talk a little about a project they did or a initiative or some of the different activities that they are involved in.

Then I am going to act like the audience asking questions from the audience just as I am going to ask you. If you can think of anything, we are going to pause after each panelist, if you have any questions that you want to ask of them please do so. We want this to be as interactive and informative as possible.

So you will get extra points if you ask a question. I just want to let you know. When I say it is interactive, it is exactly what I mean. That means you help them.

So without further ado, I am going to...

First of all, I would be remiss if I did not recognize the sponsors of our workshop. We have had a wonderful relationship with both Qube and ISS. They have been wonderful, wonderful partners in our journey in Global FM and without them we would not be able to put together these types of events. So for everything that you do, we really do appreciate it very, very much. So I would like a round of applause for our sponsors.

World Bank is officially known as International Bank for Reconstruction and Development. It was established right after World War Two to primarily rebuild Europe and Japan. Currently we have 187 member countries and the Bank is focused primarily on giving loans, grants and commitments to developing countries trying to establish poverty reduction elements.

We're helping 150 developing countries in the fiscal year 2010. We have about 9000 employees and 120 country offices. We're helping countries reduce poverty by investing in and loaning and providing grants for helping them to manage economic policy and manage external debt, improving overall health conditions in the country, establishing and building education systems and encouraging environmental health and sustainability.

We are currently managing 7 owned offices. We are going to add 4 more in December and 2 leased offices so you can see out of 120, we have got a long way to go and we are still learning.

Not surprisingly, some of the challenges, financial concerns are the most prevalent and the most frustrating. Primarily the budgeting is done in US dollars but it is spent in local currency.

Those in various parts of the world adhere to a lower standard than the US. That is not true everywhere – Europe and the US are very much aligned but quality of workmanship is limited by local expertise and many times the tools and machines that are available or not, basically dictate the kind of quality that you get in the construction...

Headquarters in Washington but nothing developed for overseas so we're trying to develop those comprehensive standards in places where you don't have a consistent

or reactive issues...

What we also find is that suppliers in the local countries don't always stock replacement parts due to not have the local resources or having the necessary credit terms which is kind of out of our control.

Is it possible that you use your purchasing influences as a means of moving them on into a higher value proposition?

I think that we do that through what we expect and if they know it, fine and if they know it to a certain level, we have to fine tune it. But the idea is that when we write the technical specs, that hopefully

suppliers have an outline that says this is what we need, this is what we would like to achieve and the supply chain kind of responds to that with the contractors.

My name is Dean Campbell. I am the head of Global Corporate Clients representing Asia-Pacific which includes India, Japan and about 14 other countries, from Japan stretching down to New Zealand and across to India and China so it is a fairly large area. In that region we employ about 170,000 people in ISS so we have a fairly substantial portfolio of staff that is a subset of 520,000 around the world.

So we are in a little over 50 countries in the world, 57 at the moment, that seems to be going North at a fairly substantial rate and will probably go quicker in terms of the next few years.

On the demand side, client side, it was very interesting hearing from the World Bank. We've been going through a similar experience recently with a foreign government outsourcing, effectively, their managed services, hard and soft, right throughout the Asia Pacific region. It's been a very interesting exercise. Fifteen months in the process in one of the most extreme processes I think our company has ever been through in the market. Not withstanding they had to do it to obviously mitigate their risk and their risk going forward.

Some of the things that clients in general are looking at happening around the world right now. In terms of the pursuit of improved services provision, we often hear 'we would like more for less'. I think we have probably heard that for years. That continues to be certainly pressure in terms of the FM service providers around the world and no doubt that is continuing to a driver of clients for us.

In terms of improving occupant experience of services, this actually relates a little bit to what John said. Interestingly enough when folks come out of their home base, whether in the US, the UK or whether they have responsibility for housing some of these folks and that means there is minimum standards in the residential properties also, as an example.

In terms of insuring that this applies it is probably the toughest one of all, frankly, of that entire list. That is massively aspirational in terms of, again, minimum standard compliance, around especially life safety, electrical safety and a lot of the commercial offices that you see.

As a result of the initiatives that have not necessarily in one big bang, they have progressively, either acquired companies, so some of the multinational companies have acquired companies in their target market, whether it be emerging economies, first or second world and what that has actually presented is a level of legacy systems or no systems at all frankly.

So we have seen on the demand side, clients saying, 'look we would really appreciate if you could provide us with a single source system in terms of information management.'

People chasing standard as agent and I did wonder, particularly, in the developing countries whether that was a really stupid thing for Western corporations to be doing given that the political advantages of joining those places a lot of the time is because they are not standardized. I just wondered what you all thought about that?

Maybe I will take a punt at that and then I will leave it to the professionals to answer. From an overlay in addition to what is domestically sourced is one of the key things so it is actually making sure that you provide a buddy system, ideally from some of the more developed markets.

The US and places like India and China and perhaps in Vietnam and Korea. It is not always easy – certainly that is an aspiration so I guess my comment in simple terms.