

ENERGISING THE MARKET AND RE-INSTATING CONFIDENCE

**STRATEGIC INDUSTRY OVERVIEW
 PLENARY SESSIONS | NILE PLAZA BALLROOM**

08:00 Registration and Morning Refreshments #CityscapeEgypt

09:00 **Conference Inaugural Remarks**
Chris Speller, Cityscape Group Director, **Informa Exhibitions**
Fathallah Fawzy, Co-Founder, **MENA Group**, Chairman, **Cityscape Egypt Conference**

09:10 **Strategic Vision Towards Achieving A Mature Real Estate Market**
Government Representative

09:40 Networking Break and Media Interviews

10:00 **Market drivers and performance**
 · *Impact of development of new cities on current and future buying trends*
 · *Availability and land supply and relationship to market demand*
 · *Supply and demand analysis by socioeconomic class*

10:20 **Re-booting the System; Key Steps to Invigorate the Market and Attract Investors**
 · *What are the current internal and external challenges facing the real estate market?*
 · *How can property developers, financiers, and government work together towards satisfying growing market demand?*
 · *How are external economic conditions affecting the local market?*
 Moderator: **Nabil Amasha**, COO, **Emaar Misr**
Tarek Hegazy, Partner, **LimeVest Partners**

11:00 **Saving the Middle Class through Establishing a Mature Mortgage Finance Market**
 · *Mortgage finance and off-plan sales; are these two mutually exclusive?*
 · *Can mortgage finance be the solution to the middle class's search for affordable housing?*
 · *Examining the evolution of mortgage finance in Egypt and its future outlook*
 · *Pathway and legal framework required to transform the market*
 · *Unlocking and expanding access to housing finance for lower and informal households*
 Moderator: **Hassan Hussein**, Chairman, **El Taamir Mortgage Finance**
Maysa Sabah, Managing Director, Middle East, **Affordable Housing Institute**
May Abdelhamid, Chairman, **Mortgage Finance Fund**
Arch. Baher El-Shaarawy, Technical Advisor to the Minister, **Ministry of Housing, Utilities and Urban Communities**

11:45 Networking and Refreshment Break

12:15 **Strategies of Real Estate Exporting and Attracting Foreign Institutional Investors**
 · *Steps taken towards promotion, marketing and nation branding*
 · *Reviewing laws and regulations that hinder FDI to date*
 · *What key factors attract the foreign investor? Profiling foreign second-home buyers*
 · *Do individual investors seek a different ROI than institutional investors?*
 · *How can Egypt compete with Europe, USA and Golden Visa countries to attract direct investment into real estate?*
 · *Bridging the gap between tourism promotion and real estate exports*
 Moderator: **Hesham Shoukri**, CEO, **Rooya Group**
Ali Shorbani, CEO, **Tabarak Holdings**
George Eid, Senior Vice President Business Development, **Arton Capital**
John Deykin, Strategic Advisor to CEO, **Insignia**

13:00 **Examining the Role of Real Estate Investment Funds in Attracting Foreign Institutional Investors**
 · *Updates on progress of REITs in Egypt; Why is this investment vehicle taking so long to catch on?*
 · *Can REITs boost Egypt's real estate exporting ambitions? Examining how these investment vehicles can be the entryway to attracting institutional and direct foreign investors*
 · *Key steps required to progress towards a mature REITs market*
 Moderator: **Fathallah Fawzy**, Co-Founder, **MENA Group**
Mohamed Khodeir, Partner, Head of Capital Markets, **Al Tamimi & Company**

14:00 Lunch Break

BREAKOUT ROUNDTABLE DISCUSSIONS

15:00 **The Return of Tourism and Hospitality Investment**
 · *Examining the future trends in hospitality development*
 · *Effects of disruptive technology on development and operation of hotels in the region*
 · *Capitalising on growing demand for branded midmarket hotels*
 · *Creating and marketing a destination*

Boom Time for Industrial
 · *Examining types of industrial development*
 · *First time venture; opportunities, risk and ROI*
 · *Incentives in the new investment law and areas of development*
 Moderator: **Abdel Nasser Taha**, President, **FIABCI Egypt**

16.30 End of Conference Day 1

ENERGISING THE MARKET AND RE-INSTATING CONFIDENCE

**ARCHITECTURE, DESIGN AND TECHNOLOGY
 PLENARY SESSIONS | NILE PLAZA BALLROOM**

09:00 Registration and Morning Refreshments #CityscapeEgypt

09:30 **Day 2 Opening Remarks**
 Fathallah Fawzy, Co-Founder, MENA Group, Chairman, Cityscape Egypt Conference

09:40 **Designing Smarter; How to Make Egypt's New Cities Work Better?**
 Dr. Samer Bagaeen, Professor of Planning and Urban Resilience, University of Kent

Greenfield Cities and Planning for a Sustainable Future

- Leveraging on technology to increase success levels and sustainability of newly built cities
- Catering to the needs and lifestyle of future tenants
- Avoiding using technology that will become obsolete by the time the city is built

10:15 Moderator: **Ayman Ismail**, Chairman and CEO, DMG/Mountain View
Christina Seilern, Principal, Studio Seilern Architecture
Henning Rasmus, Director, Paragon Architects
Dr. Bassem Fahmy, Principal Adviser – Programme Manager, Strategic Planning and Urban Development Program, United Nations Human Settlements Program

The Impact of Tall Buildings on Urban Environment

- Increasingly cities choose vertical living as a means to overcome the rise of land values within their centres
- The high rise is an efficient mechanism for creating liveable conditions for demanding urban needs, yet the impact it has on its inhabitants is significant and requires close examination
- Tall buildings introduce a higher concentration of inhabitants to already congested parts of the city fabric: their inclusion requires greater scrutiny
- Could tall buildings be perceived as a representation of vertical, self-supporting, mixed-use communities

11:00 **Kourosh Salehi**, Design Director, LWK & Partners

Reviving our Older Cities through Innovative Design and Technology

- How can design give new life to existing cities and address Egypt's urban challenges
- Can Cairo be saved from its declining and overloaded infrastructure using smart design technologies?
- How did other cities around the world manage to update their design to keep up with the times?
- Using public space to revive older cities and maximise their socio-economic potential

11:30 Moderator: **Mohamed El-TaHER**, CEO, Al Ismaelia For Real Estate Investment
Sotiris Tsoulos, Director, RMJM
Mohamed Dessouki, Innovation Manager, IDIA Design

12:15 Refreshment Break

PropTech and the Future of Real Estate Development, Marketing and Sales

- Global emerging technologies shaping the industry today
- Is Egypt prepared for the disruption expected to take place on a global level?
- How are the various types of property technology affecting the Egyptian market, if at all?
- Should developers be worried or is this a golden opportunity to cut costs and processes and maximise profits?

12:45

13:15 **Presentation**
 New International Building Standards

13:45 **Conference Recommendations**
 Fathallah Fawzy, Co-Founder, MENA Group, Chairman, Cityscape Egypt Conference

14:00 Lunch Break

BREAKOUT ROUNDTABLE DISCUSSIONS

15:00 **International trends to attract corporate occupiers and increase ROI**

- Technological advancements and property management
- Trends most likely to disrupt the industry

Innovation in Retail Design and Maximising Return on Investment

- Exploring energy saving and sustainable solutions to cut costs
- What is the current retail demand structure? Is the supply keeping up?
- Are malls taking over traditional retail outlets? Should we be reviving souqs and walkable outdoor retail space?

16.30 End of Conference Day 2

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