

Cityscape

THE INTERNATIONAL COMMERCIAL ARCHITECTURE
AND PROPERTY DEVELOPMENT EVENT

Nov 29 - Dec 1 : 2004

Dubai International Exhibition Centre

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Share the experience of over 60 organisations:

- Dubai Tourism Development Company, UAE
- Nakheel LLC, UAE
- Jumeirah Beach Residence, UAE
- Qatar Tourism Authority, Qatar
- Ministry of Tourism, Oman
- Dubai Development and Investment Authority, UAE
- The National Investor, UAE
- Tamweel LLC, UAE
- Gulf Finance House E.C., Bahrain
- Arabian Services Group, KSA
- Al Tamimi & Company, UAE
- IFA Hotels & Resorts, UAE
- CB Richard Ellis, UK
- LaSalle Investment Management, UK
- Professional Property Services Ltd, Hong Kong
- DTZ Debenham Tie Leung, Hong Kong
- 4: Property Ltd, UK
- Pearl Of The Gulf, Qatar
- Waterfront Investments Co., Oman
- Skidmore, Owings & Merrill LLP (SOM), USA
- Gensler, UK
- Saudi Oger Ltd., KSA
- Encore Management SA, Switzerland
- Abdali Investment & Development psc

- The Grollo Group, Australia
- Hilton International, UK
- Jones Lang LaSalle Hotels, UK
- Cushman & Wakefield Healey & Baker, UK
- Majid Al Futtaim Investments, UAE
- FAMA Holding Co Ltd, KSA
- RCI, UAE
- Tejari FZ-LLC, UAE
- FutureBrand, USA
- Parkview International London Plc, UK
- Alsop Architects, UK
- CronePartners Architecture Studios, Australia
- Tabanlıoğlu Architecture, Turkey
- Institute for Architecture and Urban Planning, Switzerland
- Core Architects Inc, Canada
- Hyder Consulting, Australia
- Deutsche Bank, UK
- Emirates Bank International PJSC, UAE
- MHC International Ltd, UK
- Performance Consulting, UK
- Laservision, Australia
- Investment Environments, Poland
- Aqaba Special Economic Zone Authority (ASEZA)

- Senad Engineering, KSA
- Solidere, Lebanon
- The Investment Development Authority of Lebanon (IDAL)
- Beirut Waterfront Development, Lebanon
- Ministry of Planning and International Corporation, Jordan
- The National Resources Investment and Development Corporation (Mawared), Jordan
- Aqaba Development Corporation (ADC), Jordan
- Medicare, Jordan
- Ministry of Municipal and Rural Affairs, Saudi Arabia
- Ayla Oasis Development Co, Jordan
- Krasnodar Krai, Russia
- RMJM, UAE
- Universal Touring Company, Yemen
- Battle McCarthy, UK
- Center for the Study of the Built Environment (CSBE), Jordan
- BRP Project Management (PTY) Ltd, South Africa
- Hopkins Architects, UK
- Jones Lang LaSalle, Singapore

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9:00 Chairman's Opening Remarks

John Sandwick, Managing Director, Encore Management SA, Switzerland

9:15 High-Net Worth Developer And Investor's Perspective On International Real Estate Opportunities

- What are high-net worth real estate investors looking for in today's market & the investor's mindset
- Opportunities for real estate development - a developer's insight
- Property investment climate - are the professionals worried?
- What works and what doesn't?
- Driving design and right use to maximise return on property investment
- Risk analysis for project feasibility and profitability
- Exploring financing and investment options

Daniel Grollo, Director, The Grollo Group, Australia

9:30 Hotel Investment Trends

Hotels across Europe and the Middle East are poised to become the latest asset class to attract investors' attention.

- The shape of key global operating markets
- Worldwide hotel supply
- Penetration of hotel chains
- Overall trends in the hotel industry
- Investment within the hotel industry
- Return on investment (ROI)
- Going down the franchising route for future growth

Raymond Chigot, Senior Development Vice President, Europe & Africa, Hilton International, UK

Robert Seabrook, Executive VP, Jones Lang LaSalle Hotels, UK

Jonathan Worsley, CB Richard Ellis Hotels Ltd, UK

10:30 Networking Break

11:00 Developing Mixed Use Hotels And Resorts - A Commercial Case Study

- Feasibility
- Valuation
- Asset management of hotels
- The asset management process
- Creating the asset management plan
- Management contract terms and trends
- Negotiating the hotel management contract
- Managing the manager (the role of the owner's representative)
- The hotel investment decision, buy, hold and sell analysis

Patrick Smith, Vice President, Asset Management, IFA Hotels and Resorts, UAE

11:15 Retail Investment: What Success Looks Like On The Global Stage

- Regional trends
- Europe vs the USA: Comparing and contrasting experiences
- Do's and don'ts
- The future of retail investment: The way forward

Tim Sketchley, Head of Investment, Cushman & Wakefield Healey & Baker, UK

Peter Walichnowski, Chief Executive Officer, Majid Al Futtaim Investments, UAE

11:45 Case Study - Developing And Designing The Golden Mile Retail

George Khoury, Vice President Design And Development, IFA Hotels and Resorts, UAE

12:00 Exceeding Customer Expectations - A Platform For Innovation And Success

His Highness Prince Faisal Bin Fahad Al Saud, Chairman, FAMA Holding Co Ltd, Chairman & CEO, F6, Saudi Arabia

12:15 Case Study - Developing Time-Share, Vacation Ownership - A New Business Opportunity In The Middle East And Africa

Vivienne Noyes-Thomas, Managing Director, Middle East, RCI, UAE

12:30 How To Meet Expectations - The Changing Challenges Of The Real Estate Industry

- What are the major challenges facing the industry?
- What are the factors affecting return on investment?
- How can new technology help developers build faster, better and more cost efficiently?
- How can better planning create buildings that cost less and last longer?
- The importance of performance factors on materials and installations
- The use of strategic sourcing and supplier alliances

Matthew Hibberd, Deployment Manager, Tejari Project Collaboration

Tejari FZ-LLC, UAE

12:45 Luncheon For Speakers and Conference Delegates

14:00 Case Study - Sales And Marketing Launch Of The Palm Golden Mile Project On The Palm Jumeirah

Bassam El Khoury, Marketing Director, IFA Hotels & Resorts, UAE

14:15 Competing In A Crowded Real Estate Market

- Build a "real" brand with a distinctive voice
- Find a category of "one", micro target and build brand differentiation
- Leverage non-traditional advertising and media
- Offer value focused on the marketing basics
- Recent successful launches in Dubai

Mario Natarelli, Managing Director, FutureBrand, USA



Project Showcases

Timings: Project Showcases will commence at 14:45 and conclude at 15:30

The Palm Island

The Palm is the project that brought Nakheel to global prominence. It involves the creation of the world's two largest man-made islands known as The Palm, Jumeirah and The Palm, Jebel Ali which protrude off the coast line of Dubai. The Palm project represents a unique new concept of leisure, living and tourism offering extraordinary experiences to residents and visitors alike. It is an expansion of Dubai's drive to enhance its position as a premier international tourist destination and as an ideal international residential option.

These two main-made islands will go down in history for sheer magnitude and grandeur, and their dream-like residences which will redefine community living as innovative yet practical, exclusive yet affordable, but always unique and iconic.

Wahid Attalla, Executive Director Commercial and Operations, Nakheel LLC, UAE

Durrat Al Khobar

Durrat Al-Khobar is located in a prime location of Gulf beach lying between Al-Khobar and Dammam in KSA. The total area of 100,500 sqm will consist of villas, apartments, cabanas, a mosque, a clinic, an international hotel, a recreation club, a horse-racing track, a golf course and offering water sports and yachting facilities to name a few.

Dr.Sami Salman, President, Arabian Services Group, KSA

Regeneration Of Battersea Power Station

The redevelopment of the Battersea Power Station site represents one of the largest privately funded urban regeneration schemes in Europe. The mixed-use scheme aims to create a new cultural, entertainment, business and events focus for London. At its heart is the Power Station, an international landmark about to be transformed into a dynamic new entertainment, leisure and retail address for the city. Surrounding the Power Station building will be two five star hotels, an auditorium and office and residential accommodation.

Mr.Michael Roberts, Chief Executive Officer, Parkview International London Plc., UK

15:30 Networking Break

Special Focus: Architecture

Timings: Architectural sessions will commence at 16:00 and conclude at 17:30

Architecture Should Be Fun But Is It?

- Joy is revitalising
- Boredom kills
- Risk subdues

Professor William Alsop OBE RA, Architect, Alsop Architects, UK

Developing An Innovative Blueprint For Sustainable New Towns In The Middle East

- Modern western society has tried many times to develop a new paradigm in urban development
- None have worked and they remain dominated by disjointed infrastructure solutions, the motor car and inappropriate climatic responses, and now we are trying to sell these flawed designs to developing nations!
- As the Middle East develops and demand grows for new cities, a unique opportunity is opening up for a truly new paradigm shift in urban design to be developed
- A design strategy that is based on an innate understanding of climate
- Sustainability and economics
- A new blueprint for sustainable new towns

Guy Battle, Director, Battle McCarthy, UK

The Importance Of Place Making

- Learning from the past
- Looking to the future
- Constructing unique spaces
- Creating value and quality

Simon Fraser, B.Arch(Hons) M.Arch RIBA, Senior Director, Hopkins Architects, UK

From Glory To Profits

In its quest to become an international 'landmark', Dubai has created iconic landmarks. However, these landmark buildings have been created with 'glory' as a driving force rather than development 'profits'. As Dubai has now successfully achieved this international landmark status, turning the attention to sustained profitable developments becomes a priority. In addition, international architectural firms play a double role in their worldwide practice i.e. being fiscally responsible at home and on the other hand extravagant in Dubai. With increasing stability in neighbouring economies, the ensuing growth will create an atmosphere where the competition will dictate better investments, hence more efficient designs. This session will address:

- Design in Dubai and the role of international architects in bringing about these efficiencies
- Local architects are becoming a great force in the design market - lessons learnt
- Profits are to be carefully considered from urban design stage all the way through to architecture, interior design and material selection. Some examples of good and bad practice will be discussed in this session.

Babak Eslahjou, Partner, Core Architects Inc, Canada