

MEDIA RELEASE

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GUEST SPEAKER, BOUDEWIJN NEIJENS, ADDS VALUE TO ASSET MANAGEMENT AND FIFTH SAAMA CONFERENCE

In less than a month the Southern African Asset Management Association (SAAMA) will host its fifth physical asset management conference from 4 to 6 June 2018 at the Lord Charles Hotel in Somerset West, Cape Town.

SAAMA delegates can expect to be equipped and encouraged by a panel of academic researchers, experts, local and international speakers, leaving attendees with renewed energy and focus to approach the many challenges currently faced by asset management in Southern Africa.

With the content of this year's conference focusing on "smarter" approaches to enterprise asset management, organizers are thrilled to introduce another exceptional speaker to the already unprecedented panel, namely Boudewijn Neijens.

Boudewijn holds a master's degree in Mechanical Engineering from the University of Brussels and MBA from INSEAD in France. He is currently the Chief Marketing Officer at Copperleaf in Vancouver, Canada, where he works with large asset intensive corporations around the world to refine their asset management practices in the areas of Asset Investment Planning and Management, decision support systems and risk-based planning models. He is the Chair of the Canadian chapter of the Institute of Asset Management, the convenor of Cigré's workgroup on the use of ISO55001 in utilities, and convenor of ISO's workgroup on ISO5500x communications. Boudewijn is also Vessel and Equipment Manager at the Royal Canadian Marine SAR, a volunteer search and rescue organization operating over 60 fast rescue vessels along the rugged Pacific coast of BC.

Boudewijn will be sharing insights on two subject matters – delivering value across the organization and value based decision making. In his first session he will focus on asset management as a strategic discipline. Because, as he emphasises, the concept of value itself has evolved to include the perspectives of all stakeholders, which now requires managers to approach asset management on an increasingly strategic and holistic level. Despite efforts by the Institute of Asset Management that has developed a large body of knowledge to support

organizations along their asset management journey, one question remained largely unanswered, ‘How to demonstrate the value of asset management in tangible terms’. However, during Boudewijn’s presentation he will share findings of recent work done that sheds some light on this key aspect, showing that asset management is indeed a good investment.

When it comes to value based decision making this session explores various commonly used methods for determining value, from simple financial methods such as Benefit-Cost Ratio or Internal Rate of Return to more elaborate multi-criteria decision making methods such as quantized scoring, pairwise comparison and value-based decision making. According to Boudewijn, companies acquire and manage assets because of the value they bring to the corporation, consequently spending money and time maintaining and sustaining these assets to preserve their ability to deliver value. Yet many companies struggle with how to define, measure and communicate value. With this session, delegates will get the opportunity to learn how to build a Value Framework by identifying the value criteria that matter most to the corporation, aligning all criteria to a common evaluation scale, and using these criteria to decide what actions or investments deliver the highest value to the corporation. Boudewijn will conclude with some examples of how Value Frameworks are deployed in practice in asset intensive organizations.

For more information or to register, go to: <http://saama.org.za/cpd/conference-2018/about>