

WORKTECH™ Dubai

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

VENUE TO BE ANNOUNCED

WEDNESDAY 25TH NOVEMBER 2026

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WORKTECH ACADEMY



Anastasia Vlasova

Conference Producer,
WORKTECH Events

A warm welcome to WORKTECH26 Dubai

WORKTECH26 Dubai is the conference for all those involved in the future of work and the workplace as well as real estate, technology and innovation.

WORKTECH brings innovative ideas and inspiration to the workplace community through inter-disciplinary speakers and learning experience to enhance creativity and move thinking forward.

I'm delighted to invite you to join us at WORKTECH26 Dubai, taking place on 25th November 2026.

This year's programme will bring together senior leaders and professionals from across corporate real estate, workplace, facilities, HR, technology, architecture and design to explore the forces reshaping the future of work and workplace across the region and globally.

The conference will run in a single stream, giving delegates the opportunity to experience the full programme and hear every presentation and panel discussion. Alongside the main stage, our Innovation Platform will showcase new ideas and solutions shaping the workplace, complemented by a curated exhibition and dedicated networking breaks throughout the day.

The event is designed not only as a conference, but as an opportunity for Dubai's workplace community to come together, exchange experiences and learn from both end-user organisations and leading experts in the industry. I very much hope you can join us, and I look forward to welcoming you to WORKTECH26 Dubai on 25th November.

Warmest regards,
Anastasia

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SPEAKERS



SESSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS



WORKTECH26 Stockholm will attract some of the biggest and brightest names to debate, discuss, and divulge the latest thinking on the future of work and the workplace.

The conference programme features presentations from leading international thinkers from industry and academia.

Through interdisciplinary speakers and learning experiences, we focus on bringing cutting edge ideas and inspiration to the workplace community to enhance creativity and move thinking forward. Instead of focusing on peer to peer innovation through imitation, we aim to curate a unique programme, bringing together experts in the fields of people, place and technology and relevant adjacencies to reflect on the future of work and workplace.

Alongside the conference series, the WORKTECH Academy knowledge hub explores the future of work through six key themes: people, place, technology, design, culture and innovation. Creating leading commentary, research and publications that places scientific research at the heart of key business problems. www.worktechacademy.com

Speakers

Additional speakers to be announced

Emad Adel, [CBRE Accelerate](#)
Rasha Al-Tekreeti, [Warū](#)
Moataz A. Mosallam, [Knight Frank MENA](#)
Sarah Aoun Balesh, [HSBC](#)
Kathryn Athreya, [Roar](#)
Sinem Beaujean, [Sedus](#)
Pallavi Dean, [Roar](#)
Karim El Faramawy, [Adze Designs](#)
Adel El Mawla, [Workplaced](#)
Aitor Elorza, [Ojmar](#)
George Feliciano, [PwC](#)
Tim Fendley, [Applied Information Group](#)
Iain Hird, [Emirates NBD](#)
Mazen Jamal, [Schneider Electric](#)
Jitin Kandy, [World Bank Group](#)
Magdi Madi, [Turner & Townsend](#)
Samer Mahdi, [Baker Hughes](#)
Matthew Marson, [JLL Technologies](#)
Elisa Rönkä, [Johnson Controls](#)
Dana Williamson, [JLL](#)



Anna Gissler, AMF Fastigheter



Tony Lof, Spotify



Per Adersson, DeLaval



Jens Ellevang, Schneider Electric



Norbert Adamek, H&M Group



Jonas Falk, Strategisk Arkitektur



Kati Barklund, Tenant & Partner



Staffan Andre, Ericsson



Jette Jorgensen, Ingka Group

SESSION HIGHLIGHTS



Key themes we will be discussing at this event include:

Resetting the Real Estate Playbook: Portfolio Transformation for a New Dubai

Dubai's workplace market is entering a new phase as organisations respond to stronger office attendance, business growth and increasing demand for high-quality space. Corporate occupiers are reassessing portfolios shaped during the hybrid-work era and exploring how relocations, headquarters upgrades and flexible workspace models can support future growth. This theme examines how leaders are balancing limited supply, rising costs and changing workforce expectations while using workplace transformation as a catalyst for broader organisational change.

AI-Powered Workplace Strategy: From Data to Better Decisions

Artificial intelligence is reshaping how organisations plan, design and operate workplaces across the region. From portfolio scenario modelling and utilisation analysis to predictive facilities management and more adaptive employee experiences, AI is creating opportunities to make faster and more informed decisions. This theme explores how workplace, real estate and technology leaders can move beyond disconnected tools toward integrated intelligence, while maintaining human judgement, transparency and trust as AI becomes embedded in workplace strategy.

Culture by Design: Belonging, Inclusion and Human Performance

Workplace design does more than accommodate people—it influences how they communicate, collaborate and experience organisational culture. In Dubai's highly diverse and multicultural business environment, space can play a particularly important role in creating belonging, supporting wellbeing and connecting people across different backgrounds and working styles. This theme explores how movement, furniture, spatial planning and workplace experience can strengthen inclusion, encourage meaningful interaction and create environments where people can perform at their best.

The Workplace as a Platform for Organisational Change

Major workplace projects are increasingly being used to support wider transformation across culture, technology, operations and employee experience. Rather than treating the office as a completed design project, organisations are developing more flexible workplace models that can evolve alongside changing business needs. This theme explores how leaders are using phased relocations, agile real-estate strategies, shared environments and new workplace technologies to modernise established organisations and create more connected, responsive and future-ready workplaces.

KEY THEMES

**THE PURPOSE-DRIVEN WORKPLACE:
CULTURE, EXPERIENCE & BELONGING**

**FROM WORKPLACE EXPERIENCE TO
WORKPLACE INTELLIGENCE**

**DESIGNING & OPERATING THE
HUMAN-CENTRED WORKPLACE**

**THE INTELLIGENT WORKPLACE: AI,
INFRASTRUCTURE & WHAT'S NEXT**

08:30 | REGISTRATION OPENS

09:00 | CHAIRPERSONS' OPENING REMARKS & WELCOME ADDRESS

Kathryn Athreya, [Managing Director, ROAR](#)
Pallavi Dean, [Founder & CEO, ROAR](#)



RESETTING THE REAL ESTATE PLAYBOOK: PORTFOLIO TRANSFORMATION FOR A NEW DUBAI

DUBAI'S WORKPLACE MARKET IS ENTERING A NEW PHASE AS ORGANISATIONS RESPOND TO STRONGER OFFICE ATTENDANCE, BUSINESS GROWTH AND INCREASING DEMAND FOR HIGH-QUALITY SPACE. CORPORATE OCCUPIERS ARE REASSESSING PORTFOLIOS SHAPED DURING THE HYBRID-WORK ERA AND EXPLORING HOW RELOCATIONS, HEADQUARTERS UPGRADES AND FLEXIBLE WORKSPACE MODELS CAN SUPPORT FUTURE GROWTH. THIS THEME EXAMINES HOW LEADERS ARE BALANCING LIMITED SUPPLY, RISING COSTS AND CHANGING WORKFORCE EXPECTATIONS WHILE USING WORKPLACE TRANSFORMATION AS A CATALYST FOR BROADER ORGANISATIONAL CHANGE.

09:10 | STATE OF THE MARKET: DUBAI WORKPLACE TRENDS & INSIGHTS

Kathryn Athreya, [Managing Director, ROAR](#)
Pallavi Dean, [Founder & CEO, ROAR](#)



Kick off the day by examining the forces reshaping Dubai and the wider UAE workplace market. This opening trends session will set the scene around return-to-office, business growth, premium-space demand, changing workforce expectations, AI and the evolving role of corporate real estate.

09:20 | SESSION TO BE ANNOUNCED

09:35 | RESETTING THE CORPORATE REAL ESTATE PLAYBOOK FOR THE RETURN-TO-OFFICE

Sarah Aoun Balesh, [Global Head of Workspace Operations, HSBC](#)
Mazen Jamal, [EMEA Director, Schneider Electric](#)
Samer Mahdi, [Strategic Portfolio Director, Baker Hughes](#)
Elisa Rönkä, [Managing Director, Digital EMEA](#)
Dana Williamson, [Head of Offices, Business Space & Retail, Middle East & Africa, JLL](#)

Organisations across Dubai and Abu Dhabi are reassessing the assumptions that shaped the hybrid-work era. After years of downsizing and consolidation, leadership teams are now enforcing stronger return-to-office mandates, expanding headcounts and competing for limited high-quality space. This opening panel explores the shift from density-driven planning to experience-led workplaces, the financial implications of the new operating environment, and the growing need for cross-functional alignment.



10:10 | COFFEE & NETWORKING BREAK

AI-POWERED WORKPLACE STRATEGY: FROM DATA TO BETTER DECISIONS

ARTIFICIAL INTELLIGENCE IS RESHAPING HOW ORGANISATIONS PLAN, DESIGN AND OPERATE WORKPLACES ACROSS THE REGION. FROM PORTFOLIO SCENARIO MODELLING AND UTILISATION ANALYSIS TO PREDICTIVE FACILITIES MANAGEMENT AND MORE ADAPTIVE EMPLOYEE EXPERIENCES, AI IS CREATING OPPORTUNITIES TO MAKE FASTER AND MORE INFORMED DECISIONS. THIS THEME EXPLORES HOW WORKPLACE, REAL ESTATE AND TECHNOLOGY LEADERS CAN MOVE BEYOND DISCONNECTED TOOLS TOWARD INTEGRATED INTELLIGENCE, WHILE MAINTAINING HUMAN JUDGEMENT, TRANSPARENCY AND TRUST AS AI BECOMES EMBEDDED IN WORKPLACE STRATEGY.

10:55 | SESSION TO BE ANNOUNCED

11:25 | WHAT HAPPENS NOW AI IS TABLE STAKES

Matthew Marson, [Managing Director, EMEA Technology Advisory, JLL](#)



Nearly every occupier is now piloting AI, which means adoption has stopped being a differentiator. This presentation explores what separates value from permanent pilots, where AI is being pointed today, platform trade-offs and the moves that decide the outcome.

11:50 | AI AS THE NEW ENGINE OF WORKPLACE AND PORTFOLIO STRATEGY

Moataz A. Mosallam, [Head of Project and Development Services, Knight Frank MENA](#)

Karim El Faramawy, [Founder and Managing Director, Adze Designs](#)

Jitin Kandy, [Regional Real Estate Portfolio Manager - South Asia, World Bank](#)

Magdi Madi, [Senior Project Manager, Turner & Townsend](#)

AI and PropTech are rapidly transforming how organisations plan, measure and deliver their real estate. From utilisation analytics across vast geographies to scalable, bookable workspace systems, data-driven tools are enabling more flexible portfolios and healthier, more responsive environments. The session also explores how AI is reshaping design and delivery, strengthening programming, reducing variation orders and improving coordination.



WORLD BANK GROUP

Turner & Townsend

12:25 | SESSION TO BE ANNOUNCED

CULTURE BY DESIGN: BELONGING, INCLUSION AND HUMAN PERFORMANCE

WORKPLACE DESIGN DOES MORE THAN ACCOMMODATE PEOPLE—IT INFLUENCES HOW THEY COMMUNICATE, COLLABORATE AND EXPERIENCE ORGANISATIONAL CULTURE. IN DUBAI'S HIGHLY DIVERSE AND MULTICULTURAL BUSINESS ENVIRONMENT, SPACE CAN PLAY A PARTICULARLY IMPORTANT ROLE IN CREATING BELONGING, SUPPORTING WELLBEING AND CONNECTING PEOPLE ACROSS DIFFERENT BACKGROUNDS AND WORKING STYLES. THIS THEME EXPLORES HOW MOVEMENT, FURNITURE, SPATIAL PLANNING AND WORKPLACE EXPERIENCE CAN STRENGTHEN INCLUSION, ENCOURAGE MEANINGFUL INTERACTION AND CREATE ENVIRONMENTS WHERE PEOPLE CAN PERFORM AT THEIR BEST.

12:40 | HOW CAN THE WORKPLACE SUPPORT OUR BODY AND MIND – AND HELP US PERFORM AT OUR BEST IN AN AGE OF CONSTANT STIMULATION?

Ernst Holzapfel, [Marketing Director, Sedus Stoll](#)



Spaces that Care explores how workplace design can influence the way people feel, work and connect. Drawing on insights from neuroscience, psychology and behavioural research, alongside findings from ongoing research into the evolving workplace, the talk looks at the relationship between human needs and the spaces we create. From focus and collaboration to connection, retreat and recovery, it considers how different spatial qualities can support different activities, experiences and states of mind. The talk concludes by exploring how a more conscious, human-centred approach to design can translate these insights into workplace environments that support well-being and performance – and into an ecosystem of spaces that truly care.

12:55 | LUNCH & NETWORKING BREAK

13:55 | THE INTUITIVE WORKPLACE: USING WAYFINDING AND NEUROSCIENCE TO IMPROVE BELONGING AND PERFORMANCE

Tim Fendley, [Founder, CEO & Creative Director](#),
[Applied Information Group](#)

applied

Drawing on projects for global organisations including Amazon and Google, Tim Fendley will explore how wayfinding, behavioural insight and neuroscience can make workplaces easier to navigate, more efficient and more welcoming—strengthening employee experience, connection and belonging.

14:25 | HUMAN POWERED TECHNOLOGY: SMARTER INFRASTRUCTURE WITH LESS

Aitor Elorza, [Chief Commercial Officer](#), [Ojmar](#)

ojmar

Workplace technology is becoming smarter, but often at the cost of more batteries, more wiring and more maintenance. What if smart lockers could operate without any of them? Aitor Elorza will explore how battery-free and wireless locker technology is redefining workplace storage. Powered by everyday human interaction, it eliminates batteries and cabling, reducing complexity, Capex, Opex and environmental impact. Could the smartest locker be the one that powers itself?

THE WORKPLACE AS A PLATFORM FOR ORGANISATIONAL CHANGE

MAJOR WORKPLACE PROJECTS ARE INCREASINGLY BEING USED TO SUPPORT WIDER TRANSFORMATION ACROSS CULTURE, TECHNOLOGY, OPERATIONS AND EMPLOYEE EXPERIENCE. RATHER THAN TREATING THE OFFICE AS A COMPLETED DESIGN PROJECT, ORGANISATIONS ARE DEVELOPING MORE FLEXIBLE WORKPLACE MODELS THAT CAN EVOLVE ALONGSIDE CHANGING BUSINESS NEEDS. THIS THEME EXPLORES HOW LEADERS ARE USING PHASED RELOCATIONS, AGILE REAL-ESTATE STRATEGIES, SHARED ENVIRONMENTS AND NEW WORKPLACE TECHNOLOGIES TO MODERNISE ESTABLISHED ORGANISATIONS AND CREATE MORE CONNECTED, RESPONSIVE AND FUTURE-READY WORKPLACES.

14:40 | THE 'CORPORATE' GAP IN CORPORATE REAL ESTATE – WHAT BUSINESS PROBLEMS SHOULD CORPORATE REAL ESTATE BE SOLVING?

George Feliciano, [Senior Corporate Real Estate](#)
& [Workplace Strategy](#), [PwC](#)

pwc

Disruption is no longer the exception, it is the operating environment. This session makes the case for aligning corporate real estate strategy to the problems the organisation is actually trying to solve, whether pursuing growth or protecting value, and matching every real estate decision accordingly.

15:10 | COFFEE & NETWORKING BREAK

15:40 | FORM AND THE FORMATION OF CULTURE

Rasha Al-Tekreeti, [Founder & Creative](#)
[Director](#), [Warū](#)

warū

Workplace design is not just walls and furniture, it is the invisible script that shapes how people think, interact and belong. The spaces we inhabit communicate rules, values and possibilities. Design does not simply house work; it guides it.

16:05 | BEYOND ACTIVITY AND EXPERIENCE: THE RISE OF DECISION-BASED WORKPLACE STRATEGY

Adel El Mawla, **Founder & CEO, Workplaced**

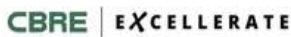


Workplace strategy has evolved from efficiency-focused Taylorism to Activity-Based Working and Experience-Based Working. Decision-Based Working represents the next evolution, using integrated people and place data to support objective, evidence-based decisions and help leaders balance cost, employee experience and business performance with confidence.

16:30 | WORKPLACE EVOLUTION: BEYOND THE OFFICE

Emad Adel, **Managing Director MENA, CBRE Excellerate**

Iain Hird, **Senior Programme Manager Strategic Projects, Group COO Office, Emirates NBD**



The workplace is no longer just about where people work – it's becoming part of a much broader organisational shift. This fireside chat explores how technology, wellness and the evolving employee value proposition are reshaping workplace strategy and influencing how organisations think about their people and environments. From changing employee expectations to the need for greater flexibility and adaptability, the conversation will explore what workplace evolution means for organisations navigating continuous change.

16:55 | CHAIRPERSONS' CLOSING REMARKS

Kathryn Athreya, **Managing Director, ROAR**

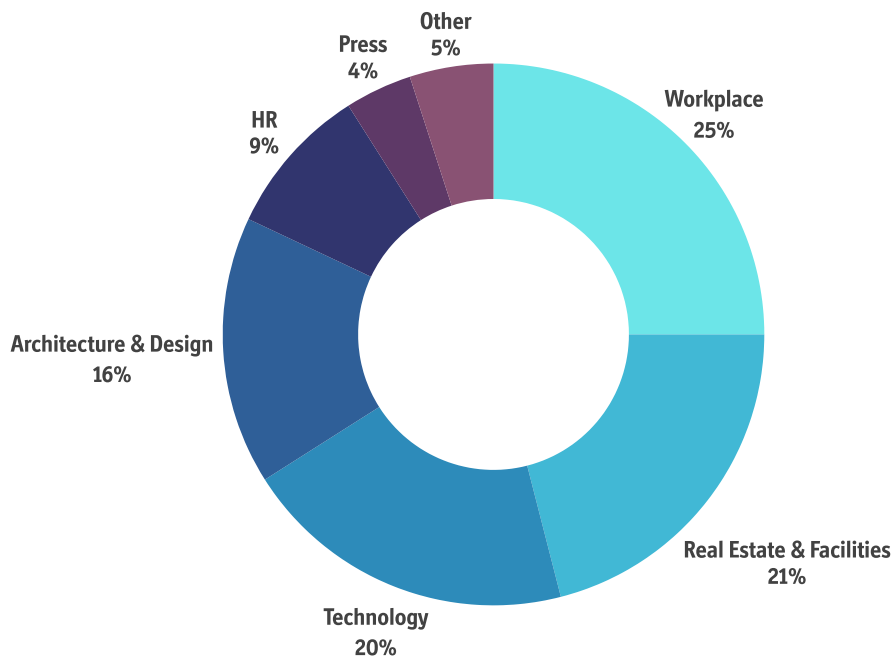
Pallavi Dean, **Founder & CEO, ROAR**



17:00 | CONFERENCE CLOSES

WHO ATTENDS

Attracting senior level professionals from Workplace, CRE, IT, HR and Architecture & Design



Informative, interesting views on workplace design, planning technology and workers.

WORKTECH delegate



This is an event packed with exciting, innovative information that you can use especially if you are designing a new workspace.

WORKTECH delegate, Vice President, JPMorgan Chase



LEARN MORE

[WORKTECHEVENTS.COM/EVENTS/WORKTECH26-DUBAI](https://worktechevents.com/events/worktech26-dubai)

KEY INFORMATION

Date & Venue

When: Wednesday 25th November

Where: Venue to be announced

How to book:

Visit:

www.worktechevents.com/events/worktech26-dubai/

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If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

Become a WORKTECH Ambassador

We're looking for people that love the future of work and the workplace and social media. People who are willing to become part of our team and help spread the word to the masses. There will be a free event ticket available to successful applicants. Apply here: <https://bit.ly/3jiHC4b>

For more information on the above initiatives, please contact:

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