

Shaping the Future of Project Management: Insights from Ireland and the Middle East

February 26, 2025



The Association for Project Management (APM), in collaboration with Project Management Global and industry leaders, hosted a well-attended session exploring how the project industry is shaping key regions worldwide. Part of the launch of the APM's newest Regional Networks, the speakers and panellists covered a range of topics. Including the growth in Mega project delivery, the impact of Digital technology and intersection of project demands and sustainability. And the resultant need for urgent implementation of green project management practices.

Over one hundred project practitioners joined the webinar, examining ambitious development visions for Ireland (2040) and the Middle East (2030), through the lens of the project practitioners responsible for their delivery.

The webinar, featuring key speakers and a panel discussion, considered how project managers can best utilise their expertise to deliver the current wave of mega- and giga-projects.

The event heard that over €165 billion has been pledged for investment in Ireland's infrastructure, including €35 billion specifically allocated to transport. Billions of dollars are also being invested in Middle East projects, including the Dubai Metro, Etihad Rail Network, Mohammed bin Rashid Al Maktoum Solar Park, Zayed National Museum, Dubai Autonomous Transportation Strategy, and the Dubai Loop. As the middle East continues to reimagine its position on the global stage.

Speakers Ricardo Santos, Programme Manager for Irish Rail, and Murray Ross, a senior leader and Chair of the APM's Middle East Network, addressed questions such as: "How can project management be a lever for societal growth, development, and social change?"

The visions for both regions, provide a masterclass in how infrastructure delivery, driven by capital investment, resource integration, governance, and execution, are an unparalleled fuel for regional development. Confirming how the industries, drive for innovation can continuously improve through better governance, and collaboration to increase delivery success.

The webinar culminated in a spirited panel discussion on the intersection of major project developments and the need for sustainable projects.

Alyaa Alwahab, Head of Project Management at Rider Levett Bucknall (RLB), shared her career journey and her role overseeing teams across Qatar and the UAE. She expressed pride in the fact that Middle East projects are now leading the world in terms of both innovation and ambition.

Dr. Khulood Rambo, working at the heart of government in Saudi Arabia, provided a snapshot of the central role played by project management, in the region's development. Her career, spanning academia, consultancy, and project management, provided a unique blend of strategic vision, leadership, and execution. Her focus, using project management as a catalyst for social good.

One of the highlights of a session, packed full of highlights, was a presentation from Dr. Joel Carboni, Founder of Green Project Management (GPM). He delivered a poignant reminder of the demands on the planet as a result of expanding urbanisation. Emphasising the urgent need for greater efforts toward sustainable project management. He noted that humanity is consuming Earth's resources at a rate of 1.7 times faster than they can be replenished.

As the point of no return approaches, the role of project managers has never been more critical if we, as custodians of our environment, wish to pass on our planet to future generations.

[You can view the slides here.](#)

And for more information on the APM Regional Networks and Corporate Membership – [click here.](#)