

World's attention turns to Middle East's largest economy – Saudi Arabia

While no sector has been immune to the global economic downturn, the Kingdom's real estate market has remained remarkably strong – playing an important role in the Kingdom's non-oil economy and contributing SR55 billion to the national GDP.

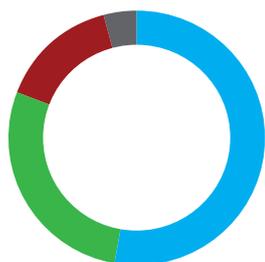
Endorsed by the **Ministry of Commerce** and supported by the **Jeddah Chamber of Commerce and Industry**, **Saudi Arabia Real Estate Investment and Development Conference** at **Cityscape Jeddah 2010** is themed **Transparency, Investment Models & Future Partnerships**.

This strategic affair is the **most high-level gathering of leaders of the Kingdom's real estate investment and development scene** – to discuss and debate the sector's requirements, capitalise on opportunities, and create strategies for aligning real estate market growth with the Kingdom's economic development.

The Facts

40+	CEO level speakers addressing key issues
12	focused conference sessions
200+	decision making delegates
35+	countries represented
83%	institutional investors
10,000	sqm Exhibition
100+	exhibitors

Who will you meet?



Delegates by job titles

- CEO/Director/Chairperson
- Senior Management
- Middle Management
- Other

Leaders Panel: The leaders go head to head... The global economy and the Kingdom of Saudi Arabia: Lessons learnt from the crisis



Dr. Saleh Jameel Malaikah, Chairman, **Rusd Group**



Fahad Bin Saleh Al Sultan, Secretary General, **Council of Saudi Chambers**



Humphrey Percy, Chief Executive Officer and Executive Director, **Bank of London and the Middle East**



Ahmed Al-Khateeb, Managing Director & CEO, **Jadwa Investment**



Hasan Al Jabri, Board Member, Chairman of the Funds Board & MD Investment Banking, **NCB Capital**



Omar Jaroudi, Chief Executive Officer, **Shuaa Capital**

How will you benefit?

- **Obtain unparalleled access** to a specially selected group of key decision makers and industry figureheads in one room
- **Network, create partnerships and conduct business** with contacts who are otherwise difficult to reach
- **Get must-have market intelligence** and information that will allow the right decisions to be taken
- **Learn from the strategies** of the Kingdom's biggest developers and investors speaking at the conference
- **Translate the market's growing** needs into significant opportunities for your business

Reach your target market at Cityscape Jeddah

Cityscape Jeddah 2010 is the premier real estate investment and development event in Saudi Arabia.

Building on its success from last year, Cityscape Jeddah 2010 will be bringing together the Saudi real estate community for three intensive days of business and networking.

If you have a project, service or value offering that you wish to promote to the industry's finest and would like to exhibit or sponsor, please contact:

Deep Marwaha

Event Director, Cityscape Saudi Arabia

E: deep.marwaha@iirme.com

T: + 971 4 407 2449

PROGRAMME HIGHLIGHTS

Delivering insight, direction and inspiration

The global economy and the Kingdom of Saudi Arabia

- The global economy and what it means for Saudi Arabia
- A thorough evaluation of the market from pre and post crisis
- How correlated are the drivers of the Saudi market to global and regional trends?
- Current and future trends

Impact of the Mortgage Law

- The 5 draft laws related to mortgages
- Impact on lenders, consumers and developers
- Challenges involved in implementation
- Adopting international best practices

Opportunities in affordable housing

- Analysis of supply and demand and its key components
- Building a viable and profitable business model
- Increasing the level of financing schemes
- Government initiatives supporting this sector

Accessing project finance

- Equity financing vs debt financing
- How are developers currently getting funding?
- Bank policies for funding real estate
- Government measures boosting market confidence

Secure your place today and save **US\$ 100** on VIP and VIP+ passes

VIP Pass

Attend the **Conference**
Visit the **Exhibition**
Network in the **VIP Lounge**

Early Bird Rate Available until **21 April \$895**
Standard Rate Available from **22 April \$995**

VIP+ Pass

Attend the **Conference**
Visit the **Exhibition**
Network in the **VIP Lounge**
Celebrate at the **Cityscape Awards for Real Estate in Saudi Arabia**

Early Bird Rate Available until **21 April \$1,195**
Standard Rate Available from **22 April \$1,295**

Save US\$100 when you book before 21 April

See registration page for more details

What's new for 2010?

- **40+ CEO-level speakers** from leading banks, investment firms and developers in the Kingdom
- **Highly-interactive format and more Q&A sessions** to promote thought-sharing and consultation with the experts
- **12 conference sessions** offering critical insight of the Saudi Arabia real estate market
- **3 full conference days** each focused on key market trends, booming market sectors and accessing finance
- **More exclusive venue** to ensure uninterrupted discussions
- **Over 200 senior level delegates** who are in the thick of current market developments
- **More networking breaks** to forge invaluable business relationships
- **New pricing structure** offering the most value for money in response to the changing times
- **Brand new market information!**

To Register Your Place – Call +971 4 407 2528 Fax: +971 4 335 1891

Email: register@cityscape.ae Visit: www.cityscapejeddah.com/reg

Key Market Trends

Day One. Monday, 7 June

08.45 – 09.45	Registration and welcome refreshments
09.45 – 10.00	Welcome address
10.00 – 10.15	Opening remarks
10.15 – 10.30	KEYNOTE ADDRESS State of the Kingdom: Where does the Saudi economy stand? What is the future outlook? What is the role of real estate in the Kingdom's economic growth? Reserved for a senior government official
10.30 – 10.45	KEYNOTE ADDRESS Positioning Jeddah as a world-class city in the regional and international context Reserved for a senior government official
10.45 – 12.15	THE LEADERS PANEL The global economy and the Kingdom of Saudi Arabia: Lessons learnt from the crisis <ul style="list-style-type: none">· Reviewing the global economy and what it means for Saudi Arabia· A thorough evaluation of the market from pre and post crisis· Monitoring the status of existing real estate mega-projects: What progress has been made and how did the financial crisis affect them?· Saudi Arabia vs GCC markets: The development of the Kingdom and its impact on the rest of the GCC· How correlated are the drivers of the Saudi market to global and regional trends and what are the lessons from the latest GCC market crash?· Evaluating the performance of various sectors and assessing their recovery rates compared to its neighbors· Current views and future trends of Saudi Arabia's and the GCC's real estate market Dr. Saleh Jameel Malaikah , Chairman, Rusd Group Fahad Bin Saleh Al Sultan , Secretary General, Council of Saudi Chambers Humphrey Percy , Chief Executive Officer and Executive Director, Bank of London and The Middle East Ahmed Al-Khateeb , Managing Director and Chief Executive Officer, Jadwa Investment Hasan Al Jabri , Board Member, Chairman of the Funds Board & MD Investment Banking, NCB Capital
12.15 – 12.45	Networking and refreshment break

12.45 – 13.45	PANEL DISCUSSION Evaluating the impact of the Mortgage Law in driving new opportunities in the residential market <ul style="list-style-type: none">· Assessing the current and future trends and the growth potential of the Kingdom's mortgage industry· Understanding the 5 draft laws related to mortgages: Mortgage Registration, Execution, Financial Leasing, Real Estate Finance and Control of Finance Companies· Measuring the impact of new legislation on lenders, consumers and developers and its effect on development· Building an effective relationship between developers and lenders to ensure a sustainable housing market· Determining the challenges involved in the implementation of the new regulations and building the infrastructure to administer it· Adopting international best practice in home financing Ayedh Al-Qahtani , Chairman, Sumou Real Estate Walid Al Murshed , Country Manager for Saudi Arabia, International Finance Corporation Ziad Makkawi , Founder, Chairman and Chief Executive Officer, Algebra Capital Yasser Abu Ateek , General Manager, Dar Al Tamleek
13.45 – 14.30	PRESENTATION Economic Cities: Promoting economic diversification and market liberalisation <ul style="list-style-type: none">· Assessing its long-term impact on the local business environment and its enabling role for new industries· Reviewing project viability and the current state of the Kingdom's Economic City developments· Infrastructure requirements and delivery in challenging times· Highlighting investment and development opportunities within Saudi Economic Cities· Promoting private sector involvement in the Saudi economy Reserved for a senior official from Saudi Arabian General Investment Authority
14.30 – 15.30	Lunch
15.30 onwards	Closing remarks and courtesy shuttle to the Cityscape Jeddah Exhibition



24/7 networking, information and discussion for the global real estate industry. Register now for free on CityscapeConnect.com and become a member of the online real estate community.
www.CityscapeConnect.com

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Meet your Speakers



Mr. Al Rashoud worked in the Industrial Development Fund, Al Jazirah Bank, and the Capital Market Authority. He is a member of several international and local associations including the International Islamic Foundation for Economics and Finance, the Executive Committee of Prince Salman Bin Abdul-Aziz Young Entrepreneur Award and Saudi Economic Association. He is also the Chairman of the Board of several local and international investment funds.

Abdullah Alrashoud, Chief Executive Officer and Board Member, **KSB Capital Group**



Under Ahmed's leadership, Jadwa Investment has grown into a leading Islamic investment bank in Saudi Arabia and the GCC region. Previously, he was the General Manager and Head of Private Banking of The Saudi British Bank where he oversaw a fundamental restructuring of the Private Banking division that resulted in higher client and staff satisfaction and more than 700 percent increase in net profit. He also spent 11 years at Riyadh Bank where he helped build the investment services department in early 1992. In less than a decade, Riyadh bank was the most successful and the award winning bank in Saudi Arabia.

Ahmed Al-Khateeb, Managing Director and Chief Executive Officer, **Jadwa Investment**



Amer Mardam Bey has 25+ years of experience spanning operational planning and implementation, project management and entrepreneurship. He has an MBA in Finance and International Marketing from the Kogod College of Business Administration of the American University Washington DC and a BA in Management and Public Policy from New England College, New Hampshire. As the Chief Operating Officer for Siraj Capital, Amer is focused on managing the day-to-day activities of the company and overseeing the implementation of its strategic development plans across the region.

Amer Mardam Bey, Chief Operating Officer and Executive Vice President, **Siraj Capital**



Mr. Cowie joined Al Rajhi Capital in 2008 as Head of Structured Real Estate Advisory and Private Equity. He has over 18 years of experience in investment banking, with an exclusive focus on real estate as an asset class, deal origination, structuring and execution. Prior to joining Al Rajhi Capital, Mr. Cowie was with Rand Merchant Bank (a division of FirstRand Bank Limited) in Johannesburg. His investment banking career also includes senior management positions with Nedcor Group and

Bardays Capital.

Craig Cowie, Managing Director and Head of Real Estate and Private Equity, **Al Rajhi Capital**



Dr. Abdulgader Amir worked as the Chief Planner of the Municipality of Jeddah from August 2005 until April 2007. He then worked as the Vice Mayor for Urban Planning for the Municipality of Jeddah from April 2007 until April 2009, when he was appointed as Vice President for Strategic Planning and Land Development in Jeddah, Saudi Arabia. Dr. Amir taught at King Fahd University of Petroleum and Minerals at Dhahran for over 10 years where he headed two major academic departments: the City Planning department and the Architecture department.

Dr. Abdulgader Amir, Former Vice Mayor of Jeddah, **Vice President of Jeddah Development and Urban Regeneration Company**



Dr. Al-Dughaiter is an authority in public-private partnerships, BOT financing schemes and public infrastructure projects. He has held senior positions for leading government bodies in Saudi Arabia including the Saudi Commission for Tourism & Antiquities, the Ministry of Education and the Institute of Public Administration. He is currently the CEO of Arriyadh Development Company which is a Saudi Arabia-based public shareholding company under the directive of the

Custodian of the Two Holy Mosques, King Fahd Ibn Abdulaziz, to operate in the real estate development sector.

Dr. Khalid Bin Abdullah Al-Dughaiter, Member of the Board and Chief Executive Officer, **Arriyadh Development Company**



Abdulrahman Alharthi comes to MENA Financial Group with more than 16 years of banking experience and extensive knowledge of the Middle East markets. He is also a member of the Board of Directors at MENA Financial Group Limited and worked for prime financial institutions such as Citigroup and Banque Saudi Fransi (an affiliate of Credit Agricole Indouez of France). Abdulrahman Alharthi holds a BS degree in Industrial Management from King Fahd University in Dhahran, Saudi Arabia.

Abdulrahman Alharthi, Founder, Chief Executive Officer and Managing Director, **MENA Financial Group**



Mr. Goussous has over 25 years of European and regional experience in financial consulting, investment services and investment banking. Most recently, he led the establishment of Investment Management and Sales & Trading units at Morgan Stanley Saudi Arabia. He was also the Head of Investment Services, Middle East of HSBC Dubai where he set up a Middle East platform for Asset Management, Equity Capital Markets and Secondary Equity Trading. Between 1999 and 2005, he was the Head of Investment Services at HSBC Saudi Arabia where

he managed Investment Services activities across Saudi. **Alhassan Goussous**, **Unicorn Capital**, **Saudi Arabia**



Mr. Ayed al Qahtani holds a bachelor's degree in Accountancy from King Fahad Petroleum & Minerals University. He won the Award for Excellence in Marketing from the Arab League on the Arab World and the Middle East and is an active member of Member of the Real Estate Chamber of Commerce and Industry, Saudi Arabia. He is also the Chairman of the Board of several local and international investment funds and named as one of the Best businessmen of the Arab World.

Ayedh Al-Qahtani, Chairman, **Sumou Real Estate**



Prior to joining SHUAA Capital Saudi Arabia, Mr. Chidiac was the Fund Manager of Lebanon Real Estate Development Fund, where he presided over several successful real estate transactions. He was also the Chief Investment Officer of Mouawad Investment Group, a Beirut-based real estate conglomerate. Mr. Chidiac has more than 15 years of experience in real estate finance and development both in Europe and in the Middle East. He holds a Bachelor of Civil Engineering from the American University of

Beirut and a Masters Degree in International Relations from the University of Southern California in Los Angeles.

Diab Chidiac, Director of Real Estate, **Shuaa Capital**



Dr. Ibrahim Algahtani earned a Ph.D. in Economics from the University of Wisconsin, U.S.A. and earlier an MBA and a B.S from the King Fahd University of Petroleum and Minerals in Saudi Arabia. Dr. Algahtani chaired the KFUPM Department of Finance and Economics for four years and served on numerous boards of directors since 1994. He is the Founder or the Partner in several Saudi Arabian businesses, a member of the Saudi Economic Association and Finance & Banking Science Saudi Association and has published frequently on economic, oil pricing, monetary and financial issues.

Dr. Ibrahim Algahtani, Chief Executive Officer, **Sumou Holding**



Dr. Malaikah is a leading businessman in Saudi Arabia and the Chairman of a group of financial entities in several countries. He is also Vice Chairman of Asian Finance Bank of Malaysia and Salama UAE. Between 1995 and 2000, he was CEO of Albaraka Investment & Development Company, the Financial Services Sector of Dallah al-Baraka Group, acting as the holding company for DBG holdings in financial institutions. He is a member of the National Investment Committee of the

Association of Saudi Chambers of Commerce, which is headed by the Custodian of the Two Holy Mosques, King Abdullah bin Abdul-Aziz Aal Saud.

Dr. Saleh Jameel Malaikah, Chairman, **Rusd Group**

Booming Market Sectors

Day Two. Tuesday, 8 June

09.30 – 10.00	Registration and welcome refreshments
10.00 – 10.15	Opening remarks
10.15 – 11.15	PANEL DISCUSSION Affordable housing: Capitalising on investment and development opportunities in a rapidly urbanising population <ul style="list-style-type: none">· Analysis of supply and demand and its key components· What has been done in this space and what projects are being planned and undertaken?· Building a viable and profitable business model for affordable housing· Overcoming challenges in building successful residential developments· Relaxing residency issues and stringent rules on foreign ownership to facilitate the market· Increasing the level of financing schemes to boost market growth· Reviewing government initiatives supporting this sector· PPP: Innovative business models between the government and the private sectors Abdulgader Amir , Former Vice Mayor of Jeddah and Vice President, Jeddah Development and Urban Regeneration Company Abdulrahman Alharthi , Founder, Chief Executive Officer and Managing Director, MENA Financial Group Mohammed Al Tawash , Managing Director and Chief Executive Officer, Real Capita Sulaiman Al Assaf , Chief Executive Officer, Middle East Investment Company Dr. Ibrahim Algahtani , Chief Executive Officer, Sumou Holding
11.15 – 12.00	PRESENTATION Facilitating the Kingdom's hospitality and tourism infrastructure development <ul style="list-style-type: none">· Understanding the key drivers and opportunities for growth· Analysing the impact of the tourism and hospitality sector on the Saudi economy· Outlining the government's tourism masterplan· Strengthening public-private sector partnerships· Financing trends, influences and structures in hotel projects and developments· Identifying which products are best suited for the current market· What needs to be done to further attract foreign investment?· Discussing the impact of fluctuating construction costs· Unlocking the potential of religious tourism Reserved for a senior official from Saudi Commission for Tourism and Antiquities
12.00 – 12.30	Networking and refreshment break

12.30 – 13.30	PANEL DISCUSSION Supplying the demand: Unlocking the investment, financing and development potential of key infrastructure projects <ul style="list-style-type: none">· Healthcare: Capitalising on the increasing demand for world-class infrastructure in the largest healthcare market· Industrial and warehousing: Addressing the rising demand and deliberate public investment to support growing trade and commerce· Infrastructure projects and their impact on urban development· Attracting private sector participation to sustain and capitalise on increasing demand· Investment vehicles for international investors to enter the market· Outlining key demographics and factors underlying growth· Identifying opportunities in key regions and cities Jurgen Herre , Head of MENA, Hines Craig Cowie , Managing Director and Head of Real Estate and Private Equity, Al Rahji Capital Oscar Silva , Former Chief Executive Officer, GIB Financial Services Diab Chidiac , Director of Real Estate, Shuaa Capital	Sponsored by: 
13.30 – 14.15	PRESENTATION Using public-private partnerships as engines for growth <ul style="list-style-type: none">· Identifying the role of the private sector in economic liberalization· Government strategy and policies enhancing the private sector participation· Legal and financial mechanism and structures of BOT projects· Examining the global experience of BOT applications and how this has influenced the market· The advantages and disadvantages of this application· Popular models for private participation and PPPs in government infrastructure· Government and the need for PPP projects Dr. Khalid Bin Abdullah Al- Dughaiter , Member of the Board and Chief Executive Officer, Arriyadh Development Company	
14.15 – 15.30	Lunch	
15.30 onwards	Closing remarks and courtesy shuttle to the Cityscape Jeddah Exhibition	

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Meet your Speakers



Mr. Ibrahim Al-Buloushi has 17 years of banking experience in Saudi Arabia and MENA region with primary skills in Islamic Banking, marketing, sales, team building and financial performance management. He is also a Founding member of the management team at Bank Muscat and Aayan Real Estate Company. He has worked in SAMBA, NCB and IFC (private sector arm of the World Bank, MENA) and has a BS degree in Applied Electrical Engineering (honors) from KFUPM, Diploma in investment banking from London Business School (LBS) and extensive management course from INSEAD.

Eng. Ibrahim Al-Buloushi, Chief Operating Officer, Sumou Real Estate



Hasan Al Jabri has over 25 years of banking experience in the region holding senior positions in prime banks including The National Commercial Bank & Samba Financial Group (previously Saudi American bank). He also sat on the board and executive committees of several investment & commercial banks as well as companies in IT, real estate development services and others. Hasan previously chaired the Young Presidents Organization's Saudi Chapter and is a founding committee

member of Gulf SOL. He is a BSC graduate of the American University of Beirut and has successfully completed the Executive Management Program of Columbia University.

Hasan Al Jabri, Board Member, Chairman of the Funds Board and MD Investment Banking, NCB Capital



Hisham Koshak is an expert in the field of Banking, Product Development, Investment and Finance, Shari'a-Compliant Structured Finance, Investment Appraisal, Equity Funds, IPO's and Mergers & Acquisitions. Mr. Koshak is the CEO and Founder of Haykalah a unique investment banking boutique experts in structuring Islamic financial solutions and Investment Banking services, with wide knowledge and background in Islamic business practices, to offer professionally structured Islamic

Financial Solutions and business advisory services to Corporate and Financial Institutions.

Hisham Koshak, Founder and Chief Executive Officer, Haykalah



Jason previously joined Lloyds Bank International and spent ten years in various postings in South America, Australasia and the Middle East. He then joined Saudi International Bank, a Saudi government controlled consortium bank managed by JP Morgan, as Head of Corporate Banking. Jason is recognised as one of the key conduits between the Kingdom and the UK. As a result of this, he has been asked to sit on the Middle East Council of the International Project Finance Association and has also been selected as the British Chairman of the Formation Committee of the Saudi British Development and Investment Company.

Jason Peers, Group Chief Executive of Jasper Capital, Chairman of the Formation Committee of the Saudi British Development and Investment Company



Jürgen joined Hines in 2000. Prior to relocating to Abu Dhabi, he was the Managing Director of Hines Europe in London. Hines Europe has built, leased and sold projects totalling approximately 2.4 million square meters to date which equates to approximately US\$ 18 billion in total project costs. Jürgen is also a member of the Hines Capital Markets Group, Houston where he is responsible for structuring commingled funds and raising equity capital for the worldwide Hines Programs. In

addition, he is involved in project dispositions and one-off equity financings worldwide.

Jurgen Herre, Head of MENA, Hines



Mohammed Al Tawash is also a Founder and a Board Member in several other companies. Armed with a WIT Bachelor of Science degree in Civil Engineering, he started his career as an Economic Research Assistant in the Bahraini Ministry of Oil and Industry before joining Fujairah National Construction, where he masterminded projects valued more than US \$300 million. He offers more than 10 years of accomplishment-laden experiences in the GCC and global investment and real estate market in both the public and private sectors.

Mohammed Al Tawash, Managing Director and Chief Executive Officer, Real Capita



Fahad is one of the leading figures in Saudi Arabia's key business sectors. He is also the Assistant Deputy Minister of the Ministry of Municipality and Rural Affairs, Head of Privatization Program for Municipal Activities and the Board Member of the Saudi Standards and Quality Authority, among others. He conducted various scientific lectures on the Saudi and Arab economy and the issues of globalization in a number of important global forums in Europe, Russia, Asia and the Middle East.

Fahad Bin Saleh Al Sultan, Secretary General, Council Saudi Chambers



Hassan graduated with a degree in Management at Uxbridge College, UK. He has 22 years of extensive experience on banking and financial investments and is also the Chairman and on the Board of Dictatorship of numerous banks, investment banking companies, financial and operation leasing companies, insurance companies and real estate companies in the Kingdom of Saudi Arabia and all over the MENA countries.

Hassan Salim Al-Ammari, Chief Executive Officer and Board Member, Altawfeek Financial Group



Humphrey has more than 30 years of banking experience focusing on treasury, foreign exchange and global markets at Barclays Merchant Bank, Barclays de Zoete Wedd (BZW) and Barclays plc. Where he has held various roles as CEO, Managing Director, General Manager, and Head of Global Financial Markets. He is a Fellow of the Chartered Institute for Securities & Investment and holds several other financial memberships. Bank of London and the Middle East is an FSA

authorised and regulated wholesale Islamic Bank.

Humphrey Percy, Chief Executive Officer and Executive Director, Bank of London and The Middle East



John Sandwick has been a private banker in Geneva, Switzerland since 1993, and an investment and banking professional since 1989. He has built as cornerstones of his profession an expertise in Islamic asset management, Islamic asset securitization and Islamic real estate financing. From 1984 to 1989 Mr. Sandwick was a director at the Washington-based Middle East Policy Council, where he led numerous programs on U.S.-Arab economic, commercial and investment policy management issues. He is also a leading lecturer for corporate groups providing Master Classes in Islamic Asset Management.

John Sandwick, Islamic Wealth & Asset Management



Mr. Khaled Al-Aboodi joined the Islamic Development Bank Group in November 2001 as Deputy Director General of the Islamic Corporation for the Development of the Private Sector, the Private Sector arm of IDB. He started his tenure with Ministry of Finance & National Economy of Saudi Arabia in 1982 as an Economic Researcher. In 1995, he moved to Washington DC to serve as Assistant to the Saudi Executive Director at the World Bank and was later appointed Alternate Executive Director for Saudi Arabia at the World Bank Board until 2000. Later in 2000, he joined the Saudi Public Investment Fund (Ministry of Finance) as Senior Economist where he was in charge of several privatization operations.

Khaled Al-Aboodi, Chief Executive Officer of the ICD, Islamic Development Bank



Prior to joining Rasameel, Mohammed was with HSBC's securitisation team where he was responsible for the origination and execution of the first public rated Middle Eastern Securitisation-UAE CMBS vehicle No.1 in addition to working on securitisation transaction in Saudi Arabia, Bahrain, Qatar and Kuwait. Mohammed is also a UK qualified lawyer and worked for the capital market division of Lovells where he spearheaded high profile transactions including the first residential mortgage securitisation in Saudi Arabia.

Mohammed Asaria, Managing Director, Rasameel Investment Bank

Accessing Finance

Day Three. Wednesday, 9 June

09.30 – 10.00	Registration and welcome refreshments	12.00 – 12.30	Networking and refreshment break
10.00 – 10.15	Opening remarks	12.30 – 13.30	Panel Discussion Assessing the role of Sukuk for raising finance in the current economic climate <ul style="list-style-type: none">• Is Sukuk gaining traction as a source of finance in the currently dislocated financial markets?• How has the global financial crisis tested the Islamic finance model?• Overcoming the factors hampering Sukuk growth• Application of Islamic finance to public-private partnerships• What can be done to ensure greater investor protection?• Engineering improvements in Sukuk instruments to compete effectively with conventional credit• Identifying the risks and returns of the different structures• Determining best practices for structuring a successful Sukuk in Saudi Arabia Hisham Koshak , Founder and Chief Executive Officer, Haykalah Stewart LaBrooy , Chief Executive Officer and Executive Director, Axis REIT Managers Berhad Alhassan Goussous , Unicorn Capital, Saudi Arabia Eng. Ibrahim Al-Buloushi , Chief Operating Officer, Sumou Real Estate Mohammed Asaria , Managing Director, Rasameel Investment Bank
10.15 – 11.15	PANEL DISCUSSION Accessing project financing in the current global crisis <ul style="list-style-type: none">• Equity financing vs debt financing in real estate• What funding challenges are local developers facing when real estate is seen as a high-risk investment in the current scenario?• How are developers currently getting funding?• Gauging the lending climate and investor sentiment• What policies have banks put in place in financing real estate projects?• What kind of deals are banks interested in and what project characteristics determine whether a project is financeable?• What sectors are banks and investors eyeing in the coming year?• Government measures supporting the secondary market and boosting market confidence Jason Peers , Group Chief Executive of Jasper Capital and Chairman of the Formation Committee of the Saudi British Development and Investment Company Hassan Salim Al-Ammari , Chief Executive Officer and Board Member, Altawfeek Financial Group Omar Habib , Head of Real Estate Corporate Finance Group, Samba Financial Group Amer Mardam Bey , Chief Operating Officer and Executive Vice President, Siraj Capital	13.30 – 14.30	Lunch
11.15 – 12.00	PRESENTATION The changing role of Real Estate Investment Funds (REIFs) in Saudi Arabia <ul style="list-style-type: none">• Understanding the role of REIFs in the Kingdom• Will REIFs become the preferred funding mechanism in the next 12 months?• How effectively will REIFs replace the "contribution" system and how will this benefit the market?• Comparing various financing structures and models• Will it help facilitate international investment into the Kingdom?• Overcoming the challenges involved in the implementation of REIF regulations and building the infrastructure to administer it Abdullah Alrashoud , Chief Executive Officer and Board Member, KSB Capital Group	14.30 onwards	End of conference and courtesy shuttle to the Cityscape Jeddah Exhibition

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This programme may change due to unforeseen circumstances. IIR reserves the right to alter the venue, sessions and/or speakers.



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Meet your Speakers



Prior to joining Samba, Omair was the Executive Director of CIBC World Markets' Real Estate Investment Banking Group in Toronto, Canada. He also worked in CIBC's Canadian office in CIBC World Markets' Real Estate Investment Banking Group in New York. Prior to joining CIBC, Omair worked in Salomon Brothers' Real Estate Investment Banking Group from 1995 to 1998 and Fleet Financial Group's Real Estate Portfolio Finance Group from 1993 to 1995. His 16 years of real estate investment banking and financing experience includes working on over 50 capital raising transactions totaling over \$7 billion.

Omair Habib, Head of Real Estate Corporate Finance Group, Samba Financial Group



Sulaiman is a member of several Saudi and international associations such as the American Management Association, and Saudi Management Association. He is currently CEO of Middle East Investment Company which is a holding Saudi company working in different fields of real estate investment and private equity since March 2006. Prior to this, Mr. Sulaiman has been the Managing Director for Network. Sulaiman is often published in newspapers and interviewed on TV.

Sulaiman Al Assaf, Chief Executive Officer, Middle East Investment Company



Since joining IFC as an Investment Officer in January 2001, Walid has held a variety of positions in its offices in Washington DC, Cairo and Saudi Arabia where he has worked effectively across boundaries to develop business, processing and managing portfolio across the region and sectors. In his current position as Country Manager, he has overseen the build up of the KSA capacity and the growth of IFC investment and TA activities. In his former role as an Investment Officer, he developed IFC's

strategic relationships with the financial sector in MENA. Walid also held several positions in the Saudi Arabian monetary Agency.

Walid Al Murshed, Country Manager for Saudi Arabia, International Finance Corporation



Mr. Jaroudi comes with over 23 years of diversified experience in the fields of commercial and investment banking. He started his career in 1984 with the Saudi French Bank initially in commercial banking and later moved to investment banking. In 1995, he moved on to help set up Lebanon Invest, an investment bank which was merged in year 2000 with Banque Audi SAL. Omar joined SHUAA Capital in 2007. During this period, he amassed vast and diversified experience in the areas of investment banking, private equity, asset management, local and regional brokerage and distribution.

Omar Jaroudi, Chief Executive Officer, Shuua Capital



Stewart is a prominent speaker on the subject of REITs and has been invited to present papers at seminars in Malaysia, Singapore, Hong Kong, Indonesia, Philippines and New York. In addition to his duties as CEO, he oversees the acquisition strategy of Axis-REIT, is actively involved in its Investor Relations, and is a Member of the Executive Committee of the Board. He is also the Vice President of the Asia Pacific Real Estate Association and serves as a director of several

companies involved in property development and investment.

Stewart LaBrooy, Chief Executive Officer and Executive Director, Axis REIT Managers Berhad



Mr. Abu Ateek joined Dar Al Tamleek as General Manager in 2008. He started his career with Riyadh Bank, one of the largest financial institutions in the Kingdom and a major player in the mortgage industry. He later on took responsibility of 68 branches and over 800 employees. Abu Ateek attended executive management programs at London Business School and California State University and a 3-year corporate credit and banking program sponsored by SAMA which exposed him

to international banking and credit programs.

Yasser Abu Ateek, General Manager, Dar Al Tamleek

Principal Sponsor



Established in 2007, **Sumou Real Estate** is an owned subsidiary of Sumou Holdings, and operates from offices in Makkah, Jeddah, and the Eastern Province within Saudi Arabia. Over the past year, Sumou has established a basic infrastructure in Makkah, Jeddah,

and Al-Khobar to support its operations. The Jeddah office is likely to become its Head Office, in future.

Sumou currently has five ongoing projects in the Kingdom, across commercial, residential,

and mixed use segments, four of which have been set up in collaboration with other partners. While Sumou has been actively involved in Real Estate Development, it now aspires to also take on a more active role in the financing of major Real Estate projects.

Sumou's development activities have largely been focused on the identification, evaluation, development, and management of its real estate investments.

Silver Sponsor



Knowledge Economic City is located approximately 5 km to the east of the Prophet's (pbuh) Mosque along the King Abdulaziz Road and 7 km from Al-Madinah Airport. It is one of the four economic cities that have been launched out of the planned six economic cities in the Kingdom.

Knowledge Economic City has been designed to be a master-planned community with smart environment over a land size of about 5 million sq. meters. The development includes residential, commercial, retail, hospitality, knowledge-based industries and healthcare. Knowledge Economic City offers a platform that will assist the transformation of the Kingdom's economy to knowledge-based one. The development of the Knowledge Economic City has been projected to create more than 20,000 jobs, have a population of about 150,000 people, attract an aggregate investment of more than SAR30 billion and take approximately 10-12 years to complete.

Conference Investment Sponsor



SHUAA Capital Saudi Arabia (SCSA) was established to promote investment opportunities within the Kingdom of Saudi Arabia and the broader Middle East and North Africa region.

Through its headquarters in Riyadh, SCSA is licensed to conduct all investment banking activities including asset management, advisory, raising of capital, corporate finance, private equity, underwriting, regional brokerage and custody services. These services are available to corporations, governments, institutional clients as well as to high-net-worth and affluent individuals.

SCSA is also authorised to offer domestic, regional and international client's access to companies listed on the Saudi stock exchange (Tadawul). SCSA, a subsidiary of SHUAA Capital psc in Dubai, is a closed joint stock company with a paid-up capital of SR 150 million. Through its range of services SCSA is committed to offering its clients innovative products as well as superior customer relationship management and services

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Visitors' Nature Of Business

Investment	17%	Contractors	5%
Real Estate Developers	17%	Suppliers	5%
Consultants	13%	Construction	5%
Architects	10%	Other	4%
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The three day networking exhibition will feature some of Jeddah's and Saudi Arabia's most significant real estate investors, developers and service-led real estate firms showcasing their projects and services to a regional and international audience. For information on exhibiting please contact Deep Marwaha at deep.marwaha@iirme.com or contact +971 4 407 2449



Cityscape Awards for Real Estate in Saudi Arabia 6 June 2010

Cityscape Jeddah will once again present the highly prestigious Cityscape Awards for Real Estate in Saudi Arabia at the Hilton Hotel which will celebrate excellence in the emerging markets for their outstanding achievements. An awards ceremony and gala dinner on the first night of the event will provide the perfect opportunity to network and meet achievers in the real estate industry. For details and info on how to register, please contact Sarah Salera at sarah.salera@iirme.com or call +971 4 407 2419



Investor Round Tables 7 – 8 June 2010

The Investor Round Tables offer an exclusive, invitation-only opportunity for leading real estate investors and developers to discuss the key issues affecting real estate investment and development in emerging markets today. For details on how to register your interest, please contact Saudin Dungog-Noddings at saudin.dungog@iirme.com or call +971 4 407 2711



CEO Business Lunch 8 June 2010

The CEO Business Lunch is an elite invite-only gathering of corporate, community and government leaders. This forum will facilitate networking and discussion on crucial issues affecting CEOs in real estate today. For details on how to register your interest, please contact Saudin Dungog-Noddings at saudin.dungog@iirme.com or call +971 4 407 2711



Investors & Developers Networking Reception 9 June 2010

This one hour networking reception offers direct access to regional and global real estate investors, developers and financiers to network discuss investment opportunities and create joint venture partnerships. For more info and details, please contact Saudin Dungog - Noddings at saudin.dungog@iirme.com or call +971 4 407 2711



For more information on how you can participate in any of the above functions email cityscapejeddah@iirme.com

Five Easy Ways To Register

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Fees include documentation, light refreshments and lunch.



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