HRD IN THE DIGITAL TRANSFORMATION ERA
Empowering Future Leaders

24th – 26th June 2019
Hotel Hills / Sarajevo
Bosnia and Herzegovina
PAST IFTDO WORLD CONFERENCES

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

Bosnia and Herzegovina, located on the Balkan Peninsula, 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.
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 DUEGOD
Senior Teaching Assistant
International Burch University
USA

PROF. ADNAN AMKHTAN BAYNO
Director
MC Academy for International Legal Studies
Belgium

ALMIR JAZVIN
Member of Supervisory Board, Prevent Group
Bosnia and Herzegovina

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 MIOVIĆIĆ
Executive Director
Foreign Investors Council (FIC)
Bosnia and Herzegovina

MARTIN LEXA
Executive Vice President
Molnlycke Health Care
Sweden
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

KEMAL H. BALIHODŽIĆ  
CEO  
UpTrend Marketing Solutions  
Bosnia and Herzegovina

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 ŞİMŞEK ARNAUTOVIĆ  
Recruiter  
Facebook  
Bosnia and Herzegovina

DR. GURUVAYURAPPAN PV  
Sr. Vice President  
Omega Healthcare  
India
DISTINGUISHED SPEAKERS / MODERATORS

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

MAJA ČENGIĆ
Media - BHT1 Channel
Conference presenter
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 ARE PROUD THAT WE SERVE THE ENTIRE REGION
WORKSHOPS
**DAY ONE | MONDAY 24TH JUNE**

**PROGRAMME (PRE CONFERENCE WORKSHOPS)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8.00am – 9.30am</td>
<td>Registration and Networking over Tea and Coffee</td>
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<tr>
<td>9.30am – 10.00am</td>
<td>Welcoming Remarks (Meet and Greet) Exhibition Networking</td>
</tr>
<tr>
<td>10.00am – 2.00pm</td>
<td><strong>3 Parallel Workshops</strong>&lt;br&gt;Workshop I&lt;br&gt;How to Transform Your Business into Digital&lt;br&gt;Dr. Abdulla Al Hamid&lt;br&gt;Managing Director - Intermid Company</td>
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<td></td>
<td><strong>Workshop II</strong>&lt;br&gt;Design Thinking (Desirability, Viability, Feasibility)&lt;br&gt;Dr. Sunil Gupta&lt;br&gt;Chief Learning Officer - Ideas Management Consultancy</td>
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<td></td>
<td><strong>Workshop III</strong>&lt;br&gt;The Coaching Spark</td>
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<tr>
<td>2.00pm – 6.30pm</td>
<td><strong>Free time</strong></td>
</tr>
<tr>
<td>7.00pm – 10.00pm</td>
<td><strong>Official Opening Ceremony</strong>&lt;br&gt;IFTDO President’s Message&lt;br&gt;IFTDO Chairman Introduces IFTDO Board Members&lt;br&gt;Patron’s Speech&lt;br&gt;Awarding Ceremony&lt;br&gt;Networking / Dinner</td>
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## DAY TWO | TUESDAY 25TH JUNE

<table>
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<tr>
<th>Time</th>
<th>Session Description</th>
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<tbody>
<tr>
<td>8.00am – 9.00am</td>
<td>Registration and Networking over Tea and Coffee</td>
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</tbody>
</table>
| 9.00am – 9.30am | Keynote Speaker 1  
*How is Technology Changing the World of Work and What does it Mean for Employers?*  
Prof. Adnan Bayno | Director MC Academy for International Legal Studies | Belgium |
| 9.30am – 10.00am | Case Study 1  
*New Generations Required to Reshape our Approach to Talent*  
Martin Lexa | Executive Vice President - Molnlycke Health Care | Sweden |
| 10.00am – 10.30am | Case Study 2  
*Revamping the Workforce Towards Digitalization*  
Dr. Ramin Mohajer | Human Resource & Development Advisor - “ITA” | Oman |
| 10.30am – 11.00am | Official Opening of the Exhibition / Tea & Coffee Break                               |
| 11.00am – 11.30am | Case Study 3  
*The Impact of Digitalization at work*  
Serdzan Şimşek | Recruiter - Facebook | Bosnia and Herzegovina |
| 11.30am – 12.00pm | Case Study 4  
*The Digital Age “Creativity and Simplicity”*  
Dr. Sedef Kabaş | Founder - Sedef Kabaş Training & Coaching | Turkey |
<p>| 12.00pm – 1.00pm  | Panel Discussion: Unleashing the Future of the Labour Market                        |
| Moderator:        | Dr. R. Karthikeyan | Director - Gemba Management Consulting | India |
| Panellists:       | Prof. Adnan Bayno | Director MC Academy for International Legal Studies | Belgium |
|                  | Martin Lexa | Executive Vice President - Molnlycke Health Care | Sweden |
|                  | Dr. Ramin Mohajer | HR &amp; Development Advisor - “ITA” | Oman |
|                  | Serdzan Şimşek | Recruiter - Facebook | Bosnia and Herzegovina |
|                  | Dr. Sedef Kabaş | Founder - Sedef Kabaş Training &amp; Coaching | Turkey |</p>
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<th>Time</th>
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<tbody>
<tr>
<td>1.00pm – 2.00pm</td>
<td>Lunch Break &amp; Exhibition / Networking</td>
</tr>
</tbody>
</table>
| 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 future leaders?
Almir Jazvin | Member of Supervisory Board - Prevent Group | Bosnia & Herzegovina |
| 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:
Almir Jazvin | Member of Supervisory Board - Prevent Group | Bosnia & Herzegovina |
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                                                   |
| 7.00pm – 10.00pm | Cultural Evening | Sarajevo Resort            |
### DAY THREE | WEDNESDAY 26TH JUNE

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>8.00am – 9.00am</td>
<td>Networking over Tea and Coffee</td>
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</table>
| 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**  
Kemal H. Balihodžić | CEO - UpTrend Marketing Solutions | Bosnia and Herzegovina |
| 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:  
Dr. Sunil Gupta | Chief Learning Officer - Ideas Management Consultancy |
<p>|                | Dr. Ghalib Al Hosni | Chief People Officer - Omantel | Oman |
|                | Sameera Ali Baba | CEO - Mubadara | Bahrain |
|                | Kemal H. Balihodžić | CEO - UpTrend Marketing Solutions | Bosnia and Herzegovina |
|                | Serdzan Şimşek | Recruiter - Facebook | Bosnia and Herzegovina |
|                | 2 University Students from the Region |</p>
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<td>1.00pm – 2.00pm</td>
<td>Lunch Break / Exhibition Networking</td>
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</tbody>
</table>
| 2.00pm – 2.30pm | Keynote Speaker 3 | Emotional Intelligence vs Innovation  
Ricardo Cabete | Motivational Speaker, Champion of Toastmasters Europe 2017 | Portugal |
| 2.30pm – 3.00pm | Case Study 4 | Encouraging Creativity and Innovation in the Workplace  
Albin Zuhric | Managing Director - The Headhunter Company | BiH |
| 3.00pm – 4.00pm | Panel Debate:  
Keys to Nurturing a Creative Workplace  
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 Miovčić | Executive Director - Foreign Investors Council (FIC) | BiH  
Albin Zuhric | Managing Director - The Headhunter Company | BiH  
Ricardo Cabete | Motivational Speaker, Champion of Toastmasters Europe 2017 | Portugal  
2 Representatives from the Local Industry |
| 4.00pm – 4.30pm | Closing ceremony & Handover to president of the next conference in India |
EXHIBITORS

1. Sarajevo Resort
2. Sarajevo Resort
3. FIC
4. M Investment
5. M Investment
6. M Investment
7. Real Bosnia
8. MEDIA
9. Burch University
10. Intermid
11. Sweet Home International Company D.O.O.
12. Uptrend
13. Info Studio
14. Origin Group
15. Origin Group
16. Bahrain Society for Training and development
17. Bahrain Society for Training and development
18. IFTDO

For the exhibition inquiries please feel free to contact the exhibition manager:
Mr. Mohamed El Zahar: mohamed@origin.com.bh | +973 37 763 322
INFO STUDIO

Info Studio, based in Sarajevo, was established in 1996. It is a multi-award-winning IT and software development company that seeks to provide intelligent solutions and customised software for the financial, public, commercial, and other sectors. The idea of bringing value into the market has motivated Info Studio to develop into one of the Bosnian and Herzegovinian leaders in the software development field.

FIC

Foreign Investors Council (FIC) is a non-profit business association, representing the interests of foreign businesses in Bosnia and Herzegovina. FIC mission is to advocate investment climate improvement and overall business environment in BiH for the general prosperity of future economic development. FIC deliver practical support to all investors and promote good business practices of foreign companies.
يقع المنتجع في العاصمة سراييفو بمدينة اوسينك التابعة لمحافظة حجيج، يبعد المنتجع 20 دقيقة عن المطار، كما يبعد منتجع عن وسط المدينة 30 دقيقة التي تشمل العديد من الأماكن السياحية مثل السوق القديم والمباني المعمارية التي ترجع إلى التراث العثماني القديم.

يقع المنتجع على سهل مرتفع قرابة 80 متر عن سطح البحر الذي يمنحه إطلالة خلالية من جميع الاتجاهات الاربعة ودرجة نقاء الجو وارتفاع نسبة الأكسجين.

الإطلالة الجنوبية للمنتجع جبال بيلاشنستيا التي تشتهر بالسياحة الشتوية التزلج على الجليد ومناظرها الخلابة.

- المطعم مبني على مساحة 50 ألف متر مربع
- يحتوي على أكثر من 20 مرافق خدمي، صحي وترفيهي
- يحتوي المنتجع على عدة نماذج مختلفة من الوحدات السكنية تلي جميع الطوابق
- يتكون المنتجع من أكثر من 40 وحدة سكنية بين فيل وشقق

M INVESTMENT

مجموعة إم الاستثمارية، تأسست عام 2017 في البوسنة والهرسك من خلال رجال أعمال بحرينيين خبراء في مجال العقار والهندسة المعمارية والتجارة العامة، تطلعوا إلى تشيد مشروع استثماري في بلاد البوسنة والهرسك وكذلك في ربيع أوروبا، ومن ثم أنتهج المجموعة مخطط استثماري وخيات مميزة لمن يرغب في الاستثمار والسكن في أوروبا.

وتتطلع مجموعة إم الاستثمارية في توفير الحلول العقارية لرجال الأعمال الخليجين والمساهمين والعملاء والشركاء التجاريين والمجتمع ككل لمن يرغب في التملك والاستثمار في الشرق الأوسط وقارة أوروبا.

هذا التمثال يهدف مجموعة إم الاستثمارية ومن خلال مشروعها العقاري تقدير ما هو مميز وذات جودة عالية وأفكار مبتكرة تغني ويثبت وثبات عوائد استثمارية جيدة في البوسنة والهرسك حاليا مستغالة بذلك جماهير هذه البلاد وجمال الطبيعة فيها حيث أنها تتميز بالجبال والسهول الخضراء والخلابة والضواحي والانهار الكثيرة بالإضافة إلى الموقع الاستراتيجي في قلب القارة الأوروبية.
The organising committee would like to thank the supporters of this conference.
HRD IN THE DIGITAL TRANSFORMATION ERA
EMPOWERING FUTURE LEADERS