



Preliminary conference programme

2-4 December 2008
Palais des Festivals - Cannes, France

Get insiders' knowledge of the fast-growing markets!

Sharing knowledge and establishing contacts is at the heart of MIPIM Horizons. This extensive conference programme aims to let you discover the fast-growing markets' trends and gain valuable information from the industry's key players. Don't miss the wide range of interactive and innovative events MIPIM Horizons has set up to boost your business and flesh out your network.

Property Talks



Visionary keynote addresses amongst which our "Green keynote" **Khaled Awad** who will look at Masdar city as today's source for tomorrow's energy and **Prof. Frauke Kraas**, Chairman of the Megacities Task Force, who will speak on "Megacities and global change: key challenges, action models and strategic solutions".



Expert-led panels will help you gauge the temperature of the market and offer you keys to develop in these sometimes unsung yet very promising regions and to boost your business.

Benefit from the expertise of our speakers to learn more about real estate in Brazil, Argentina, Mexico, the Middle East, Russia, Ukraine, the Balkans, Morocco, Turkey, etc.

Workshops on stands & Speed Matching



Interactive pitching formats will take place every day in the heart of the exhibition area to help you identify new investment opportunities and potential partners in a fast-and efficient way.

Whether you are a presenter or an attendee of these networking events, you will undoubtedly boost your business and flesh out your contact list.

Leadership Summit



Premium networking event for top-level political leaders, investors, developers and environmental experts who will debate on "**Facing sustainable challenges: when politicians and real estate leaders shape the future**". The exclusive Leadership Summit, a behind closed doors event, will take place on Wednesday 3 December 2008 from 11.00 to 13.00 and will be followed by the Leadership Summit's Lunch.

To learn more about topics and speakers
www.mipimhorizons.com/Conferences

Conference pre-programme at-a-glance



mipimhorizons
The world's property market for fast-growing regions

2 - 4 December 2008
Palais des Festivals - Cannes, France

Tuesday 2 December	
9.30 10.00	Workshops on stands Session A
10.15 10.45	Workshops on stands Session B
11.00 12.00	Speed Matching Projects
12.00 12.45	Keynote Prof. Frauke Kraas, Head of Department Department of Geography University of Cologne
13.00 14.15	Lunch
14.30 15.00	Workshops on stands Session C
15.15 15.45	Workshops on stands Session D
16.00 17.00	Brazil: the next playground of the World? Co-org: ADIT
17.15 18.15	How to invest in the Brazilian real estate market Co-org: FIABCI

Wednesday 3 December	
9.30 10.00	Workshops on stands Session C (bis)
10.15 10.45	Workshops on stands Session D (bis)
11.00 12.00	Speed Matching Funds
12.00 13.00	Tourism in the Balkans: What are investors, developers and hotel groups striving for? Co-org: Property XPress
13.00 14.15	Lunch
14.30 15.15	Keynote Islamic Finance
15.15 15.45	Workshops on stands Session B (bis)
16.00 17.00	Speed Matching Projects
17.15 18.00	Keynote Djamel Klouche Architecture

Thursday 4 December	
9.30 10.30	Ukraine: able to risk, able to benefit Co-org: Commercial Property
10.45 11.45	Morocco: a new Eldorado for real estate investment? Co-org: Archimedia
10.45 11.45	Turkey: Investment friendly or shy? Co-org: REIDIN
12.00 13.00	Finally emerging: investors' view of the Western Balkans markets Co-org: Slovenia Times
13.00 14.30	Lunch
14.30 15.00	Workshops on stands Session E
15.15 15.45	Workshops on stands Session F

- Property Talks: Keynotes, regional focus, case studies & technical advance.
- Workshops on stands.
- Speed Matching.
- Leadership Summit.
- Green sessions: Sustainability and climate change. This logo indicates a Reed MIDEM Going Green initiative.



Tuesday 2 December

12.00
12.45

Keynote address – Prof. Frauke Kraas
**“Megacities and Global Change:
Key challenges, action models and strategic solutions”**

By 2015, more than 600 million people will live in approx. 60 megacities worldwide. Megacities are new phenomena of the worldwide urbanisation processes associated with accelerating globalisation. They are subject to global ecological, socio-economic and political change. Conversely, they also influence these changes due to their strong developmental dynamics, achieving unprecedentedly high spatial and demographic expansion and concentrations of population, infrastructure, economic power, capital, and decision-making, as well as excessive and partially self-energising acceleration of all the development processes.

Increasingly, megacities are subject to an as yet unmeasured loss of formal governability and control – with the consequence that processes are unregulated and take place informally or illegally. Megacities have developed into new socio-economic and political 'laboratories of the future', as they seem to reflect global development trends compactly, sometimes anticipatorily. Key challenges, action models and strategic solutions will be addressed in the lecture.



Prof. Frauke Kraas
Head of Department of Geography, University of Cologne (Germany)

14.30
15.30

Why invest in Argentina?

At first sight the decision of investing in Latin America looks a little complicated. It's necessary to consider the long distance, the difficult political situation in several countries of the region and their fluctuating economies.

One quality that is common across Latin America, especially in Argentina, is the huge potential of the real estate industry. Argentina is a large country featuring diverse climates and infinite markets for investment. Real estate, in particular, presents many options for investors.

Buenos Aires, for example, is a large and energetic city, ready for change and the chance to be highly competitive. Significant private investments are transforming older districts through residential and commercial construction.

But Argentina has other magnificent places with spectacular landscapes surrounded by lakes and mountains such as Patagonia, Mendoza in the west, and Salta and Jujuy in the north. With the growing industry of tourism and residential buildings, there are many interesting projects in this area.

Investment in Argentina presents attractive challenges and high-potential opportunities for real estate. The market is supported not only by demand for new residential developments, but also by visitors looking to stay several days or weeks to enjoy all the benefits of this beautiful country.

- **Moderator:**
Adriana Anzillotti, Editor of Real Estate Supplements, Diario La Nacion (Argentina)
- **Speakers:**
Francisco Cabrera, Minister of Economic Development, Ministry of Economic Development, City of Buenos Aires (Argentina)
Dr. Marcelo Elizondo, Executive Director, Fundación ExportAr (Argentina)



Tuesday 2 December (next)

16.00
17.00

Brazil: the next playground of the world?



Beautiful beaches, nice people, warm weather, no terrorism, no extreme natural hazards – Brazil has been emerging as the next second-home Dreamland for Europeans. The reality, however, is that long distances from the main feeder markets, diversity of destinations in Brazil, abundance of apparently perfect lands, unclear environmental licensing processes, lack of local finance for buyers, as well as other significant issues, can turn this paradisiacal opportunity into a big challenge for developers.

This panel will focus on this challenge. Firstly, by presenting the conclusions of studies conducted by HVS and Knight Frank on the market for Brazilian Tourism Real Estate Products. Secondly, by bringing together some of the most experienced people involved in Tourism Real Estate Projects in Brazil to approach topics such as: choosing the right site and the right destination, how to choose the right market niche, how to sell second homes in a long haul destination, the importance of the local market, how to deal with the necessary legal permits, the trouble with environmental licenses, etc.

These experienced developers and consultants will provide a broad overview of Brazil's tourism real estate projects, the perspectives of this business in the future, address the key success factors for doing this type of business in Brazil, and, ultimately, try to answer the question: "Will Brazil really be the next Playground of the World?"

- **Moderator:**
Prof Diogo Canteras, Managing Director, HVS (Brazil)
- **Speakers:**
Pedro de Miranda, Founder & CEO, Itacare Capital (Brazil)
Dr. Ivan Tauil, Partner, Thompson & Knight (Brazil)
Hermano Carvalho, Director of the Department of Financing and Investments in Promotion in Tourism, Ministry of Tourism (Brazil)

16.00
17.00

What's next in Gulf Corporation Council? Kingdom of Saudi Arabia, Qatar?



Everyone seems to be jumping onto the bandwagon called Real Estate! The U.A.E has led the way in showing her fellow GCC brothers, that there is more to the Gulf Countries other than oil. Countries like the UAE, Qatar and KSA are showing the world where to put their money. No doubt the GCC markets are well 'oiled' but today the focus is shifting to Real Estate, Tourism and Energy.

Buoyed by an expanding services sector, large inflow of direct foreign investment and a unique geographical location, the GCC countries in the thick of the action are looking at double digit GDP growth figures.

Both Dubai and Abu Dhabi are leading the way with their unparalleled success in the Tourism and Real Estate sectors. Qatar's soaring gas market and rapidly growing knowledge industry looks all set to ensure the country enjoys 'boom time' for a long time. Not to be left behind, the kingdom has woken up to welcome in the new sunshine industry – Real Estate. Saudi Arabia's real estate industry is undergoing dramatic growth with local and foreign capital competing for opportunities.

REIDIN.com is proud to present leading figures from the GCC's investment and real estate world to discuss, debate and analyze the key issues, the pros and cons of all the dramatic changes taking place in the region. This session will discuss what and who is the next big thing in the GCC. Who will be the leaders and why, which industries will shine and how and why the world should be bringing their money to this part of the globe.

- **Moderator:**
Ahmet Kayhan, CEO, REIDIN.com - Emerging Markets Real Estate Information (UAE)
- **Speaker:**
Ibrahim Mardam Bey CEO, SIRAJ CAPITAL (UAE)
Abdulmoneam Morad, CEO, Ewaa For Real Estates Development (Saudi Arabia)



Tuesday 2 December (next)

17.15
18.15

Real estate in the Middle East: the roadmap to long term maturity

With oil prices continuing to exceed record levels, hydrocarbon revenues within the Arabian Gulf States are rising daily yet domestic property development represents the major avenue of industrial diversification and foreign investment opportunity. A number of nation states in the region are building in profusion and some are clearly ahead of the pack in terms of international recognition as emerging markets, but what does the future hold for the real estate sector at a regional level?



- **Moderator:**
Andy McTiernan, Editor in Chief, Corinthian Publishing FZ LLC (UAE)
- **Speakers:**
Frank Khoie, CEO / Chairman, Khoie Group (UAE)

17.15
18.15

How to invest in the Brazilian real estate market

Brazil entered a new phase: controlled inflation, political stability and ideal macro economic conditions. In addition, the country was ranked as investment grade this year. In this scenario Brazil has turned a highly attractive place to RE investors, who are focusing on a frothy IPO market, joint ventures or even direct purchases through local vehicles. Pension funds, private equity funds, hedge funds and private investors are all seeking opportunities in the Brazilian RE market.



With a population of more than 180 million inhabitants, Brazil has shown an increased demand for real properties, while consumer credit is booming and allowing lower and middle classes to enjoy unprecedented access to financing.

Moreover, Brazil has adopted an improved legal environment with laws that speed up foreclosures and give preference to creditors by permitting fast out of court procedures to recover collaterals. Investment in the Brazilian RE market is seen as a strong option by several foreign investors. This Panel will focus on how to invest in Brazil RE market, what is the regulation, what is the taxation system and who are the key partners.

- **Moderator:**
Flavio Gonzaga Bellgarde Nunes, Lawyer, Machado, Meyer, Sendacz e Opice Advogados (Brazil)
- **Speakers:**
Dr João Crestana, President, SECOVI-SP (Brazil)
Guy Perry, President, IN-VI (Poland)



Wednesday 3 December

12.00
13.00

Tourism in the Balkans: what are investors, developers and hotel groups striving for?

Property Xpress

Tourism in the Balkans is developing rapidly with a number of new players popping up almost every day. Which are the major trends in the region? Who are the winners from the advance and where do they prefer to invest? Most prospective destinations and what is the successful formula to enter there?
Luxury or budget hotels – which is the most profitable strategy with regard to the new developments and investments in the Balkans?
Which are the main international chains, active in the region, and how do they influence the market?
Lucrative hotel chains strategy – management contracts or bearing the development risk?
Vacation tourism in the Balkans – major advantages and promising sea and mountain destinations.

- **Moderator:**
George Dutchev, Editor In Chief, Property Xpress (Bulgaria)
- **Speakers:**
Thibault Dutreix, Principal Banker, EBRD (UK)
Olga Kiendler, General Manager & Representative, Hypo Alpe-Adria-Bank AG (UK)
Elitsa Panayotova, CEO, Alfa Developments (Bulgaria)
Peter Vermeer, VP Development Europe, IHG (Belgium)

14.30
15.15

Keynote Islamic Finance

More details on topic and speaker to be added soon.

16.00
16.45

Keynote address – Khaled Awad “Masdar City: Today’s Source for Tomorrow’s Energy”



Khaled Awad will discuss how Masdar City intends to transform the renewable energy and sustainability market by creating the world’s first zero carbon, zero waste, car free city completely powered by renewable energy. Masdar City intends to become the ‘silicon valley for renewables’ and create an entirely new economic sector for the UAE.
Khaled Awad will discuss how Masdar City intends to demonstrate that sustainability is not only viable, but, also an attractive element for all property developments.



Khaled Awad
Property Development Director,
Abu Dhabi Future Energy Company – Masdar (UAE)



Wednesday 3 December (next)

17.15
18.15

How does the Mexican market differ from other emerging markets in Latin America and other regions?

The historic trend of international equity institutional investors in Mexico since the early 90's has created one of the most sophisticated real estate industries among all emerging markets worldwide. This in turn has created, not only an environment with lower transaction costs, but also significantly liquid. Investing in Mexico is not an idea; it is a reality with most of the larger names of the real estate industry participating actively.



- **Speakers:**
Juan Pablo Arroyuelo, Vice President, Fidelity National Title De Mexico, SA DE CV (Mexico)
Miguel Leyva, Director of Finance and Administration, Constructora ECON SA DE CV (Mexico)
Roberto Ordorica CEO, Pramerica Real Estate Investors Latin America (USA)
Blanca Rodriguez Managing Director, DTZ Rockwood Mexico (Mexico)

17.15
18.00

Keynote address – Djamel Klouche Urbanities and Architecture in Emerging Metropolis

Urbanities and architectures make the contemporary metropolis. What kind of urbanities should the emerging metropolis strive for, and what will the architectures be?

Djamel Klouche, born in 1966 in Tlemcen, Algeria, is architect and urbanist, managing partner of l'AUC and co-managing partner of l'AUC as. He is Professor at the Versailles School of Architecture since 2002. Since 2002, he leads the exchange program between Tongji University in Shanghai about various issues of urban and architectural development in Shanghai and Chongqing.



Djamel Klouche
Architect urbanist,
l'AUC (France)

Thursday 4 December

9.30
10.30

Ukraine: able to risk, able to benefit

The Ukrainian real estate market is growing rapidly. Interest from foreign investors is rising every year, and this FDI is resulting in higher GDP and real disposable income. There is active construction going on in the biggest Ukrainian cities and regions thus attracting a larger flow of foreign investment. The Euro 2012 football championship, which will be held in five Ukrainian cities, gives an additional impulse to the flow of capital.



During the session on investment in land, real estate and construction in Ukraine, experts will present the latest amendments to the Ukrainian legislation. They will outline investment risks and share the ways of their minimization. The discussion will touch upon legal and tax aspects of land and real estate deals. Risks facing companies in conducting investment in land and real estate purchase or sales deals will be brought to focus as well as an analysis of the investment attractiveness of real estate markets in both capitals markets and regions.

- **Moderator:**
Jürgen Frühschütz, Publisher, Commercial Property (Ukraine)
- **Speaker:**
Natalia Kochergina, Legal Director Real Estate, DLA Piper Ukraine LLC (Ukraine)
Svitlana Kryvobokova, Head of IR-department, HCM Group (Ukraine)



Thursday 4 December (next)

10.45
11.45

Morocco: a new eldorado for real estate investment?

Morocco is witnessing incredible general development, particularly in the real estate sector, which has seen double-digit growth. This growth is supported by a dynamic housing policy that includes the construction of 17 new cities built like authentic urban havens, as well as the desire to turn Morocco into a first-class tourist destination. The 'Plan Azur' calls for the construction of six seaside resorts, with the first two – Lixus and Mogador – scheduled to open in 2010.



This conference session will bring two panels of speakers together to debate public-private partnerships and international perceptions of these new residential and tourist development projects.

- **Moderator:**
Selma Zerhouni, Architect, Archimedia (Morocco)
- **Speakers:**
Amyr Alami, CEO, CFG Group (Morocco)
Nabil El Kerdoudi El Koulali, Member of the Board of Directors, Al Omrane Development Holding (Morocco)
Omar Essakalli, CEO, Mandarine Group (France)
Christian Vande Craen, Executive Director, Thomas & Piron International (Belgium)

10.45
11.45

Turkey: Investment friendly or shy?

Powered by increasing industrial production and exports, an expanding services sector, and a large inflow of direct foreign investment, Turkey has posted solid growth averaging around 7.2% annually since 2003. Ongoing reform measures have created a liberal, competitive investment environment and Turkey today offers a growing wealth of investment prospects and opportunities, particularly in industry, real estate development, and tourism.



But key issues remain for would-be investors in Turkey: political uncertainty, negotiations with EU for membership and regional problems. This conference will bring together leading figures from Turkey's investment and real estate community to discuss, debate and analyze the key issues. This session will discuss Turkey as an economic entity, its natural advantages including resources and positioning and opportunities for foreign companies.

- **Moderator:**
Haluk Sur Chairman, Paladin Realty Partners Eurasia (Turkey)
- **Speakers:**
Hakan Eren, Managing Director & Board Member, DOGUS GE REIT (Turkey)
Kerem Üçok, Managing Partner & CEO, Logiturc (Turkey)
Güniz Çelen, Chairperson, Çelen Corporate Property Valuation & Counseling Inc. (Turkey)

12.00
13.00

Finally emerging: investors' view of the western Balkans market

The Western Balkans – a region that includes Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Macedonia and Albania - abound in investment opportunities. Being either EU members or having EU membership in sight, the countries of the region embarked upon far-reaching reforms that have resulted in political stability and greatly improved business environment.



There is newly found optimism in the region to open up the investment potential in the Western Balkans.

This session will give you a better understanding of market specifics and investment climates in these countries by presenting the experiences and best practices of investors already present in the region.

- **Moderator:**
Marko Vukovic, Editor, The Slovenia Times (Slovenia)
- **Speakers:**
Dr Gyorgy Bobvos Business Development Director, TriGranit Development Corporation (Serbia and Montenegro)
Djordje Mancic, Partner in law firm, MP & Associates (Serbia and Montenegro)
Peter Vesenjck, General Manager, Owner, Hosting Group (Slovenia)



Speed Matching



Speed Matchings aim at connecting investors with real estate professionals during highly efficient and targeted business presentations of projects and funds.

Attend these new exciting sessions to discover promising investment products and meet your future partners in an informal yet very profitable environment.

Four main reasons to attend the Speed Matching sessions

- **An international jury** has carefully handpicked, amongst all the applications, 10 projects and 5 funds which will be unveiled during the sessions.
- **Discover 10 mixed-use and hotel & tourism projects** developed in your target-country: Brazil, Bulgaria, Mexico, Montenegro, Morocco, Romania, UAE and Ukraine.
- **Identify 5 funds investing in the high-growth countries** which have good mix of properties and are managed by experienced teams.
- **Benefit from the networking coffee** closing each serie of pitchings to meet your future partners and spark new deals.

Tuesday 2 December

11.00
12.00

Speed Matching - Projects

Wednesday 3 December

11.00
12.00

Speed Matching - Funds

16.00
17.00

Speed Matching - Projects

The Jurors deliver their feeling about the selected projects and funds

"After a long and very productive meeting the jury came out with results for the companies, projects and funds that will be in charge of powering business at the MIPIM Horizons trade show (...). It was not easy, because all the developments deserved a spot on finals, but (...) many good projects will be there, in Cannes, to be ready for the Real Estate World to take advantage of."

Luis Fernando Correa-Bahamon World President 2008-2009, FIABCI (Colombia) – Jury President

"I have seen today a diverse portfolio of development and investment opportunities covering several emerging markets. (...) These new developments are making the overall property market highly competitive with these new economies chasing inward investment from global investors and users alike."

Ronald S. Barrott CEO, ALDAR properties PJSC (UAE)

The two other jury members were, **Fabrice Lefèvre Sory**, the Investment Funds Director of the French arm of Aberdeen Property Investors and **Alexandru Nătescu**, Projects & Investments Manager of Regatta in Romania.

Leadership summit

Wednesday 3 December *

11.00
13.00

"Facing sustainable challenges: when politicians and real estate leaders shape the future"



The Leadership Summit is organised around 5 round tables of 9 to 10 international participants. Each 90-minutes workshop will deal with a different sub-theme, going into the above-mentioned central theme of the Summit in more detail.

The spectacular real estate growth in certain regions of the world has led to an increasing awareness of the need to integrate sustainable environmental solutions into property and urban development projects. With this in mind, the main topic of the Leadership Summit is the challenges to be faced by the fast-growing regions for a successful real estate development. The exchanges of best practices and solutions on economic growth levers, new financial models, social housing priorities, architectural innovations and environment issues, will help the industry to explore better ways to progress with sustainable real estate development.

■ **Round table 1: "Innovations in Private-Public Partnerships"**

Animated by Dr. Michael Donovan, Urban Development Programme, Regional Competitiveness and Governance Division – OECD (France)

■ **Round table 2: "Transport and land development : the win-win combination?"**

Animated by Mohamed Mezghani, Head of Middle-East and North Africa Office, International Association of Public Transport – UITP (Belgium)

■ **Round table 3: "Ensuring the provision of social housing in fast growing markets"**

Animated by Ian Perry, Chief Executive – Harvest Housing Group (UK)

■ **Round table 4: "Real estate finance in emerging markets"**

Animated by Jonathan Price, President, FIABCI (International Real Estate Federation)

■ **Round table 5: "Keeping the Sustainability Train on Track"**

Facilitated by CoreNet Global with moderation by Nick Axford, Dr. Nick Axford, Executive Director, Head of EMEA Research & Consulting - CB Richard Ellis (UK)

- *By invitation only.*

