

***A roadmap to innovation:
 Tackling project financing, marketing and design to prosper***

**DAY ONE, WEDNESDAY, 29 MARCH 2017
 PROSPECTS OF URBAN DEVELOPMENT**

08:00	Registration and Morning Refreshments	#CityscapeEgypt
09:00	Conference Inaugural Remarks Wouter Molman , Cityscape Group Director, Informa Exhibitions , UAE Fathallah Fawzy , Co-Founder, MENA Group , Chairman, Cityscape Egypt Conference , Egypt	
09:10	In Talks with H.E. Mostafa Madbouly , Minister of Housing, Utilities, and Urban Communities, Egypt* <i>* Invited</i>	
09:40	Plenary Panel Egypt Vision 2030: Progress and achievements in urban development, tourism, agriculture and industrial sectors Dr. Nihal El Megharbel , Deputy Minister of Planning, Ministry of Planning , Egypt Dr. Assem El Gazzar , Chairman, General Organisation for Physical Planning , Egypt	
10:30	Panel Discussion II The private sector role towards achieving Egypt's urban development plan <ul style="list-style-type: none"> • A historical look at urban development companies and their expected role in the future • Analysing the ability of the private sector to develop new urban communities utilising the master developer model • Best practice models (Special Purpose Vehicle) for master developers and project management companies Moderator: Fathallah Fawzy , Co-Founder, MENA Group , Chairman, Cityscape Egypt Conference , Egypt Panellists: Dr. Mohsen Barrada , Professor of Urban Planning, Cairo University , Egypt Magued Sherif , CEO, SODIC , Egypt Dr. Ahmed Shalaby , Managing Director, Tatweer Misr , Egypt Amgad Hassanein , Chief Projects Officer, Capital Group Properties , Egypt <i>More speakers to be announced</i>	
11:00	Coffee Break	
11:30	Presentation The macro economy and the ripple effects on the property market Mohamed Abu Basha , Vice President, Research, Economics, EFG Hermes , Egypt	
11:50	Exclusive Presentation The consumer perspective: Tenant and buyer demand trends Amad Almsaodi , CEO, Aqarmap.com , Egypt	
12:10	Presentation Towards a new investment environment: Development and progress of the New Investment Law Mohamed Khodeir , CEO, General Authority for Investment and Free Zones , Egypt	
12:30	Light Lunch Break	
13:30	Panel Discussion III Examining the progress of REIFs and other investment vehicles to drive lagging sectors <ul style="list-style-type: none"> • REIFs as a means to acquiring mega project funding • Creating an indirect market for real estate foreign investment • When are real estate trusts and funds going to really take off in Egypt? Moderator: Hany Tawfik , Chairman, Acumen-BPE Co. , Egypt Panellists: Dr. Sherif Samy , Chairman, Egyptian Financial Supervisory Authority , Egypt Tarek Hegazy , Partner, LimeVest Partners , Egypt Dr. Basel Roshdy , Managing Director and Chief Investment Officer, Nile Capital & IT Ventures , Egypt	

	Karim Helal, Director, Colliers International , Egypt
14:15	Presentation The hidden wealth Ian Albert, Regional Director, Middle East, Colliers , UAE
14:45	Panel Discussion IV Financing the industry <ul style="list-style-type: none"> Understanding the actual impact of value added tax (VAT) on the real estate industry, following the announcement of the executive regulations Overcoming the effect of the EGP devaluation on the construction and property market Are we on the verge of a recession and how will it affect the sector? Examining innovative solutions to project financing Moderator: Mohamed Gamal , President, PACT for Real Estate Investment , Egypt Panellists: Wael El Hatow , CEO, ERC , Egypt Hassan Hussein , Chairman, Al Oula , Egypt Khaled Hegazy , Partner, Crowe Horwath Dr. A.M. Hegazy & Co. , Egypt Ali El Shorbany , CEO and Chairman of the Board of Directors, Tabarak Developments , Egypt
15:30	Panel Discussion V Creating investment-worthy affordable housing <ul style="list-style-type: none"> Why is the PPP model still not applied to its full effect to fund affordable housing projects? Overcoming structural and regulatory challenges to providing wide coverage home financing Lease-to-own schemes and other creative solutions to catering to lower income levels while still making profit Moderator: Fathallah Fawzy , Co-Founder, MENA Group , Chairman, Cityscape Egypt Conference , Egypt Panellists: Hassan Hussein , Chairman, Al Oula , Egypt Maged Helmy , Chairman and CEO, Wadi Degla Developments , Egypt May Abdel Hamid , Chairman, Mortgage Finance Fund , Egypt <i>More speakers to be announced</i>
16:15	Day One Closing Remarks
16:00	Lunch and end of day 1

DAY TWO, THURSDAY, 30 MARCH 2016
INNOVATION AND THE BUILT ENVIRONMENT

08:30	Registration and Morning Refreshments	#CityscapeEgypt
09:30	Chairman's Opening Remarks Fathallah Fawzy , Co-Founder, MENA Group , Chairman, Cityscape Egypt Conference , Egypt	
09:40	The Social Media Guru Selling property on social media: Do's and Don'ts of the new digital era Andrew Burgess , CEO Middle East, Tint , UAE	
10:15	Exclusive Presentation Innovation in technology and the evolution of the physical workspace Craig Plumb , Head of Research, MENA, JLL , UAE	
10:35	Presentation Developing the cities of tomorrow Abdel Nasser Taha , President, FIABCI Egypt , Egypt	
10:55	Case Study Pioneering a green print for cities to follow: MASDAR City (TBC) Yousef Ahmed Baselaib , Executive Director, Sustainable Real Estate, MASDAR Real Estate Division , UAE	
11:15	Presentation New socio-economic model for sustainable real estate development: Roadmap towards achieving Egypt Vision 2030 Dr. Tarek El Ghamrawy , CEO, REGO Consultants , Professor of Project Management, Alexandria University , Egypt	
11:35	Panel Discussion I Building the cities we need for a sustainable future <ul style="list-style-type: none"> Trends in transportation and effects on new city planning Utilising technology and new materials to increase efficiency and reduce costs Smart technologies and their impact on the real estate sector Moderator: Abdel Nasser Taha , President, FIABCI Egypt , Egypt Panellists:	

Dr. Tarek El Ghamrawy, CEO, **REGO Consultants**, Professor of Project Management, **Alexandria University**, Egypt
Hossam Abdelgawad, PhD, P.Eng., Director, **SETS North Africa**, Egypt
Ibrahim El Missiri, CEO, **SomaBay**, Egypt
Yousef Ahmed Baselaib, Executive Director, Sustainable Real Estate, **MASDAR Real Estate Division**, UAE

12:15	Refreshment Break
13:00	Panel Discussion II Reducing construction costs and increasing efficiency to overcome the financial crunch <ul style="list-style-type: none"> • Examining the benefits of using locally sourced material to overcome currency devaluation and rising construction costs • Are construction methods used up to date or outdated? • Utilising technology and new materials to increase efficiency and reduce costs Moderator: Fathallah Fawzy , Co-Founder, MENA Group , Chairman, Cityscape Egypt Conference , Egypt Panellists: Hesham El-Kheshen , CEO, Samcrete Development , Egypt Medhat Stefanos , Vice Chairman, Titan Cement Group , Chairman, Egyptian Cement Association , Egypt Hossam Abou El Fotouh , Founder, Abou El Fotouh Group , Egypt <i>More speakers to be announced</i>
13:45	Presentation Future consumer trends and their effects on the development of the industry Hamed Shamma, Ph.D. , Associate Professor of Marketing, The American University in Cairo , Egypt
14:15	Panel Discussion III Retail trends, challenges and opportunities <ul style="list-style-type: none"> • Revolution in retail technology and effects on the physical development and design of retail space • Growing stronger during the tough times Moderator: Mohamed Galal , Chairman, TSM , Egypt Panellists: Esam Hafez , Retail Country Manager, Al-Futtaim Group , Egypt Omar Gaafar , Country Manager, Azadea , Egypt Hossam Saleh , Chief Operations Officer, Egyptian Media , Egypt Speaker TBC, Colliers , UAE <i>More speakers to be announced</i>
15:00	Panel Discussion IV Commercial and office space and the outlook for 2017 <ul style="list-style-type: none"> • Understanding the importance of valuations according to international standards • Increasing foreign investors' confidence in the market though international property measuring standards Moderator: Michael O'Connell , Country Director, Cluttons , Egypt Panellists: Hatim Almashat , Deputy CEO, NBE (DIFC) Limited , UAE <i>Interested in speaking in this session? Email us at info@cityscapeegypt.com</i>
15:45	Chairman's Presentation Conference Recommendations and outlook for 2017
16:00	Networking Lunch and End of Conference

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