



The Euromoney Egypt Housing & Real Estate Finance Conference

Financing Egypt's Housing Needs, Investing in Real Estate Development

15 June 2010, The Fairmont Towers Hotel, Heliopolis, Cairo

FINAL AGENDA

08.00-09.00	Registration in the Canyon Ballroom Foyer Coffee & Exhibition in the Coloured & White Canyon Ballroom	
	<i>Main conference proceedings in the Rock & Blue Canyon Ballroom</i>	
09.45-09.55	Welcoming Remarks: Richard Banks , Director, Middle East, Euromoney Conferences	
09.55-11.20	Keynote Address and Q&A with: HE Dr Mahmoud Mohieldin , Minister of Investment	
11.25-11.40	Presentation: Back to normal? Global Real Estate Market Review Avik Rahit , Director, Egypt, Jones Lang LaSalle	
11.40-12.00	Presentation: The Egyptian Market Review Ayman Ismail , Chairman and CEO, Dar Al Mimar Group	
12.00-12.10	Keynote Address: Dr Ziad Bahaa Eldin , Chairman, Egyptian Supervisory Authority	
12.10-12.30	Interview: The Role of the Mortgage Finance Fund (MFF) The MFF will present their strategy for increasing the availability of mortgage finance to lower and middle income Egyptians. Mostafa Hayawan , Chairman, MFF and May Abdel Hamid , Deputy Chairman, MFF, interviewed by Hamdy Rizk , Chief Editor, Mousawer Magazine	
12.30-12.45	Coffee Break in the Coloured & White Canyon Ballroom	
12.45-14.00	Session 1: Financing Egypt's Housing Needs <i>Rock & Blue Canyon Ballroom</i>	Session 2: Investing in Real Estate Development <i>Pearl Ballroom 3</i>
	This panel will discuss the supply of finance to the retail segment of the market. What innovations have taken place in 2009? Are we on track to hit targets? What is the status of new supply into different segments of the market? How should the market for financing products be segmented? What roles should the banks play – what roles are they already playing? Will the much heralded development of lower and middle class housing markets begin to take off or are there still bottlenecks which are preventing more rapid growth? How will the change in regulation of the mortgage finance sector be felt?	This panel will look at the supply and demand for financing in the wholesale sector. The particular focus will be on developer finance and how the financial markets might change the way they approach the development of real estate projects across all market segments. We will consider the impact of regulatory changes, the availability of bank capital, why institutional investment capital is reluctant to enter the market in a meaningful way. We will hear from the financiers about their concerns about lending to real estate and their plans for risk management in the like of the global real estate crash. And we will hear how real estate developers are raising the funding for their projects: bank lending; capital markets; off plan financing.
	Moderator: Samy Abdel Aziz , Chairman, TBWA Egypt Panellists: Basel El Hini , Managing Director, Banque du Caire Hala Bassiouni , Managing Director, Egyptian Housing Finance Company Iman Ismail , Managing Director, Egyptian Mortgage Refinance Company Omar El Hitamy , Managing Director, Orascom Housing Communities Sherif Oteifa , Adviser to the Minister, Ministry of Investment Mohamed El Toukhy , CEO Consumer Banking, CIB Mohamed Bassiouny , Chairman & CEO, Misr Real Estate Asset Company	Moderator: Richard Banks , Director, Middle East, Euromoney Conferences Panellists: Hesham Shoukri , Chairman & Managing Director, Rooya Hazem Ashry , General Manager, Emaar Misr Khaled Sedky , Chief Portfolio Officer, Palm Hills Developments Company Mohamed Abdalla , President, Coldwell Banker Egypt Ahmed Demerdash Badrawi , Director, Business Development, SODIC Chris Jolly , CEO, Cadena

14.00-15.00	Lunch in the Pearl Ballroom 1 & 2
15.00-16.00	<p>Session 3: Bottlenecks to Mortgage Market Development <i>Rock & Blue Canyon Ballroom</i></p> <p>The nuts and bolts of the Egyptian mortgage industry need to work properly to move the market forward to the next stage. What bottlenecks still exist and what can be done to clear them? What legislative changes need to be made? Title and land registry – are they still a problem? To increase the uptake of mortgages, there needs to be an improvement in public awareness and understanding of the product. What are the next steps for the awareness campaign?</p> <p>Moderator: Richard Banks, Director, Middle East, Euromoney Conferences Panellists: Ahmed Taher, Chairman & CEO, Solutions Consulting Sahar Nasr, Lead Financial Economist, The World Bank Gus Freeman, Managing Director, Arabian Research Bureau Ahmed Haggag, Mortgage Consultant, Sakan Finance Rasha Elganzouri, Senior Attorney, Trowers & Hamlin</p>
16.00-16.15	Coffee Break
16.15-17.45	<p>Session 4: Meeting International Best Practices through Education and Cooperation <i>Rock & Blue Canyon Ballroom</i></p> <p>This interactive session will analyse what is needed to bring the Egyptian real estate market in line with the needs of customers and international best practice in mature markets. What is the current state of education in the real estate and mortgage industry? What are the benefits of the sharing of information among industry participants? Cooperation among industry participants can lead to a level of standardization that will make Egyptian mortgage products more attractive to investors.</p> <p>Moderator: Ghada Howaidy, Director, International Executive Education Institute, The American University in Cairo Panellists: Ayman Ismail, Chairman and CEO, Dar Al Mimar Group Hala Bassiouni, Managing Director, Egyptian Housing Finance Company SuSheila Dhillon, CMB, Emerging Markets Group Brian Handal, CMB, Emerging Markets Group Alan Fowler, CMB, Emerging Markets Group</p>
17.45	Closing Remarks: Richard Banks, Director, Middle East, Euromoney Conferences

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