

Biography:



Dr. Uwe Forgber

Dr. Uwe Forgber is co-founder of German based conject AG and managing partner of conject international in Dubai, where he is responsible for business development in the Middle East. In his past career, he held a research position as associate professor in the architecture department of the University of Kaiserslautern/Germany. Prior to this, he worked in various architecture firms in Germany and the US.

Uwe Forgber holds a Diploma degree in Architecture, a masters degree in computer Science and a doctoral degree in Web Based collaboration and Management.

Statement:

I have a positive view of three major aspects of the crisis:

1. Those who found off-plan deals and short-term profit more important than long-term actions are either gone or on their way out. In other words, **the gamblers have left the scene**. Those who remain are serious. Whoever has a genuine interest in good infrastructure has already given thought to what will happen with the buildings when they are completed. But we will get to Facility Management a bit later.
2. The change in attitude in the real estate sector is palpable. In other words, the scenario of "Bigger, better, boom at any cost" is OUT, **striving for sustainable values and profit opportunities in inventory management is IN**. Particularly during difficult times, financial earnings and return on investments are more important than ever to investors and operators. That is why the **new business models** for added value in the real estate industry are marked by sustainable profits and minute planning of organization in the realization. This change is hardly glamorous but extremely serious and we are feeling it daily at conject!
3. **The journey continues!** The basis for this is a healthy real estate sector. Healthy in the sense of enabling urban living. It's absurd to design buildings that are only intended for a quick flip, only to be torn down after a few years. The entire Middle East region has an opportunity RIGHT NOW to **realize previous visions and to allow for demographic developments** (e.g. Abu Dhabi now expects its population to increase threefold by 2030, the population of Saudi Arabia will double in the next 20 years). And it should be done in a way that integrates human beings. Abu Dhabi has made a serious contribution to this with setting its sights on 2030.

To summarize, we want to help develop a truly sustainable society. conject came to Dubai three years ago with the intention of enabling sustainable growth, also and especially with software. Particularly in the real estate sector, we are taking action – together with developers, architects, and facility managers. We view the crisis as beneficial. The market adjustment discussed is having the effect of encouraging the mentality of thinking in the long term, previously neglected in the past. This also means building with this in mind and profiting from it, as all other real estate markets in the world which are also financially attractive in the long term! Dubai can and will profit from this – in the long term!

Allow me to conclude with an **example**. You all are familiar with **BMW**. They were one of our first customers. In 2001 they began to build new factories in East Germany. At the time, our software was new, but BMW was a bit of a trendsetter. They needed to manage almost 160,000 documents, around 300 companies were involved, and there were nearly 200 RFBs. Through conject improved coordination and structured teamwork, BMW ended up saving 20 million dollars and approximately 3 months time.

What I want to say is that **courage is needed particularly in times of crisis**. We shouldn't bury our heads in the sand or continue at a snail's pace. There are new technologies, new building materials, and cost-effective strategies. Whoever puts them to use, with an eye on the ENTIRE lifecycle of a property, and develops them thoroughly from A-Z will be successful!