

The ‘Mediterranean Real Estate Forum’ celebrates its second edition adapting to the post COVID

- ✓ *Opportunities in the region, challenges of the future post COVID-19, sustainability and technological innovation in Europe, the Middle East and Africa, will be the central topics of the second ‘Mediterranean Real Estate Forum’*
- ✓ *The region’s real estate sector will redefine its priorities for the post-pandemic stage at the forum*
- ✓ *Real estate must respond to the demographic growth of the Mediterranean countries: it has doubled in the last 30 years and the urban population will increase from 50 to 60% in 2050*

Barcelona, June 8, 2021 - The second edition of the ‘Mediterranean Real Estate Forum’ will take place next Thursday, June 10 at 3:30 p.m. CET in online format. The forum, which will serve as a platform for exchange and business cooperation, will publicise investment and development opportunities, incorporating sustainability and innovation, in the Mediterranean, the Middle East and Africa in the new post-COVID-19 reality.

After the success of the first ‘Mediterranean Real Estate Forum’, held in 2019 within the framework of the BMP2019, the real estate industry renews its commitment as a fundamental actor for the economic development of the Mediterranean region. A one-day international conference that will address strategic issues such as investment opportunities in 3 regions surrounding the Mediterranean, urban planning projects and infrastructure development opportunities in different countries in the new post-virus reality.

Authorities, organisations and high-level professionals, both from the public and private sectors, will meet in this online meeting to reflect on the general situation of the sector at the global and regional level. The need for sustainable construction; the application of new technologies; urban planning; investment opportunities in the European Union and in the MENA region, as well as what should be the strategy be for the recovery of the sector at this crucial moment, will be some of the various topics that will be addressed at the event.

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Jointly organised by ASCAME (Association of the Mediterranean Chambers of Commerce and Industry), FIABCI Arabic Countries (International Real Estate Federation - Arabic Countries), with the collaboration of the Barcelona Chamber of Commerce, the second edition of the 'Mediterranean Real Estate Forum' will analyse the global situation of the sector in the Mediterranean, African and Middle Eastern countries after COVID-19 to determine how to turn the crisis into an opportunity for the sector.

There will be three sessions that will compose the 'Mediterranean Real Estate Forum'. After the official opening at 3:30 p.m. CET, the first session with the title 'Mediterranean Real Estate market post COVID-19. How to move forward?' will begin, in which the future of the Mediterranean real estate markets; the increasing popularity of the region for real estate investments; the new opportunities for the hotel sector, and the new development priorities, will be discussed.

The second session, 'Europe-Mediterranean-Gulf Region Real Estate Cooperation post COVID-19', will focus on opportunities in Europe, the Mediterranean and the Gulf region, and on urban planning and infrastructure in the countries of the EU and ORE. The third of the sessions, 'The Next Resetting of Real Estate: sustainability and technology', will focus on housing needs in new areas after the virus and on the need to make the real estate sector technological and sustainable.

"In the post-COVID-19 world, there will be greater use of technology, data and big data in real time and an open infrastructure of technology and communications to help protect people's well-being, support growth and create an impact on the environment. There is a great demand for solutions in the real estate sector in the Mediterranean countries, the region not only requires high-end providers but also affordable ones. However, the biggest challenge that developers and investors face is finding suitable and sustainable suppliers while maintaining their international standards and practices", says Anwar Zibaoui, General Coordinator of ASCAME. "The adoption of sustainability and technology are two critical issues that have been accelerated by the COVID-19 pandemic and are likely to shape the recovery of the real estate market in 2021. The strategy is livability, not just profitability, he adds.

The COVID-19 crisis has affected all sectors of the economies, causing a weakening of investment. An investment that must be attracted by the Mediterranean countries and the MENA region to create companies and jobs and maintain political and social stability. The Mediterranean continues to be an ideal place for both regional and international companies to find interesting investment opportunities.

Information: <https://lnkd.in/gD2faeJ>

Registration: <https://lnkd.in/eWKHWPA>

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