

Industry Relations Sub-Committee (IRSC) Report

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A. GENERAL INTRODUCTION

This report is intended to cover the period August 2011- March 2012. All items highlighted in this report reflect changes to the prior report produced in August 2011.

INDUSTRY RELATIONS SUBCOMMITTEE MEMBERS

- Ghaleb B. Al-Dandan - Chair
- Fulcieri Maltini, Member
- Axel Richter, 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 continues to focus its efforts to introduce new industry continuing education (CE) programs and certification *support* as well as to support new conferences and symposiums as required. The IEEE Region 8 Standards Coordinator showed their support to develop specific programs tailored to the industry as well as IEEE Communications Society (ComSoc) showed interest in working with IEEE R8 to further their existing certification initiatives. Various Sections showed interest in utilizing the ICED speaker's lists that will be developed further as new candidates are introduced.

During this period two new members joined the IRSC Subcommittee (Fulcieri and Axel) for the year 2012. Special thanks go to João Figueiras who was a previous IRSC member for the year 2011. Due to the increased importance on industry related activities, the overall plan was discussed thoroughly in January 2012 with the new subcommittee members as well as with the Vice-Chair: Technical Activities, Region 8. The role of the Industry Relations Officers (IROs) will be reactivated to produce tangible results at section level as well as collaboration with both CoCSC and EASC will continue to be developed. At the region 8 meeting, joint sessions with these SCs have been proposed. Coordination between IRSC team and the new IEEE office in Belgium has already started through a visit by two of the IRSC members to Karine Iffour, Director: Business Development - Europe. The provision supports the call of IEEE President Gordon Day who has recently established an IEEE Board of Directors (BoD) level Ad Hoc committee, where David Law was appointed by President Day as the chair of the particular Ad Hoc.

A new Industry Award motion will be presented (most likely as a consent agenda item) at the R8 meeting along with various topics during the planned IRSC workshop on Friday, 30 March 2012. Discussions are currently ongoing with Lebanon section to hold risk management tutorial in the 3rd quarter, 2012 as well as with the Saudi Arabia section & the Communications Society regarding wireless certification course. The relationships to these workshops are helpful, as it may enhance the activity of a future conference: the IEEE Lebanon Section has submitted a conference bid to host MELECON'14. The Region 8 CoCSC has reviewed the bid and provided feedback to the IEEE Lebanon Section, and finalization is expected at the upcoming Region 8 meeting.

B. IRSC MAIN OBJECTIVES

Among the main objectives of the IRSC are:

- Bridge the gap and enhance relationships (synergy) between industry, research, 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

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 1,000 participants attended this conference that was held for the first time in Bahrain during the period December 18-22, 2010. (<http://ieeenergycon.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 2011– July 2011)

Energy Initiative: Activities in this initiative is progressing in several directions. Preparation for EnergyCon 2012 (9-12 Sept. 2012, Florence, Italy) is ongoing and we have held prior discussions with Italy section chair if they will require any support for industry speakers and tutorials to 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 EnergyCon 2012 Organizing Committee.

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.

IRSC Accomplishments (August 2011 – Feb 2012)

Conducted two industry continuing education tutorials in Saudi Arabia as part of the ICED Program (Renewable Energy and another one about Grounding for Industrial systems). Both were able to attract more than 150 professionals from the industry. The plan is to implement such programs in other parts of R8 after this initial success. Special consideration will be for countries that require such training such as East European countries, Middle East and Africa or others as deemed necessary.

As further detail to the earlier mention: the industry award motion has been finalized by the committee, and also received the approval of the Region 8 Awards and Recognition Committee (R8-ARC). A further plan is to develop the relevant criteria after the motion receives approval by the Region 8 committee. Started to review and update the IROs roles and responsibilities that is intended to be communicated to all section chairs during the R8 committee Meeting in Berlin.

Forwarded a proposal to the Aramco office in Leiden to host one day event to bring industry leaders, IEEE and other international bodies together in one high level symposium that will focus on Renewable Energy practices and technologies. The proposal is currently under review by Aramco.

Efforts will continue to capitalize on the success of EnergyCon 2010 to support EnergyCon 2012. Recommendations were forwarded to the EnergyCon 2012 organizers to hold a concentrated half day discussion on lessons learned and practices adopted in EnergyCon 2010 that led to its success. Liaison between the IEEE-SA and EnergyCon 2012 organizers is also underway. Meanwhile, a proposal to host EnergyCon 2014 has been received by the Region 8 CoCSC. The CoCSC is currently reviewing the bid from the IEEE Croatia Section, and IRSC intends to couple with the conference to move forward previous cooperative initiatives to a new level.

Initiated discussions with Industry Applications Society (IAS) to work jointly in a petrochemical conference to be introduced for the first time in R8 / Middle East. This conference will target the new Petrochemical industries that have expanded heavily especially in the Gulf Countries with billions of US dollars of investment in the next several years.

Started the activities to contact all section chairs within R8 to activate the role of the IROs and currently reviewing the roles and responsibilities of those officers to capitalize on their presence. Periodic reporting will be established to ensure industry activities within all R8 are being exposed to all sections, society and council chapters in that region. Selected active individuals will handle regional industry activities as deemed necessary.

Also a discussion is underway to investigate the possibility of collaboration between IEEE R8 and EU Technology Platforms and Joint Technology initiatives. This is intended to strengthen IEEE position to act as a catalyst between major industries, universities and research centers in Europe and will ensure that IEEE is not kept in isolation of such major EU initiative.

Finalized the high level plan for the IRSC subcommittee activities for 2012-2013. This plan will be used as a foundation for our activities during the plan period. A detailed implementation plan with measurable targets will be discussed with the IRSC members and Region 8 Vice-Chair, Technical Activities after the IRSC consolidates the inputs of the participants who will attend the IRSC workshop in 30 March 2012 as part of the R8 meeting in Berlin. A Region 8 news article will also be composed for the wider communication to our members-at-large.

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.

The following are the current planned IRSC major activities for 2012:

It is expected to continue our planned activities for 2011 as most activities as still valid and require continuous improvement on. We elected to elaborate on some of those activities that are envisioned to be conducted during the plan period 2012 (with possible continuation in 2013):

1. Establish strong Collaboration with IROs
 - a. Obtain an updated list of all IROs
 - b. Establish guidelines for IRO roles and responsibilities
 - c. Obtain report from all assigned IROs in their activities

- d. Provide critical review of the IRO activities and how to improve that
 - e. Identify active IROs for possible recognition
 - f. Encourage IROs to participate in R8 flag conferences and support industry tracks
 - g. Conduct one WebEx call (supported by InterCall telephone conference service) with IROs
 - h. Provide recommendations to hold one face to face meeting with active IROs and come-up with the estimated budget for that meeting . This source of this budget will be further discussed with R8 TA Vice Chair.
2. Promote and enhance ICED offerings within R8 and capitalize on ICED approved speakers list:
 - a. Encourage all R8 sections and general conference chairs to utilize the ICED speakers list
 - b. Update and Expand the Speakers list to include other qualified industry speakers (provide recommended list of speakers to be added to the list along with their Bio data)
 - c. Recommend certification programs based on industry needs
 - d. Collaborate with all involved IEEE bodies to support Industry CE program within R8 by addressing industry needs
 - e. Support R8 flag conferences in their continuing education needs
 3. Collaborate with R8 CoCSC to ensure industry tracks and sessions are established in all R8 flag conferences
 - a. Collaborate with R8 CoCSC chair and/or general conference chairs to provide statistics for Industry participations in major R8 flagship conferences and ways to improve that percentage
 - b. Propose speakers for the various industry sessions and tracks on as required basis
 - c. Work with CoCSC to ensure IROs are part of the conference organizing or technical committee
 4. Continue Strong Collaboration with IEEE-SA and IEEE R8 Standards Coordinator
 5. Identify major Energy companies in Europe and perform high level assessment of their needs and requirements
 - a. Select two companies in Middle East/ Gulf Countries
 - b. Select three major Companies in Europe
 6. Establish Collaboration between selected Major Institutes, Universities Research centers and the Industry.

Capitalize on IROs and active members to drive this forward.
 7. Collaborate with R8 Member Development Committee (part of Vice-Chair: Member Activities, Region 8) to identify all industry members and provide them with regular updates on IRSC Activities
 - a. Share with industry members Industry CE activities
 - b. Establish survey forms to obtain feedback fro industry members
 - c. Share the industry tracks and sessions for all R8 conferences with Industry members
 8. Evaluate the need to establish Environmental New Initiative (apply for seed fund through the IEEE new initiatives committee (NIC))
 9. Continue our efforts in Energy Initiative and ICED initiatives and consider request for a new initiative Committee (NIC) proposal to expand the effort as needed
 10. Establish guidelines and criteria for industry award and continue to collaborate with R8-ARC.