Mediterranean Real Estate Forum 2019
“A look into the future”

The Meeting Point between Europe, Middle East and Africa

Barcelona, 17 October 2019 (9h30-14h)

Context

The Mediterranean Real Estate Forum 2019 | “A look into the future” will be held in October 2019 in Barcelona. The conference will feature panels on public and private markets and regional and sector investment opportunities. In addition, it will include corporate presentations by leading and emerging companies and it is designed to be highly transactional with One-2-One meeting facilities serviced by an online meeting system.

Organizers

In the framework of the Barcelona Meeting Point (BMP2019), the Mediterranean Real Estate Forum will be organized by the Consorci de la Zona Franca de Barcelona, with the collaboration of the Barcelona Chamber of Commerce, ASCAME, FIABCI International Real Estate Federation and IHRA.

Barcelona

Barcelona is recognized as a leading Mediterranean centre for trade and investment in the region with a strong presence of fund managers from banks and family offices. The target audience of the conference are investment managers, bankers and corporate active in the region. Interesting opportunities for this sector will be presented.
This Forum offers excellent opportunities to introduce your company to leading global investors and corporate. Also, it will offer you the opportunity to communicate your projected capital raising plans or simply help you to find the right partner for your business (One-Z-One Networking).

**Mediterranean Real Estate Forum: The First Edition**

The first edition of the Mediterranean Real Estate Forum is a commitment to the real estate and urban industry, as a fundamental basis for economic development. The vision of this forum is to provide to this sector a platform for exchange and business cooperation on new initiatives, programs and project presentations.

The following achievements are worth to mention:

- Consolidate the Mediterranean Real Estate Forum as the annual international platform and permanent reference of the sector.

- Presence of international business leaders and senior executives from the world's leading sector. Experts with different backgrounds coming from different sectors like office, retail, logistics, residential, urban planning, human resources, will provide analyse of the market. Finally, leading actors of the MENA and EU regions as investors, developers, consultancy firms, banks, asset managers will share the market's opportunities.

- Participation of key international bodies in global Real Estate policies design and developers.

**What would the Mediterranean Real Estate Forum be?**

This would be a one-day long world-class conference on Real Estate investment opportunities, urban planning and infrastructure development. The Real Estate investment sessions would be mainly focussing on opportunities in Europe while the urban planning and infrastructure sessions would be focussing mainly in the EU and MENA countries. This forum will count on the participation of Governmental Authorities from Europe and MENA Region.

The Mediterranean Real Estate Forum will offer hundreds of Real Estate opportunities in these 3 regions (Europe, Middle East and North Africa), presentations of Urban Planning and Infrastructure Development opportunities in different countries (i.e. KSA, Egypt, Morocco, UAE, Spain, etc.).

The forum will highlight the investment opportunities emerging from the economic diversification and liberalization policies currently being pursued in the region. The event will focus on Egypt New
Capital City, the KSA-Vision 2030, corporate and financial investment opportunities now arising. The programme will feature a substantial number of plenary sessions covering various sectors.

At the turn of the millennium, real estate markets and all associated sectors emerged as a key and vital factor of boosting economic development in MENA countries. This was especially because these markets have contributed greatly to the creation of new jobs and the emergence of a number of other industries, such as contracting and marketing, which led to an increase in the gross domestic product (GPD). In addition, the real estate market is considered a safe haven for individuals and investors seeking rewarding investment.

How does this report benefit you?

✓ Learn about existing and new sector’s opportunities.
✓ Meet the decision makers companies and institutions of the Real Estate and Urban developers sector.
✓ Understand the macroeconomic impact of the Real Estate sector.
✓ Understand who are the key clients and contractors working in the MENA countries.
✓ Quantify the amount of project spending to help prepare your strategy & resources for increasing work in the region.

Official Opening Session (9h30-10h)

Anwar Zibaoui, Coordinator of Mediterranean Real Estate Forum and Ascame

Pere Navarro i Morera, Special State Delegate, Consorci de la Zona Franca de Barcelona & President of the Barcelona Meeting Point

Ahmed M. El Wakil, President, Association of Chambers of Commerce and Industry of the Mediterranean (ASCAME)

Walid Moussa, President, FIABCI, The International Real Estate Federation

Ghassan Aidi, President, IHRA International Hotel & restaurant Association

First Plenary Session (10h-11h30): Mediterranean Real Estate Markets Overview.

EU and MENA region still has not reached its full potential as underlined: What are the existing obstacles to this and how can they be overcome?

New trends in the Regional Real Estate Development

Real Estate and Hospitality: How do hotels successfully compete with other Real Estate classes?
**Housing & Social Infrastructure**: Only 25% of all the new units launched in the region market in recent years have been affordable to the average family. We have been witnessing increasing pressure on both public and private developers to enhance affordable housing opportunities in the region to alleviate strain on citizens and the city, addressing the affordable housing gap. Developing long-term strategies to cater to the rising demand for low and mid-income housing, understanding the gap and how many projects are needed. Financing and loan options for low-income segments. Preserving the affordability factor. How to create policies which protect intended pricing tariffs?

Creating affordable communities. How to ensure that the location of your housing projects are connected to affordable amenities including schools and retail outlets?

**Chair & Speaker:** Walid Moussa, President, FIABCI, The International Real Estate Federation

**Speakers:**

**Ramon Riera**, President, FIABCI Europe and Spain

**Javier Kindelan Williams**, CEO, EMEA Valuation & Advisory, Vice President CBRE

**Gilles Blanchard**, Chairman of EMPG Emerging Markets Property Group

**Mohammad Asfour**, Head, MENA & Africa Regional Networks, World Green Building Council

**Leona Ahmed**, Co-head of Real Estate Sector, Addleshaw Goddard (TBC)

**Coffee Break (11h30-12h)**

**Second Plenary Session (12h-13h30):** Investing in the Mediterranean Real Estate sector

**What are the development priorities?**

**What is happening in the Mediterranean region?**

**The race to attract investors**

**Cases study**

The core markets of the region continued to boom - end figures expected to be on par with or in some cases exceed the results of 2017 cycle seem to be growing louder; still, it may be time for market players to come up with long-term strategies that can work in a period of less buoyant growth.

Local investors, developers and advisors will share their expectations for the future of the markets.
What is the performance and pipeline of these very different markets? Where are the investment opportunities and what are the challenges to be aware of? What you need to know about real estate investment, development and operation in these region.

Importance of the Legal and Commercial Considerations in the Real Estate Investment Process for International and Regional Investors.

Budding population and a rising tourism sector.

Real Estate Opportunities in Europe (Arab in view on it).

Presentations of Urban Planning and Infrastructure Development opportunities in different countries (i.e. Saudi Arabia, Egypt, Morocco, Croatia etc.).

Due to its proximity to Europe, North Africa is gaining popularity for real estate investment. To discuss opportunities and challenges that lay ahead.

**A New Metropolitan city in Egypt** will house 6.5 million people.

**Morocco is a popular investment destination:** European companies like Spanish and French are using Africa as a launch pad to open companies in Morocco.

**Saudi Arabia, A Focus:** Capitalizing on Diversification – Vision 2030, Construction & Real Estate, Industrials & Real Estate.

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**Chair & speaker:** Ghassan Aidi, President, IHRA International Hotel & restaurant Association

**Speakers:**

Kevin Gormand, Co-Founder – Mubawab

Magued Sherif, CEO, Sodic

Jawad Ziyat, President, Injaz Holding Group

Mahmoud Al Burai, Managing Director, International Property Institute (TBC)

Steven Morgan, CEO, Savills Middle East (TBC)

**Closing remarks**

*Mediterranean Real Estate Forum*, an **exclusive opportunity** to meet and exchange and do business with speakers, delegates and decision makers from the Middle East, North Africa, Europe and international developers.