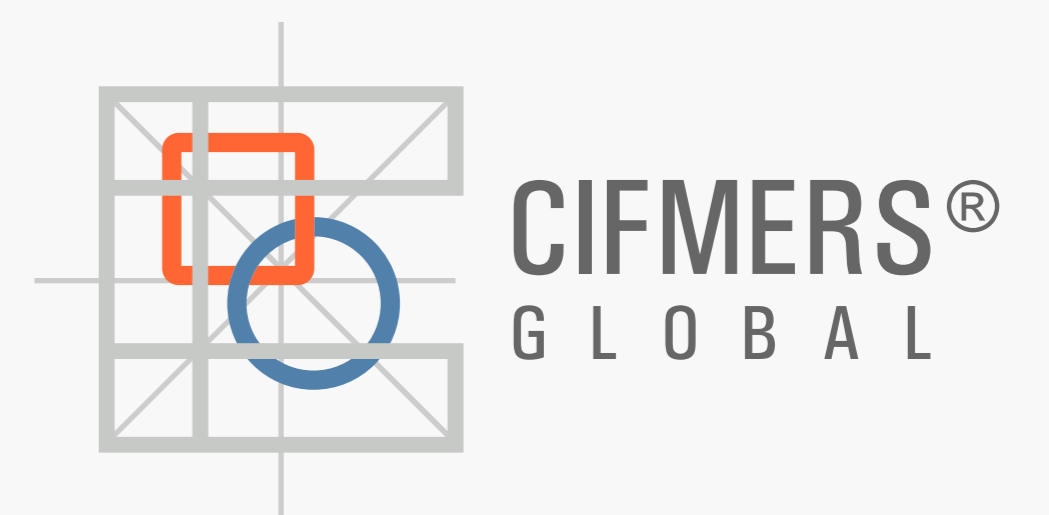




Interview with: **Daniel Luna**

Chairman of the Mexican Association of Facility Management and Ambassador of EuroFM



Today we are interviewing Daniel Luna, Chairman of the Mexican Association of Facility Management and Ambassador of EuroFM. Daniel will take part at the next edition of CIFMers Latam in Mexico City and today he shares with us his views on the state of FM in Latin America.

1.- The Mexican Association of Facility Management is a very young organisation, formed a little over two years ago at the LSDFM event. What has been the secret of such rapid growth and what is its current state?

Rather than a secret or magic formula, what it has enjoyed and still enjoys is the quality of the people that make up the Association; capable, professional and successful people who are highly committed to its ideals in the face of the need to attend to one of the concerns of industries and companies regarding the discipline of FM in Mexico. Steadfastness and dedication have been the keys to success; not only good proposals, but also taking action. The Mexican Association of Facility Management (AMFM) is now established and in the process of guaranteeing the intellectual property of all the work carried, as well as the work of creating different social networks and our website, in order to begin registering members to be part of this great project.

2.- How is the Facility Management market in Mexico with regard to other Latin American countries?

Many Mexican and international companies in Mexico manage, plan and develop the discipline of FM by using international references, and many other companies are dedicated to providing a FM service. I think that we are fairly close to and on an equal footing with other Latin American countries, but what I can say is that there is no specialization or degree course in Latin America like there is in European countries, despite the high demand and great need. This is where our Association is constructing a pillar, creating the plans required to attend to this large segment. The opportunity to remain active at conferences, such as CIFMers Latam, enables us to keep our eyes and expectations open to the reality of what we are facing in Latin America, thereby permitting us to organise and act, as well as to react.

3.- On a personal level, you have been appointed Ambassador of EuroFM. What does this appointment entail?

Indeed, I have been appointed Ambassador of EuroFM in Mexico and this for me is a great honour and a privilege. The fact that the European Facility Management Network has included Mexico in the programme to disseminate the discipline shows that Mexico is a country that is familiar with, works with and manages the discipline of FM, and is seen as part of a potential that must be harnessed. EuroFM has a very clear vision of the short- and long-term future, and Mexico is no exception. My job as Ambassador is to spread the knowledge, goals and work programmes of EuroFM to every corner, company and educational institution, such as the country's universities, by fostering the discipline of FM.

4.- Mexico City will host the next edition of CIFMers Latam. What can you tell Facility Managers about this event?

I can tell them with great certainty that it is an event that cannot be missed, since it will enable us to learn about expectations, realities and where we are going with regard to FM, as well as to share the many experiences of professionals and companies that apply FM on a daily basis. It is an event that provides many tools and much knowledge, enabling us to reflect and even change strategies in what we are doing, and replace them with those being carried out by other people or companies that are great success cases. Attendees will be able to learn about the interpretation and implementation of the Standard ISO 41001. The knowledge that is acquired does not only apply to Mexico, but also enables us to see the reality of Latin America by exchanging experiences with colleagues from other countries. Ultimately, I suggest that nobody, whether they work in facility management or not, misses this great opportunity, more so in Mexico, since it will be a great opportunity to expand our expectations in the face of a future that is already here and from which more and better opportunities will come.