

ASIA e-Link PACIFIC



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Establishing a Competitive Edge – A PMI Case Study on Huawei Technologies

PMI offers a library of case studies of highly successful projects drawn from various industries and regions. These case studies include best practices, challenges and lessons learned that allow you to communicate and illustrate the value of project management to your colleagues and peers.

Read about how **Huawei Technologies**, a Chinese telecommunications company turned to project management for the techniques and tools to gain an even larger competitive advantage.

Background

China's economy has developed rapidly over the last two decades, and the telecommunications industry has grown even faster. By November 2004, fixed-line subscribers and mobile users in China reached 313 million and 330 million, respectively.

Since its founding in 1988, Huawei Technologies has grown in tandem with China's market. The company has more than 24,000 employees working on information and communication products, technologies and solutions.

In 2002, Huawei launched a comprehensive project management development program to bolster its core competencies and meet the challenges of an increasingly competitive international marketplace.

Challenges

Although Huawei recognised that project management was critical to sustainable development, the sheer number of projects and employees assigned directly to projects (14,000-plus) presented acute planning and logistical challenges.

Such challenges were more crucial to Huawei as its overseas business had expanded to five continents and was a key revenue and profit driver, making cross-country and cross-cultural project management a new challenge. The Huawei management team began to search for a uniform and standardized project management system to fit these new situations.

[Read the full case study \(PDF\) online.](#)

Access the [case study library](#) by navigating to **PMI.org > Business Solutions > Value of Project Management**.

Seoul Utilises Digital Innovation to Withstand Bad Economy

This article is adapted from a story first published in the March issue of PM Network®.



Korea is ranked as the 13th largest economy in the world, and the city of Seoul contributes to about 22 percent of the country's gross domestic product. But continued growth could be difficult in the face of the global financial crisis. The country also faces a problem in the rapidly aging workforce.

The city's mayor, Oh Se-hoon, is looking to innovation to fuel growth. His vision is focused on software.

One driving force shaping projects in Seoul is the government's desire to evolve the city into a "ubiquitous city" or "U-city" – a place where technology allows for the delivery of public and private services, anytime, anywhere. The U-city concept must be worked into any project that is developed for Seoul.

Seoul-based country manager for U.S. wireless network provider Firetide Inc., James Joe has worked on several projects to shape Seoul into U-city. He says these projects require technologies that are easy to use, so that any city resident can take advantage of them.

Mr. Joe and his team helped to give Seoul's Cheonggyecheon waterway project a high-tech wireless upgrade. The upgrade allows visitors to use touch-screen kiosks to view maps, local history and information on nearby attractions.

In 2008, Mr. Joe and his team were also involved in a challenging project to upgrade the 286-acre Seoul Forest Park with a wireless network. As the sensors of wireless networks signals must not be blocked, more than 400,000 trees in the site gave the project team a challenge to design creative solutions such as mesh nodes or installing access points on lamp poles in the park.

The network provides peace of mind for parents, who can request necklaces to pinpoint a child's location in the park should he or she get lost.

Healthcare applications are also available at medical booths, where visitors can check vital statistics such as blood sugar. The wireless network even gives them the option to send the results to the city medical centre for further evaluation.

PMI members, login with your username and password and navigate to **Resources > Publications > PM Network** to read the full article.

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Post Disaster Program Management Initiative



210 million people and growing; this is the number of individuals the International Federation of Red Cross Red Crescent Societies reported were affected by natural disasters, including floods, storms, droughts and earthquakes last year. The United Nations International Strategy for Disaster Reduction noted the economic loss in 2008 from disasters had increased three fold from

2007, to a staggering US\$181 billion (an amount greater than the annual GDP of 75% of the countries in the world).

Just as improved programme and project management is needed for economic development, so is it needed to save lives in emergencies and to rebuild homes, cities, infrastructure and regions hit by disasters. It is time for the project management profession to respond to the need for better programme and project management in post disaster management.

Following the devastation of the Asian tsunami in December 2004, an international group of programme and project managers and experts in disaster relief, with the sponsorship of PMI, developed a *Project Management Methodology for Post Disaster Relief*. This was published in 2005 and is available, at no cost, through the PMI Educational Foundation, along with associated training materials.

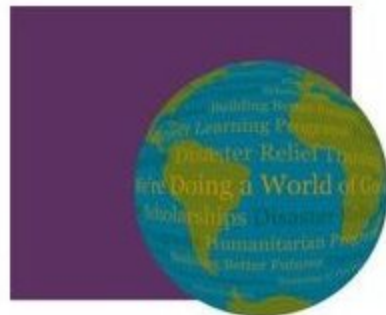
The methodology has been applied during two recent disaster response and recovery efforts - the Santa Catarina, Brazil floods and by Project Aid for the Australian Bushfires.

Since most disaster rebuilding efforts are delivered as programmes, the global project team that developed the PMI Project Management Methodology for Post Disaster Relief is currently developing a Post Disaster Program Management (PDPM) Toolkit. The PDPM Toolkit will support the people, organisations and authorities who take on the difficult task of mobilising economic resources to respond during and rebuild after a disaster.

As a toolkit, the PDPM will provide easy to understand, easy to use information, guidance and tools for planning, initiating, managing and controlling post disaster reconstruction and recovery programmes of work.

Ian Hirst, PMP, of the Canberra, Australia Chapter and Deena Gordon Parla, PMP, an advisor to the PMI Turkey Potential Chapter, reported this initiative. Ms Gordon Parla was on the core team for the development of PMI's *Project Management Methodology for Post Disaster Reconstruction*. Mr Hirst and Ms Gordon Parla are core team members for the Post Disaster Program Management toolkit effort.

The PDPM team is looking for volunteer support. Everyone is welcome to join this international team of professionals and assist with developing, evaluating or sharing the news about the Toolkit. Please contact admin@pdpm.org.



UPCOMING EVENTS

Innovate Project Management – Find Solutions at PMI Japan Chapter's Summer Festa 2009



In the spirit of strengthening and enriching project managers in Japan through active exchanges and community activities, the PMI Japan Chapter** is proud to announce their annual PMI Japan Summer Festa 2009, to be held from 13–14 June.

This theme for Summer Festa 2009 is "Change! Change! Change! What is Required To Change Project Management?" The chapter promises an even better programme this year, with a large number of seminars and workshops to choose from. There will also be a new feature, "The Smiles and Tears of being a Project Manager."

Besides the seminars and workshops, attendees can also catch up with old friends and meet industry peers at the networking session.

By attending the 2-day Summer Festa 2009, participants can earn up to 9 Professional Development Units (PDUs). Visit the [chapter website](#) for more information

*** PMI Tokyo, Japan Chapter has been renamed as PMI Japan Chapter since January 2009.*

PMBOK[®] *Guide* Translations Now Available

A Guide to the Project Management Body of Knowledge (PMBOK[®] *Guide)*—Fourth Edition will soon be available in a total of 11 languages.

In order to create accurate and regionally relevant translations, PMI works with local volunteers. These translation teams verify the accuracy of the submitted work. To maintain the integrity of our translations, PMI has agreed to provide only chapters of the *PMBOK*[®] *Guide* that have been verified for accuracy of translation.

The following translations have been verified and can now be accessed by PMI members at the [Library of Global Standards](#) page:

- **Simplified Chinese** (Glossary, Appendix and Chapters 1-12)
- **Korean** (Glossary, Appendix and Chapters 1-12)
- **Japanese** (Glossary, Appendix and Chapters 1-4)

This is available to members only.

Login with your PMI username and password at www.PMI.org and navigate to **Resources > Standards > Library of Global Standards** to access the translations.

Changes in *PMBOK*[®] *Guide*—Fourth Edition will be reflected in the credential exams beginning on the dates shown below:

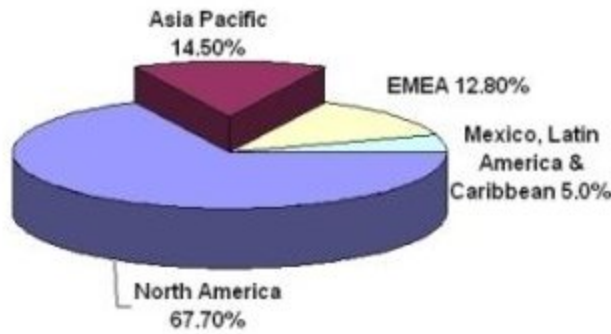
Credential	Examination Updated
PMP [®]	30 June 2009
CAPM [®]	31 July 2009
PMI-SP [®]	31 August 2009
PMI-RMP [®]	31 August 2009
PgMP [®]	31 August 2009

If you are taking a credential exam soon, PMI offers an easy way to check [which edition](#) you need to study.

New Faces at PMI

There are **43,842 members** in the PMI Asia Pacific region as of March, representing over **14 percent of total PMI membership**.

MEMBERSHIP BY REGION (PERCENTAGE)



New R.E.P.s

Registered Education Providers (R.E.P.s) are organisations approved by PMI to offer project management training for Professional Development Units (PDUs) to maintain your PMI credentials.

There are currently 214 R.E.P. organisations enrolled in the PMI R.E.P. Programme in the Asia Pacific region.

View the R.E.P. web pages on PMI.org to find a provider of project management education activities and products in your country.

Welcome New R.E.P.s in Asia Pacific

India – i2m Management Services Pvt Ltd.

Pakistan – Business Beam (Pvt.) Limited

Singapore – Schering-Plough Ltd.

Taiwan – SGS Taiwan Limited

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ASIA PACIFIC CALENDAR

Events

If you are organising a PMI event in the Asia Pacific region and would like us to list it in the *e-Link*, please contact SoHyun Kang, Asia Pacific component relations coordinator.

13–14 June

PMI Japan Chapter

Summer Festa 2009

10–12 August

PMI Australian Chapters

PMOZ

21–12 October

PMI New Zealand Chapter

Project Management Conference 2009

24–25 October

PMI Japan Chapter

PMI Japan Forum 2009

Examinations

PMI credentials involve a rigorous process designed to ensure the highest possible professional standard. All candidates for Project Management Professional (PMP)[®], Certified Associate in Project Management (CAPM)[®], Program Management Professional (PgMP)[®], PMI Scheduling Professional (PMI-SP)[®] and PMI Risk Management Professional (PMI-RMP)[®] must first meet specific education and experience requirements and then pass an examination.

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The Asia Pacific Service Centre is open Monday through Friday, 9:00 a.m. – 6:00 p.m., Singapore time (GMT +8).

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