



**Media Contact:**

J. Scott Punk, APR  
+44 (0)7.824.436.422  
+1.703.558.3183  
[jspunk@esi-intl.com](mailto:jspunk@esi-intl.com)

**FOR IMMEDIATE RELEASE**

**Advice for Project Managers - Expect the Unexpected**

*Free breakfast Seminars in Qatar and Kuwait to Provide Project Management  
'Success Kit' for the Financial Crisis*

**DUBAI, UAE – 12 Mar. 2009** – The economic slowdown has provided an ideal opportunity for the Middle East to rebuild a previously overstretched and fragmented project management culture, according to a leading industry instructor.

"Over the past decade the region has emerged as one of the most fertile mega-project areas in the world with the resources and will to build ever more ambitious cities," said Ashraf Elkhodary, PMP, ESI Senior Instructor, who will be providing a series of free breakfast seminars on project management in the financial crisis in Qatar and Kuwait.

"Previously, project management culture and capability struggled to keep up with the hectic pace of progress and development, often resulting in fragmented and dysfunctional project management functions," said Elkhodary, who has more than 15 years experience managing and sponsoring projects and programmes.

"Now, with the current slowdown, is an ideal time for organisations to take stock and build truly world class project delivery capability ready for the challenges of the future. For, in spite of the impact of the economic environment, there still remains a wide array of projects in the region. But many will undoubtedly face new challenges. The best way to prepare to meet those challenges will be to expect the unexpected.

"Developing the potential of the Gulf's young project management workforce will also become more important with the shift in the economic environment. The companies that will stand above their competitors will be those that train and develop their people to the highest level," said Elkhodary.

Elkhodary will be conducting the free, two-hour Project Management Success Kit breakfast seminars on Sunday, 22 Mar. at the Marriott Hotel, Doha, Qatar; and Tues. 24 March at the Holiday Inn Downtown, Kuwait City.

Elkhodary said, "In the seminars we will be focusing on the tools required for an integrated project management approach and providing participants with the framework for success in organisational project management."

Elkhodary has held numerous project management related positions throughout North America and the Middle East and has more than 40 certificates in management, radiation protection, problem solving and training management and delivery.

For more information, please visit [www.esi-intl.ae](http://www.esi-intl.ae)

-ends-

**Note to editors:** The breakfast seminars are part of a series of educational courses offered by ESI International that have been created for project managers and people involved in project work who seek a foundation in project management methodology and best practices. ESI covers a range of project management issues, such as planning and scope, risk management, scheduling, leadership and more.

**About ESI International**

ESI, a subsidiary of Informa plc (LSE:INF), helps people around the world improve the way they manage projects, contracts, requirements and vendors. In addition to ESI's more than 100 courses delivered in 18 languages at more than 75 locations worldwide, ESI offers nine certificate programs through our educational partner, The George Washington University in Washington. Founded in 1981, ESI has regional headquarters in London, Singapore and Washington. To date, ESI's programs have benefited more than one million professionals worldwide. For more information visit [www.esi-intl.ae](http://www.esi-intl.ae).