

29–30 March 2017 | The Royal Maxim Palace Kempinski, Cairo, Egypt
www.cityscapeegypt.com

**TACKLING PROJECT FINANCING,
MARKETING AND DESIGN TO PROSPER**



KEY SPEAKERS INCLUDE

Eng. Fathallah **Fawzy**



Co-Founder
Mena Group
Egypt

Dr. Sherif **Samy**



Chairman
Egyptian
Financial
Supervisory
Authority
Egypt

Tarek **Hegazy**



Partner
LimeVest
Partners
Egypt

Mohamed **Khodeir**



CEO
General
Authority for
Investment
and Free Zones
Egypt

Mohamed **Abu Basha**



Vice President,
Research,
Economics
EFG Hermes
Egypt

Hesham **El-Kheshen**



CEO
Samcrete
Development
Egypt

Andrew **Burgess**



CEO Middle East
Tint
UAE

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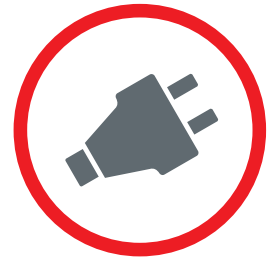
RECENT **ECONOMIC DEVELOPMENTS** AND **STRUCTURAL REFORMS**



The VAT law



Cuts in fuel subsidies



Freeing of electricity prices



Increasing interest rates



Amending the investment law



Currency floatation

1 Currency floatation has long term positive impact on most asset classes

2 Short term negative effect because of VAT

HOT TOPICS IN EGYPT REAL ESTATE SECTOR*

3 Increase in demand for residential units

4 High demand for affordable housing

*Based on JLL Cairo Real Estate Market Overview Q3 2016

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REAL ESTATE MARKET STATUS*



RESIDENTIAL SECTOR

Completion of new projects across 6th October and New Cairo including in Ashgar City, Grand Heights, Palm Hills' Village Garden Katameya, Mivida and Eastown. Average sales prices for both apartments and villas increased over the third quarter.



OFFICE SECTOR

Increased demand for Grade A office space. The market is expected to record more activity and potentially higher rentals over the medium term.



HOSPITALITY SECTOR

Completion of the Westin Cairo Golf Resort & Spa, and additional 300 rooms expected with the opening of the Steigenberger Hotel in Tahrir Square. The market is continuing its recovery after several years of instability.



RETAIL SECTOR

Market is sluggish with delays in new shopping mall deliveries. Currency devaluation and implementation of the VAT negatively impacts the retail market during Q3 2016.

WHY YOU MUST BE THERE



Benefit from new speakers' expertise and knowledge in different market areas to expand your skills and know-how



Don't miss out on fresh and exclusive research to be presented at the conference by international research houses and property consultants



Take advantage of new networking activities during the event to develop your connections and business leads



Understand the direct impact of recent structural reforms on your business and plan ahead for prosperity

WHO ATTENDS



Developers



Financiers and Banks



Investors



Consultants



Government



Architects and Designers

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- > Register online at www.cityscapeegypt.com
- > Call us on **+971 4 407 2528** and we will help you complete your registration
- > Fax the filled registration form to **+971 4 335 1891**

Day One. WEDNESDAY 29 MARCH 2017

PROSPECTS OF URBAN DEVELOPMENT

08:00	Registration and Morning Refreshments	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? 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
09:00	Conference Inaugural Remarks Wouter Molman , Cityscape Group Director, Informa Exhibitions , UAE Fathallah Fawzy , Co-Founder, MENA Group , Chairman, Cityscape Egypt Conference , Egypt	14:15	Interested in presenting this session? Email us at info@cityscapeegypt.com
09:10	In Talks with H.E. Mostafa Madbouly , Minister of Housing, Utilities, and Urban Communities, Egypt* <i>*Invited</i>	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 Panellists Wael El Hatow , CEO, ERC , Egypt Dr. Ahmed Shalaby , Managing Director, Tatweer Misr , Egypt Hassan Hussein , Chairman, Al Oula Mortgage Finance , Egypt Khaled Hegazy , Partner, Crowe Horwath Dr. A.M. Hegazy & Co. , Egypt
09:40	Plenary Panel Egypt Vision 2030: Progress and achievements in urban development, tourism, agriculture and industrial sectors Senior Government Officials	15:00	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 Panellists Hassan Hussein , Chairman, Al Oula Mortgage Finance , Egypt
10:30	Panel Discussion II The private sector vision towards achieving sustainable development <ul style="list-style-type: none">· How will the applied housing tax affect the supply and demand trends in Egypt?· How is the devaluation of the Egyptian Pound affecting FDI?· What is the new investment law offering developers and investors and how will it revolutionise the market? Panellists Maged Sherif , CEO, SODIC , Egypt <i>More speakers to be announced</i>	15:45	Day One Closing Remarks
11:00	Coffee Break	16:00	Lunch and End of Day 1
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		

Day Two. THURSDAY 30 MARCH 2017

INNOVATION AND THE BUILT ENVIRONMENT

08:30	Registration and Morning Refreshments
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 – Interested in presenting this session? Email us at info@cityscapeegypt.com
11:15	Presentation New socio-economic model for sustainable real estate development: Roadmap towards achieving Egypt Vision 2030 Dr. Tarek El Ghamrawy, CEO, Rego Management 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 Craig Plumb , Head of Research, MENA, JLL, UAE Dr. Tarek El Ghamrawy , CEO, Rego Management Consultants, Professor of Project Management, Alexandria University, Egypt <i>Interested in speaking in this session?</i> <i>Email us at info@cityscapeegypt.com</i>
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 Panellists Hesham El-Kheshen , CEO, Samcrete Development, 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 Panellists Mohamed Galal , Chairman, TSM, Egypt <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 <i>Interested in speaking in this session?</i> <i>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



MEET A FEW OF OUR **EXPERT SPEAKERS**

Andrew **Burgess**



CEO Middle East
Tint
UAE

Dr. Sherif **Samy**



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Egyptian
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Mohamed **Abu Basha**



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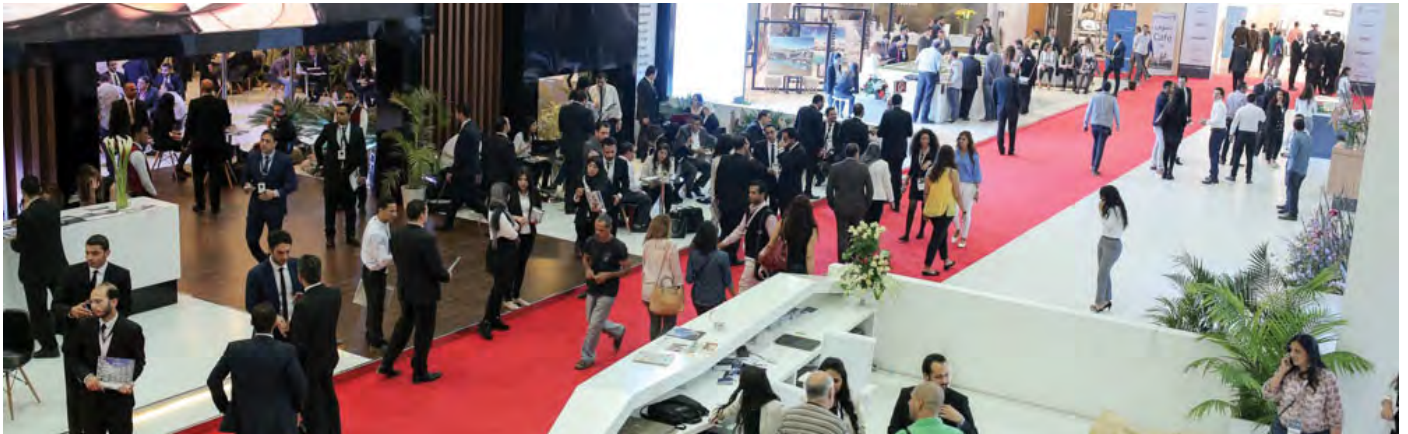
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CITYSCAPE EGYPT EXHIBITION

31 MARCH – 3 APRIL 2017 | CAIRO INTERNATIONAL CONVENTION CENTRE

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Cityscape Egypt will open its doors this year from 31 March – 3 April 2017, giving participants' access to one of the region's largest real estate markets. **Cityscape Egypt** serves as a platform to bring further transparency and stability to this growing market and introduce its projects to an international audience made up of investors and senior real estate professionals.

Cityscape Egypt has established itself as the only "must attend" real estate event in Egypt, whether you are an investor looking to expand your personal real estate portfolio or simply to buy your new home, there is now only one event in everyone's diary.

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CITYSCAPE EGYPT AWARDS

28 MARCH 2017 | THE ROYAL MAXIM PALACE KEMPINSKI, CAIRO, EGYPT



Celebrating excellence in real estate development and architecture, the 2017 **Cityscape Awards for Real Estate in Egypt** invite design visionaries and forward-thinking leaders in the international development arena, to join forces to showcase the pioneering projects that are raising the global industry bar. **Cityscape Awards for Real Estate in Egypt** have been the centrepiece of Cityscape's efforts to promote, develop and reward industry innovators and achievers, and are now accepting submissions for this year's awards programme.

The **Cityscape Awards for Real Estate in Egypt** will present an unparalleled opportunity to network with key investors, architects and developers, as industry VIP's converge upon Cairo to recognise the innovators and initiators behind some of the country's most high profile projects. The glamorous event will take place on 28 March 2017, at which guests are invited to network and meet with their industry peers.

For inquiries about the criteria and submissions, please contact:

Idina Fernandes
Tel (Dir): + 971 4 407 2742
Idina.fernandes@informa.com

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REGISTRATION FORM

EGYPT REAL ESTATE CONFERENCE | 29-30 MARCH 2017
 THE ROYAL MAXIM PALACE KEMPINSKI, CAIRO, EGYPT

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Delegate Pass Types*	Business Breakfast Delegates Only (20% off EB) Available until 31 January	Early Bird Rate Available until 20 February	Standard Rate Available until 28 March	Onsite Rate Available from 29 March
<input type="checkbox"/> Conference Only Delegate Pass Includes access to the Cityscape Egypt Conference only	EGP 2800 Save EGP 2700 \$350 Save \$350	EGP 3500 Save EGP 2000 \$450 Save \$250	EGP 4500 Save EGP 1000 \$550 Save \$150	EGP 5500 \$700
<input type="checkbox"/> Conference + Awards Pass Includes access to the Cityscape Egypt Conference and the Cityscape Egypt Awards Gala Dinner	BEST BUY EGP 3600 Save EGP 2800 \$450	EGP 4800 Save EGP 1600 \$600	EGP 5600 \$700	EGP 6400 \$800
<input type="checkbox"/> Awards Ticket Includes access to the Cityscape Egypt Awards Gala Dinner		EGP 1,600 \$200		N/A

*Fees include refreshments, lunch and documentation.

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Yes, please send me email updates on the Egypt Real Estate Conference.

Payments

A confirmation letter and invoice will be sent upon receipt of your registration, along with payment options and details required. Please note that full payment must be received prior to the event date. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in EGP. All Payments should be in favour of Informa Egypt LLC.

Cancellation

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a US\$200 service charge will be payable. Registrations cancelled less than 30 days before the event must be paid in full. Due to unforeseen circumstances, the programme may change and Informa reserves the right to alter the programme details including the venue and/or speakers.

Avoid Visa Delays – Book Now

Delegates requiring visas should contact the Consulate General of Egypt in their country of residence for information about their visa to Egypt.

Programme

Due to unforeseen circumstances, the programme may change and Informa reserves the right to alter the venue and / or speakers.

***I have read the cancellation policy and agree with the terms and conditions.**

Event Venue:

The Royal Maxim Palace Kempinski Hotel, Cairo, First Settlement, Eastern Ring Road, Cairo Governorate 11477, Egypt
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