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EDITION

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Project Management Ecosystem ... The Journey to Excellence



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I am thrilled to announce the successful completion of the Global Project Management Forum! Congratulations to each and every one of you for making this event an incredible success!

The Forum was a dynamic and inspiring gathering, filled with valuable discussions, workshops, and insights. I want to express my heartfelt gratitude to the organizing committee, volunteers, and sponsors for their unwavering support and tireless efforts in making this event unforgettable.

The connections made and knowledge shared during the Forum will undoubtedly shape the future of project management. Together, we have showcased the power of collaboration and community in driving excellence and innovation.

As we celebrate this milestone, let us remember that our journey continues. The Forum has set the stage for even greater achievements, and I am excited about the possibilities that lie ahead.

Congratulations once again on the resounding success of the Global Project Management Forum. Let us cherish our accomplishments, nurture our connections, and embrace the endless opportunities before us.

With sincere gratitude and anticipation,

Eng. Badr Burshaid, President of PMI KSA.

MESSAGE FROM GPMF CHAIRMAN

OPENING KEYNOTE

Engineer Badr started his speech by looking back on how the Global Project Management Forum was inaugurated around the same time last year, and how their vision for the betterment of the whole project management community started together with it. And now, that dream continues with the second edition of the Forum, which still aspires to be the leading venue for giga projects, sustainable economy, and diversified investments in the Kingdom.

The Forum's chairman and PMI - KSA Chapter president expressed that he was proud of the initiative's rapid growth and significant achievements, all of which were tangible results of the strategic goals upon which the pillars of GPMF were established. He acknowledged that nothing great is ever accomplished alone. As such, he said GPMF has been successful because of its broadened partnerships with the creators of success and the pioneers of change.

According to him, this was proven by the participation in this year's GPMF of more than 10,000 visitors from 90 different countries, of over 80 local and international speakers, and of more than 20 private and public organizations, a testament that the event was indeed able to demonstrate excellence since its launch.

He noted that the GPMF is more than just a platform seeking short-term success or strong digital presence, but one that has this crucial role to make the country a global leader in project management. He then announced that KSA is now the world's no.1 in terms of the number of professionals holding various project management certificates, and the PMI-KSA, along with its ever-committed volunteers, has been greatly instrumental in achieving such accomplishment.

As the Institute continues to dream and reach higher ambitions, Eng. Badr cited a quote from whom he reverently referred to as the "Champion of Vision" and the "Leader of Dreamers," His Royal Highness Crown Prince Mohammed bin Salman.

Ultimately, he emphasized his deep appreciation for everyone who participated in and supported the event. He, in particular, thanked the Forum's Guest of Honor, South Korean Ambassador to Saudi Arabia His Excellency Joon-yong Park, for his relentless efforts in strengthening the bilateral relations between the KSA and South Korea and for creating numerous opportunities for the further growth of the project management industry in the country.



Eng. Badr Mohammed Burshaid
GPMF Chairman, President PMI KSA Chapter

DIPLOMAT SPEECH

The diplomat speech delivered by His Excellency Joon-yong Park centered around the South Korea-Saudi Arabia's enduring partnership in the field of construction over the past half century, and how the two countries' ties have transcended this sector and have expanded into various other areas.

He, in particular, recounted the remarkable story of a Korean businessman named Mr. Chongwhan Choi, who came to Saudi in the 1970s and whose hardships and triumphs provided the gateway not only for his then company Samwhan Corporation but for other Korean companies and workforce to establish a foothold in the region's construction market and significantly contribute to the growth of the Korean economy as well as the fulfillment of Saudi's modernization.

The Ambassador spoke about the noteworthy transformations seen by the Korean nationals living in Riyadh in recent years, including the observation that men and women in the city are becoming more open-minded, various songs now get to be played in restaurants, and that business practices have become more transparent, among many others.

Along with the Kingdom's economic growth reaching 8.7% in 2022, His Excellency Park also cited the passion, commitment and sense of achievement in their work among the country's leading organizations. Further, he emphasized that the other big change happening right now is Saudi Arabia-South Korea's transforming and diversifying relations, which are not just focused on construction projects and oil importation. This, as the number of Korean construction companies visiting him recently, he said, is few and far between, and a lot more Korean companies approaching him now are in other sectors.

He noted that cultural and people-to-people exchanges are increasing, and that the recent bilateral talks between the leaders of the two nations are but a testament to their strong will to cooperate more closely and jointly work towards their future-oriented strategic partnership.

In closing, he said it is Korea's dream of seeing the successful realization of Saudi's Vision 2030. Korea itself is envisioning to be a leading country in many industrial sectors. According to him, he is confident that the two countries can become a good model for a win-win partnership in many years to come.



H.E Joon Yong Park
Ambassador, South Korea to Saudi Arabia

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GUEST OF HONOR SPEECH

His Excellency Eng. Al-Abdul-Karim in his speech, which he delivered in Arabic, acknowledged the large audience at the second edition of the GPMF this year. The Forum's participants, he said, were composed of a mix of project management leaders with all their current accomplishments as well as future industry movers and shakers whose successes are yet to come. According to him, both play an immense role in the major developments happening in the Kingdom in recent years.

The governor of the Saline Water Conversion Corporation reminded the audience that to be able to manage projects well, the five important project management principles should be observed. This, he said, is what he and his organization have been doing, proven by being the biggest producer of desalinated water in the world by the SWCC.

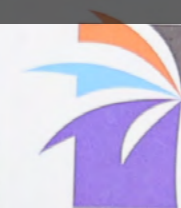
He added that the company owns several stations with 98% manpower from the Kingdom itself. From building its projects, managing their operations to maintenance tasks, Eng. Al-Abdul-Karim emphasized that project management is very much evident in all the aspects of their work. SWCC, he also said, has been bestowed with the mission of leading the global water industry. By yearend, it will be the sole company that will have produced 11.5 million cubic meters per day of desalinated seawater and underground water.

Eng. Al-Abdul-Karim likewise recognized the active participation of the Public Investment Fund in the Forum. He said PIF, which carries out the largest portfolio of projects, highly requires project management the same way as SWCC does. Project management, therefore, is crucial for the success of these two government entities and the Kingdom's overall objectives, he noted.

In conclusion, he said it is essential to have a competent team of project managers. While many project managers may be available, it is important to note that each initiative requires special project management skills. He then went on to enumerate the three qualities that should be considered in choosing project managers, and these include commitment, time management skills, and the ability to select and manage team members effectively.



H.E. Eng. Abdullah Abdulkarim
Governor, SWCC



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SPONSOR SPEECH

In her speech, Ms. Naqshbandi pointed out that project management is a challenging yet versatile career choice. Project managers can easily transition between organizations, industries, and sectors due to the transferable nature of their skills, which is something that is hard to find across other non-project-oriented jobs.

She emphasized the importance of embracing technology and agility in achieving successful project outcomes. As project management practices have rapidly grown and developed in recent years, she said project management offices have become all the more crucial for companies seeking to position themselves in the market and contribute to the overall vision of their country.

The Public Investment Fund's Project Management Office, which she leads, serves as a hub for project delivery and governance for project performers. More importantly, it plays a key role in the success of the Fund in realizing its objectives, most notable of which is the launch of 77 companies and the generation of over one million direct and indirect job opportunities across various sectors since 2017. Previously, the PMO Center of Excellence was also introduced to further strengthen their organization's services and realize their added value.

Ms. Naqshbandi noted that so-called megatrends greatly impact project management at present, particularly in terms of effectiveness, expertise, and excellence or the 3Es. She further highlighted the significance of having solid governance and strong vision in facilitating effective project management, which she also said would be impossible if the most important asset of any organization, its people, is not taken care of. Investing more in people means investing more in the promise of getting the best outcomes.

Lastly, the PIF-PMO senior director and head acknowledged the PMI-KSA Chapter for bringing the Global Project Management Forum to Saudi Arabia and offering a premier platform to project management professionals and stakeholders to exchange knowledge and experiences for the betterment of the project management ecosystem in the country and in the region. She encouraged all participants to make the most of their presence in the event by networking and learning more about the PIF-PMO and its vital role in the economic growth and development of the Kingdom.



Areej Naqshbandi

Senior Director and Head of PMO, Public Investment Fund (PIF)



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Upskilling Future Leaders

In this session, the audience learned that Leadership is the capacity of an individual to guide and influence followers or members of an organization, society, or team. A crucial aspect of leadership is identifying the next generation of leaders - a vital objective of the Saudi 2030 leadership program. As per Maxwell Leadership, a leader should aim to develop more leaders, not just followers. This discussion emphasizes and explores the vital role of upskilling future leaders.



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Enhancing Business value through Organizational Change Management



In this session, the audience learned about the caselet of a transformation program, where Change Management was integrated alongside process redesign, PMIS tool implementation and setting up of the EPMO. Also the audience got the knowledge about how this blending of CM along with the technical implementation was accomplished, how the key stakeholders were engaged, what went right and what could have been done differently, for better benefits realization/ value enhancement.

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Executive Transformation

In this presentation, the audience learned about a transformation program that incorporated Change Management with process redesign, PMIS tool implementation, and the creation of the EPMO. The speaker explained how they successfully blended CM with technical performance, engaged key stakeholders, and identified areas for improvement to enhance benefits realization and value.



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The Human Factor in Digital Transformation



During this session, it was highlighted that only 30% of global Digital Transformation projects are currently considered successful. This statistic highlights the difficulties that many organizations face in implementing transformation. One factor that could be contributing to these challenges is the "Human Factor." The audience was educated on selecting the most suitable individuals for the company's Digital Transformation Team and encouraging them to embrace Digital Change.



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