



ME Dynamics

The official Newsletter of ASIS International in the Middle East

September 2015, No. 21

In This Issue

ASIS MIDDLE EAST NEWS

ASIS International to Establish Oman Chapter

ASIS Sweden Chapter Board Member Kärki Relocates to Dubai

ASIS INTERNATIONAL NEWS

ASIS Security Spotlight Focuses on Preparedness

Free Career Coaching and Résumé Review Session at ASIS 2015

Free Webinar: Building and Maintaining a Professional Network

VIEWPOINTS

From Military to Management: Ten Tips for a Smooth Transition

Profile of an Active Shooter

MIDDLE EAST OVERVIEW

Millions of Fake Products Seized in Dubai

Saudi Arabia Tightens Security Ahead of Hajj

EDUCATION AND EVENTS

ASIS International 61st Annual Seminar and Exhibits

ASIS Middle East News

ASIS International to Establish Oman Chapter



Old Muttrah, Muscat

By John Cowling

ASIS International chapters exist in the United Arab Emirates, Qatar, Bahrain, and Saudi Arabia, with each holding regular training sessions and chapter meetings. Now, the ASIS regional leadership is establishing an Oman Chapter to create educational and networking opportunities for security professionals in that country.

A [local website](#) for the Oman Chapter has been launched to provide general information regarding member benefits, joining ASIS, and publications that are available to members.

A [LinkedIn group](#) has been created to help members connect.

For more information on the new chapter, [e-mail John Cowling](#).

[ASIS Middle East 2016
Registration Open Soon](#)

[ASIS China 2015 Registration
Now Open](#)

[ASIS Europe 2016: Last Chance
to Present in London](#)

[Global Agenda](#)

[Professional Development](#)

Stay Connected!



Did You Like This Issue?

The ASIS International EMEA Bureau strives to present content of the highest quality to ASIS members.

Please contact the [editor](#) to provide feedback on this newsletter or to submit an article for publication.

**ASIS International EMEA
Bureau**

Queries about ASIS International Middle East events, membership, benefits, resources, or certification, can be addressed to: middleeast@asisonline.org

Middle East Links

Visit the ASIS Middle East 2014 event Web site:
www.asisonline.org/dubai

Visit our Middle East chapters' websites at the following links:
www.asisabudhabi.com

www.asisdubai.org

www.asisbahrain.org

www.asisqatar.org

Not Yet a Member?

The top reasons you benefit from becoming an ASIS International member:

- Unrivalled networking opportunities with more than 38,000 of your industry peers.

John Cowling is Region 12-A assistant regional vice president, secretary of the Dubai Chapter, and senior consultant for Control Risks

Sweden Chapter Board Member Kärki Relocates to Dubai



Andreas Kärki

By Marie Agélii,

This autumn, Andreas Kärki, a member of the ASIS International Sweden chapter board, will take up the position of general manager, Agile Security Force LLC, U.A.E., based in Dubai. The Sweden Chapter wishes Kärki all the best, and at the same time congratulates the Dubai Chapter on the arrival of a new member of its growing community.

Marie Agélii, Marketing and Communication, ASIS International Sweden Chapter and Business Development and Marketing at Bravida Fire & Security.

Articles for the next *ME Dynamics* can be submitted until October 5.

ASIS International News

Security Spotlight focuses on Preparedness

SECURITY SPOTLIGHT

Don't let a natural or manmade disaster bring your company to its knees. ASIS International resources provide inspiration to revisit existing emergency management plans and refresh their content.

[Access free ASIS curated resources here.](#)

Free Career Coaching and Résumé Review Session at ASIS 2015

Participate in free career-enhancing sessions at the ASIS International 61st Annual Seminar and Exhibits (ASIS 2015) and (ISC)2 Security Congress, which will include tips on interviewing, LinkedIn best practices, in-demand skillsets, strengthening communications skills, and working with executive recruiters.

- Up-to-date information, including industry best practices, new technologies, and emerging trends.

- Complimentary subscription to *Security Management* magazine, the leading security industry publication, and to *ASIS Dynamics*, the Society's award-winning member publication.

- Opportunities to build a professional reputation and credentials.

- Tailored professional development programs to fit your specific career goals.

- Advocacy of the security industry to the government and business communities.

- Board-certified, professional designations.

- Members-only access to new career opportunities in security management.

- Access to more than 300 peer-reviewed, security-related publications.

- Discounts on program and ASIS Seminar and Exhibits registration, merchandise, and certification programs.

[More Information...](#)

These ASIS International-Published Titles Now Available for Amazon Kindle

- [*POA: Physical Security, Applications, Information Security, and Investigation*](#)

- [*POA: Security Management, Legal Issues, Security Officer Operations, and Crisis Management*](#)

- [*Active Shooter: A Handbook on Prevention*](#)

- [*Casino Surveillance and Security*](#)

- [*Crime Prevention for Houses of Worship*](#)

Programming kicks off on September 28 at 9:30 a.m. with an ASIS Young Professionals and Social Media Coffee Break.

[View the full lineup here.](#)

Free Webinar: Building and Maintaining a Professional Network

Whether you're an extrovert who fits naturally into any situation or someone who has a hard time interacting with new people, networking skills are essential if you want to get ahead.

In this free 60-minute program, you will gain insights on making the most of your time at industry events such as at the ASIS International 61st Annual Seminar and Exhibits (ASIS 2015), creating a "personal brand" remembered by potential employers, building a network, and creating a memorable and positive impression.

[Register here.](#)

Viewpoints

From Military to Management: Ten Tips for a Smooth Transition



By John Cowling

Each week I receive inquiries from soon to be ex-military and ex-police personnel who are seeking advice on transitioning to the private sector or from operational personnel who ask about how to secure a position as a security consultant or manager. Whilst I am not in recruitment, I have worked my way up from operations, through management, and am now in consultancy. Along the way, I have observed a lot of change in the industry and seen personnel move up, down, and sideways.

For those entering the job market, here is a summary of my top ten tips:

1. *Understand you are the product you have to sell.* You will have to convince a recruiter who does not know you, and has not served alongside of you, that you are the best person for the job. With the huge downsizing of militaries and reduction in demand for expatriate operational personnel in conflict zones, there is a large surplus of personnel, which is pushing wages

- [Detecting Forgery in Fraud Investigations](#)

- [ASIS Disaster Preparation Guide](#)

- [Emergency Planning Handbook, 2nd Edition](#)

- [First Responders Guide to WMD, 2nd Edition](#)

- [Personal Identification](#)

- [Professional Investigator's Manual](#)

- [Protecting Schools and Universities from Terrorism](#)

- [Readings in Security Management](#)

- [Security in 2020](#)

Schedule Your Professional Development Now

A comprehensive ASIS educational calendar is available [here](#). Register early and save by taking advantage of early-bird rates. Realize additional savings by booking your hotel room before the deadline. Plan ahead to get ahead.

lower and qualifications higher, as well as making securing the well-paid, career-advancing opportunity harder.

2. *Understand the job market.* A position that is open this month, which may have similar key selection criteria to the position advertised next month may require a different type of person to fit in to their team. Seeking a new position is a journey, not something you decide today and achieve tomorrow.

3. *Set goals.* Understand which path through the forest you want to take and why you want to take it. Does this path suit your lifestyle, ethics, morals, culture, and family?

[Read the rest of the article here.](#)



John Cowling is a consultant working with Control Risks and is currently the secretary of the ASIS Dubai Chapter. He is also an assistant regional vice president for ASIS Region 12-A and serves on the Society's Middle East Advisory Council.

Profile of an Active Shooter



By Miranda Coppoolse

An active shooter, or in other words active killer, is an individual killing or attempting to kill people in a confined and populated area. In most cases active shooters use firearms and there is no pattern or method to their selection of victims.

Active shooter situations are unpredictable and evolve quickly. Typically the immediate deployment of law enforcement is required to stop the shooting and mitigate harm to victims.

Because active shooter situations are often over within 10 to 15 minutes, before law enforcement arrives on the scene, individuals must be prepared both mentally and physically to deal with an active shooter.

[Read the rest of the article here.](#)



Miranda Coppolse is an international security professional and brand manager at Maxxecure.

Middle East Overview

Millions of Fake Products Seized in Dubai



Shredding counterfeit products in Dubai.

Approximately 3.5 million fake branded products, including sunglasses and prescription glasses, smartphones, and mobile phone accessories worth Dh195 million (\$53 million), have been seized by the Dubai Department of Economic Development (DED).

According to Mohammad Lootah, executive director of the Commercial Control and Consumer Protection Sector at the Dubai Department of Economic Development, the confiscation of counterfeit products is the largest ever by the department. It comes in line with DED's strategy to preserve the intellectual rights of brands and get rid of fraudulent and fake products in the local market. This approach will reflect positively on consumers and protect them from commercial fraud and preserve the rights of brand owners, he added.

[Read more here.](#)

Source: Gulf News

Saudi Arabia Tightens Security Ahead of Hajj



Abraj Al-Bait Towers, Mecca.

Saudi Arabia is ramping up security ahead of the annual Haj pilgrimage in light of recent attacks on its soil by the Daesh terror group. Daesh is attempting to extend its reach in the Arabian Peninsula, expanding the scope of its attacks and drawing in new recruits with its radical ideology. Its determination to bring about radical change has raised concerns about the Haj pilgrimage later this month.

[Read more here.](#)

Source: Gulf News

Education and Events

ASIS International 61st Annual Seminar and Exhibits



There's still time to take advantage of the world's most influential security event.

ASIS International 61st Annual Seminar and Exhibits (ASIS 2015) and the colocated (ISC)² Security Congress is about two weeks away. **There is so much to benefit from -- can you afford to miss it?**

No other event has the comprehensive array of educational offerings from security leaders and subject matter experts-peers who face similar challenges and who are eager to share their knowledge and experiences:

- Inspiring [keynote presentations](#) from renowned leaders
- Thought leadership at [Thursday's general sessions](#)
- [200+ education sessions in 25 tracks](#) to choose from on current and emerging security issues
- [CSO Roundtable programming](#) for its members
- CPP, PCI, and PSP [Certification Reviews](#) for those preparing for board certification
- [Pre-Seminar Programs](#) that dig deep into niche topics
- Hundreds of exhibitors and unparalleled networking opportunities.

Member exclusive: Register for a free exhibits pass in advance!

[Register Now!](#)

ASIS Middle East 2016: Registration Open Soon



ASIS International 7th Middle East Security Conference & Exhibition will be held February 21 to 23, 2016, at the Events Centre of the InterContinental Festival City Hotel, Dubai, United Arab Emirates.

The preliminary program is available [here](#).

For further information, please contact middleeast@asisonline.org or [visit the website](#).

ASIS China Registration Open



Registration is now open for the ASIS China Conference which will take place December 3 and 4 in Shanghai. Attendees are already confirmed from China, the wider Asia-Pacific Region, the Middle East, and Europe.

Sponsors are also on board for this first full-scale ASIS educational event in Mainland China.

Places are limited for this event so book yours now and benefit from the early-bird rate.

[Register here.](#)

[Find the updated program here.](#)

For further information, contact asiapacific@asisonline.org or visit the conference [website](#).

ASIS Europe 2016: Last Chance to Present in London



ASIS International will hold its [15th European Security Conference & Exhibition](#) (ASIS Europe 2016) April 6 to 8, 2016, in London, United Kingdom.

Conference participants will share and learn effective strategies and solutions for securing their organizations' people, property, and information in today's challenging global security environment.

Subject-matter experts are invited to participate in the conference program by submitting a proposal for a presentation.

Proposals on all security-related topics are sought including: supply chain security, loss prevention, hotel security, intellectual property, maritime piracy, terrorism, executive protection, internal theft and fraud, competitive intelligence, brand protection, physical security, cybersecurity and convergence, investigations, due diligence, and global business issues.

[Submit your proposal](#)

Deadline extended: September 22.

For further information, please contact europa@asisonline.org or [visit the website](#).

Global Agenda

September 15- September 17, 2015 -- [Security Projects Course - Physical Security](#), Al Badea Golf Club Dubai Festival City, Dubai, United Arab Emirates

September 27 - October 1, 2015 -- [ASIS 61st Annual Seminar and Exhibits](#), Anaheim, California, United States

December 3 - 4, 2015 -- [ASIS China Security Conference](#), Shanghai, China

February 21 - 23, 2016 -- [ASIS 7th Middle East Security Conference & Exhibition](#), Dubai, United Arab Emirates

April 6-8, 2016 -- [ASIS 15th European Security Conference & Exhibition](#), London, United Kingdom

Webinars

A \$99 subscription gives you access to ALL 2015 webinars!
Purchase your subscription through [the store](#) today, so you don't miss a single webinar. [Details](#).

September 17 | [Building and Maintaining a Professional Network](#)

September 23 | [Ready, Steady, Engage! Affordable & Effective Tips for Reducing Turnover](#)

Preview all [upcoming ASIS webinars](#)

Webinar Archive

This month highlighting:

[Social Media Discovery and Monitoring](#)

Available for sale via streaming and on CD | 90 minutes

[Full list of archived titles](#)

e-Learning

[Full list of programs](#)

Classroom Programs

[Calendar of Events](#)

Security Spotlight: [The Business Case for Security](#)

Free video: Creating a Corporate Security Strategy Aligned with the Business Strategy

Free download: Planning and Budgeting

ASIS MIDDLE EAST. ADVANCING SECURITY WORLDWIDE. © 2015

To unsubscribe please contact the [editor](#).

[Forward this email](#)



This email was sent to pete.frank@asisonline.org by regionalnewsletters@asisonline.org | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [About our service provider](#).



ASIS International | 48 rue des Aduatiques | Brussels | 1040 | Belgium