



IPMA OCB® is built on the strong heritage of IPMA® (International Project Management Association) the global leader in competence certification. It introduces the concept of organizational competence in managing Projects.

IPMA OCB is a comprehensive approach for organizations to strengthen management of their Projects, Programs and Portfolios. It offers insights not only for all people interested in understanding how to improve the way Projects, Programs and Portfolios are managed in an organization, but also for holdings to appraise the performance of their project oriented affiliated companies.

Feb. 18~20, 2015

Tehran - Iran

IPMA OCB Training

Tehran is hosting the first OCB training course in Middle East.

After having the first international PEM training course in of Middle East in Tehran-Iran in 2013, once again IPMA intends to expand, inform and train its active network and the ambassadors for its new released leading product, OCB, with the assessment tool of Delta.

The course will be instructed by Mr. R. Wagner president of IPMA and IPMA's OCB Project Manager along with Mr. E. Mansson the Chairman of Award Management Board.

We are arranging this outstanding occasion together with some side attractions for those who want to participate and explore one of the biggest capitals in the world in the country with more than 5000 years of heritage.

Target Audiences:

- Top Managers
- Senior Executives
- Executives directing Project Management activities
- Line Managers working with or interacting with Projects and Programs
- Consultants
- Project Management Instructors
- Project Management Coaches and Mentors
- IPMA Assessors (ICB/PE)

Details

1. Advantages of attending this course:

- Familiarity with an international leading model/tool to assess Project oriented organizations: Companies' Board of Directors (BOD) often have concerns whether with their current organizational set up, their vision can be achieved. This assessment tool helps them to align these together. It's also a great tool for holdings (entities with subsidiary companies), since their usual challenge is whether their subsidiaries are aligned to the strategies of the parent company or not?
- To become a Certified National Delta Assessor for your Member Association (MA).
- One can act as International Assessor if their Member Association (MA) is asked to assess a foreign company
- Familiarity with the new released competency baseline from IPMA (released Oct. 2013) especially for instructors in Project Management industry in particular IPMA products (e.g.: ICB, PEM)
- Organization's internal quality auditors can find brilliant improvement solutions/alignment techniques for auditing purposes.

2. Course instructors:

Reinhard Wagner: He studied Electrical Engineering and Business Administration in Germany and USA, with more than 30 years of project related work and leadership experience. His career started in German Air Force, working in projects like establishment of a System Operation Center. In 1995, he entered the Automotive Industry and managed several major design Projects and Programs and also developed specific methodology for Automotive Engineering activities. In 2002, he founded a Special Interest Group for Automotive Project Management within German Project Management Association (GPM) and has led these activities since then. In 2006, he entered the Executive Board of GPM and was responsible for all R&E activities as well as the International affairs. Today he is the Chairman of the Executive Board. As Chairman of the respective DIN committee for the development of Project Management (PM) standards, he is responsible for several standardization projects in Germany. From 2007 till 2012, he acted as working group Convener in ISO for the development of ISO 21500 Guidance on Project Management. Within GPM and IPMA, he developed tools for the assessment and certification of organizations and acts as Lead Assessor for PM-ZERT and IPMA in this field. Reinhard Wagner teaches Project Management at different Universities in Germany. He has published more than 150 books and articles, speaks to national and international audiences and is the President of IPMA.



Erik Mansson: A Swedish citizen with a diversified multicultural experience from Far East to Middle East and up to Europe. He was the former Programmer Manager for the Single Euro Payments Area (SEPA) an integrated payment system among banks. He is also considered as the most experienced IPMA Project Excellence Assessor and has acted as team lead assessor for almost 10 years. He is also a Member of IPMA Award Management Board (PM Achievement Awards, LATNET, EU Task Force, OCB and PCB projects). In 2014, he has been elected as the Chairman of Award Management Board. He was also the Chairman of the Jury for the German PE Award in 2012 and 2013 as well as a member of several national PM associations (Sweden, Germany and Nepal).



Other Opportunities:

There are other opportunities in Tehran/Iran you can benefit from while planning for this unique event:

1. 10th International Project Management Conference (IPMC 2015):

10th International Project Management Conference would be held in Tehran few days before the OCB training course on Feb. 15 and 16, 2015. It would be a great opportunity to expand your connections and seek the areas of mutual collaboration with the managers of Companies in Oil, Gas, Petrochemical, Power Plant, IT, etc. industries. You can also meet more than 1000 project management experts from top Managers to Project and Program Managers, Consultants, Practitioners and students, both from Government and private sectors.

The event includes screened papers among a variety of issued papers, lecturers from around the world, round table discussions and interactive workshops. Interested Institutions/Companies will have a chance to exhibit their products and services in the conference exhibition halls.

We, as OCB Organizer, can facilitate your registration for this event.

Conference Theme:

The conference's main focus is on the issues of Project Management (PM) techniques, Project Organization, Strategic Project Management, Knowledge Management and modern developments in this field. However, because of the wide spectrum of Project Management issues other subjects may also be discussed throughout the event.



<http://www.iipmc.com/Default.aspx?tabid=653>

2. Attractions and Sightseeing:

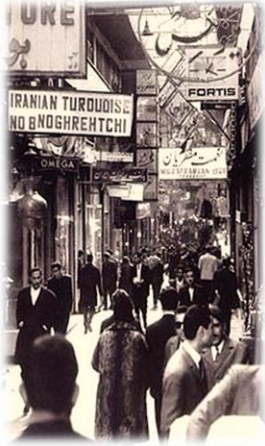
Tehran is the [capital](#) of [Iran](#) and [Tehran Province](#). With a population of around 8.3 million and surpassing 14 million in the wider metropolitan area, Tehran is Iran's [largest city and urban area](#), and the largest city in [Western Asia](#).

The city is home to many historic [mosques](#) as well as several [churches](#), [synagogues](#) and [Zoroastrian fire temples](#). However, modern structures, notably [Azadi Tower](#) and the [Milad Tower](#), have come to symbolize the city. Tehran is ranked 29th in the world by the population of its [metropolitan area](#). Throughout [Iran's history](#), the capital has been moved many times, and Tehran is [the 32nd national capital of Iran](#). Although a variety of unofficial languages are spoken, roughly 99% of the population understand and speak [Persian](#). The majority of people in Tehran identify themselves as [Persians](#). In pre-Islamic and early Islamic times, Tehran was an unimportant village and part of the



area of present-day Tehran was occupied by [Rey](#) (which in the [Avesta](#) occurs in the form of Rhaga, now a part of the city of Tehran, which took over its role after the destruction of Rey by the [Mongols](#) in the early 13th century.

Shopping



Tehran has a wide range of shopping opportunities, from traditional bazaars to shopping districts and modern shopping malls. The great Bazaar of Tehran and the Tajrish Bazaar are the biggest traditional bazaars in Tehran. Shopping districts such as Valiasr, Shariati, Mirdamad have shopping with a wide range of different shops. Big luxury malls like Sam Center, Modern Elahiye, Paladioum, Tiraje, Kaourosh and smaller shopping centers like Tandis, Golestan, and Safavie are popular among Tehran's population and visitors.

Most of the international brands and upper class shops are located in the northern and western parts of the city, and the rest of the shops are distributed in all the areas of the city. Tehran's retail business is growing with new malls and shopping centers being built.



Climate:



Tehran's climate is largely defined by its geographic location, with the towering [Alborz Mountains](#) to its north and the central desert to the south. It can be generally described as mild in the spring and autumn, hot and dry in the summer, and cold in the winter. Because the city is large with significant differences in elevation among various districts, the weather is often cooler in the hilly north than in the flat southern part of Tehran. For instance, the 17.3 km [Valiasr Street](#) runs from the Tehran's railway station than, 1,117 m elevation above sea level, in the south of the city to the [Tajrish Square](#), 1,612 m elevation above sea level, in the north. However, the elevation can even rise up to 1,900 m at the end of the [Velenjak Street](#) in the north of Tehran.

Transportation

Tehran has four airports. [Mehrabad International Airport](#) and [Tehran Imam Khomeini International Airport](#) are the two active ones.

Tehran relies heavily on private cars, buses, motorcycles, and taxis, and is one of the most car-dependent cities in the world.

Tehran claims to have one of the cleanest and most convenient metro systems, in terms of accessibility to different parts of the city, in the region. The feasibility study and conceptual planning of the construction were started in the 1970s. In 2001, the first two of the eight projected metro lines were opened. Now, Tehran's metro has five operative lines and is 152 km long, with two other lines under



construction.

Sports

Tehran was the first city in the Middle East to host the Asian Games. The 7th Asian Summer Games in 1974, was held with the participation of 2,363 athletes and officials from 25 countries.

Tehran is also the site of Iran's national football stadium on Azadi Sport Complex with 100,000 seating capacity. Azadi Football Stadium is one of the largest in Western Asia and one of the biggest in the World.



Food & Restaurant:

Tehran has many modern and classical restaurants and cafes, serving both traditional Iranian and cosmopolitan cuisine. One of the most popular dishes of the city is the [chelow kabab](#) (kabob/kebab is originally a Persian word meaning grilled or roasted meat). [Fast food](#) is also popular, especially within the younger generation. Pizza, sandwich and kebab shops make up the majority of the food outlets in the city.



You can also experience healthy jogging at the very northern part of Tehran at Alborz hillside with variety of restaurants along the track to run and jog in a friendly environment full with marathon fans.



Tourism and attractions

Tehran, as Iran's showcase and capital city, has a wealth of cultural attractions. The Sun Throne (aka Peacock Throne) of the Persian Kings (Shahs) can be found in Tehran's Golestan Palace. Some of the well-known museums are National Museum of Iran, Sa'dabad Palaces Complex,



Glassware and Ceramics Museum of Iran, The Carpet Museum of Iran, Tehran's Underglass painting Museum, Niavaran Palace Complex, and Safir Office Machines Museum. The Tehran Museum of Contemporary Art features works of famous artists such as Van Gogh, Pablo Picasso and Andy Warhol. The collection of these paintings was selected by former Empress Farah Diba.



Tehran is also home to the Iranian Imperial Crown Jewels, also called the Imperial Crown Jewels of Persia, it is claimed to be the largest, most dazzling and valuable jewel collection in the world. The collection comprises a set of crowns and thrones, some 30 tiaras, numerous aigrettes, jewel-studded swords and shields, a vast amount of precious loose gems, including the largest collections of



emeralds, rubies and diamonds in the world. It also includes other items collected by the Shahs of Iran during the 2,500 year existence of the Iranian Kingdom. The Imperial Crown Jewels are still on display in the Iranian Central Bank in Tehran.

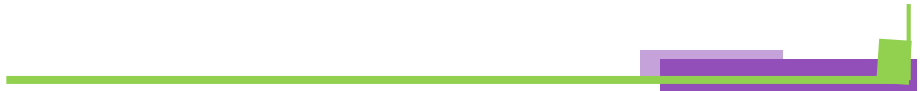
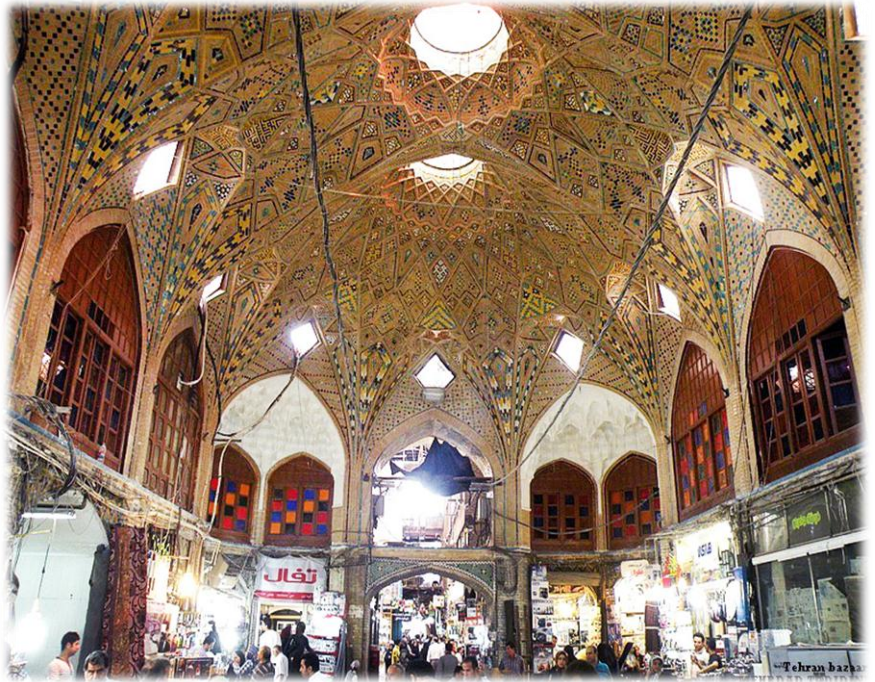


The Grand Bazaar is a historical market situated in the capital of Iran, Tehran. Throughout its history, in addition to shops the Grand bazaar has contained banks and financiers, mosques and guest houses.

Traditionally, the Tehran bazaar was split into corridors, each specializing in different types of goods, including copper utensils, carpets, paper, spices, and precious metals, as well as small traders selling all types of goods. Today, modern goods are available as well, in

addition to the many traditional corridor traders that still survive. It is located In Arg Square and the main entrance is "Sabze Meydoon" area.

The Grand Bazaar is located in southern Tehran; its many corridors are over 10 km in length. There are several entrances, some of which are locked and guarded at night.



How to apply

We, as the training organizer, will be more than happy to facilitate your journey to Tehran to make your stay for attending the OCB training course more enjoyable and remarkable.

You can apply for some or all of the below listed services by sending your request to the training organizer.

- **Visa:** We can apply for your invitation letter to get 72 hour visa at the airport. Longer stay period needs more time for application submission and immigration administration process.
- **Accommodation:** You can choose among a variety of 3, 4 or 5 Star hotels.
- **Transportation:** Transportation from/to the airport as well as during your stay.
- **Airline Ticket:** We can apply for your ticket with the best connecting flights to Tehran. Those who wish to stay longer can ask organizer to arrange domestic flights, hotel reservation, etc. to visit historical cities such as Isfahan or Shiraz.
- **Tehran's 10th International Project Management Conference:** we can arrange for you to apply for ticket and/or a booth in side halls for marketing and networking purposes.
- **Tehran Tours:** We can arrange half/one day tours for Tehran Grand Bazar, Shopping (in traditional style or modern malls), sightseeing in Tehran (including visiting Palaces and museums), etc.
- **Traditional/Modern restaurants:** We can arrange your reservation for enjoying tasty Iranian cuisine both in traditional or modern restaurants in Tehran.
- **Translator:** An English translator will accompany you throughout the tours if requested.

Important Note:

Credit cards cannot be used in Iran. You have to bring cash bank notes either in US dollar, Euro or AED. Training Organizer can arrange for the best exchange rates upon request.

Please do not hesitate to send your request for some/all of the above mentioned packages to ocbt@nhhc.ir or contact us at +98-21-22772708. Requests received later than Jan. 30, 2015 cannot be processed.

Fees and payments:

The enrollment fee for OCB training course is €980. Requested extra services/packages from the above list will be charged separately. Details of the packages and related fees will be provided upon receiving your request.

Because of the difficulties in the banking system and money transfer to Iran, you can pay cash on the first day of the training course at the Venue or you can line transfer the amount to an international account at your convenience. You will be informed about the details of the payment method you choose upon receiving your request.