



Interview to:

**David Martínez**

*CIFMers Director*



David Martínez, CIFMERS GLOBAL Director, has led many professional events related to FM on both sides of the pond. Today we get his vision on the sector, which has been built upon the inputs he has received in different countries.

**1. Since its inception, CIFMERS GLOBAL has expanded its geographic reach, what motivates this international interest?**

The goal has always been the same, the promotion of Facility Management. We have focused in two main purposes. The first one is helping the market basis, because we believe there is where the seed that will make FM grow is, and the second, to promote and disseminate the activities of FM in general.

To achieve the first aim, we created the event called LSDFM –The Week of Facility Management –, to help in the foundation of local associations.

The second objective is addressed with congresses and conferences, broadcasted in several languages. This shows this discipline not only to the professionals of the industry, but also to those evaluating this speciality as their future profession, or even to the managers that identify the added value of these activities to their companies.

After three years, we have succeeded in the foundation of local FM associations in Panama, Chile, Mexico and Peru. We also helped to change the name of the association that already existed in Colombia and this year we will be in Costa Rica. As in LATAM most of the countries do already have their associations, we have turned our eyes into Europe and for the first time, we will celebrate our event in Serbia.

The international Conference (CIFMers) will be held again in Madrid in September, with the slogan “Madrid, International Capital of Facility Management”. Moreover, we have organized an equivalent event for Latin America, the first CIFMers LATAM, in Bogotá, Colombia.

**2. Due to your personal activity as FM speaker in many countries, you have seen the stronger trends in every region. Which ones are the strongest globally?**

Trends depend on the level of maturity of the market and where they want to go, as it also affects the level of recognition of the discipline itself. In almost every country, all industries consider Services Management as a core activity of FM. But some other activities, like Workplace or Sustainable Energy Management, are slowly being identified as to be part of Facility Management.

A strong tendency is that companies are asking for committed services providers, looking for proactive ways in the way they perform their services, which we are already standardizing in service levels.

**3. Knowing many markets with different levels of maturity, in your opinion, what are the lessons newest markets can give to more mature markets?**

This question easier than the previous one and the answers is very clear to me: we must share best practices and experiences and listen to other fellow professionals speaking about how they do things, which does not mean that they are doing them better, but it will certainly help us identify aspects that can be useful for our activity. I have seen that the Latin American market is much more open to listen and learn than our Spanish market. In most Latin American countries big companies are willing to listen and foremost they want to learn how to do things differently.

**4. Do you think there are still obstacles to make visible the added value Facility Management provides?**

It may seem paradoxical if I say that one of the obstacles that FM faces is FM, both the manager and the discipline itself. Let me explain: the FM discipline includes so many aspects with-in any business Management, that it can become unclear. It seems, as they often say, that we can just do a bit of everything. On the other hand, the Facility Manager is fully dedicated to daily tasks. A FMer's daily tasks has him/her completely blocked and they have no time to go to the needed “offices” in order to demonstrate his/her added value to the company, and, therefore, not going much further that just concentrating on the building daily operational needs.