

Workshop 5 – Growing and Sharing Expertise

Workshop Outline

1. Workshop Objective
2. Introduction of Panel Members
3. Key Issues to be Discussed
4. Presentations by Panelists
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1. Workshop Objective

Program:

“This workshop will explore how firms form strategic alliances to open new markets, and identify new opportunities. Consultants will share skills and optimize opportunities through strategic planning and positive collaboration”.

Key Points:

- The role of strategic alliances
- Optimizing opportunities
- Positive collaboration



2. Introduction of Panel Members – Ir. Prem Kumar, Malaysia



Electrical Engineer, with SMHB since 1985
Over 20 yrs experience in electrical and
instrumentation & controls for water and
wastewater projects

Director of SMHB Sdn. Bhd.

Heads Mechanical/Electrical Division

Active in Association of Consulting Engineers
Malaysia (ACEM – FIDIC MA) and
committees of Board of Engineers,
Malaysia

Currently Honorary Secretary, ACEM



2. Introduction of Panel Members – Michael Reyes, Philippines



Civil Engineer, President and COO of DCCD Engineering Corporation

Over 10 yrs experience in design and project management for transportation and land development projects (residential, industrial, institutional & recreational)

President of the Council of Engineering Consultants of the Philippines 2006-07 (CECOPHIL – FIDIC MA)

Member, Philippine Institute of Civil Engineers (PICE) and Road Engineering Association of the Philippines (REAP)



2. Introduction of Panel Members – Sherif M. Wassef, Egypt



Civil Engineer, co-founded Wassef Design Office in 1979

Over 30 years experience in civil and structural engineering for building and transportation projects

Principal/Partner of Wassef Design Office

Member, Syndicate of Engineers, Egypt, since 1971

Member, Egyptian Society for Consulting Engineers (ESCON)



3. Key Issues to be Addressed

1. What are the main features of a successful collaboration with a foreign firm, from the viewpoint of the developing country firm?
2. What are the main mistakes to avoid in a collaboration relationship?
3. What is the relative importance of “technology transfer” and project and firm management capability?



4. Summary of Presentations - 1

- Malaysia – key external factors- growing economy, gov't encouragement of consultants and local input, risk-taking, long term view of capacity building and ownership evolution
- Egypt – need to identify valid reason for association; key internal factors – voluntary association based on complementary skills, ability to serve client best. Success depends on mutual respect, fair dealings, commitment



4. Summary of Presentations - 2

- Philippines – experience with and benefits of outsourcing design and related services (KPO). Potential for large increases in outsourcing.
- Common points – needs:
 - Strong, stable economy (sustainable demand);
 - positive government policies and support;
 - high skill levels, both partners willing to take a long term view; and
 - commitment and systematic approach to capacity building



5. Questions for Panelists

1. What first motivated your firm to establish a collaborative relationship with a foreign firm?
2. Did the first collaboration yield the expected results?
3. If you were seeking a collaborative relationship today for your firm, what key ingredients would you seek?
4. From your understanding of the objectives of large multi-national firms, is it possible to develop truly balanced relationships? Why/why not?

