



48<sup>th</sup>

**IFTDO | HRD**

World Conference and Exhibition

# HRD IN THE DIGITAL TRANSFORMATION ERA

Empowering Future Leaders



Live Interpretation

**24th – 26th June 2019**  
Hotel Hills / Sarajevo  
Bosnia and Herzegovina

ORGANISED BY:

**ORIGIN<sup>®</sup>**  
EUROPE

# CONTENT PAGE

CHAIRMAN'S MESSAGE .....	04
IFTDO PRESIDENT MESSAGE .....	07
ABOUT THE ORGANISER .....	08
ABOUT IFTDO .....	10
ABOUT BOSNIA AND HERZEGOVINA .....	11
CONFERENCE THEME.....	14
SPEAKERS.....	15
PROGRAMME .....	19
WHO SHOULD ATTEND .....	24
FLOOR PLAN .....	25
CONFERENCE VENUE .....	26
CONTACT .....	27



International Federation of  
Training and Development Organisations

## PAST IFTDO WORLD CONFERENCES

1972	First Geneva, SWITZERLAND	1997	Twenty Sixth Kuala Lumpur, MALAYSIA
1973	Second Bath, ENGLAND	1998	Twenty Seventh Dublin, IRELAND
1974	Third Oslo, NORWAY	1999	Twenty Eighth Long Beach, USA
1975	Fourth New Delhi, INDIA	2000	Twenty Ninth London, UNITED KINGDOM
1976	Fifth Canberra, AUSTRALIA	2001	Thirtieth Porto Alegre, BRAZIL
1977	Sixth Mexico City, MEXICO	2002	Thirty First Manama, BAHRAIN
1978	Seventh Washington, D.C., USA	2003	Thirty Second Lisbon, PORTUGAL
1979	Eighth Manila, PHILIPPINES	2004	Thirty-Third New Delhi, INDIA
1980	Ninth Rio de Janeiro, BRAZIL	2005	Thirty-Fourth Cairo, EGYPT
1981	Tenth Dublin, IRELAND	2006	Thirty-Fifth Kuala Lumpur, MALAYSIA
1982	Eleventh Calgary, Alberta, CANADA	2007	Thirty-Sixth San Francisco, U S A
1983	Twelfth Amsterdam, THE NETHERLANDS	2008	Thirty-Seventh Dubai, UAE
1984	Thirteenth Sydney, AUSTRALIA	2009	Thirty-Eighth Toronto, CANADA
1985	Fourteenth Stockholm, SWEDEN	2010	Thirty-Ninth London, U.K.
1986	Fifteenth Honolulu, Hawaii, USA	2011	Fortieth Warsaw, POLAND
1987	Sixteenth Madrid, SPAIN	2012	Forty-First KUWAIT CITY
1988	Seventeenth Tokyo, JAPAN	2013	Forty-Second New Delhi, INDIA
1989	Eighteenth London, UNITED KINGDOM	2014	Forty-Third Dubai, UAE
1990	Nineteenth Buenos Aires, ARGENTINA	2015	Forty Fourth Kuala Lumpur, MALAYSIA
1991	Twentieth Vienna, AUSTRIA	2016	Forty Fifth Manama, BAHRAIN
1992	Twenty First TAIWAN	2017	Forty Sixth Muscat, OMAN
1993	Twenty Second GERMANY	2018	Forty Seventh Dubai, U A E
1994	Twenty Third New Delhi, INDIA	2019	<b>Forty Eighth Sarajevo, Bosnia and Herzegovina</b>
1995	Twenty Fourth Helsinki, FINLAND	2020	Forty Ninth New Delhi, INDIA
1996	Twenty Fifth Cairo, EGYPT	2021	Fiftieth Cairo, EGYPT

**THROUGH ITS MEMBERS, IFTDO REPRESENTS HUNDREDS OF THOUSANDS OF HR PROFESSIONALS IN MORE THAN 30 COUNTRIES.**





## Dear Conference Participants

The Directors of IFTDO are very pleased that the 48th IFTDO World Conference & Exhibition will be held from June 24 to 26, 2019 in Sarajevo, Bosnia and Herzegovina by Origin Europe, on the theme 'HRD in the Digital Transformation Era "Empowering Future Leaders"'.

The theme is very topical and appropriate at a time when all organisations are facing the challenge of transformation in the digital era. In fact, their survival depends upon how organisations are able to make use of the latest digital technology in such transformation. The role of the human resources in such transformation is very vital as these technologies will enable HR re-imagine new ways of delivering HR services and strategies throughout the organisations. The conference will feature many distinguished international speakers in the field of human resources and the delegates would benefit greatly from their deliberations during the conference.

Ms. Sanja Miovcic, the IFTDO President and Dr. Ahmed Al Banna the Chairman of the Conference Committee have the expertise and the experience of organising many successful conferences in the past.

I am sure, under such dynamic leadership, this conference will be one of the best IFTDO conferences, with great learning experience, productive networking and a memorable event for the delegates.

On behalf of my colleagues, the IFTDO Board of Directors, it is a great pleasure to welcome you to this prestigious conference and exhibition and to host the great nation of Bosnia and Herzegovina.

I look forward to welcome each one of you.

**Dr. Ebrahim Al Dossary**  
**IFTDO CHAIRMAN**













## Dear Conference Participants

It is a great pleasure to welcome you to the 48th IFTDO Human Resources Development World Conference and Exhibition, which will be held for the first time in Bosnia and Herzegovina from 24th to 26th June 2019. Bosnia and Herzegovina has a rich culture, traditional places and a rich history to offer. Sarajevo, the capital, is a compact city on a historical crossroad between East and West culture.

This conference comes in the era of digital transformation of all sectors and industries worldwide. It will focus on the importance of digital transformation of companies and the role of the Human Resource Departments or corporate professionals in digital transformation – attitudes, maturity, readiness and approach to “digital”.

This conference will highlight some of the functional areas that fall under Human Resources Management as they play a very significant role in integrating digital transformation and equipping the individuals and organisations for the future.

In addition, there are a number of distinguished international and regional speakers in the field of human resources, labour and employment, as well as education who have a great role in inspiring others and raising the level of excellence in human resources with a focus on best practices and successful transformation stories.

Alongside the conference, an exhibition will be held to serve as an ideal platform for companies to showcase technologies and services such as machine reading, cloud capabilities, artificial intelligence. etc. for the digital HR era.

The 48th IFTDO Conference and Exhibition is an opportunity to refocus our attention to the HR of the future. Whereas the traditional view of HR transformation was about doing existing things better, the next generation of HR will focus on doing completely new things. It is also an ideal opportunity to share best practices and network with key individuals from Bosnia and Herzegovina and the Western Balkan.

Looking forward to meeting you all.

**Sanja Miovcic**  
**IFTDO PRESIDENT**



**JASNA KORDA**  
Director  
Origin Europe

## ABOUT THE ORGANISER

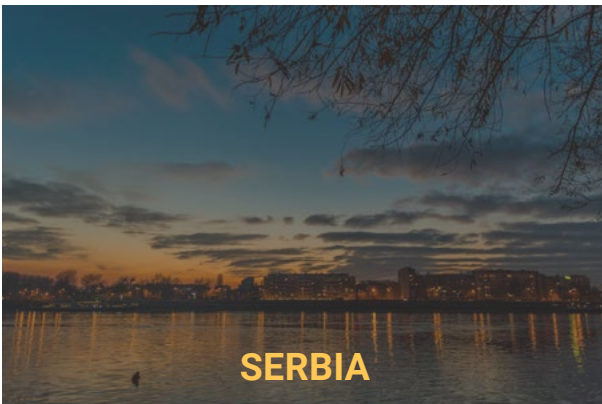


We are one of the professional global branches of Origin Group which was established in March 1998. Origin is a leading company in Human Capital Development and expert planning, managing and organising events such as customized corporate events, conferences, professional seminars, forums, exhibitions and international courses.

Origin Group has evolved, expanded its offices and has taken event management beyond boundaries as it believes in helping human capital development around the globe. By establishing Origin Europe offices in Sarajevo, Bosnia & Herzegovina, the Origin Group firmly believes that it will capitalise on this geographically important location to offer its renowned services in talent development, professional conferences and exhibitions to organisations and individuals in this vital region.



**WE SERVE THE ENTIRE REGION INCLUDING:**





## ABOUT IFTDO?

The International Federation of Training and Development Organisations (IFTDO) was founded in Geneva, Switzerland in 1972 in order to develop and maintain a worldwide network committed to the identification, development and transfer of knowledge, skills and technology to enhance personal growth, human performance, productivity and sustainable development.

IFTDO is a UK registered charity and non-profitable organisation. It is composed of Full Members, Associate Members and Reciprocal Members.

## ABOUT THE 48TH IFTDO CONFERENCE

Human Resource Development (HRD) Digital Transformation is the process of changing operational Human Resource Management (HRM) / Human Resource Development (HRD) processes to become more automated and data-driven to achieve business objectives.

Digital technology has the potential and ability to transform HRM / HRD. The objective of this conference is to emphasize the impact and evolving role of digital transformation on globally competitive businesses, and people are the core.



**300+**  
PARTICIPANTS FROM  
DIVERSE COUNTRIES



**24**  
EXHIBITORS &  
NETWORKING



**3 DAYS**  
OF PRACTICAL LEARNING  
AND DISCUSSIONS



**40+**  
INTERACTIVE  
LEARNING SESSIONS





## ABOUT BOSNIA AND HERZEGOVINA

Bosnia and Herzegovina, located on the Balkan Peninsular, was previously part of Yugoslavia however, gained independence in 1992. This fascinating country has a deep history of being ruled and overcome by other countries and cultures. The country is most captivating for its East-meets-West surroundings, which has been blended with Ottoman and Austro-Hungarian pasts. With an abundance of medieval ruins, unique towns and cities, stunning mountains, waterfalls and rivers, Bosnia and Herzegovina has plenty of major drawcards for all travellers.



# ABOUT THE CONFERENCE THEME

## HRD IN THE DIGITAL TRANSFORMATION ERA

### Empowering Future Leaders

HR digital transformation is the process of changing operational HR processes to become automated and data-driven.

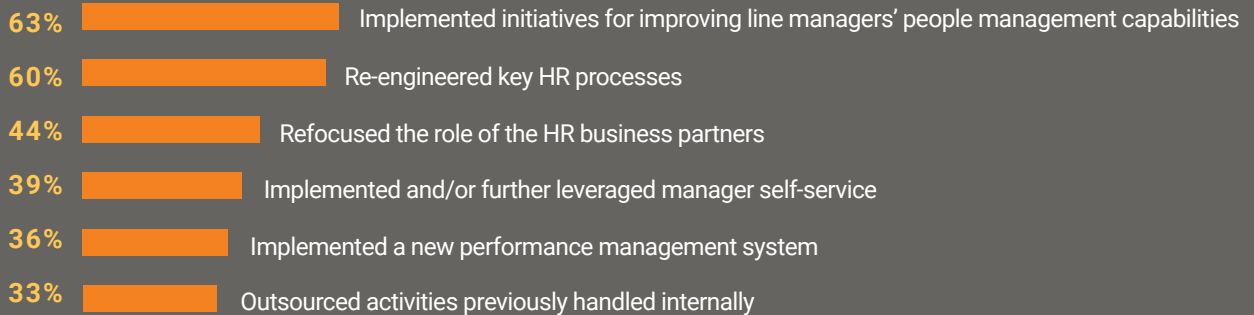
According to a recent Deloitte Global Human Capital Trends Report states that Human Capital Trends report: 'It's about HR teams taking up the dual challenge of transforming HR operations on the one hand, and transforming the workforce and the way work is done on the other.' So, rather than HR digital transformation being just about HR, it's a metamorphosis that involves organizations as a whole. Or at least it should, in order for it to be successful.

According to DDIworld.com more than 2,500 HR professionals completed the HR-specific version of Global Leadership Forecast 2018, along with 25,000-plus leaders who responded to the leader version. Additionally, eight percent of the leader population were in HR, giving us another abundant source of data.

The chart below was surveyed around 900 executives from 48 countries. It revealed that three out of four organisations that undertook HR transformation have successfully executed complex initiatives.

Many companies have started investing heavily on HR as there is now a deep understanding that it is an important and mandatory aspect to their business and there are no 'one-size-fits' as every organisation has unique requirements.

## HR INITIATIVES



## HOW HR LEADERS' JOBS AND ATTITUDES HAVE CHANGED OVER THE PAST THREE YEARS

EXPERIENCE/CHALLENGE	% DECREASED	% SAME	% INCREASED
Making difficult investment choices	16	36	48
Working across countries/cultures	7	51	42
Available budget	25	31	44
Pressure to demonstrate financial impact	5	39	56
Embrace new HR technology	4	25	71
Need for analytic/data skills	3	27	70
Reputation with senior team as trusted advisor	3	26	71
My own job engagement	8	28	64
My intentions to leave	28	47	25

# CONFERENCE THEME

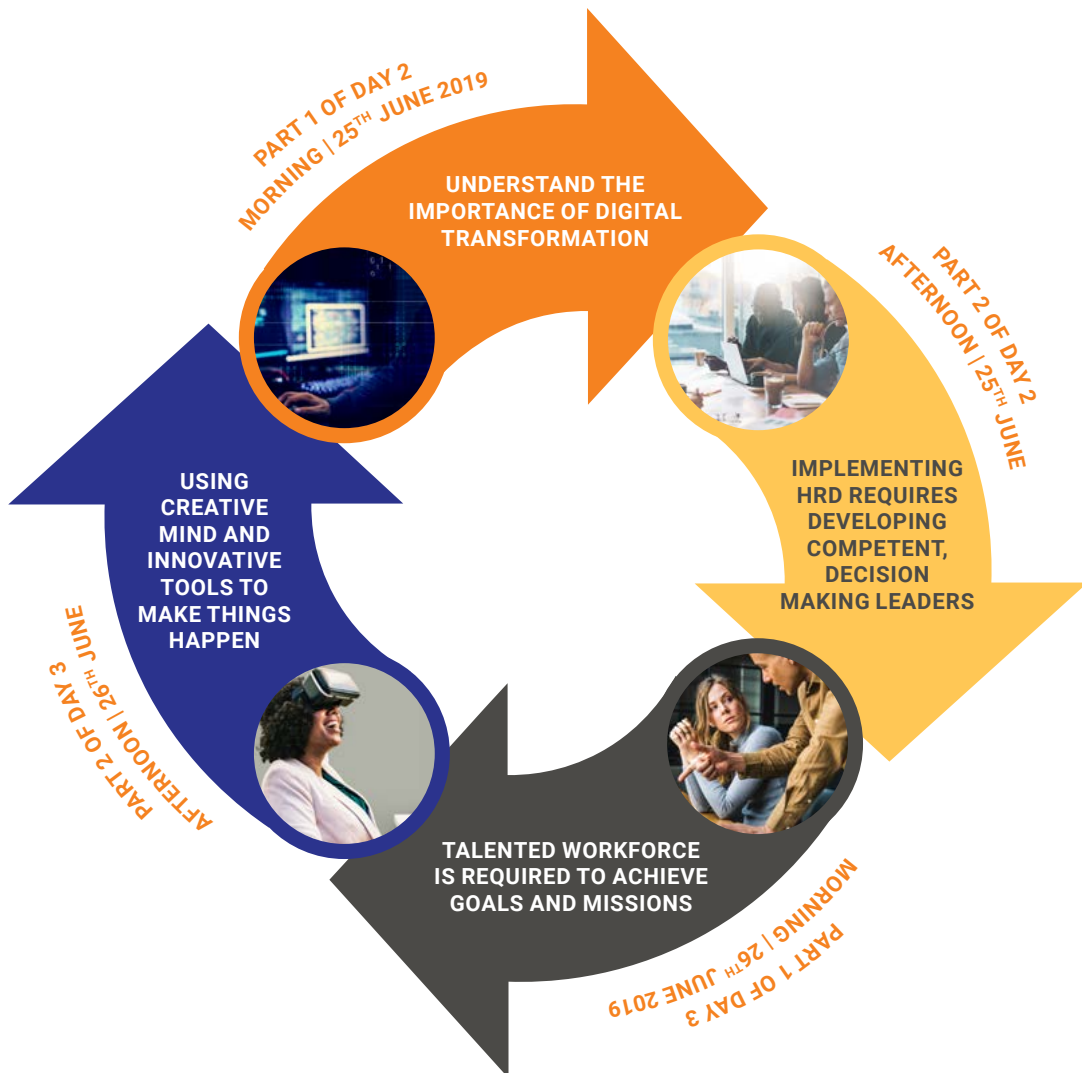
## HRD IN THE DIGITAL TRANSFORMATION ERA

### Empowering Future Leaders

This conference will run for 3 days as follows:

Day 1 which will be on Monday 24th will cover pre-conference workshops which will focus on how we can implement digital transformation in our organisations.

Day 2 and 3 have been divided into four parts. Each day will address two topics as follows:





# DISTINGUISHED SPEAKERS / MODERATORS



**ARTHUR F. CARMAZZI**

Founder  
Directive Communication Psychology  
Italy



**PROF. MALCOLM DUEROD**

Senior Teaching Assistant  
International Burch University  
USA



**RICCARDO DI BLASIO**

Global Head of Sales  
Cloud Platform Solutions  
DXC Technology  
USA



**VALENTIN ILIEVSKI**

Senior Vice President  
Messer Group  
Chairman - Football Club "Sarajevo"  
Germany



**DR. SEDEF KABAŞ**

Founder  
Sedef Kabaş Training & Coaching  
Turkey



**TAN SRI DATO DR. PALAN**

Chairman  
SMR Group  
Malaysia



**H. E. SH. MOHAMMED  
BIN SAQR AL QASIMI**

Owner - Emirates Ltd.,  
Founder - Sunnyland (BiH)  
UAE



**SANJA MIOVIĆ**

Executive Director  
Foreign Investors Council (FIC)  
Bosnia and Herzegovina



**MARTIN LEXA**

Executive Vice President  
Molnlycke Health Care  
Sweden

# DISTINGUISHED SPEAKERS / MODERATORS



**DR. R. KARTHIKEYAN**

Director  
Gemba Management Consulting  
India



**DR. GHALIB AL HOSNI**

Chief People Officer  
Omantel  
Oman



**RICARDO CABETE**

Motivational Speaker,  
Champion of Toastmasters Europe 2017  
Portugal



**DR. SHEN CHIEN-CHUNG**

Executive  
Ocean Affairs Council  
Taiwan



**DIONE WILLIAMS**

Leader in HR Transformations  
New Zealand



**DR. AHMED AL BANNA**

CEO  
Origin Group  
Bahrain



**DR. SUNIL GUPTA**

Chief Learning Officer  
Ideas Management Consultants  
UAE



**SERDZAN ŠIMŠEK ARNAUTOVIĆ**

Recruiter  
Facebook  
Bosnia and Herzegovina



**DR. GURUVAYURAPPAN PV**

Sr. Vice President  
Omega Healthcare  
India



**ALBIN ZUHRIC**  
Managing Director  
The Headhunter Company  
Bosnia and Herzegovina



**DR. RAMIN MOHAJER**  
Human Resource & Development Advisor  
Information Technology Authority "ITA"  
Oman



**DR. ABDULLA AL HAMID**  
Managing Director  
Intermid Company  
Bahrain



**SAMEERA ALI BABA**  
Chief Initiatives Officer  
Mubadara  
Bahrain



A black and white photograph showing two people from the side, sitting at a long desk. They are looking at laptops. The person in the foreground is slightly out of focus, while the person behind them is more in focus. The desk is light-colored, and the laptops are dark. The background is bright and out of focus.

# WORKSHOPS

## DAY ONE | MONDAY 24<sup>TH</sup> JUNE

### PROGRAMME (PRE CONFERENCE WORKSHOPS)

8.00am – 9.30am Registration and Networking over Tea and Coffee

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9.30am – 10.00am Welcoming Remarks (Meet and Greet) Exhibition Networking

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10.00am – 2.00pm **3 Parallel Workshops**

**Workshop I**

**How to Transform Your Business into Digital**

**Dr. Abdulla Al Hamid**

Managing Director - Intermid Company

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**Workshop II**

**Design Thinking (Desirability, Viability, Feasibility)**

**Dr. Sunil Gupta**

Chief Learning Officer - Ideas Management Consultancy

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**Workshop III**

**The Coaching Spark | Cultivating Coaching and Innovation at Workplace**

**Sameera Ali Baba** | Chief Initiatives Officer - Mubadara

---

2.00pm – 7.00pm **Free time**

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7.00pm – 10.00pm **Official Opening Ceremony**

IFTDO President's Message

Patron's Speech

IFTDO Chairman Introduces IFTDO Board Members

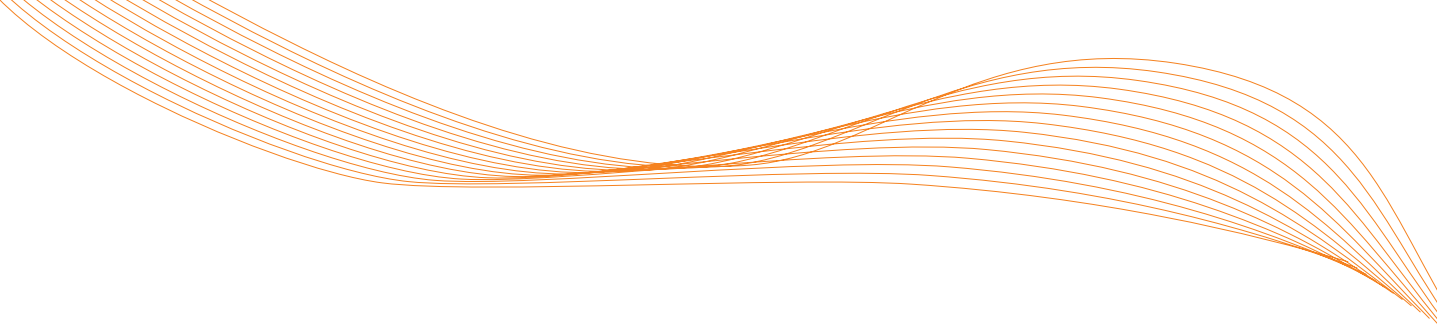
Awarding Ceremony

Networking / Light snacks

## DAY TWO | TUESDAY 25<sup>TH</sup> JUNE

8.00am – 9.00am	<b>Registration and Networking over Tea and Coffee</b>
9.00am – 9.30am	<b>Keynote Speaker 1</b> <b>How is Technology Changing the World of Work and What does it Mean for Employers?</b> <b>Riccardo Di Blasio</b>   Cloud Platform Solutions - DXC Technology   USA
9.30am – 10.00am	<b>Case Study 1</b> <b>New Generations Required to Reshape our Approach to Talent</b> <b>Martin Lexa</b>   Executive Vice President - Molnlycke Health Care   Sweden
10.00am – 10.30am	<b>Case Study 2</b> <b>Revamping the Workforce Towards Digitalization</b> <b>Dr. Ramin Mohajer</b>   Human Resource & Development Advisor - "ITA"   Oman
10.30am – 11.00am	<b>Official Opening of the Exhibition / Tea &amp; Coffee Break</b>
11.00am – 11.30am	<b>Case Study 3</b> <b>The Impact of Digitalization at work</b> <b>Serdzan Şimşek</b>   Recruiter - Facebook   Bosnia and Herzegovina
11.30am – 12.00pm	<b>Case Study 4</b> <b>The Digital Age "Creativity and Simplicity"</b> <b>Dr. Sedef Kabaş</b>   Founder - Sedef Kabaş Training & Coaching   Turkey
12.00pm – 1.00pm	<b>Panel Discussion: Unleashing the Future of the Labour Market</b> <b>Moderator:</b> <b>Dr. R. Karthikeyan</b>   Director - Gemba Management Consulting   India <b>Panellists:</b> <b>Riccardo Di Blasio</b>   Cloud Platform Solutions - DXC Technology   USA <b>Martin Lexa</b>   Executive Vice President - Molnlycke Health Care   Sweden <b>Dr. Ramin Mohajer</b>   HR & Development Advisor - "ITA"   Oman <b>Serdzan Şimşek</b>   Recruiter - Facebook   Bosnia and Herzegovina <b>Dr. Sedef Kabaş</b>   Founder - Sedef Kabaş Training & Coaching   Turkey





**1.00pm – 2.00pm**    **Lunch Break & Exhibition / Networking**

**2.00pm – 2.30pm**    **Keynote Speaker 2**  
**Leadership and Team Culture**  
**Arthur F. Carmazzi** | Founder - Directive Communication Psychology | Italy

**2.30pm – 3.00pm**    **Keynote Speaker 2**  
**Creative Learning Strategies in Today's Digital Age: Lessons from Asia**  
**Tan Sri Dato Dr. Palan** | Chairman - SMR Group | Malaysia

**3.00pm – 3.30pm**    **Case Study 5**  
**How to build a public sector's leaders?**  
**Dr. Chien - Chung Shen** | Executive Yuan - Ocean Affairs Council | Taiwan

**3.30pm – 3.45pm**    **Tea and Coffee Break**

**3.45pm – 4.45pm**    **Panel Discussion**  
**Leadership challenges in a Digital World**  
**Moderator:**  
**Sanja Miovcic** | Managing Director - Foreign Investors Council | Bosnia & Herzegovina  
**Panellists:**  
**Valentin Ilievski** | Senior Vice President - Messer Group | Germany  
**H. E. Shaikh Mohammed Bin Saqr Al Qasimi** | Owner - Emirates Ltd. | UAE  
**Arthur F. Carmazzi** | Founder - Directive Communication Psychology | Italy  
**Dr. R. Karthikeyan** | Director - Gemba Management Consultancy | India

**4.45pm**    **Closing Day Two**

**8.00pm – 11.00pm**    **Cultural Evening**

# DAY THREE | WEDNESDAY 26<sup>TH</sup> JUNE

8.00am – 9.00am      **Networking over Tea and Coffee**

9.00am – 9.30am      **Keynote Speaker 1**  
**Decoding the Global Future Talents**  
**Prof. Malcolm Duerod** | Senior teaching Assistant - International Burch University | USA

9.30am – 10.00am      **Case Study 1**  
**Talent Development in Omega Health Care Co.**  
**Dr. Gurvayurappan** | Sr. Vice President - Omega Healthcare | India

10.00am – 10.30am      **Case Study 2**  
**Talent LifeCycle Strategies in the Western Balkan Region**  
**Valentin Ilievski** | Senior Vice President - Messer Group | Germany

10.30am – 11.00am      **Networking over Tea and Coffee**

11.00am – 11.30am      **Keynote Speaker 3**  
**Traits of Successful Leaders**  
**H. E. Shaikh Mohammed Bin Saqr Al Qasimi** | Founder - SunnyLand | UAE

11.30am – 12.00pm      **Case Study 3**  
**Driving high performance Culture through HR Strategy**  
**Dr. Ghalib Al Hosni** | Chief People Officer - Omantel | Oman

12.00pm – 1.00pm      **Dialogue Between Generations**  
**Culture Transformation through Creative and Innovative Generation**  
**Moderator:**  
**Dione Williams** | Leader in HR Transformations | New Zealand  
**Panellists:**  
**Serdzan Şimşek** | Recruiter - Facebook | Bosnia and Herzegovina  
**Dr. Ghalib Al Hosni** | Chief People Officer - Omantel | Oman  
**Tan Sri Dato Dr. Palan** | Chairman - SMR Group | Malaysia  
**Sameera Ali Baba** | CEO - Mubadara | Bahrain  
2 University Students from the Balkan Region

1.00pm – 2.00pm	Lunch Break / Exhibition Networking
2.00pm – 2.30pm	<b>Keynote Speaker 3   Emotional Intelligence vs Innovation</b> Ricrdo Cabete   Motivational Speaker, Champion of Toastmasters Europe 2017   Portugal
2.30pm – 3.00pm	<b>Case Study 4</b> <b>Encouraging Creativity and Innovation in the Workplace</b> Albin Zuhric   Managing Director - The Headhunter Company   BiH
3.00pm – 4.00pm	<b>Panel Debate:</b> <b>Keys to Nurturing a Creative Workplace</b> Moderator: Dr. Ahmed Al Banna   CEO - Origin Group   Bahrain Panellists: Dione Williams   Leader in HR Transformations   New Zealand Dr. Ghalib Al Hosni   Chief People Officer - Omantel   Sultanate of Oman Sanja Miović   Executive Director - Foreign Investors Council (FIC)   BiH 2 Representatives from the Local Industry
4.00pm – 4.30pm	Closing Ceremony and Handover to India



## WHO SHOULD ATTEND?

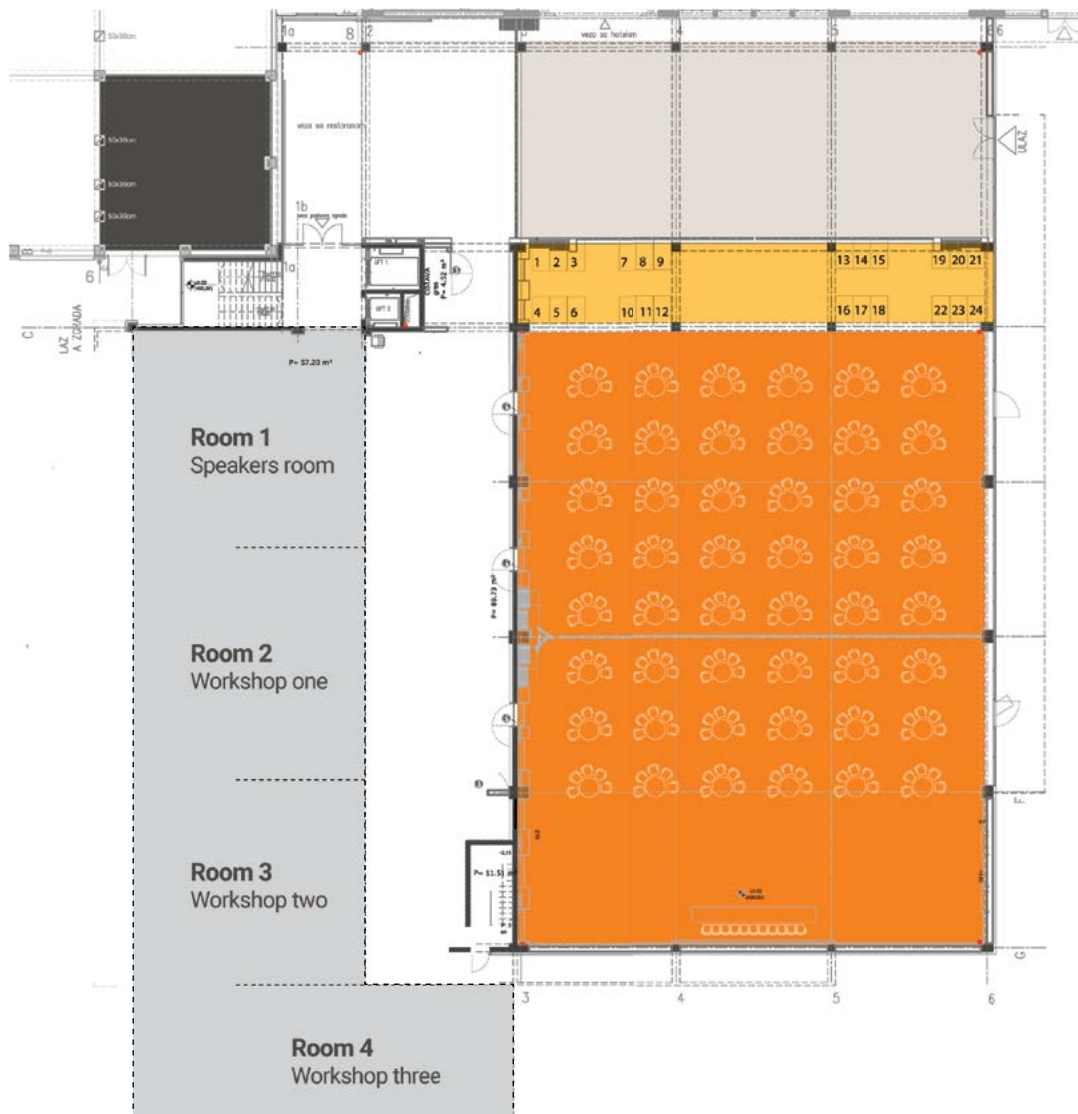
- CEO's
- Government Officials
- Member of the board of directors
- HR managers
- Transformation managers
- Training managers/Advisors
- Teaching professionals
- L&D professionals,
- Innovation specialists
- Learning specialists
- Consultants
- Trainers
- Supervisors

## CONFERENCE FEE WILL INCLUDE:

- Attending all conference sessions
- Attending the pre-conference workshops
- Attending the exhibition
- Culture Evening
- Full conference material
- Free book
- Lunch, tea and coffee
- Half day city tour
- A certificate of attendance



# FLOOR PLAN



■ Conference area  
■ Exhibition area

■ Lunch break  
■ Workshop rooms

■ Coffee break

For the exhibition inquiries please feel free to contact the exhibition managers:

**Mr. Mohamed El Zahar:** mohamed@origin.com.bh | +973 37 763 322

**Ms. Jasna Korda:** jasna@origineuro.com | Tel: +387 33 944 808 | Mobile: +387 62 221 717

# CONFERENCE VENUE: HOTEL HILLS / SARAJEVO ★ ★ ★ ★ ★



# SUPPORTERS

The organising committee would like to thank the supporters of this conference.



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## MEDIA PARTNERS







IFTDO

International Federation of  
Training and Development Organisations

# HRD IN THE DIGITAL TRANSFORMATION ERA

*EMPOWERING FUTURE LEADERS*

Organised by:

**ORIGIN<sup>®</sup>**  
EUROPE