

> OPTIONAL TOURS

POST-CONFERENCE TOUR

> Saturday, 26 May (09h00 - 18h00)

- | Departure from the Hotel Altis, heading for Sintra town classified by UNESCO as a World Heritage Site [www.cm-sintra.pt]
- | Visit to National Palace of Sintra [www.pnsintra.imc-ip.pt]
- | Visit to Cabo da Roca (Cape Roca), the westernmost point of continental Europe.
- | Lunch at the O Faroleiro restaurant on Guincho beach [www.faroleiro.com]
- | Visit to Cascais, a lovely coastal town
- | Return to Lisbon, along the sea and the Tagus River, passing by some of the most important monuments and places in Lisbon, namely Mosteiro dos Jerónimos and Torre de Belém.
(Guided Tour English speaking)

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EFCA CONFERENCE 2012

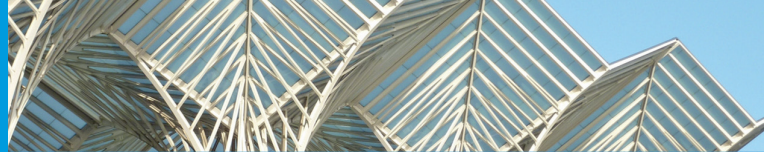
DEVELOPING THE ENGINEERING WORLD - WINNING STRATEGIES

www.efca-conference2012.com

25.May.2012
LISBON

To find more detailed information about this event, including conference registration and hotel room prices and respective forms (conference registration form and hotel booking form), please visit the web site:

www.efca-conference2012.com



Welcome to Lisbon, welcome to the EFCA GAM and Conference 2012.

APPC, the Portuguese Association of Engineering and Management Consultants, is honoured to co-organize the EFCA GAM and Conference, in 2012, year of the 20th Anniversary of EFCA.

The APPC's Board of Directors and the EFCA Organizing Committee have done their best to make this Conference interesting and successful.

Our sector of activity has been facing serious difficulties in some European countries and we can say that, in every country, the companies should re-think, re-structure and re-define their business.

The theme and the programme of this Conference are oriented towards the future, moving from traditional engineering to integrated approaches, maintaining a high level of competitiveness at international and worldwide level.

Developing the Engineering World – Winning Strategies is the single most important issue for our companies at this time. This is what we need to understand, to discuss and to define.

We will have the opportunity to hear qualified speakers, from all over Europe, with the talent to draw the audience's attention, assuring a full and thought-provoking one day Conference.

The Conference Hotel is set in a very pleasant location and disposes of all necessary facilities, and the venues we have selected for the Welcome Reception and Gala Dinner are a showcase for Portuguese hospitality.

Finally, Lisbon is a really good choice to "take a break" at the end of May.

I hope to meet you all at the EFCA GAM and Conference 2012, in Lisbon, on 24-25 May.

Victor Carneiro

President of APPC's Board



The EFCA publication 'Taking hold of our future' encourages engineering consultancies to think about a series of decisions with a view to achieving a distinct market position in the years ahead.

This year's EFCA conference on the theme '*Developing the engineering world – Winning strategies*' will build on this ambition and engage the engineering consultancy industry in a creative and courageous thinking about its future.

The conference will look into the changing market and economic conditions and global challenges and try to answer whether engineering consultancy firms are prepared to face the next decade successfully.

The conference features speakers from different walks, including banks, insurance brokers, major clients, small and large consultancies, industrial consultancies, academics and contractors.

Conference participants are drawn from senior levels across the engineering consultancies along with stakeholders and the young professionals' community.

I look forward to welcoming you in Lisbon on 25 May 2012 at the meeting point for European engineering consultants.

Jan Bosschem

President of EFCA's Board

DEVELOPING THE ENGINEERING WORLD WINNING STRATEGIES

> Friday, 25 May 2012



09h00 Welcome

- | Victor Carneiro, APPC President
- | Jan Bosschem, EFCA President

Plenary: setting the scene

09h15 | Leontien de Waal, Industry analyst at Rabobank,
Growing pains in a globalising world

09h35 | Fernando Barbosa Teixeira, Director,
Project and Investment Division at EDP

09h55 | Panel discussion with Robert Reith, 1st EFCA President,
Jan Bosschem, the current EFCA President
and Geoff French, FIDIC President
Q&A

10h40 Coffee break

11h10 Do we know how to grow in our business?
(moving from engineering projects to developing
the initiation of projects)

- | *Keynote:* Yann Leblais,
Global Director Infrastructure Arcadis
- | *Speaker 1:* Peter Paul Leutscher,
Director Client Development at Marsh
- | *Speaker 2:* Daniel Santos, Head of Project Finance
Department at Investment Bank Caixa BI
- | Short reply from a Manager & a Young Professional
Q&A

12h10 Announcement of the winner of the Young Professionals (YP)
Presentation of the winning YP project

12h40 Lunch break

14h00 Do we know how to satisfy our clients?
(product leadership, internationalisation
and engineering contracting, winning strategies?)

- | *Keynote:* Mads Søndergaard,
Executive Director Niras A/S
- | *Speaker 1:* Hubert Labourdette,
Director General Assystem Ingénierie
- | *Speaker 2:* Alexandre Portugal,
Executive Director COBA, SA
- | Short reply from a Manager & a Young Professional
Q&A

15h00 Coffee break

15h30 Are we prepared for winning strategies?

- | *Keynote:* Michiel Jaski, CEO Grontmij:
Do we focus on internal innovation, change?
- | *Speaker 1:* Luisa Todini, President of FIEC
- | *Speaker 2:* José Tribolet,
Professor at the Instituto Superior Técnico (IST)
of the Technical University of Lisbon, Portugal
- | Short reply from a Manager & a Young Professional
Q&A

16h30 Wrap-up session

Moderator: Jacki Davis

> YOUNG PROFESSIONALS

The Young Professionals (YP) Forum has grown into a dynamic and valued element of the annual conference format. The meetings and networking events provide the opportunity for YPs from all over Europe to discuss and exchange experiences between the present and future leaders of the sector.

> Wednesday, 23 May 2012

20h30 **Arrival and informal get-together**

Venue: The Decadente restaurant/bar



> Thursday, 24 May 2012

Morning: YP Forum (08h30 - 13h00)

Hotel Altis, Lisboa Meeting room

Moderator: José Amorim Faria, APPC Board member

| Welcome

| Animated and interactive skills session with guest speaker **Aart Bontekoning**, "Managing generational and cultural differences for a company's future success"

| Winners of the 2012 Young Professionals competition

| Building the YP network; nationally and internationally. FIDIC – EFCA YP collaboration and joint initiatives

| Conclusions and upcoming activities

Afternoon: site visit to Waste Water Treatment Plant in Alcântara, Lisbon (transfer by bus)

Evening: YP Dinner in downtown Lisbon

> Friday, 25 May 2012

EFCA Conference with active participation from YPs in the panel sessions, plus the award ceremony of the 2012 Young Professionals competition.

Evening: Gala Dinner at the restaurant Cozinha Velha

3 reasons why YOU should go to Lisbon, and why your line manager should encourage you to attend:

- > New knowledge
- > Take home insights from European leaders into how your firm will need to adapt and transform to prepare for success in the next decade
- > Generate potential new partners and new business

> VENUE & HOTELS

CONFERENCE AND GAM

The Conference Hotel is the **Hotel Altis**, a 5 star hotel located in Rua Castilho, 11, near the main street of Lisbon.

All the meetings take place in different Conference Rooms of this Hotel [www.altishotels.com], as well as the lunches on the 24 and 25 May.

Hotel Altis is the recommended hotel for your stay.



WELCOME RECEPTION

> Thursday, 24 May 2012, 19h30 - 23h30

Boat trip on the Tagus River, including dinner.

The boat programme, entitled "Lisbon seen from the river", lasts for 3h30, including an exceptional view over Lisbon from the water. [www.lvt.pt]

GALA DINNER

> Friday, 25 May 2012

The **Gala Dinner** takes place at the restaurant Cozinha Velha, [www.pousadas.pt], close to the 18th-century Queluz National Palace [www.pnqueluz.imc-ip.pt]

