

# \$70 Billion GCC Industry Summit: MEFMA CONFEX 2025 Charts Strategic Roadmap for Next Era of Smart Cities

DUBAI, UNITED ARAB EMIRATES,  
November 11, 2025 /

EINPresswire.com/ -- •The 12th annual CONFEX drew a record audience of over 800 participants from 12 countries, cementing FM's role in the region's \$2.7 Trillion construction pipeline.

•30 awards were presented, highlighting excellence in operational efficiency and digital transformation.

With the GCC Facility Management (FM) market valued at approximately \$70 Billion in 2025 and infrastructure development surging under national visions, the 12th [MEFMA CONFEX](#) & the 4th edition of its Awards affirmed FM as a strategic value creator for the region. Held under the patronage of Dubai Municipality from 28–30 October 2025, the event brought together industry leaders to engineer smarter, more resilient built environments.

The event, which saw record participation featuring over 800 participants from across 12 countries, cemented [MEFMA](#) CONFEX's standing as the region's most dynamic and influential FM gathering. Celebrating its 15th anniversary, MEFMA also unveiled a refreshed brand identity, symbolising its journey of growth and forward-looking strategic roadmap.

Over two dynamic days, industry leaders explored the role of technology, sustainability, and human capital in shaping cities, focusing on early FM integration, international standards (like ISO 41001), and measurable outcomes. Key discussions were anchored by verifiable regional



MEFMA CONFEX 2025



MEFMA AWARDS 2025

data, for example:

- A major airport operator in the Middle East achieved a 30% reduction in compliance incidents through the implementation of integrated risk and business continuity management systems.
- Similarly, a coastal community development project improved its handover documentation completeness from 60% to 95%, leading to a 40% decrease in post-handover issues.

These results underscore how structured frameworks can significantly enhance operational efficiency and long-term asset sustainability.

The program also incorporated interactive platforms such as specialized workshops, the B2B Arena, the FM Consultation Hub, and exhibition which encouraged practical knowledge exchange, fostered collaboration, and connected participants with industry leaders to explore new opportunities and solutions.

Among the notable research presented during MEFMA CONFEX 2025, Tarek Nizameddin, General Manager of Elegancia Facilities Management, unveiled key findings from his case study “Challenges Facing Technology Adoption in FM”, which revealed that the pace of digital transformation in facilities management is shaped more by cultural and organisational factors than by technology itself. Based on extensive regional research, the study highlighted budget constraints and client conservatism as primary barriers and called for stronger leadership and unified GCC standards to accelerate the adoption of smart FM solutions.

The event featured insights from keynote speakers including Ali AlSuwaidi, Vice President of MEFMA, Duncan Waddell, International Chairman of ISO/TC 267 – FM, and other leaders, exploring AI readiness, workforce transformation, and the operational impact of data-driven FM practices.

The conference concluded with the [MEFMA Awards](#) Gala Dinner, honouring excellence, innovation, and leadership across 16 categories. These covered key segments including FM Clients and Owners, Service Providers, Suppliers and Technology Solution Providers, and Individual Professionals.

Jamal Lootah, President of MEFMA, said: “This year’s CONFEX was a clear statement: the FM sector is now a strategic value creator, driving efficiency and sustainability across the built environment. We are no longer just maintaining buildings; we are engineering cities. The insights generated here will help accelerate the next phase of growth for facilities management across the region and drive measurable progress toward more sustainable cities. The fundamental message is: ‘You can’t have a smart city without smart FM.’”

He added: “We extend our sincere appreciation to Dubai Municipality and our partners for their continued support, which remain vital in advancing the standards, collaboration, and innovation that define the future of this industry across the Middle East.”

The event also recognized the valuable contributions of its sponsors and partners, including

Dubai Municipality, Gold Sponsor HITEK AI and Silver Sponsors Musanadah Facilities Management, FINE Solutions, and Marafiq, whose support helped facilitate the region's leading platform for advancing knowledge, innovation, and best practices in facilities management.

For highlights and photos visit [here](https://mefma.org/confex2025/gallery/), and for the full list of award winners, visit <https://mefma.org/confex2025/gallery/>

– ENDS –

#### About MEFMA

The Middle East Facility Management Association (MEFMA) is a non-profit professional association dedicated to advancing the facility management industry across the Middle East. MEFMA supports professionals and organizations through accredited training programs, industry events, and knowledge-sharing initiatives. The association is committed to promoting sustainability, enhancing performance standards, and fostering collaboration to position the region as a global leader in facility management, representing a growing community of over 3,000 professionals and 150 corporate members.

Middle East Facility Management Association

MEFMA

+971 4 516 3015

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/866192117>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.