

Industry Relations Sub-Committee (IRSC) report

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A. GENERAL INTRODUCTION

This report is intended to cover the period April-July, 2011. All items highlighted in this report reflect changes to the prior report produced in March 2011 that covers the period October 2010 – March 2011.

INDUSTRY RELATIONS SUBCOMMITTEE MEMBERS

- Ghaleb B. Al-Dandan - Coordinator
- João Figueiras, Member

The Industry Relations Sub-committee (IRSC) is part of the Technical Activities and is intended to strengthen the relationship with industry by addressing industry requirements for the purpose of fostering better collaboration between IEEE and the industries within R8.

IEEE Region 8 has initiated several initiatives to support the industry such as the Energy Initiative; Industry Continuing Education (ICED) Program as well as the introduction of the new EnergyCon conference. The continuing education and conference activity is held in collaboration with the Educational Activities Sub-committee (EASC) and Conference Coordination Sub-committee (CoCSC), respectively.

IEEE R8 IRSC has focused its efforts in the last several months to introduce new continuing education programs and certification support as well as to support new conferences and symposiums. The IEEE Region 8 Standards Coordinator showed their support to develop specific programs tailored to the industry as well as IEEE Communications Society showed interest in working with IEEE R8 to further their existing certification initiatives. Various Sections showed interest in utilizing the ICED speakers lists that will be developed further as new candidates are introduced

B. IRSC MAIN OBJECTIVES

Among the main objectives of the IRSC are:

- Bridge the gap and enhance relationships between industry, government, academia and IEEE
- Influence industrial organizations to support the involvement of their staff in IEEE activities
- Urge people from industry to join IEEE and benefit from its conferences, products and services.

- Establish and increase contact(s) with industry
- Make industry in Region 8 aware of IEEE
- Advertise and promote IEEE's vision, mission, conferences, products and services to Region 8 industry
- Emphasize mutual benefits and possible cooperation

C. IRSC ACCOMPLISHMENTS

Accomplishments (Oct. 2010 – Mar. 2011)

Energy Initiative: Activities on the Energy Initiative are still ongoing with the main focus in 2010 was to introduce the new EnergyCon conference to region 8. This conference was a major success in all aspects from technical to the overall management of this event. More than 1000 participants attended this conference that was held for the first time in Bahrain during the period December 18-22, 2010. (<http://ieee-energycon.org/2010/>)

Within this conference IEEE R8 was able to conduct several activities in the same conference venue that reflected positively within our industry. The following were conducted as part of this conference:

1. Technical Conference Tracks
2. Two days Pre-Conference tutorials
3. One Day Standards Workshop (Jointly Organized with IEEE-SA)
4. R8 Leadership Workshop
5. Women In Engineering (WIE) Forum
6. Major Exhibition in IT and Power

Details and lessons learned about this conference will be discussed as part of the CoCSC Meeting that was held on Friday, 25 March 2011.

Another ongoing activity was the creation of special brochure addressed to Energy companies that was completed in April, 2011. Also a list of major Energy Industries within the Gulf countries is currently under enhancements to incorporate new companies along with their main focus areas of interest.

Ahead of the Region 8 meeting (on 24 March 2011), a meeting with the IEEE Standards Association (IEEE-SA) was arranged. The meeting highlighted the role integration of standards education can play for industrial professionals attending IEEE conferences. The particular meeting was co-hosted by IEEE-SA, and the 2011 IEEE-SA President Mills attended the meeting.

ICED Initiative: Industry Continuing Education is considered as one of the main strategic focus for most industries to develop their workforce. IEEE Region 8 realized its importance and has initiated an initiative to support the industry. Various topics of interest have been



identified after consultation with several industries as well as some industry speakers were selected (after careful evaluation) to address some of those topics (refer to the following web link for more details:
http://www.ewh.ieee.org/reg/8/cms/index.php?option=com_content&view=category&layout=blog&id=57&Itemid=400010

Section chairs, society chapter chairs and other IEEE event coordinators can utilize this list to seek services from those Industry lecturers. Funding and request forms were placed online (May 2011) after a successful review by ICED committee members.

Some industry speakers have already presented in the Gulf countries and initial feedback was very positive. It is our plan to capitalize on those speakers and others to support some of the R8 requirements

IRSC Accomplishments (April – July 2011)

Energy Initiative: Activities in this initiative is progressing in several directions. Preparation for Energycon2012 (9-12 Sept. 2012, Florence, Italy) is ongoing and we have identified several industry speakers and tutorials that will be delivered in this conference by capitalizing on the prior success of EnergyCon 2010. Initiated discussions with IEEE Standards Committee during the London meeting to Plan in supporting EnergyCon 2012 similar to the planned activities for EnergyCon2010. This proposal will be discussed with the EnergyCon2012 Organizing Committee to ensure that topics of interest are covered.

Within Saudi Arabia various Industries will be participating in new upcoming events that will be planned in 2012. Various coordination Meetings have already started with our IEEE Saudi Arabia Subsection in Jubail to organize technical as well as educational conferences to be held in Jubail where most Petrochemical industries are located. These events will be supported by the Saudi Arabia Royal Commission in Jubail, IEEE and other bodies who will act as technical co-sponsors of those events.

Certification courses tailored to energy companies will also be established similar to the Wireless Certification course. Meetings with several energy Industries will be planned towards the 4th Quarter of 2011 / 1st quarter 2012 to ensure that all selected courses as well energy industry requirements are being addressed. Standards Courses in various energy related topics will also be addressed during the upcoming planned periods

ICED Initiative: Industry Continuing Education programs will continue to be held in different parts of Region 8. All procedures and guidelines to request Industry Lecturers were posted in region 8 website and being communicated to all region 8 sections. Received several requests and currently in the final stages of identifying one course to be offered in Saudi Arabia and another one in Lebanon. Also Germany section is evaluating the list of speakers as well as we have received request from Iraq section.

Held Meeting (late Apr. 2011) in Saudi Arabia with IEEE Managing Director, Education Activities, IEEE R8 TA Vice-Chair and other members from both education Society, IRSC

committee and other invited attendees to discuss Industry requirements for Continuing education programs. Topics of interest were discussed and currently under evaluation by IEEE Education Activities

Also during this period we have started to evaluate establishing an Industry Award whereby selected individuals and companies will receive awards for their active support in bring IEEE closer to the industry.

D. IRSC PLANNED MAJOR ACTIVITIES for 2011

Several activities are currently planned for 2011. To ensure that priority activities are being addressed properly, the upcoming IRSC Meeting/workshops in London addressed key issues related to the industry. The outcome/recommendations of those workshops (March 25, 2011) assisted in shaping IRSC deliverables for 2011 (and will probably impact 2012).

The following are the current planned IRSC major activities for 2011:

1. Continue our activities as part of the Energy Initiative and consider request for a new initiative committee (NIC) proposal to expand this effort.
2. Capitalize on our success as part of the ICED initiative and start the deployment of industry lecturers in within R8. Finalize the funding procedure and the application request forms.
3. Continue the collaboration between IEEE-SA and IEEE Standards Coordinator to support various IEEE events and industry requirements in Region 8.
4. Review the possibility of introducing new initiative related to the Environment especially the impact of energy companies on our environment
5. Continue collaboration with IEEE R8 Conference Coordination Sub-committee (CoCSC) and insert industry tracks at Regional Conferences as appropriate.
6. Explore stronger collaboration with Energy companies in Europe especially in the area of alternative and renewable energy.
7. Recruit additional active volunteers and funding as necessary for Region 8 IRSC.

It is envisioned that the role of IEEE R8 IRSC will increase as industry requirements are continuously changing due to new technological development as well as the need for additional services to support the industry. IRSC within IEEE Region 8 will continue to monitor and respond to those changes based on the following focused areas that have been highlighted in the IRSC workshops that was held in London in March, 2011:

1. Workforce Development
2. Leadership Courses
3. Networking forums (Technical and Social)



4. Customized Packages for Industry
5. Creating Value Proposition
6. Establishing Industry Advisory Board
7. Creating Industry Awards

Planning for most of the above activities will be started in 2012 but some will be addressed in 2011 such as Workforce development that is currently being done through addressing Continuing education and certifications as well as Creating Industry Awards.