

# ME Dynamics

The official Newsletter of ASIS International in the Middle East

## Launching Edition

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Welcome to the first edition of *ME Dynamics*. *ME Dynamics* is the monthly newsletter dedicated to ASIS International members in the Middle East covering ASIS news, chapter news, and important Middle East headlines.

The ASIS EMEA Bureau invites members to submit information or articles you wish to share with the ASIS members in the Middle East.

The deadline for the next issue is October 16.

In this issue: Newsletter Survey, Be a Sponsor or Exhibitor at ASIS Middle East 2014, and Certifications in the Middle East: A New Dynamic.

Please add [regionalnewsletters@asisonline.org](mailto:regionalnewsletters@asisonline.org) to your personal address book or safe sender list to ensure correct delivery of your monthly newsletter.

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ASIS 7th Asia-Pacific Security Forum & Exhibition  
Macau, China, December 3-5, 2013

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## Leaders

### SRVP's Column: Introduction to ME Dynamics



It brings me great joy to welcome all of you to the inaugural edition of ASIS International's ME Dynamics. This monthly newsletter is dedicated to the hardworking men and women security practitioners in our region.

As the Middle East continues to grow economically, there is a greater need to nurture and develop security professionals. Over the past decade the security profession and our economy have grown to unprecedented levels, and as the global economy becomes more interrelated, we can no longer afford to operate independently without interaction from our neighbors in the Middle East.

The Middle East's commodities and services are vital to everyone, and our emerging markets have proven to be resilient during troubling financial in other parts of the world. Thus, there is a demand for our security practitioners in this region to be at the top of their profession. As such, we all should have a vested interest in developing these individuals which will ultimately have a positive impact on ever-changing, interconnected world.

Moreover, we must ensure that the region, as well as the global economy maintains its stability through the developing and implementing "best in class" security

ASIS 5th Middle East Security Conference & Exhibition  
Dubai, UAE, February 16-18, 2014

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ASIS 13th European Security Conference & Exhibition  
The Hague, The Netherlands,  
April 1-3, 2014

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Join the ASIS Middle East Network



Join the ASIS Europe Network



Join the ASIS Asia-Pacific Network



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### President's Perspective

**ASIS International's 2013 President, Geoff Craighead, CPP**, shares his unique insights on a range of membership and industry issues in his President's Perspective column. [Read the latest here.](#)

programs. It is through these programs that we are able to define and defend the right solutions to protect our critical assets.

However, none of this would be possible without organizations like ASIS; whose primary goal is to educate security professionals in the latest standards, guidelines and industry's best practices. It's safe to say that ASIS continues to lead the way like no other organization in our profession.

ME Dynamics will be of great benefit to all of us. Through this open platform we can drive change by sharing a wealth of knowledge, peer review products and services, become informed of certification and education programs, and kept abreast of other activities that will keep our society the preeminent organization that it has been for more than 50 years.

In addition, I would be remiss if I did not encourage all you to spread the word of the great things that we are doing in the region. From dinner meetings designed to expose our colleagues to join local chapters to chapter-sponsored certification programs and the annual regional conference and exhibition, it is our goal to provide you with the necessary tools for success.

In closing, I would like to remind everyone that this is your newsletter. I encourage you to submit articles and commentaries on the issues that are relevant to you and your colleagues. It is up to us to make our newsletter a "must read" on a monthly basis.

By Mohammed Al-Shammary  
Senior Regional Vice President, Group 12

### Newsletter Survey

Please take 5 minutes to complete [this survey](#) on ASIS International's new monthly Middle East newsletter *ME Dynamics*.

Your feedback is important to us and your responses will help us improve upcoming editions of *ME Dynamics* to better meet your needs. Your responses will be kept confidential and will not be used for any purpose other than research conducted by ASIS.

Please respond to this survey before Wednesday, October 16 .

Thank you very much in advance for your feedback.

**El Manual del Investigador Profesional ya está disponible en español**



La **guía** explora temas necesarios para ser un exitoso investigador y prepararse para el examen Certificado de Investigador Profesional.

#### **Did You Like This Issue?**

The EMEA Bureau of ASIS International strives to increase the editorial benefit of this publication for members. We invite you to contact the [editor](#) to contribute feedback, article submissions, or comments.

#### **ASIS International EMEA Bureau**

For more information on ASIS Middle East events, membership, benefits, resources, certification, or other topics, contact the EMEA Bureau at:

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1050 Brussels, Belgium.

Tel: +32 2 645 26 74  
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[middleeast@asisonline.org](mailto:middleeast@asisonline.org)  
[www.asisonline.org](http://www.asisonline.org)

#### **Middle East Links**

Visit the ASIS International Middle East event Web portal at:  
[www.asisonline.org/dubai](http://www.asisonline.org/dubai)

Please visit our Middle East chapter websites at the following links:  
[www.asisdubai.org](http://www.asisdubai.org)

## **ASIS Middle East 2014**

**Registration for ASIS Middle East 2014 is Now Open!**



The [ASIS 5th Middle East Security Conference & Exhibition](#) will take place on February 16-18, 2014 in Dubai, UAE at the Intercontinental Dubai Festival City.

[Register now](#) and get access to 33 high-level educational sessions delivered by industry leaders.

The event will take place under the patronage of **His Excellency Sultan Bin Saeed Al Mansouri**, Minister of Economy of the United Arab Emirates and under the honorary chairmanship of **His Excellency Lt. Gen. Dhahi Khalfan Tamim**, Commander in Chief of the Dubai Police.



#### **Speakers will include:**



Keynote Speaker -  
**Abdulrahman F. Al-Wuhaib**  
Senior Vice President, Downstream  
Saudi Aramco  
Saudi Arabia

[www.asisbahrain.org](http://www.asisbahrain.org)

[www.asisqatar.org](http://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.
- Up-to-date information, including industry best practices, new technologies, and emerging trends.
- Complimentary subscription to *Security Management* magazine, the leading security industry 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...](#)



Keynote Speaker - **Prof. Dr. Leonard Yong**  
Senior Consultant  
EuroMaTech Training & Management  
Consultancy  
Malaysia

### 6 Reasons why you should be at ASIS Middle East 2014:

1. **Industry leaders** from important companies and organizations will speak about the latest developments, trends and innovations in security.
2. **Apply lessons learned** from other industries to your own sector.
3. **Connect** with high-level security professionals from all over the Middle East and beyond.
4. **Get motivated** by new ideas and information.
5. **Form new partnerships** and reconnect with familiar faces in the industry.
6. **Get social** and join discussions on [Facebook](#), [LinkedIn](#) and [Twitter](#)

In addition to the educational sessions delegates will get access to networking events and to the exhibition. Early bird discounts end on December 9, 2013!

Entry to the exhibition is free of charge for preregistered visitors!

The conference program will be available on the event Web page soon.

**Select ASIS Published Titles Now Available for Purchase for Amazon Kindle**

- [POA: Physical Security: Applications; Information Security; and Investigation](#) - [POA: Security Management; Legal Issues; Security Officer Operations; and Crisis Management](#) - [Active Shooter](#)
- [Career Opportunities in Security](#)
- [Casino Surveillance and Security](#)
- [Crime Prevention for Houses of Worship](#)
- [Detecting Forgery in Fraud Investigations](#)
- [ASIS Disaster Preparation Guide](#)
- [Emergency Planning Handbook, 2nd edition](#)
- [First Responders Guide to WMD, 2nd edition](#)
- [Implementing Physical Protection Systems](#)
- [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 educational [calendar](#) is available around the clock. *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.

**Fees:**

	<b>Early Rate on/until 9 Dec. 2013</b>	<b>Late Rate after 9 Dec. 2013</b>	<b>Onsite Rate</b>
ASIS Member	1,180 USD	1,295 USD	1,395 USD
Nonmember	1,450 USD	1,550 USD	1,650 USD
Government/Military/Law Enforcement	975 USD	1,050 USD	1,150 USD
Partner Organizations	1,225 USD	1,325 USD	1,425 USD
Group Rate (minimum 5 delegates per company)	995 USD	995 USD	995 USD
Single Day Member	675 USD	675 USD	800 USD
Single Day Nonmember	775 USD	775 USD	900 USD
President's Reception Only (included in full delegate rate)	115 USD	115 USD	115 USD
Lunch Ticket	50 USD	50 USD	50 USD

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**ASIS International News**

**Be a Sponsor or Exhibitor at ASIS Asia-Pacific 2013, ASIS Middle East 2014, and ASIS Europe 2014**



Does your organization's strategic plan call for growth in Asia-Pacific, the Middle East, and Europe? If so, sponsorship of ASIS Asia-Pacific 2013, ASIS Middle East 2014, and ASIS Europe 2014 offers a great way to gain exposure and to raise the visibility of your brand, products, and services among key decision makers in these regions.

Click these links to review and select from an extensive list of sponsorship and exhibit opportunities:

- [ASIS 7th Asia-Pacific Security Forum & Exhibition](#) - December 3-5, 2013, Macau, China
- [ASIS 5th Middle East Security Conference & Exhibition](#) - February 16-18, 2014, Dubai, UAE
- [ASIS 13th European Security Conference & Exhibition](#) - April 1-3, 2014, The Hague, The Netherlands

Identify the event that is most in line with your organization's marketing strategy and budget, or contact ASIS to shape a tailored package that best suits your company's needs.

For further information on other ASIS global conferences, contact the ASIS EMEA/AP Bureau: Tel: +32 2 645 26 74; e-mail: [europa@asisonline.org](mailto:europa@asisonline.org) or [asiapacific@asisonline.org](mailto:asiapacific@asisonline.org).



### CPPs, PCIs, and PSPs Sought for *Security Management Profile*

Each issue of *Security Management* features an ASIS International board-certified professional. The short, monthly column profiles a certificant and provides insight into his or her career, personal motivations to earn credential, and the benefits of the achievement. Interested members or prospects can contact ASIS Marketing Manager [Leigh A. McGuire](#) for details.

## Chapter News

### Certifications in the Middle East: A New Dynamic



During the last Middle East Advisory Council, held in Dubai on August 21, I had the honor of being appointed certification representative for the region. Needless to say, I was thrilled to be given the opportunity to promote the ASIS International certifications in the region because I believe in their power and in their worth. The Certified Protection Professional (CPP), Professional Certified Investigator (PCI), and Physical Security Professional (PSP) designations are probably the most credible security certifications in the field of industrial security worldwide.

I have a strong interest in certifications because I have an unshakable faith in lifelong education. I believe that professionals should always try to better themselves, and be more knowledgeable and more competent in order to serve their clients better.

In a joint-presentation I will deliver with Dr. Mohamad Zineddin from Khalifa University (UAE) at the ASIS 5th Middle East Security Conference & Exhibition in February 2014, I intend to compare the merits of the certifications versus academic training in our profession. To do this, I will discuss different perspectives, first that of the security practitioner faced with the difficult decision to go for a degree or a certification, or both, and then the client's perspective. What is the compared value of a degree in security measured against a certification that needs to be maintained and renewed every three years, through education and training? Does a degree reflect a level of responsibility while certifications suggest merely some



technical knowledge? And what can certifications do for you in terms of career advancement? Can you still climb the corporate ladder without a proper degree, particularly when working for big companies in the GCC? Career advancement, international recognition, prospective employment, but also self-fulfillment, all these elements need to be given some thought along with the applicants personal situation, including their age, status, personal objectives. A young professional will probably not qualify to sit for a CPP for some time, thus a degree makes perfect sense and gives him a rock-solid background before embarking on a security career, and acquiring the minimum experience requirements to sit the exam. Conversely, a man or woman in their fifties with a wealth of experience may feel reluctant to embark on a degree that will take years to complete, ignore his or her experience, while being a CPP more quickly designate this person as a competent security manager. These choices are all honorable as long as the purpose is self-improvement. We, as security professionals, are here to provide the best service we can, and this must remain our main goal. Degrees and certifications testify to our willingness to make ourselves more qualified, more competent, and more relevant in our industry.

As you may guess, I am biased towards certification, but acknowledge the value of solid academic background, and Dr. Zineddin will advocate the value of a solid degree. However, we both share the belief that, for those who can do it, completing a degree and acquiring a certification is the best path to success. It is of interest to note that many universities embark on vocational programs in security, facilitating certification review for adult learners. This synergy between professional bodies such as ASIS and universities is a sign of the necessary symbiosis between academia and the security profession.

Meanwhile, I will start to promote certifications in the region. There are many competent professionals in the MENA region who have a wide and varied experience in the security field. Many come from government agencies and have accumulated years of human experience and used many technologies in their professional careers. Yet, the number of certified professionals is low. It is my job now, to make this number increase by providing motivation and guidance, and with the help of the whole volunteer leadership in the region.

See you in Dubai at the ASIS 5th Middle East Security Conference & Exhibition next February.

Jean Perois, CPP, PSP  
MEAC Certification Representative  
ARVP Region 12B

## Headlines

### **Kuwait Firms Should Become More Proactive Against Cyber Threats, Study Finds**

Security News Desk reports that a survey undertaken in Kuwait by Gulf Business Machines (GBM) found that 71 percent of the IT experts questioned thought cybercriminals could target the country.

According to the study, 42 percent of respondents have experienced a security incident in the last 12 months, with 27 percent of incidents being staff-related.

Thirty-two percent of respondents also stated that their organizations do not regularly screen their IT infrastructure to protect it from cybercriminals, highlighting the lack of IT security assessments within organizations.

Piero Corsini, country general manager at Khorafi Business Machines, GBM's Kuwait branch, said: "Businesses are becoming more aware of the importance of technology as well as the value it brings. However, organizations still need to become more proactive in taking preemptive measures against possible cyber threats."

Corsini added that companies in the region have "slightly loosened their social networking restrictions" and, as a result, they need to be more active in preparing for the increased risk in cybersecurity attacks.

A similar study was conducted in Bahrain, which found that more than half of respondents from Bahrain companies had experienced a cybersecurity incident in the last 12 months. This can only mean that the region as a whole is facing a greater number of cyber threats.

Source: Security News Desk

Please [click here](#) for more.



### First Middle East Cyber Defence Centre Opened

ITP.net reports that McAfee has opened the first Cyber Defence Center in the Middle East.

The center, located in Dubai, aims to help governments, institutions, and companies prevent and quickly respond to cyberattacks through the gathering of information on potential threats, the perpetrators, and their motivation, as well as general data.

McAfee EMEA President Gert-Jan Schenk explained that the increased threat of cybercrime in the Middle East led to the opening of the center. Schenk added because much of the world's economy is linked to the Middle East through trade, travel, and oil and gas. In addition, geopolitical events drive a significant portion of cybercrime activities.

MENA Regional Director Hamed Diab added that cyber attacks have not evolved only in terms of intensity but also became more sophisticated and are often funded by governments, with specific motivations.

Source: ITP.net

Please [click here](#) for more.



### Pakistan: First Counterterrorism Policy Unveiled

Pakistan unveiled its first counterterrorism policy on August 13. The country has lost approximately 50,000 citizens to terrorism during the past seven years and has become the global center of transnational violent extremism. However, the new policy will be difficult to implement because of the government's limited capabilities and Pakistan's social, and political environment.

Pakistan's Interior Minister Chaudhry Nisar Ali Khan said that "the policy seeks to combat terrorism through sweeping reforms to education, law enforcement, the judiciary, and foreign policy. It is unclear how long it will take to approve the measure, but as the minister's remarks showed, the situation in Pakistan is quite serious. Militants are far ahead of law enforcement agencies in their organization and use of technology." He added that the country's enemies don't have to do anything because the country is falling apart on its own.

The move to create such a comprehensive national security policy is long overdue. It has also been more than four years since Islamabad launched a major counterinsurgency offensive against Taliban rebels in the greater Swat region and the tribal badlands along the border with Afghanistan. For the past several years, Pakistan's army chief, and even the head of the premier intelligence service, have said that the threat to the country is not external (a reference to Pakistan's principal rival, India), but rather internal. These statements mark a historic shift in attitude.

The situation has reached the point that Pakistan's influence over militant groups that are not hostile toward it has waned. Radical Islamist forces of various stripes have overwhelmed Islamabad because they have not only penetrated the state- especially its security apparatus-but they are also deeply embedded within the country's social fabric. Displacing these elements will require a new national narrative, and not simply a counterterrorism policy.

Source: Security News Desk

Please [click here](#) for more.



## Education and Events

### Global Agenda

November 24-26, 2013 - [IFSEC & OSH Arabia](#), Riyadh, Kingdom of Saudi Arabia

December 3-5, 2013 - [ASIS 7th Asia-Pacific Security Forum & Exhibition](#), Macau, China  
[Registration is open!](#)

February 16-18, 2014 - [ASIS 5th Middle East Security Conference & Exhibition](#), Dubai, UAE  
[Registration is now open!](#)

April 1-3, 2014 - [ASIS 13th European Security Conference & Exhibition](#), The Hague, The Netherlands  
**Save the date and register during the Super Saver Week - 4-11 November 2013!**

June 3-6, 2014 - [Effective Management for Security Professionals](#), Madrid, Spain

## Professional Development

### Webinars

October 30: [Stop Issuing Secure Credentials to Imposters!](#)

### Webinar Archive

This month highlighting: [Recognising & Assessing Suspicious Indicators](#)

[Full list of titles.](#)

### e-Learning

This month highlighting: [CCTV/Digital Video](#) and [Executive Protection: A Practitioner's Overview](#).

[Full list of programs.](#)

### Classroom Programs

[2013-2014 at a glance.](#)