

Bari May 6, 2010 - Conference

Professional Certification: Opportunity or Need?

c/o Dipartimento di Informatica - Università degli Studi di Bari Aldo Moro
Campus Universitario, Via E. Orabona 4, BARI

an event organized by:



Competition is set on the availability of talents.

Nowadays competences make a significant difference in the comparison between enterprises and organizations within both national and international markets. Nonetheless, recovery of effectiveness and efficiency in Public Administration services go through the adoption of procedures and methodologies that emphasize the primary role of practitioners and managers involved.

Currently, they dedicate always more attention to professional certifications, by voluntarily pursuing educational paths followed by rigorous validations in terms of acquired professional skills and competences, ethic approach and practical experience.

The increasing role of professional competences in all knowledge economy sectors does not correspond to the same awareness, on behalf of the users of professional services, concerning how to choose, how to make the difference, what to ask and how to evaluate the results of professionals' work, i.e. how to approach the professional world.

In this context, can professional certification be considered an opportunity for the market and the economy as a whole? Can it produce benefits for the entire society? If so, under which conditions? Or, can we talk about needs that the demand must consider in redefining its own approach, by adopting new rules, and purchasing professional service processes?

With respect to these topics, the "University of Bari", the "Southern Italy Chapter of the Project Management Institute" (PMI-SIC) and the "Associazione Professionale Italiana dei Consulenti di direzione e Organizzazione" (APCO) have invited some of the most qualified and leading representatives within the national and international scenario, from Institutions as well as Public Administrations and private organizations.

The moment for a real discussion on a new and more than ever relevant topic to have a meeting on has come. A unique event within the Apulia, national and international scenario.

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 Event Agenda

- 9:00 - 9:30 Registration
- 9:30 - 10:00 **Welcome and Opening of Meeting**
- Giuseppe Visaggio - *Professor of Software Engineering c/o Sciences faculty MM.FF.NN. - University of Bari Aldo Moro; President of DAISY-NET*
 - Vincenzo Torre - *President of Project Management Institute - Southern Italy Chapter (PMI-SIC)*
 - Francesco D'Aprile - *Vice Chair Executive Committee Council of Management International Consulting Institutes (ICMCI)*
 - Giuseppe Acierno - *President of "Distretto Aerospaziale Puglia"*
- 10:00 - 10:30 **CMC - Certified Management Consultant. Value of certification to the Profession & Professionals**
- Aneeta Madhok - *Chair Executive Committee, International Council of Management Consulting Institutes (ICMCI)*
- 10:30 - 11:00 **CMC Value of certification to the Clients and the Economy**
- Brian Ing - *Chair Quality Assurance Committee, International Council of Management Consulting Institutes (ICMCI)*
- 11:00 - 11:30 Coffee Break
- 11:30 - 12:30 **Project Management as a Strategic Competency**
- Eugene Bounds - *Chair Board of Directors, Project Management Institute (PMI)*
- 12:30 - 13:00 **Certification Value in the Evaluation of Skills for Public Contracts**
- Marco Gentili - *Responsible for ICT Governance and Supply Monitoring - CNIPA*
- 13:00 - 13:30 **Professional skills in ISO-CEN and UNI regulations**
- Ruggiero Lensi - *Responsible External Relations UNI*
- 13:30 - 14:30 Light lunch
- 14:30 - 15:00 **Success stories of Professional Certification**
- Marco Beltrami - *President of APCO, IBM Global Business Service*
- 15:00 - 15:30 **Preparing for PMP Certification: Study and "homemade" tools**
- Carmelo Demaria, PMP® - *Planning&Control, ALENET Project, Alenia Aeronautica*
- 15:30 - 17:00 **ROUND TABLE - Certification value between public and private**
Moderator: Giuseppe Visaggio
- Anton Florijan Barisic - *President IMC Croatia and International Organization Programmes Expert for Professional Competencies Development*
 - Mario Collevocchio - *Scientific Committee of "Associazione Nazionale Direttori Generali Enti Locali (ANDIGEL)" and freelance Professor c/o "Scuola di Specializzazione in Studi sull'Amministrazione Pubblica (SPISA)" of the Bologna University*
 - Domenico Favuzzi - *President of Service Industry and Communication sector -Confindustria Bari; President and Managing Director - Exprivia SpA*
 - Francesco Saponaro - *President Innova Puglia*
 - Andrea Volpe, PMP® - *Responsible of Planning and Control Operations Unit - Acquedotto Pugliese Spa*

■ Giuseppe Visaggio

Professor of Software Engineering c/o University of Bari, he is interested in development and maintenance of Enterprise Applications and Software Product and Process quality. Head of the Software Engineering Research Laboratory. President of the under graduate course in Informatics and Technologies for Software Production. He is president of the SER&Practices s.r.l. Spin Off of the University of Bari. President of the DAISY-NET Competence Centre.

■ Vincenzo Torre

Aerospace Engineer, graduated c/o the Department of Air planning of the University "Federico II" of Naples, post graduate in Economy of Air Transportation and 20 year experience in Air industry with Alenia Aeronautica SpA (Finmeccanica Company), in Italy and abroad, with the task of Area Manager, International Sales, Mediterranean Countries. Member of Project Management Institute since 2002 he is Founder of the PMI Southern Italy Chapter in 2003 and President of the Board of the Chapter Directors from 2004 until today.

■ Francesco D'Aprile

Management Consultant, Partner of P&D consulting, Francesco is engaged in projects related with the internationalisation of business, with a particular reference to the China. President of APCO from 2004 until 2009, he is currently Vice President of ICMCI. Speaker in international forums in Europe and Asia. He has represented the Italian Ministry of Economic Development in different working groups managed by the European Commission on the themes related to small and medium enterprises. Currently Francesco is Guest Lecturer c/o the School of Economy and Management of Tsinghua University of Beijing.

■ Giuseppe Acierno

He is manager of the Cittadella della ricerca SCpA and President of the SCARL DTA (Distretto Tecnologico Aerospaziale). Since 2007 he is President of the Distretto Aerospaziale Pugliese.

■ Aneeta Madhok

Chair of ICMCI, Aneeta is Past President of the Institute of Management Consultants of India. Consultant in HR area and Manager of the Open Spaces Consulting in Mumbai, India. Aneeta is Graduated in Psychology in Delhi University, MBA in Human Resources Development and PhD in Managerial Leadership. She was involved in international projects in HR managed by international organizations like ILO. Finally she was Dean of the School of Business of NMIMS University, Mumbai, India and Dean of the SP Jain Center of Management of Dubai.

■ Brian Ing

Chairman of Quality Assurance Committee of ICMCI Brian is Past President of ICMCI, and Past President of the Institute of Management Consultants United Kingdom. Graduated in Physics in Cambridge University, Brian is a Management Consultant with expertises in Professional Standards, Business Transformation and Strategy Development. Speaker in international meetings, currently he coordinates the ICMCI team of the CEN Expert Group - Cen Norm 381 on Management Consulting.

■ Eugene Bounds

He is Chair of the PMI Board of Directors. He has more than 30 years experience in program and project management in addition to large-scale systems development. He is a retired U.S. Air Force officer, and has served as a sector director at the Carnegie Mellon University's Software Engineering Institute, executive vice president and chief operating officer at Robbins-Gioia, LLC and is currently a senior vice president at Booz Allen Hamilton.

■ Marco Gentili

Marco worked as manager responsible of the Area "Methods for the quality and organisational innovation", first Area "Monitoring and tests" of the DigiPA (first CNIPA and AIPA). Expert of ICT Governance & Management, creator, editor and co author of the "Guidelines on the quality of ICT goods and services for the definition and management of contracts within the PA". He is graduated in Physics c/o Università La Sapienza and master in R&D Management and Quality Management, EUCIP Champion Enterprise Solutions Consultant (AICA 2010). Currently he manages IT national and international projects in Finance, Industry, Government areas (Eureka and Esprit, World Bank of Investments).

■ Ruggiero Lensi

Graduated in Engineering at the Politecnico di Milano, and has covered the role as Director of Technical department in UNI till the end of 2009, he contributes since 2003 to the evolution of the voluntary standards towards the global services society, attending the international and European debate on CSR, tourism quality, featuring of financial services and jobs qualification, as well as arranging working groups focused to reach mutual benefits between public part, private companies and citizens. Today Ruggiero is chief of External Relations and Development and Innovation Department of UNI, with the task to perform the UNI strategic lines within the relationships with the stakeholders.

■ Marco Beltrami

President of APCO and Associate Partner, Consultant Profession Leader in IBM Italia. Working as Management Consultant in primary national and international Management Consulting companies, since 1984 he follows themes regarding change management, organizational development and strategies implementation. Professor at the University of Genoa, he is author of numerous articles on managerial themes in prestigious magazines.

■ Carmelo Demaria

Since 2008 he is responsible of Pianificazione & Controllo in the ALENET project (Alenia Networked Enterprise Transformation), Alenet project has the goal of effectively introducing a new model of company working, acting on 'hard' drivers (roles and applications ICT), and also on the 'soft' ones (processes, skills and methods) to improve the efficiency of the management of the entire life cycle of a product.

APCO • Associazione Professionale Italiana dei Consulenti di Direzione ed Organizzazione, started in Milan on 1968, APCO joins and certificates those who in Italy performs the activity of Management Consultant. APCO, representing Italy in ICMCI, is the sole Organization enabled to release, in Italy, the International Certification CMC - Certified Management Consultant - acknowledged in 47 nations of the world.

DAISY-NET • Driving Advances of Ict in South Italy - NET is the Apulia node in the regional ICT SUD Competence Centre. It represents the pole of innovation; aims to increase the value and develop the knowledge, innovation and creativity, powering the local professional resources. The node includes all the public Apulia Universities (Politecnico di Bari, Università di Bari, Università di Foggia e Università del Salento) and currently 38 regional ICT companies, among the most representative on the territory.

ICMCI • The International Council of Management Consulting Institutes is the global association of national management consulting institutes from around the world. These national institutes administer, in accordance with world class standards, the international "CMC" certification Certified Management Consultant earned by individual professional management consultants. ICMCI, whom 47 nations from all continents adhere to, is the only NGO acknowledged by ONU in the Management Consulting.

PMI - SIC • The PMI Southern Italy Chapter, founded in 2004, by a group of professionals, consultants and enterprise manager, has the head office in Naples and is the local section of the Project Management Institute, with competence areas on all of Southern Italy, Sicily and Sardinia included. The PMI Southern Italy Chapter is continuing its expansion with the construction of the Branch Puglia, in order to promote the project management culture in the Apulia territory. The PMI (Project Management Institute), founded in 1969, is currently the leading institution at a world level among the no-profit associations in the diffusion of project management. Located in 171 countries, with its over 280 Chapters, it counts more than 300.000 members. In Italy the PMI is also present in Milan (Northern Italy Chapter) and Rome (Rome Italy Chapter).

Registrations:

The attendance to the event is free. The registration to the convention is mandatory.

To register it is necessary to fill in the on-line form available from the following web sites:

www.apcoitalia.it • www.daisy-net.com • www.icmci.org/calendar • www.pmi-sic.org

the event allows to have **2 PDU** for the maintenance of the certifications **CAPM** or **PMP**.

For info: eventi@pmi-sic.org branch_puglia@pmi-sic.org

Place:

Dip. di Informatica - Università degli Studi di Bari Aldo Moro - Campus Universitario, Via E. Orabona 4, BARI

How to reach us:

- (State highway). Southwards: SS 16 bis, Bari ring road (towards Brindisi), exit 13A - San Pasquale and go straight on Amendola street for about 1 Km. Turn left on the third traffic light for Einaudi street, once arrived at the second traffic light, turn right for G. Salvemini street, go straight on until next traffic light. After about 300mt you can find Campus entry.
- (Autostrada). "A14" coming from the North. Exit for Bari-Nord and follow the instructions for Bari round ring (towards Brindisi), exit 13A - San Pasquale and go straight along Amendola street for about 1 Km. turn right at the third traffic light for Einaudi street, at the second traffic light turn right for G. Salvemini street, straight on until next traffic light. After about 300 mt you can find Campus entry.

