







Cityscape

17 - 19 September 2005
Dubai International Exhibition Centre, UAE
www.cityscape-online.com

THE INTERNATIONAL PROPERTY INVESTMENT AND DEVELOPMENT EVENT



-  70+ Speakers From Over 20 Countries
-  Cityscape Architectural Review Awards
-  3 Post-Conference Workshops
-  Launch Of The World Architecture Congress
-  Site Visit To 'The World' & 'Burj Dubai'
-  Simultaneous Translation

Key Contributions From Over 60 Industry Players

- Dubai Development and Investment Authority (DDIA), UAE
- ING Real Estate, USA
- EMAAR Properties PJSC, UAE
- UBS, UK
- Nakheel, UAE
- Rikaz Development Company, KSA
- Urban Redevelopment Authority, Singapore
- JPMorgan Fleming, UK
- DAMAC Holding, UAE
- INVESCO Real Estate, Germany
- Global Investment House, Kuwait
- Cushman & Wakefield Healey & Baker, UK
- The National Investor, UAE
- Johannesburg Development Agency, South Africa
- DTZ International Investment, UK
- CB Richard Ellis, UK
- Bahrain Financial Harbour, Bahrain
- Waterfront Investments Co., Oman
- Colliers International, Middle East
- Morgan Stanley, UK
- Asteco Property Management LLC, UAE
- Ministry of Public Works, Kuwait
- Al Tamimi & Co., UAE
- Paris Region Economic Development Agency, France
- Kingdom Hotel Investments Group, KSA
- Dubai Properties, UAE
- City of Hamburg, Germany
- Halcrow Group Ltd., UK
- City of Lyon, France
- Dubai Municipality, UAE
- Dubai Financial Services Authority (DFSA), UAE
- AMLAK Finance, UAE
- LaSalle Investment Management, UK
- Ernst & Young, Bahrain
- FutureBrand, USA
- Abraaj Capital, UAE
- Shanghai Dragon Investment Co., China
- Encore Management SA, Switzerland
- Tamweel LLC, UAE
- Dubai Bank, UAE
- Retail International®, UK
- Majid Al Futtaim Investments LLC, UAE
- Middle East Shopping Center Advisors (MESCA), KSA
- Ilyas & Mustafa Galadari Group, UAE
- Jones Lang LaSalle Hotels, UK
- Chesterton Meghraj Property Consultants Pvt. Ltd., India
- Unitech Ltd., India
- HVS International, UK
- Dubai Festival City, UAE
- Economic Research Associates, UK
- Hilton International, Arabian Peninsula
- Professional Property Services Ltd., Hong Kong
- IFA Hotels & Resorts, UAE
- M.A. Kharafi Group, Egypt
- Ernst & Young, UAE
- Dubailand, UAE
- Sentosa Leisure Group, Singapore
- World Travel & Tourism Council, UK
- Saraya Aqaba, Jordan
- Jones Lang LaSalle, Hong Kong
- CB Richard Ellis (Pte) Ltd, Singapore
- IL&FS Investment Managers Limited, India
- Jones Lang LaSalle Property Consultants (I) Pvt Ltd., India
- Investment Environments, Poland
- Salans, Czech Republic
- RER, UK
- Vinson & Elkins L.L.P., UAE
- Solidere, Lebanon
- China Real Estate Association, China
- Beijing Olympic Committee, China
- Beijing Municipality, China
- WATG, USA

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7:30 Registration And Refreshments

8:30 Conference Chairman's Opening Address

Where Is The Real Estate Market Heading? Latest Trends In Property And Real Estate Development And Investment

9:00 Bringing The GCC Into A Global Context: Key Economic Drivers Affecting The Real Estate Industry

- State of the economy and how it will impact the real estate industry over the forthcoming 12 months
- What are the short and long-term trends affecting the industry?
- Global real estate capital flows across borders and between countries: What factors are driving the flows and what lies ahead?
- Is there too much capital chasing too few deals?
- Under the radar screen: What are the emerging property types?

Saeed Al Muntafiq, Director General, Dubai Development and Investment Authority (DDIA), UAE

Will McIntosh, Managing Director and Global Head of Research and Strategy, ING Real Estate, USA

Scott Crowe, Director and Global Real Estate Strategist, UBS, UK

Sheikh Khalid H. Al Gahtani, President and CEO, Rikaz Development Company and Chairman, National Real Estate Committee, KSA

Nick Tyrrell, Head of European Real Estate Research and Strategy, JPMorgan Fleming, UK

“The major challenge facing our industry over the next five years is money: lots of it, from all corners of the globe, competing to buy assets. It's a good quality problem to have, but a problem nonetheless. Is the new passion for real estate here to stay, or will it be gone tomorrow? Where will this money all go? Can the supply of investible real estate keep up, or will the asset be re-priced out of contention?”

NICK TYRRELL, HEAD OF EUROPEAN REAL ESTATE RESEARCH AND STRATEGY, JPMORGAN FLEMING, UK

10:00 Official Inauguration Of The Cityscape 2005 Exhibition

Mohammed Al Gergawi, Chairman, Dubai Development And Investment Authority (DDIA), UAE

11:00 Benchmarking Real Estate Returns – Exploring The Performance Of Real Estate Investment in 2005

- How has the real estate market performed globally over the last 12 months and how was the performance in the GCC?
- What are the current returns and how have they changed over the last 12 months?
- What's hot and what's not – a snapshot of real estate investment returns across the world
- How will real estate perform in the future and what are the expectations of investors for GCC returns?
- Choosing and evaluating which property types and sectors will work best for you
- What should you expect when investing in international real estate markets?

Hussain Ali Habib Sajwani, Chairman, DAMAC Holding, UAE

Tim Weale, Head of Gulf Operations, Cushman & Wakefield Healey & Baker, UK

Emile Habib, Managing Director, Head of Real Estate Division, The National Investor, UAE

“With the Government's long-term commitment and vision, this demand for properties will only increase for some more time to come, before balancing out.”

HUSSAIN ALI HABIB SAJWANI, CHAIRMAN, DAMAC HOLDING, UAE

11:40 INVESTORS' PANEL

Attracting Investment In Light Of Global Competition – Where Do Investors See Their Priorities Today And Where Is The 'Big Money' Going?

- Where in the world are investors and fund managers investing? Which sectors and locations offer the strongest returns?
- What is their investment strategy? How can you stand out in the crowded commercial property investment landscape?
- How do investors see the Middle East as compared to elsewhere? What would it take to attract more international investors into the region?
- Where do Middle Eastern investors see their priorities in the future?
- How can investors maximise the security of their investments in an increasingly high-risk world?

Esam Y. Janahi, Chairman, Bahrain Financial Harbour, Kingdom of Bahrain

John Slade, Managing Director, DTZ International Investment, UK

Guy St. John Barker, Head of European Fund Management and Managing Director, INVESCO Real Estate, Germany

Jonathan Hull, Senior Director, European Investment, CB Richard Ellis, UK

Omar El-Quqa, Executive Vice President of Corporate Finance & Treasury, Global Investment House, Kuwait

12:20 PANEL DISCUSSION

Developing Sustainable Property Markets – Is The GCC Property Market Overheated?

- Is the region truly ready for international investors scrutiny?
- Are iconic projects attracting the right kind of attention?
- Are current values being placed on property in the Middle East sustained in the long run?
- How real is the demand or is the bubble going to burst soon?
- Will the returns justify the investments in the long run?

Richard Stockton, Executive Director, Morgan Stanley, UK

Wael Ahmed Al-Lawati, Acting CEO, Waterfront Investments Co., Oman

John D. Davis, CEO, Colliers International, Middle East

Elaine Jones, Managing Director, Asteco Property Management LLC, UAE

Ron Van Pelt, Senior Vice President, WATG, USA

“The GCC market is clearly one of the most dynamic and rapidly growing in the world. The only question is whether or not the amount of speculation is sized properly for future occupational demand.”

RICHARD STOCKTON, EXECUTIVE DIRECTOR, MORGAN STANLEY, UK

13:00 Lunch Break

Examining The Legal Challenges Of The Gulf Real Estate Boom

14:30 The Need For Transparency To Drive The Industry Forward – Where Do We Stand In Terms Of Property Rights In The GCC?

- A regional review of property ownership rights
- Recent developments in real estate law and practice in the GCC region
- Keeping pace with the property boom – what laws and procedures still need to be implemented?
- Future outlook

Essam Al Tamimi, Managing Partner, Al Tamimi & Co., UAE

Best Practice In Urban Planning And Development – Developing The Economic Potential Of A City And A Region

15:00 PANEL DISCUSSION

Repositioning Cities In The Global Marketplace – Attracting New Sources Of Investment Through Property Development

- Building economic clusters to attract foreign investments and reshape the cityscape
- Planning strategies driving the emerging urban identity and economic success of a city
- How to reconcile sustainable development goals with economic growth strategies
- Opportunities and impact on urban development before, during and after the hosting of major events
- Challenges, opportunities and scenarios for the future of our cities

Koh-Lim Wen Gin, Chief Planner and Deputy CEO, Urban Redevelopment Authority, Singapore

Hashim Al Dabal, CEO, Dubai Properties, UAE

Graeme Reid, CEO, Johannesburg Development Agency – Organising Committee for the World Football Cup 2010, South Africa

Gerard Collomb, Senator - Mayor of Lyon (France), President of Greater Lyon (France), Vice-President of Eurocities

Munir Doueidi, General Manager, Solidere, Lebanon

Juergen Bruns-Berentelg, CEO, Hafencity Hamburg GmbH, City of Hamburg, Germany

Yang Liuyin, Director of Foreign Affairs, Beijing Municipality, China

16:00 Networking Break

16:30 Managing Transport And Movement - Facilitating Growth Through Effective Infrastructure Planning And Development

- The importance of balanced planning comprising:
 - The relationship between infrastructure form and capacity; and land use proposals
 - The need for timely provision of infrastructure to meet prospective demand
 - The need for a rational pricing system
 - The need for effective management and regulation of transport demand
 - The need to use modern technology to the full
- The ways in which property developers can support and assist transport infrastructure development
- The example of London's Docklands of the relationship between infrastructure provision and the form and pace of development
- Some recent innovations in the procurement of transport projects

David Bayliss, Director, Halcrow Group Ltd., UK

16:45 Managing Urban Mobility: Exploring Dubai Metro's Contribution To Property Development And Investment Opportunities



- Decreasing congestion on Dubai's road network: What are the city's short- and long-term objectives?
- How to increase the opportunities for existing and planned major real estate investments through better mobility
- Creating new prospects for real estate and commercial development around Dubai Metro stations
- Determining Dubai Metro's future impact on the environment

Nasser A. Saeed, Director, Roads Department and General Coordinator of Dubai Rail Project, Dubai Municipality, UAE

Dr Abdelgader Elshabani, Transportation Planning Specialist and Member of Dubai Metro Project Team, Dubai Municipality, UAE



MESSAGE FROM THE CONFERENCE CHAIRMAN

“Cityscape 2005 is your chance to experience dialogue, learning and networking on the subjects that mean most to real estate development in Dubai, the Arab world, and around the globe. We welcome you to this key real estate event, and hope by attending the conference and exhibition you'll gain knowledge and build relationships that enhance your own real estate goals.”

John A. Sandwick, Managing Director, Encore Management S.A., Switzerland



9:15 **Chairman's Opening Remarks**
John Sandwick, Managing Director, **Encore Management SA**, Switzerland

Innovative Financing Of Real Estate Projects And Risk Management

9:30 **Exploring New And Innovative Financial Vehicles For Real Estate Projects**

- What are the various options available for developers? How do these options work?
- Setting up real estate funds in the Middle East – avoiding pitfalls and reaping the benefits
- REITS – the way forward in the Middle East?
- Investing in property through capital markets (shares, bonds and funds, real estate investment trust, mortgage backed securities...)
- Assessing whether the increased complexity of new investment products is justified by the achievable benefits
- Criteria that a prudent investor must consider before buying them off the shelf

Mohammed Ali Al Hashimi, CEO, **AMLAK Finance**, UAE
Humayun Shahryar, Executive Director and Head of Direct Investments, **Abraaj Capital**, UAE
Graham Langley, Director- Supervision, **Dubai Financial Services Authority**, UAE

10:10 **Islamic Finance In Real Estate – Why Is Real Estate The Ideal Basis For Shari'a Compliant Investments?**

- Islamic business ethics and principles of Islamic finance
- What are the main characteristics of Shari'a compliant investment? What are the various products available?
- Exploring Islamic investors and funds
- Who is providing the financing?
- Structuring issues – Shari'a compliance
- How to invest the capital practically

Adel Al Shirawi, CEO, **Tamweel LLC**, UAE
Yavar Moini, Senior Manager, Islamic Structured Finance, **Dubai Bank**, UAE
Rakesh Patnaik, Senior Investment Manager, Investment Funds (Real Estate), **Global Investment House**, Kuwait

10:50 Networking Break

Exploring New Hotel, Leisure And Entertainment Investment Opportunities

11:20 **The Global Hotel Investment Market – What Are The International Trends And What Are The Challenges For Investors In The Middle East?**

- Worldwide hotel development – who is buying and in which parts of the world?
- Will the growth of tourism keep up with the growth in regional hotel industry supply?
- Exploring developing trends in shared ownership
- What is needed by international operators and developers from the region to respond to the challenging industry trends?
- What do investors need to take care of?
- Evaluating hotel investments in the Middle East – too hot to handle?

Arthur de Haast, Global CEO, **Jones Lang LaSalle Hotels**, UK
Rudi Jagersbacher, Vice President Arabian Peninsula, **Hilton International**, UAE
Sarmad Zok, CEO, **Kingdom Hotel Investments Group**, KSA
Patrick Smith, Vice President, Asset Management, **IFA Hotels & Resorts**, UAE

“We are currently seeing unprecedented levels of activity in the global hotel investment market. This is being driven by a wave of capital attracted to the market because of the improving profitability of hotels in most markets around the globe, assisted by low interest rates. Liquidity is also being fuelled by the availability of investment opportunities as the major publically quoted hotel companies continue to divest from real estate ownership to focus on management and branding”

ARTHUR DE HAAST, GLOBAL CEO, **JONES LANG LASALLE HOTELS**, UK

12:00 **Mixed Use Hotels And Resorts – Where Is It All Going And What Are The Opportunities For Investors?**

- What are the buyers looking for? Are the developers building what the market wants?
- Finding the right mix between residential, retail, commercial and leisure – what is feasible and realistic?
- How do you respond to the aspirations of your consumers?

Muriel Muirden, Managing Partner, **Economic Research Associates**, UK
James Pringle, Senior Counselor and Chief Executive Director, **Marsa Alam Area Developments**, **M.A. Kharafi Group**, Egypt
Mohammed K. Dahmash, Managing Partner, **Ernst & Young**, UAE
Elie Younes, Associate Director, **HVS International**, UK And Head of **HVS International**, Middle East and Africa

12:30 **‘Chasing The Tourism Dollar’ – Capitalising On The Future Tourism Boom By Investing In Entertainment And Amusement Projects**

- Creating a city within a city: What are the business models, mechanism and drivers behind successful leisure theme parks?
- Overcoming the challenge of sorting out the right investors and operators
- How to assure that investors are capable of building ‘world-class’ entertainment? How to manage operators’ performance?
- The need for a national/city approach to creating world-class tourist destinations – customising entertainment projects to a region
- What do mega entertainment projects have to offer to investors and operators? What is the ROI that can be expected?

Salem Bin Dasmal, CEO, **Dubailand**, UAE
Ufi Ibrahim, VP, Corporate Development, **World Travel & Tourism Council**, UK
Nicholas Brooke, Former President, **RICS (Royal Institution of Chartered Surveyors)** and Chairman, **Professional Property Services Ltd.**, Hong Kong
Gurjit Singh, Director of Property, **Sentosa Leisure Group**, Singapore

13:00 Lunch Break

Creating An Experience – Retail Developments And Investment Strategies

14:45 **Latest Global Trends In Retail Development And Investment And How They Translate To The Middle East**

- The global impact of shopping centers as a catalyst for socio-economic development and growth
- What are the prospects for growth in the international shopping center markets?
 - In terms of investment
 - In terms of retailers’ own expansion plans
- How can investors accommodate retailer demands and how is this going to impact investment performance in the longer term?
- Maximising ROI while maximising quality of life within communities
- How do these trends translate to the region?

Simon Thomson, Principal, **Retail International**®, UK
Graham A. Dreverman, Group Vice President, Asset Management, **Majid Al Futtaim Investments**, UAE
Walter Kleinschmit, Principal, **Middle East Shopping Center Advisors (MESCA)**, KSA

15:30 **PANEL DISCUSSION**
‘Mall-Mania’ – Can The Shopping Spree Continue? Exploring The Retail Property Development Boom In The Middle East

- Will there be enough demand to take over the supply of shopping malls?
- Which are the most appealing growth areas for retail real estate development?
- Which retail concepts and brands work best in the region, and should any be avoided?
- Looking at the emergence of multi-use developments
- How mature is the retail economy in the Middle East?
- Analysing the current successes enjoyed by the retail sector and future outlook

Anwer Qayum Sher, Director, **Ilyas & Mustafa Galadari Group**, UAE
Shahram Shamsaee, Vice President, Leasing, **Majid Al Futtaim Investments LLC**, UAE
Phil McArthur, Director Leasing and Marketing, **Dubai Festival City LLC**, UAE
Ibrahim Al Hashemi, Executive Director - Retail, **EMAAR Properties PJSC**, UAE

16:00 Networking Break

Project Showcases

Timings: Project Showcases will commence at 16:30 and conclude at 17:30

City of Arabia

The City of Arabia is the downtown and the heart of Dubailand. This new exciting development of Dubai is being developed by the Ilyas & Mustafa Galadari Group (IMGG) and will, when completed in early 2008, have over 40,000 residents. The City will include a giant shopping resort, the Mall of Arabia, and a hi-tech theme park, the Restless Planet, which is being developed in collaboration with the Natural History Museum of London, portraying the birth of Planet Earth and the rise and fall of the dinosaurs. Construction has begun on the high- and low-rise residential accommodation. There will be 34 tower-blocks, the elite Towers, and urban spaces in between called the Wadi Walk, where 3 to 5-storey apartment buildings, the Wadi Residences, will line a canal 4 kms long with shady boulevards, cafes, restaurants and shops. This waterway, which will be served by small ferry-boats, will connect the residential parts of the City of Arabia to the Mall and the Restless Planet. There will be three hotels and a monorail people-mover system to link up the main facilities in the City.

Anwer Qayum Sher, Director, **Ilyas & Mustafa Galadari Group**, UAE

Saraya Aqaba

The Saraya Aqaba Project is a world-class premier tourism and leisure destination with a mixed-use themed development, including the construction of a lagoon which will add approximately 1.5 kilometers of beach front to the Gulf of Aqaba. The development combines shopping, dining, entertainment, accommodation and cultural activities set within the context of an authentically styled city. Saraya stretches over 67 hectares and will have almost 400,000 square meters of built up areas. It comprises 5 luxury hotels, residential units, old style souks, commercial space, an aquarium, a world-class conference centre and theatre, a state-of-the-art sports complex. Saraya Aqaba is the flagship project of Saraya Aqaba Real Estate Development PSC Ltd., a company founded by the Social Security Corporation, Arab Bank, and Aqaba Development Company, with the objective of identifying and implementing viable major real estate development projects in Aqaba and surrounding areas.

Ali Hasan Kolaghassi, Vice Chairman, **Saraya Aqaba**, Jordan

Port Ghalib

The Port Ghalib development of the Kharafi Group is a mega-project focused on developing Egypt's first properly planned integrated international destination resort community on the Coral Coast in the Marsa Alam area of the South Red Sea. The \$1.2 billion first phase of the development is already well underway and includes the new Marsa Alam International Airport (for which the Group has a 40 year concession) which is already receiving 50+ flights a week from Europe; the Port Ghalib International Marina with a capacity for 1,000 yachts; the Port Ghalib utility company providing full city plant based utility services and broadband communication links; and the Marina Village which includes the "Old Port" and its 3 Sun International themed hotels - Royal Citadel Resort and Spa, Caravansarai and Desert Village - a Millennium dive and sports fishing resort village, 3,000 seat conference center, 165 retail outlets, 22 food and beverage outlets, and 420 vacation home units. Port Ghalib is setting a new standard of quality and environmentally harmonised development in Egypt.

James Pringle, Senior Counselor and Chief Executive Director, **Marsa Alam Area Developments**, **M.A. Kharafi Group**, Egypt

Investment Opportunities In The Paris Region - Now And In The Future

With a GDP on a par with the Netherlands, Taiwan or Florida, The Paris Region is one of the world's leading economic regions. A diversified economy which includes companies active in high-tech clusters, financial services (Euronext) and logistics, the Paris Region boasts Europe's biggest business real estate offering. The average annual investment in the business real estate is just under 9 billion euros.

Regis Baudoin, CEO, **Paris Region Economic Development Agency**, France

17:30 Close Of Conference Day Two

19:00 Cityscape International Networking Evening

9:00 **Chairman's Opening Remarks**

John Sandwick, Managing Director, **Encore Management SA**, Switzerland

Expanding Beyond Traditional Property Markets – Where Are The Next Hot Investment Territories?

9:10 **Emerging Opportunities In The Asia Pacific Region – What Are The Investment Hotspots And Potential Exit Strategies?**

- What are the current drivers of the Asian real estate and property sector?
- Exploring the stunning growth of the Chinese real estate market and barriers to entry for overseas investors
- Getting the timing right – how to exploit the volatile Hong Kong market
- Rebuilding investors' confidence post-tsunami
- Investors' outlook for the different markets

Soon Su Lin, Executive Director, Investment Properties Asia, CB Richard Ellis (Pte) Ltd, Singapore

Kenneth Rhee, Vice President, Head of Investment Operation Department, Shanghai Dragon Investment Co., China

Richard A Johnson, Managing Director, Asia Capital Markets,

Jones Lang LaSalle, Hong Kong

Gu Yunchang, Vice-Chairman and Secretary-General, China Real Estate Association, China

“Asia Pacific is the most exciting and fastest growing market for real estate investment globally but at the same time it is complex, diverse and challenging. The challenges for the global investor are only outweighed by the opportunities.”

RICHARD A JOHNSON, MANAGING DIRECTOR, ASIA CAPITAL MARKETS, JONES LANG LASALLE, HONG KONG

9:50 **Investing In India – The Next Big Real Estate Growth Area?**

- How has the Indian real estate market changed over the past year?
- New opportunities for global investors and developers – why invest in India now?
- Who are the key players?
- Repatriation of capital and ownership issues
- What is the government doing to attract outside investment and promote domestic growth of real estate markets?
- What you need to know before entering the market
- Geographical vicinity to the GCC – will India be the new competing market for attracting international investment?

Sanjay Chandra, CEO, **Unitech Ltd**, India

Shahzaad Dalal, Vice Chairman and Managing Director, IL&FS Investment Managers Limited, India

Anurag Munshi, Associate Director, Strategic Consulting and Research,

Jones Lang LaSalle Property Consultants (I) Pvt Ltd., India

Deepak Bhavsar, Head, India Consulting Practice,

Chesterton Meghraj Property Consultants, India

10:30 **Emerging Real Estate Markets – Exploring High-Yield Opportunities In Central, Eastern Europe And Russia**

- What's hot, what's not – where are the best opportunities for investment in Central and East Europe (CEE)?
- How do they compare to other 'emerging' markets?
- From minefield to maturity – what are the political and economic developments in CEE that influence the dynamics of the real estate market?
- Some like it hot: Russia – is the yield worth the risk? Exploring the future for real estate investment in Russia
- What are the main risks for investors and developers and how to control them?
- What are the best strategies for entering the CEE and Russian real estate market from a Gulf investor's perspective?

Guy St. John Barker, Head of European Fund Management and Managing Director, INVESCO Real Estate, Germany

Matthew Ryall, Director of European Research and Strategy,

LaSalle Investment Management, UK

Guy Perry, Managing Director, Investment Environments, Poland

Dr Olga Humlova, Partner and Head of Real Estate Team, Salans, Czech Republic

“The Central European property markets have made the transition from "high risk" to "institutionally acceptable" in 7 years. Is there still value to be gained from investment in the region, and will Russia converge in the same way?”

GUY ST. JOHN BARKER, HEAD OF EUROPEAN FUND MANAGEMENT AND MANAGING DIRECTOR, INVESCO REAL ESTATE, GERMANY

11:10 Networking Break

Successfully Marketing And Branding Real Estate Developments In A Highly Competitive Environment

11:40 **Applying Latest Marketing And Branding Strategies To Increase Returns On Property Investments**

- Identify the demand for new real estate projects
- Progressing from what the developer wants to build to what the buyer wants to buy
- Taking real estate properties to the fullest marketing potential
- How do you market the different characteristics and how do you compete with mega projects in the region?

John Langford, Director, Project Marketing, 'The Wave', Oman



12:10 **Standing Out In A Crowded Market Place**

- Understanding your project.. understanding your competitive set
- Looking for the distinctive, unique position... creating space for you
- Setting up the brand identity and ensuring alignment
- Delivery the old adage 'under promise over deliver'
- Reap the rewards

Jeff Rossely, Group Vice President Property Development, Majid Al Futtaim Investments LLC, UAE

12:30 **Build A Broad And Compelling Bond With Your Customers**

- Dimensionalise, enable and enhance the brand
- Building an engaging brand experience
- Leveraging and orchestrating all potential touch point
- Enhance brand value and build a relationship with your customers

Mario Ntarelli, Chief Brand Experience Officer Worldwide, FutureBrand, USA

Project Showcases

Timings: Project Showcases will commence at 12:50 and conclude at 13:30

Kuwait Mega Projects - Failaka And Boubyan Islands

The private sector has been asked to participate in the State of Kuwait's vision in developing its islands. Represented by the Mega Projects Agency an executive branch of Ministry of Public Works, the future vision for Failaka and Boubyan Islands are now underway. The historic island of Failaka that was once built by Alexander the Great and has antiquities from Greek and Roman times, is to be developed into a family oriented tourist destination with the building of hotels, chalets, and a broad range of tourist facilities. Boubyan Island is split into two development schemes the first concentrating on the construction of a seaport and secondary, the development of the island itself. The vision for Boubyan is to establish itself as a major commercial transportation hub, which will include the development of a seaport, railway system, free zone and act as a gateway to the Northern Gulf.

Ahmed Al-Mojalham, Team Leader for Failaka Island Development Project,

Ministry of Public Works, Kuwait

Dr Nabeel Abdul Raheem, Team Leader for Boubyan Island and Boubyan Seaport Project,

Ministry of Public Works, Kuwait

The World And Dubai Waterfront

If The Palm put Dubai on the map, then The World puts the map on Dubai! A staggeringly inventive development, The World is 300 man made islands, strategically placed to resemble the world's continents. Measuring approximately 9km in width and 7km in length and covering over 593 million square feet, The World is destined to become one of the world's most sought after and exclusive addresses. It has raised the bar of architecture and construction to new heights and attracted regional and global property developers, including individuals that are looking to purchase islands for their private use, investors and leading international hotel groups.

Dubai Waterfront will change the shape of Dubai forever! The world's largest waterfront offering, it is an 81 million square metre beachfront mixed-use destination, bigger than Manhattan and encompassing over 250 master planned communities. A world-class destination for residents and visitors alike, it symbolises the phenomenal growth of Dubai. The immense crescent shaped project will include roads, waterways, five square kilometers of coral reef and will extend the existing waterfront of Dubai by 850km. Sheltering the Palm Jebel Ali, it will also form the 1st phase of the 75 km long Arabian Canal, a 75km development envisioned by H.H. Sheikh Mohammed.

Khaled Al-Huraimel, Senior Manager – Sales and Marketing, Dubai Waterfront, Nakheel, UAE

Hamza Mustafa, General Manager – The World, Nakheel, UAE

Real Estate Projects In China - Opportunities For Investment In The Run-Up To Olympics

Jiu Qi, Beijing Olympic Committee, China

13:30 Lunch Break

15:15

Site Visit

Burj Dubai



The **Burj Dubai** Tower will be the world's tallest building and the centrepiece of the Middle East's most prestigious urban development. Cityscape 2005 provides you a behind the scene look at the region's most inspiring development. At its construction peak, a workforce of more than 20,000 construction workers will be on site to create 45 million square feet of liveable space to accommodate 30,000 homes, making the Burj Dubai site the biggest single construction site in the world.

A project by 

The World



An icon of ambition and vision, **The World** is a collection of 300 private islands in the shape of continents located off the coast of Dubai. Cityscape 2005 provides you with the unique opportunity to take a boat trip around the islands and see how the development is rising out of the waters of the Gulf.

A project by 