



معرض العقارات الدولي
International Property Show

EGYPT MEGA PROPERTY SHOW

10 - 13 January 2019

Egypt International Exhibition Center

CONFERENCE AGENDA

www.internationalpropertyshowegypt.com

Strategic Partners



Organised by:
strategic
MARKETING • EXHIBITIONS • CONFERENCES

09:00 - 10:00	Registration and Acquaintance
10:00 - 11:00	Opening Ceremony
10:00 - 10:30	Tour in the exhibition wings
10:30 - 10:45	Welcome Introduction H.E. Dawood Al Shezawy, President of Strategic Marketing & Exhibitions H.E. Majida Ali Rashid, CEO of Real Estate Investment Management & Promotion Centre
10:15 - 10:30	Questions to H.E. the Prime Minister
11:00 - 11:30	Signing of MOUs
11:30 - 12:45	Real estate development is an industry that has resisted growing challenges and opportunities that open up investment opportunities

Discusses the Egyptian real estate development sector and its opportunities in light of the creation of promising urban communities such as the Administrative Capital, the New El Alamein City, the New Mansoura, the city of Al Sa'id, and the state's expansion land proposals. Partnership and cooperation with the private sector. It will also present insights on demand rates in the sector, growth opportunities and the supply of companies. Market requirements and opportunities for partnerships with Arab capital, and market experience is identified. Dubai to attract investments and push the development of the industry.

Session Hubs:

- A brief presentation of Egypt's experience in establishing the cities of new urban communities and their contribution to the emergence of developers
- Discuss the investment opportunities available in the market in the light of major cities such as the Administrative Capital and the New El Alamein City
- Addition of entry of new companies in the sector in the past years and the impact on sales
- The extent to which the diversity of the mechanisms of the land proposals and the partnership mechanism have contributed to the return of investment
- The readiness of real estate companies to export and the specifications required on these products
- Discuss the most prominent features of the real estate development industry in Dubai and the role of real estate exhibitions in attracting investments
- Opportunities for cooperation between the investors of the two countries and required incentives

Moderator:



Dr. Eng. Mohamed Abdel Ghany
Member of the Housing Committee Parliament

Speakers



H.E. Majida Ali Rashid
CEO of Real Estate Investment
Management & Promotion Sector



Mr. Amjad Hassanein
Vice Chairman of Real Estate Development Chamber
Chief Executive Officer
Capital Group



Mr. Amr Suleiman
Chairman of the Board of Directors
Mountain View Development Compan



Dr. Eng. Mohamed Abdel Ghany
Member of the Housing Committee
Parliament



Engineer Tarek Shokry
Chairman of the Board of Directors
Real Estate Development Room
Union of Industries



Eng. Ahmed Afifi
Vice Executive chairman
Talaat Moustafa Group



Eng Ali Sharbani
Chairman of the Board of Directors
Tabarak Investment Holding



Eng. Alaa Fekry
Chairman of the Board of Directors
Beta Egypt for Urban Development

13:00 - 14:15

Real estate market development, remarkable market growth and technological variables

The session discusses the remarkable development of Egypt real estate market sector, which is the link between customers and real estate companies, the main engine of sales, and assistance to companies in relation to studies on market variables and customer requirements in order to contribute to the implementation of projects in line with demand trends.

The session will discuss the many mechanisms witnessed by the market sector with the size of the projects in Egypt and the wide competition.

Discuss Dubai market experience in developing the real estate market sector.

Session Hubs:

- The development of the real estate market sector in Egypt and its growth stages
- The impact of modern technological mechanisms and the mode of payment for sales and purchase
- How do companies deal with the liberalization of the exchange rate to maintain demand without prejudice to developer profitability?
- The role of fierce competition between real estate development companies in the development of market mechanisms
- The role of marketing companies in the process of exporting real estate
- The role of real estate auctions and their importance in the real estate market sector
- Developing a legal framework for the Egyptian real estate market sector and means of supporting the state in this framework
- View Dubai's experience in the real estate market sector and how it has evolved over the past years
- The mechanisms used in Dubai to regulate the market sector and the role of major institutions such as RERA

Moderator:



Mr. Hashem Al-Qadi
Expert in Real Estate Markets - General Manager
Derayah Real Estate Marketing and One of the
Founders of the Association of Egyptian Real Estate Marketers

Speakers



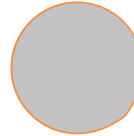
HE. Dawood Al Shezawi
Chairman of the Board of Directors
Strategic Marketing and Exhibitions



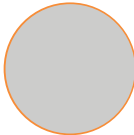
Eng. Hisham Shokry
Chairman of the Export Council
of Real Estate
Chairman of the Board of Directors at
Roaya Holding for Real Estate Investment



Mr. Nader Khuzam
Chairman of the Board of Directors
Khuzam Company for Expertise and Valuation



Mr. Ahmed Mustafa
Chairman of the Egyptian Association
for Real Estate Marketing



Mr. Mohamed Rashad
Chairman of the Board of Directors
Capital Holding



Eng. Darwish Hassanein
Executive Chairman
Saudi Egyptian Construction Company

04:00 - 04:30

Coffee Break