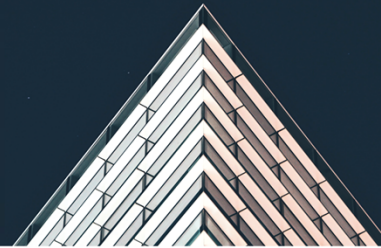


MEDITERRANEAN

REAL ESTATE

FORUM

2021



*The Next Resetting*  
**SAVE THE DATE**  
**10 JUNE**

**Online event**

15:30h CET

Register here:

<https://forms.gle/nqtDvYRSAeKGtWqc8>

*The Meeting Point between  
Europe, Middle East & Africa*



With the collaboration of



Cambra de Comerç  
de Barcelona

# Mediterranean Real Estate Forum 2021

## *-The Next Resetting-*

### *The Meeting Point between Europe, Middle East & Africa*

*10 June 2021*

#### Context

The Mediterranean Real Estate Forum 2021, '*The Next Resetting post COVID-19*', will be held **online** on the **10<sup>th</sup> of June 2021**, from Barcelona. The conference will feature panels on public and private markets, as well as on regional and sector investment opportunities. In addition, it will include corporate presentations by leading and emerging companies and it will be designed to be highly transactional.

#### Organisers

The Mediterranean Real Estate Forum 2021 will be organised by **ASCAME** and **FIABCI Arabic Countries**, with the collaboration of the Barcelona Chamber of Commerce.

This Forum will offer excellent opportunities to introduce your company to leading global investors and corporations. Furthermore, it will offer the possibility of communicating your projected capital raising plans or simply help you to find the right business partner.

#### Mediterranean Real Estate Forum: Second Edition

The second 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 this sector with a platform for business cooperation and the exchange of new initiatives, programmes and project presentations.

## Mediterranean Real Estate Forum Achievements

- Consolidation of the Mediterranean Real Estate Forum as the annual international platform and permanent benchmark of the sector.
- Presence and participation of international business leaders and senior executives from the world's leading sector. Experts with different backgrounds ranging from several sectors like office, retail, logistics, residential, urban planning and human resources, provide analysis of the market.
- Prominent actors of the MENA and EU regions as investors, developers, consultancy firms, banks, asset managers share the market's opportunities.
- Participation of key international bodies in global Real Estate policies design and developers.

## What will the Mediterranean Real Estate Forum be like?

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

The Mediterranean Real Estate Forum will also offer real estate opportunities in these regions (Europe, Middle East and North Africa), presentations of urban planning and infrastructure, as well as development opportunities in different countries (i.e. KSA, Egypt, Morocco, UAE, Spain, etc.).

Furthermore, the forum will highlight the investment opportunities emerging from the economic diversification and liberalisation policies currently being pursued in the region. The programme will feature a substantial amount of plenary session and panels 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 Mediterranean region. This was especially due to these markets having contributed greatly to the creation of new jobs and the development 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 will this forum benefit you?

- Learn about existing and rising opportunities in the sector.
- Meet the companies and institutions spearheading decision making in the real estate and urban development sector.
- Understand the macroeconomic impact of the post-pandemic real estate sector.
- Understand who are the key clients and contractors working in the MENA countries.
- Quantify project spending to help prepare your strategy and resources for increasing work in the region.

## AGENDA

- **15:30 – 16:00h - OFFICIAL OPENING SESSION**
- ✓ **Ahmed M. El Wakil**; President, Association of Chambers of Commerce and Industry of the Mediterranean (ASCAME)
- ✓ **Walid Moussa**; World President FIABCI 2019-2020 President FIABCI Arabic Countries
- ✓ **Assem Abdel-Hamid El-Gazzar**; Minister of Housing, Utilities & Urban Communities (Egypt)
- ✓ **José Luis Ábalos**; Minister of Transport, Mobility & Urban agenda, (Spain)
- ✓ **Mònica Roca**; President, Barcelona Chamber of Commerce

➤ **16:00 – 17:00h - SESSION 1- Plenary Session - Mediterranean Real Estate market post COVID-19. How to move forward?**

COVID-19 has been a wake-up call at all levels, but how do we turn a crisis into an opportunity of a lifetime? We call it keeping one eye on the microscope and one on the telescope. 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 Mediterranean markets.

There is a great demand for a variety of solution providers in the real estate sector in the Mediterranean countries. The region not only requires high-end suppliers but also affordable as well. However, the greatest challenge faced by developers and investors is to find suitable and sustainable suppliers while still maintaining their international standards and practices. Due to its proximity to Europe, North Africa and the Middle East, the region is gaining popularity for real estate investment. Opportunities and challenges that lay ahead budding population and a rising tourism sector will be discussed.

While the retail and hospitality markets continue to find their ground post-lockdown, strong domestic demand and active tech adoption have played in their favour. The hotel market in 2021 remains circumstantial and dependent on international travel restrictions. These, however, seem unlikely to be reimposed, given progress in vaccine rollouts to date. This is in addition to the Mediterranean countries' efforts to expand domestic tourism.

Further opportunities for the hotel market to recover include the introduction of coworking spaces, particularly in the small to- mid scale hotels. As large corporate occupiers increase their demand for coworking spaces, hotels can redesign underutilised spaces including the conversion of meeting and event space.

This session will have a look at:

- Real Estate sector in the region – Market Overview. Opportunities and challenges for the nearest time. New trends in the regional Real Estate Development. What's happening in the Mediterranean region?
- What are the development priorities post COVID-19? What is the performance and pipeline of these very different markets?
- What do you need to know about real estate investment, development and operations in these regions?
- Hospitality and retail post COVID-19. How can demand be increased?

## Speakers

**Chair and Moderator: Walid Moussa;** World President, FIABCI 2019-2020; President, FIABCI Arabic Countries

- ✓ **Alain Duffoux;** President, SNPI (Syndicat National des Professionnels Immobiliers)
- ✓ **Magued Sherif;** CEO, Sodic (Egypt)
- ✓ **Fahmi Chaaban;** President, CSNPI (National Chamber of Real Estate Development in Tunisia)
- ✓ **Jawad Ziyat;** President, Groupe Injaz Holding (Morocco)
- ✓ **Gerald Duelo;** President, Consejo General de los COAPIS (Spain)
- ✓ **Antonio Campagnoli;** President, FIABCI Italy

### ➤ 17:00 – 18:00 - SESSION 2: Europa-Mediterranean-Gulf Region Real Estate Cooperation post COVID-19

This Real Estate investment session would be mainly focussing on opportunities in Europe, the Mediterranean and the Gulf Region, while the urban planning and infrastructure sessions would be focussing mainly on the EU and MENA countries.

## Speakers

- ✓ **Mohamad Al Morshad;** President, National Real Estate Committee in the Council of the Saudi Chambers; Chairman, Al Marshad Holding
- ✓ **Aaref Hejres;** President, BAPDA (Bahrain Property Development Association)
- ✓ **Omar bin Omar Al Muhairi;** General Director, Ajman Real Estate Regulatory Agency
- ✓ **Iheb Nafaa,** CEO & Board member, Servihabitat
- ✓ **Antoine Assi;** Chairman, Estia Developments Greece
- ✓ **Siham Al-Harhi;** Ex General director, Ministry of Housing in Oman; Partner and CEO, Asawer Real Estate

**Moderator: Juan Carlos Led;** CEO, ABC Realty Barcelona

➤ **18:00 – 19:00 - SESSION 3- The Next Resetting of Real Estate: sustainability and technology**

In the last few decades, dialogue about the positive contribution of real estate to city competitiveness has often been answered by concern with its negative role as creator of climate issues, of congestion, of poor design and unhealthy density.

Views on both sides were already being reassessed as technology, data, and new business models, cracked open industry conventions. Now with health concerns front and centre, new formulas for city futures and the obligations of real estate within seem inevitable.

Housing was under pressure prior to the outbreak of COVID-19. Issues of affordability, sustainability and health were already causing firms and workers to reconsider where to work and how to live.

COVID-19 will accelerate the migration between core and periphery, and from high-cost to lower-cost cities. It will also consider new implications for density and public health, and how the working-from-home (WFH) trend may change housing design and drive technology adoption.

The adoption of sustainability and technology are two critical themes that has been fast-tracked by the COVID-19 pandemic and are likely to shape the recovery of the real estate market in 2021.

This session will look at if and how the context will change, how competitiveness in real estate and cities will be reset, and at the likely new metrics that will emerge.

- Can sustainability and technology drive real estate?
- How will housing evolve in response to the pandemic?
- Real Estate sector in the region – Market Overview. Opportunities and challenges for the nearest

**Speakers**

- ✓ **Joan Clos;** President, FIABCI Spain; Former President; UN Habitat
- ✓ **Mahmoud El Burai;** Vice President, FIABCI Arabic Countries; Senior Advisor, Dubai Land Department
- ✓ **Gilles Blanchard;** Chairman, EMPG Emerging Markets Property Group
- ✓ **Mohammad Asfour;** Head, MENA & Africa Regional Networks, World Green Building Council
- ✓ **Kevin Gormand;** Co-Founder, Mubawab

**Moderator: Danielle Grossenbacher;** World President, FIABCI 2015-2016