



a **marcusevans** event

M

4th Annual City Development

Grand Hyatt Amman, Jordan

28th February - 1st March 2010

“Mistakes are lessons of wisdom. The past cannot be changed. The future is yet in your power”

Hugh White

IUCN members are entitled to **special savings** upon attending this event. Please email **Ms. Esther** at estherw@marcusevanski.com for more details

Gaining insights into new perspective and strategic approaches for city development through sustainable initiatives and urban regeneration

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Key presentations from ministries and global statutory bodies:

HE Maha Khatib Minister
Ministry of Tourism and Antiquities, The Hashemite Kingdom of Jordan

HE Eng Omar Maani Mayor of Amman
Greater Amman Municipality, The Hashemite Kingdom of Jordan

HE Eng Adel Fakeih Mayor of Jeddah
Jeddah Municipality, Kingdom of Saudi Arabia

HE Dina Dabbas Secretary General
Executive Privatization Commission, The Hashemite Kingdom of Jordan

Hon. Peter Kenneth Assistant Minister
Ministry of State for Planning, National Development and Vision 2030, Kenya

Despina Tomadaki Head of Financial Services in the Special Secretariat for PPPs
Ministry of Economy & Finance, Greece

Abdul Aziz Mohamed Al-Wadi Section Head, Surveillance and Inspection, Northern Area Municipality
Ministry of Municipalities & Agriculture, Kingdom of Bahrain

Erdoğan Bayraktar President
Housing Development Administration of Turkey

Mansoor Mohamed Executive Director, Economic, Social Development and Tourism
City of Cape Town, South Africa

V.P. Kulshrestha Joint Director
Town & Country Planning, India

Ismail Ibrahim CEO
Iskandar Regional Development Authority, Malaysia

Key international presentations:

Rami Qusous Chief Executive Officer
Mafraq Development Corporation, Jordan

Gerry Post Founder & General Manager
Amman Institute for Urban Development

Ashwin Daya Chief Financial Officer
Mandela Bay Development Agency, South Africa

Vineeta Hariharan Head, Urban Infrastructure Infrastructures Kerala Ltd (INKEL), India

Dr. Awni H Al-Rushoud Economic Advisor, CEO Office & Head of the Feasibility Study Directorate
Jordan Investment Board

Arthur Smith Chairman
National Council for PPP, USA

Oussama El Omari Chief Executive Officer
RAK Free Trade Zone, UAE

Chris Hollins Vice Chairman
The Association of Town Centre Management, London, UK

Michael Thomas Director General
The Middle East Association, London, UK

Dr Tarek El-Sheikh Chief of Kuwait Office
United Nations Human Settlements Program (UN-HABITAT)

Prof. Peter Suffren Chief Operating Officer
Green Precast Systems & Technologies

R S Das Managing Director
Fairwood, India

Senior Representative
LG

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About the Gold Plus Sponsor

The **Green Precast system** delivers the world's most advanced 3Dimensional, monolithic-load bearing precast concrete building solution. The Green Precast method of superstructure construction dramatically reduces overall construction time (up to 80% faster than traditional methods) and costs (up to 50% cheaper than traditional methods), whilst providing superior acoustic, thermal and fire rating properties within one process. The Green Precast system is also up to 90% waste free, due to thin wall technology and exact quantities. Also, the modules are manufactured on the site of the project; to reduce carbon emissions from transportation. Due to being monolithic, is up to 50% stronger than traditional construction methods. These monolithic 3D modules can then be simply arranged and stacked as rooms to produce a self supporting building structure, up to 10 storey's high. The Green Precast System is ideal for repetitious building projects.

About the Silver Plus Sponsor

LG Electronics, Inc. is a global leader and technology innovator in consumer electronics, home appliances and mobile communications. Through its network of local distributors (DK-Darwish Al Khalili, PC Jordan, 7 global and AMB), LG provides the Jordanian market with all product categories – Mobile Communications, Home Appliances, home entertainment, information technology and air-conditioning.

LG is the world's leading producer of air conditioners, front-loading washing machines, optical storage devices, DVD players, flat Panel TV's and Home Theatre systems.

About the Silver Sponsor

Fairwood is one of India's leading Infrastructure Services firms, providing technical and value added services for the implementation of modern urban landscapes. From providing cutting edge technologies to designing spectacular cityscapes, Fairwood is leading the way in defining our collective urban future. With several offices in India, a subsidiary office in Singapore and associate offices in China and Dubai, Fairwood has technology tie-ups in the urban field with renowned, leading companies across the world, including in the UK, South Korea, China, Sweden, and more. Fairwood is working on some of the largest projects in India. They include the Gujarat International Finance Tec-City (GIIFT), perhaps one of the largest social-infrastructure projects in the world, which is bringing together all the major advancements in urban planning, architecture, and utility technology into a single location with the purpose of defining and creating the Next-Class city of the 21st century.

About the Business Development Sponsor

Established in 1956, **Associated Consulting Engineers (ACE)** is a professional engineering firm staffed and organized to provide "multidisciplinary" architectural and engineering consulting services.

ACE has evolved as a recognized international consulting firm, providing services in planning, architecture, engineering design, construction management and supervision. Over the past 50 years ACE has had a central role in shaping and pioneering engineering practices in Lebanon, Kuwait, Bahrain, Saudi Arabia, United Arab Emirates, Qatar, Jordan, Palestine, Greece, United Kingdom and Oman.

Register Now

Contact Marketing at **marcus evans**

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Who should attend

This global conference designed for:

- Ministers, City Mayors
- Director Generals
- Presidents / MDs / CEOs / CFOs / VPs / Directors / General Managers
- Head of Infrastructure Development
- Heads of Urban Planning & Development
- Heads of Town Planning
- Heads of Finance / Investment / PPPs
- Heads of Environment

From:

- Government departments - Federal, State and Local Councils
- Municipal and Regional Government Authorities
- Regional Development Agencies
- Property Developers
- Construction, Architecture and Engineering Firms
- Urban Designers and Developers
- Leisure and Hospitality Operators
- Transport Industry
- Banks & Financial Institutions

Also senior executives of key organisations involved in the design, construction and raw materials of:

- Residential Developments
- Roads, Rails, Tunnels, Bridges, Dams, Water Treatment Plants
- Leisure & Commercial Developments
- Property Development Projects
- Government and Civic Buildings

Geographical market

Middle East	40%
Asia Pacific	40%
Africa, Europe, Australia & Others	20%

Why you cannot miss this event?

More than half of the world today is living in urban areas, from small towns to huge megacities. The world's economic system is increasingly an urban one with overlapping networks of transportation, production and trade. A city's prospects thus depend critically on effective city planning and management in terms of physical planning, social and economic development as well as city regeneration in order to build livable and sustainable cities.

This conference focuses on addressing issues, providing solutions and highlighting successful case studies to issues pertinent in City Development such climate change, encouraging economic betterment in inner cities, promoting investments, creating sustainable urban planning strategies, downtown regeneration, PPP, new township development, developing city infrastructure, preserving cultural heritage, disaster management and many more.

A strategic vision is required to foster a metropolitan growth and competitive plan. Forward thinking and integrated planning are required to manage and sustain the growth. In order to confront the challenges posed by this unprecedented rate of urban growth and increasing urban poverty, cities need to plan ahead in order to make more strategic choices. A vision of this scale can only be met by turning ideas and experience into action; so whether you are a driver or enabler towards City Development efforts and projects, you will find this highly anticipated 4th Annual City Development conference an excellent platform to network, exchange ideas, seek business opportunities and to tap into the experience of key industry leaders.

Follow your own agenda with a choice of six streams over 2 days

Stream One:	Sustainable Urban Planning
Stream Two:	Downtown Regeneration and Renewal
Stream Three:	Public Private Partnerships
Stream Four:	New Township Development
Stream Five:	City Infrastructure
Stream Six:	Investment and Opportunities

Attending this premier marcus evans conference will enable you to:

- **Gain** insights into key issues and trends in city development, new township development and downtown and rural regeneration
- **Explore** successful strategies in low cost housing initiatives
- **Learn** best practices on creating sustainable communities
- **Discover** investment and business opportunities
- **Tap** into the potential of PPP as the desired vehicle to finance infrastructure growth
- **Learn** how to build and apply environmental strategies to enhance sustainability
- **Up-date** with new standards in design and quality of build for city redevelopment
- **Network** with key government authorities, international organisations and top industry players

About the Media Partners

PPP Bulletin is the leading source of partnership news, views and project leads. And now the magazine and website has split into two. PPP Bulletin will now be focused on the UK market while PPP Bulletin International will cover developments further afield. Plus, the project tracker is being updated and relaunched alongside a new League Tables section. Please go to www.pppbulletin.com and www.pppbulletin.com/international to take a look around the new areas.

Jordan Property Magazine is a monthly English publication dealing with land development and investment, finance, environment and technology. Jordan Property – where you work, where you live, where you breathe. JP addresses local, international professionals with a vested interest in development and investment as well as decision makers in various sectors.

About the Official Business News Site

Maktoob.com was founded in the year 2000 as the world's first Arabic/English email service. Since then, Maktoob has grown to become a full-service web portal, offering world-class communications and information tools that empower the Arab Internet user. Maktoob.com, the world's largest Arab online community, offers everything from chat to discussion forums, from videos to music, from e-cards to mobile downloads, from news to the latest jokes and everything in between. Maktoob's main mission is to maintain and grow its position as the world's leading Arab Internet portal by constantly offering its users a unique experience and by providing them with new services and products that encourage open communications and community building. For more information about Maktoob, please visit http://www.maktoobgroup.com/maktoob_en.html

Acknowledgement

marcus evans would like to thank all the world-leading visionaries, solution providers, associations, operators, end-users and delegates who have contributed to and supported the **marcus evans 4th Annual City Development** regional event. We would particularly like to mention our speakers for their help in the research behind the event and also our sponsors for their continued support and commitment.

On behalf of **marcus evans** we hope you have a rewarding, enjoyable and productive time. We personally look forward to meeting you all and working with you at our future regional events planned in 2009. See you in February!

About the Endorsers

The **Jordan Chamber of Industry (JCI)**, founded under the Law of Chambers of Industry No. 10 for the year 2005. The JCI is characterized as being an independent body financially and management wise, with the main objective of coordinating and representing the interest of the Jordanian industrial community on a national and international level, as well as to support and develop its member organizations. It also acts as a national entity that embraces under its umbrella all the Chambers of Industry in Jordan, located in the governorates of the Middle, the East and the North of the country; namely, the Amman Chamber of Industry established 1962, the Zarka Chamber of Industry 1998, and the Irbid Chamber of Industry 1999.

IUCN, International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges. IUCN works on biodiversity, climate change, energy, human livelihoods and greening the world economy by supporting scientific research, managing field projects all over the world, and bringing governments, NGOs, the UN and companies together to develop policy, laws and best practice. IUCN is the world's oldest and largest global environmental organization, with more than 1,000 government and NGO members and almost 11,000 volunteer experts in some 160 countries. IUCN's work is supported by over 1,000 staff in 60 offices and hundreds of partners in public, NGO and private sectors around the world.

The **Middle East Association (MEA)** is the UK's premier organisation for promoting trade and good relations with the Middle East, North Africa, Turkey and Iran. The MEA is an independent and non-profit making association found in 1961 and based in London. It represents large and small companies from all business and industry sectors who together account for an estimated 70% of UK trade with the region. The Patron of the Association is HRH The Duke of York, UK Special Representative for International Trade and Investment. Membership is open to individuals as well as companies. Conferences, seminars, trade missions, and receptions with visiting Ministers from the region and Arab and UK Ambassadors are some of the activities of the Association. For more information and a full programme of events, please contact the Membership and Marketing Manager on +44 20 7839 2137 or visit our website, www.the-mea.co.uk.

ATCM is the leading organisation in Europe focused on partnerships that manage and improve town and city centres, especially in the UK and Ireland. Members include a wide-range of Government, regional agencies, local authorities and leading business interests. They enjoy access to newsletters, publications, on-line information, events, conferences and seminars, as well as networking opportunities with others involved in the proactive management of change in our towns and cities.

CIWEM is an independent professional body and a registered charity, advancing the science and practice of water and environmental management for a clean, green and sustainable world. CIWEM is the leading Chartered body covering all aspects of environmental activity, sustaining the excellence of all the people who protect, develop and care for our environment now and for future generations.

