HRD IN THE DIGITAL TRANSFORMATION ERA
Empowering Future Leaders

24th – 26th June 2019
Hotel Hills / Sarajevo
Bosnia and Herzegovina
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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, U.S.A
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, U.A.E
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 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 Miovicic
IFTDO PRESIDENT
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.

JASNA KORDA
Director
Origin Europe
WE SERVE THE ENTIRE REGION INCLUDING:

SERBIA

BOSNIA AND HERZEGOVINA

GERMANY

UNITED KINGDOM
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 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

- 63% Implemented initiatives for improving line managers’ people management capabilities
- 60% Re-engineered key HR processes
- 44% Refocused the role of the HR business partners
- 39% Implemented and/or further leveraged manager self-service
- 36% Implemented a new performance management system
- 33% Outsourced activities previously handled internally

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

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

SANJ A MIOVČIĆ
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 ŞİMŞEK 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. ABDULLA AL HAMID
Managing Director
Intermid Company
Bahrain

DR. RAMIN MOHAJER
Human Resource & Development Advisor
Information Technology Authority “ITA”
Oman

SAMEERA ALI BABA
Chief Initiatives Officer
Mubadara
Bahrain
WORKSHOPS
## PROGRAMME (PRE CONFERENCE WORKSHOPS)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>8.00am – 9.30am</td>
<td>Registration and Networking over Tea and Coffee</td>
</tr>
<tr>
<td>9.30am – 10.00am</td>
<td>Welcoming Remarks (Meet and Greet) Exhibition Networking</td>
</tr>
</tbody>
</table>
| 10.00am – 2.00pm | **3 Parallel Workshops**  
|                  | **Workshop I**  
|                  | How to Transform Your Business into Digital  
|                  | Dr. Abdulla Al Hamid  
|                  | Managing Director - Intermid Company                                |
|                  | **Workshop II**  
|                  | Design Thinking (Desirability, Viability, Feasibility)  
|                  | Dr. Sunil Gupta  
|                  | Chief Learning Officer - Ideas Management Consultancy               |
|                  | **Workshop III**  
|                  | The Coaching Spark | Cultivating Coaching and Innovation at Workplace  
|                  | Sameera Ali Baba | Chief Initiatives Officer - Mubadara                               |
| 2.00pm – 7.00pm  | **Free time**                                                        |
| 7.00pm – 10.00pm | **Official Opening Ceremony**  
|                  | IFTDO President’s Message  
|                  | Patron’s Speech  
|                  | IFTDO Chairman Introduces IFTDO Board Members  
|                  | Awarding Ceremony  
<p>|                  | Networking / Light snacks                                           |</p>
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<tr>
<th>Time</th>
<th>Event</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?  
**Riccardo Di Blasio** | Cloud Platform Solutions - DXC Technology | USA |
| 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 |
| 12.00pm – 1.00pm| **Panel Discussion: Unleashing the Future of the Labour Market**     |

**Moderator:**
**Dr. R. Karthikeyan** | Director - Gemba Management Consulting | India

**Panellists:**
**Riccardo Di Blasio** | Cloud Platform Solutions - DXC Technology | USA  
**Martin Lexa** | Executive Vice President - Molnlycke Health Care | Sweden  
**Dr. Ramin Mohajer** | HR & Development Advisor - “ITA” | Oman  
**Serdzan Şimşek** | Recruiter - Facebook | Bosnia and Herzegovina  
**Dr. Sedef Kabaş** | Founder - Sedef Kabaş Training & Coaching | Turkey
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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1.00pm – 2.00pm</td>
<td>Lunch Break &amp; Exhibition / Networking</td>
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<tr>
<td>2.00pm – 2.30pm</td>
<td>Keynote Speaker 2</td>
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<tr>
<td></td>
<td><strong>Leadership and Team Culture</strong></td>
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<td></td>
<td><strong>Arthur F. Carmazzi</strong></td>
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<tr>
<td>2.30pm – 3.00pm</td>
<td>Keynote Speaker 2</td>
</tr>
<tr>
<td></td>
<td><strong>Creative Learning Strategies in Today’s Digital Age: Lessons from Asia</strong></td>
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<td></td>
<td><strong>Tan Sri Dato Dr. Palan</strong></td>
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<tr>
<td>3.00pm – 3.30pm</td>
<td>Case Study 5</td>
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<tr>
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<td><strong>How to build a public sector’s leaders?</strong></td>
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<tr>
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<td><strong>Dr. Chien - Chung Shen</strong></td>
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<tr>
<td>3.30pm – 3.45pm</td>
<td>Tea and Coffee Break</td>
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<tr>
<td>3.45pm – 4.45pm</td>
<td>Panel Discussion</td>
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<tr>
<td></td>
<td><strong>Leadership challenges in a Digital World</strong></td>
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<td></td>
<td><strong>Moderator:</strong></td>
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<tr>
<td></td>
<td><strong>Sanja Miovcic</strong></td>
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<td></td>
<td><strong>Panellists:</strong></td>
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<td></td>
<td><strong>Valentin Ilievski</strong></td>
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<td></td>
<td><strong>H. E. Shaikh Mohammed Bin Saqr Al Qasimi</strong></td>
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<tr>
<td></td>
<td><strong>Arthur F. Carmazzi</strong></td>
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<td></td>
<td><strong>Dr. R. Karthikeyan</strong></td>
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<tr>
<td>4.45pm</td>
<td>Closing Day Two</td>
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<tr>
<td>8.00pm – 11.00pm</td>
<td>Cultural Evening</td>
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</tbody>
</table>
## DAY THREE | WEDNESDAY 26TH JUNE

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8.00am – 9.00am</td>
<td>Networking over Tea and Coffee</td>
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<tr>
<td>9.00am – 9.30am</td>
<td><strong>Keynote Speaker 1</strong>&lt;br&gt;<strong>Decoding the Global Future Talents</strong>&lt;br&gt;Prof. Malcolm Duerod</td>
</tr>
<tr>
<td>9.30am – 10.00am</td>
<td><strong>Case Study 1</strong>&lt;br&gt;<strong>Talent Development in Omega Health Care Co.</strong>&lt;br&gt;Dr. Gurvayurappan</td>
</tr>
<tr>
<td>10.00am – 10.30am</td>
<td><strong>Case Study 2</strong>&lt;br&gt;<strong>Talent LifeCycle Strategies in the Western Balkan Region</strong>&lt;br&gt;Valentin Ilievski</td>
</tr>
<tr>
<td>10.30am – 11.00am</td>
<td>Networking over Tea and Coffee</td>
</tr>
<tr>
<td>11.00am – 11.30am</td>
<td><strong>Keynote Speaker 3</strong>&lt;br&gt;<strong>Traits of Successful Leaders</strong>&lt;br&gt;H. E. Shaikh Mohammed Bin Saqr Al Qasimi</td>
</tr>
<tr>
<td>11.30am – 12.00pm</td>
<td><strong>Case Study 3</strong>&lt;br&gt;<strong>Driving high performance Culture through HR Strategy</strong>&lt;br&gt;Dr. Ghalib Al Hosni</td>
</tr>
<tr>
<td>12.00pm – 1.00pm</td>
<td><strong>Dialogue Between Generations</strong>&lt;br&gt;<strong>Culture Transformation through Creative and Innovative Generation</strong>&lt;br&gt;Moderator: Dione Williams</td>
</tr>
<tr>
<td></td>
<td>Panellists:&lt;br&gt;Serdzan Şimşek</td>
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<tr>
<td></td>
<td>Dr. Ghalib Al Hosni</td>
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<td></td>
<td>Tan Sri Dato Dr. Palan</td>
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<tr>
<td></td>
<td>Sameera Ali Baba</td>
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<td></td>
<td>2 University Students from the Balkan Region</td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
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<td>--------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>1.00pm – 2.00pm</td>
<td>Lunch Break / Exhibition Networking</td>
</tr>
</tbody>
</table>
| 2.00pm – 2.30pm | **Keynote Speaker 3 | Emotional Intelligence vs Innovation**  
Ricrdo 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  
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
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.

Event Manager:

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EUROPE

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+387 62 221 717
Sarajevo, Bosnia and Herzegovina

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EMPOWERING FUTURE LEADERS

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