

## **Cityscape Talks: A Platform for Real Estate Leaders to Share Knowledge and Shape the Future of Egypt's Real Estate Sector**

**Cairo, 30<sup>th</sup> of August 2023:** Cityscape Talks will be Egypt's platform for ministerial keynote sessions, presentations, panel discussions featuring experts from the real estate industry, government sectors, investors, and decision-makers. The talks will be introduced at the twelfth edition of Cityscape, the leading real estate exhibition in Egypt and Africa. The platform aims to provide insights into the most important developments in the public and private sectors, investment prospects, financing options, mortgages, and sustainability.

Organized by Informa Markets, a globally renowned leader in organizing exhibitions, and under the esteemed patronage of the Ministry of Housing, Utilities, and Urban Communities, Cityscape will take place from September 20-23 at the Egypt International Exhibition Center (EIEC). The highly anticipated event offers a valuable opportunity to learn about the latest trends in the Egyptian real estate sector, with a particular focus on cutting-edge technologies that are driving industry progress. It also serves as a catalyst for pivotal investment opportunities that will shape the future of Egypt's real estate sector.

Cityscape Talks aims to foster discussions on strategies and initiatives aimed at bolstering the real estate investment climate in Egypt and achieving economic growth. It will also delve into the future of sustainable buildings and environmental management, considering global initiatives towards carbon neutrality that are driving the adoption of sustainable solutions in the market.

One of the keynote sessions being delivered by Hossam Heiba, President, General Authority for Free Zones and Investments (GAFI), will focus on how the government is reshaping its policies to boost real estate investments in Egypt.

What's new for 2023? The talks will emphasize the importance of gender equality, as it proudly hosts for the first time ever a Women in Real Estate (WIRE) led panel discussion followed by networking taking place on the show floor. This will highlight the significant role of women in the industry, aligning with Egypt's Vision 2030. The platform will serve as an ideal ground to hear from leading women in Egypt's real estate landscape.

Cityscape talks will host a distinguished group of experts and CEOs, headed by Dr. Waleed Abbas, Supervisor of the Minister of Housing Office, Assistant Minister of Housing for the Affairs of NUCA, and Supervisor of the Planning and Projects Sector. Other participants include Eng. Khaled Abbas, Chairman and Managing Director of The Administrative Capital for Urban Development; Amr ElHamy, CEO of Tourism, Real Estate & Antiquities at The Sovereign Fund of Egypt; Ayman Amer, General Manager of SODIC; Hashem El Sayed, Vice Chairman, and CEO of the Egyptian Real Estate Fund; and Eng. Ahmed Mansour, CEO of CRED Developments.

Dr. Waleed Abbas, Supervisor of the Minister of Housing Office, Assistant Minister of Housing for the Affairs of NUCA, and Supervisor of the Planning and Projects Sector, stated: "It's wonderful to be a part of Cityscape Talks 2023 once again. As a part of my opening speech, I'm excited to share with you all an overview of the Egyptian government role and various stakeholders in supporting the movement of real estate market and investment opportunities. Come join me as we look at Egypt's growing real estate prospects."

Eng. Khaled Mahmoud Abbas, Chairman and Managing Director, Administrative Center for Urban Development, said: “With Egypt’s real estate sector bustling with activity from investors and homebuyers, I’m very happy to associate with Cityscape Talks Egypt 2023. Join me, as I share with you the contributions to the urban expansion and deepening the role of the new administrative capital in the Egyptian economy along with the efforts that we’ve taken to include key practical and administrative priorities related to energy efficiency, smart utilities, green buildings, as well the management of the city functions and operation.”

Eng. Fathallah Fawzy, Chairman, MENA for real estate development consultancy, stated: “As the President and Chairman of Cityscape Talks 2023, it gives me immense pleasure to invite you to join us for four exciting days of sessions from senior government officials, developers, bankers, architects and many more. As a special feature, we are also excited to launch the Women in Real estate (WIRE) initiative with a dedicated panel discussion followed by networking by women achievers in Egypt’s real estate. It’s exciting times for real estate in Egypt and I look forward to seeing you all there.”

Lastly, in collaboration with The Royal Institute of British Architects (RIBA), Cityscape Egypt will feature the student design charette initiative. This initiative is a fast-paced brainstorming session designed to create an original solution to expected challenges. The aim is to highlight the importance of using innovative modern designs for the development of cities and improving the lives of citizens. A group of students from different universities, including AAST Alexandria, AAST Cairo, and AAST Smart Village, will participate in the workshop. The charette will then be judged by the grand jury on September 23, 2023. The last day will also include CPD workshops on architecture and design, led by RIBA members.

The twelfth edition of Cityscape will bring together over 70 important exhibitors from the real estate sector, showcasing a wide range of projects from across Egypt in a spacious 35,000 m2 covered area across 4 halls. The exhibition will feature exclusive deals, innovative payment options, and exciting previews of hundreds of new projects, attracting a diverse crowd of over 20,000 visitors.

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