



cityscape

The International Commercial Architecture, Property Design & Development Show



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4 the

International Property Investment & Management Conference (IPIC)



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8:00 Registration

8:30 Chairman's Opening Remarks

John Sandwick

Managing Director, *Encore Management SA, Switzerland*

8:40 Keynote Opening Address



Opportunities In The Real Estate Sector

Saeed Al Muntafiq

Director General,
Dubai Development And Investment Authority, UAE

9:00 Special Address



Recent Developments In Property Investment In The UAE - The Way Forward

Mansour A. Al Othaimin

Director Of Sales & Marketing - GCC, International And Commercial
EMAAR Properties PJSC, UAE

9:20 Official Inauguration Of The Cityscape 2002 Exhibition

9:40 Refreshment Break

10:00 Asset Management's Role In The Property Investment Decision

- De-mystifying "asset management" - art or science?
- Leveraging cross-sector best practice experience
- Delivering benefits in the property context
- Influencing investment and funding decisions

Steve Mitchell

Director, Management Consulting, *Hyder Consulting Group, UK*

10:30 The Problem Of Benchmarking Direct Property Investments

- The rationale of market comparison and of benchmarking
- The problem of quantification in a heterogeneous market such as the property market
- The lessons from analysing the stock markets
- The comparability of reliable ratios
- Applying the latest valuation methods to benchmark direct property investments
- The Swiss Property Benchmark (R) 2002

Dr. Philippe Sormani

Partner, *Centre Informatique Immobilier, Switzerland*

11:00 How Does Housing Become Home: Principles For Professional Practice

- Housing demand is a crucial component of local housing markets and property management
- Housing demand is not only concerned with the qualities of housing units but also the qualities of neighbourhoods
- Housing design and management should deal with architectural, economic, cultural and socio-psychological facets of the resident population. If housing demand is adequately dealt with then important economic and social benefits result, whereas there can be costly negative impacts if housing demand is ignored. Several examples of how to translate key principles into professional practice will be included

Prof. Roderick Lawrence

Centre For Human Ecology & Environmental Sciences
University of Geneva, Switzerland

11:30 New Trends In Property Investment - Globally

Paul Wolfenden

Director, Head of European Valuations and Appraisals, *DTZ, UK*

12:00 Hotel Investment Trends In The Post September 11th Environment

- The shape of the key global operating markets a year on
- The reaction of the capital markets to the events of September 11th
- A personal view on possible market trends through 2003

Nick Marsh

Executive Vice President, *Jones Lang LaSalle Hotels, UK*

12:30 Investment Analysis For The Middle East Real Estate Market

- 'Highest and best use' and 'market and financial' feasibility studies
- Quantitative and qualitative research techniques
- Profit, loss, cash flow and break-even analysis
- Case studies on real estate evaluation

Peter Goddard, Managing Director, *TRI Hospitality Consulting, UAE*

Guy Standish-Wilkinson, Managing Consultant, *TRI Hospitality Consulting, UAE*

8:30 Chairman's Opening Remarks

John Sandwick

Managing Director, *Encore Management SA, Switzerland*

8:40 Investment Opportunities In The Kuwaiti Real Estate Sector

Omar El-Quqa

Executive Vice President - Corporate Finance & Treasury
Global Investment House, Kuwait

9:00 Remodelling Property In Saudi Arabia - Feasibility And Needs

Sami Salman

President, *Arabian Services Group, KSA*

9:20 Building Towards Successful Property Investment In Qatar

The presentation will outline significant changes which have occurred in the property market in Qatar over the past 5 years, with a strong focus on envisaged changes leading up to the Asian Games in 2006. GHD has been appointed as the Project Manager for the Doha Asian Games and is currently completing a Master Plan review of the buildings, venues, infrastructure and games mode requirements for the Event. The Event has clearly spawned significant demands on property investment and the preliminary findings of the Master Plan review will assist the Government and property developers to refine plans for investment in the city of Doha.

Sherif Seleem

Executive Manager, Middle East *GHD, Qatar*

Paul Morris

Executive Manager, UAE, *GHD, Qatar*

9:40 Oman Real Estate Market - Overview And Investment Opportunities

- Oman's economic development over the last 30 years
- Real estate development in Oman over the last 30 years
- Oman's 5 year plan (2001-2005) and Vision 2020
- Oman's demographic profile and job market
- Oman's expat population - profile and future prospects
- Laws governing investment in real estate
- Oman's shopping mall/retail scenario at present and prospects for the future
- Investment opportunities in the real estate market

Ali Malallah Habib

Managing Director, *Al Habib & Co LLC, Oman*

10:10 Refreshment Break

10:30 New Directions In Retail Real Estate: What Is Working: What Is Not And Why?

- The Mall: The concept of the future headed to past tense?
- Unenclosed developments: Are they easier, more cost efficient?
- Department stores, discounters, hypermarkets, specialty stores, big boxes, on-line: which sectors will grow? Which will shrink?
- Where is the customer headed and why?
- Research progressions: Retail planning leaps in maturity

Stan Eichelbaum

President, *Marketing Development Inc., USA*

11:00 Innovative Financing For Property Development

- Establishing Public Companies
- Issuing Bonds
- Setting up Real Estate Funds
- Investing in property through Capital Markets
Shares, Bonds & Funds
Real Estate Investment Trusts
Mortgage Backed Securities

Tamer W. Bazzari

Vice President, *Rasmala Partners, UAE*

(Former Senior Advisor to Dubai Financial Market)

11:30 Acquisitions, Consolidations and Mergers: Strategies For Growth And Success

Sarmad Zok

CEO, *Kingdom Hotel Investments Group, KSA*

(To be confirmed)

12:00 Islamic Financing For Real Estate Development

- Islamic Business Ethics
- What is Islamic Finance? Is interest the same as Riba?
- Principles of Islamic Finance
- Islamic Financing Instrument
Mudharabah, Murabaha, Istisna'a, Leasing, Salam
- Real Estate Financing in the Islamic context
Problems, Solutions
- Developing the Real Estate Financing
Real Estate Investment Portfolios, Securitisation of Real Estate
- Case Study

Yousef AL-Hashemi

Manager, Real Estate Division, *A'ayan Leasing & Investment Co., Kuwait*

8:30 Chairman's Opening Remarks**John Sandwick**Managing Director, *Encore Management SA, Switzerland***8:40 Applying The Latest Marketing Strategies To Increase Revenue On Property Investments...Taking Properties To The Fullest Marketing Potential**

- Progressing from what the developer wants to build to what the buyer wants to buy
- Feasibility potential leaps ahead with risk analysis, best use assessment and more exacting demand methodologies
- Driving projects to the highest possible building efficiency
- Space for rent or sale: How the sell is changing

Stan EichelbaumPresident, *Marketing Developments Inc., USA***9:10 Reviving Your Property: - Case Study Of A Repositioning Experience**

- Factors affecting the repositioning
- Market study and analysis
- Planning and strategies
- Costing and finance
- Implementation
- Case study: Sharjah Central Souq (Blue Souq)

Shadi Al AwwadDirector Leasing & Marketing, *Al Taawun Mall, UAE***10:10 Cost Planning In Building Projects**

- The client should expect and demand a final account within acceptable limits of the approved budget
- Advantages and disadvantages of estimating costs using traditional bills of quantities, drawings and specifications
- Good cost planning is simply the quantification of good project management
- Cost planning approaches, tools and techniques
- The increasing importance of risk management, value engineering and value management in the cost planning process

Bruce RodriguesBRP Project Management (PTY) Ltd, *South Africa***10:40 Integrating Facility And Property Management**

Facility management and property management traditionally have been separate functions with singular duties, responsibilities and even corporate cultures. Several forces and evolving trends however, have served to "blur" these distinctions in the 21st century.

- Understanding the potential for integrating facility and property management

Patrick SweeneyManaging Director, *Emrill Services LLC, UAE***11:10 Refreshment Break****FOCUS! ARCHITECTURE****11:30 Showcase IX Choices For Tomorrow: Our Built Environment At A Crossroads**

A major challenge that faces cities in the Middle East is coping with rapid growth. The major cities of the region are growing at very rapid rates as a result of various factors including high birth rates, high levels of internal and external migrations, as well as policies of political, economic, and cultural centralisation. Consequently, important decisions have to be made regularly and quickly to accommodate the continuously shifting physical and socio-economic patterns defining our cities. Most often, these decisions consist of making choices among a number of alternatives. This paper presents a number of the choices we can make that greatly impact our built environment. It will present them through a series of polarities. Consequently, the paper will present a set of opposing solutions for a given situation. Although in a number of cases, one choice definitely is preferable to the other, in many cases such black and white distinctions are harder to make. For such situations, the polarities serve to define the "edges" of a given solution and the range of options they contain. Examples of the polarities that the presentation will put forward include, (but are not be limited to) the following:

- Pedestrian zones vs. vehicular expressways
- Shopping malls vs. street front shops
- Parking lots vs. green open spaces
- Public transportation vs. private automobiles
- Single use vs. mixed use buildings and complexes
- High-rise vs. the low-rise buildings
- Restricted access vs. open access facilities

Mohammad Al AsadDirector, *Centre For The Study Of The Built Environment, Jordan***12:00 Showcase X A New Identity For The Middle East**

As rapid economic and demographic expansion occurs in the Middle East, will new building forms develop that relate to the regions cultural identity or will a new global international identity emerge? In a sideways look at the way other cultures around the world are responding to similar challenges, Tony Kettle of RMJM considers what the options are for the Middle East in the new millennium.

Tony KettleGroup Director, *RMJM Architects & Consulting Engineers, UK***12:30 Lunch Break**