

CITYSCAPE TO EXPLORE REGIONAL REAL ESTATE LANDSCAPE WITH THREE SHOWS

Market dynamics of Egypt, Saudi Arabia and UAE capital to air in trio of expos and conferences

Saturday, Feb 16th, 2019: Responsible for gauging the real estate market across the region, Informa Middle East, the organiser of the Cityscape portfolio of events, will roll-out a trio of back-to-back events across Egypt, Saudi Arabia and the UAE between March 24 and April 18.

With the specific market dynamics of each destination being explored through dedicated country events, the 2019 Cityscape series springs into action with Cityscape Egypt at the Egypt International Exhibition Centre (EIEC) in Cairo. A two-day conference kickstarts the Egypt schedule on March 24 and 25, before the exhibition takes centre-stage from March 27 to 30.

Cityscape then moves to the Center for Forums and Events in the Saudi Arabian city of Jeddah, which includes an exhibition from April 5 to 7, before a one-day workshop on April 7. Finally, a return to Abu Dhabi National Exhibition Centre (ADNEC) includes a three-day exhibition from April 16 to 18 with an influential agenda on the line-up at the conference set for April 16.

“It’s a packed three-week schedule with a very distinct market approach and programme for each destination,” said Chris Speller, Cityscape Group Director. “This year more than ever, Cityscape will drill down into the specifics and varied issues affecting each market. While opportunities continue to abound across the region, each market requires very different approaches from consumers, government entities and private developers to realise them.

“With each market at varying stages of maturity and subject to very different developmental concerns, the conference and exhibition stops in Egypt, Saudi Arabia and Abu Dhabi enable industry professionals and public investors to engage with people at the sharp end of the business, understand and seize opportunities, and network for future growth,” added Speller.

In Egypt, the conference will focus on ‘Energising the Market and Re-Instating Confidence’ with government authorities, experts, and market influencers scheduled to spell out the country’s strategic vision to achieve real estate market maturity.

First-day speakers in Cairo will address market trends and indicators, key steps to attracting investors, and the establishment of a mature mortgage market. Special break-out sessions are devoted to hospitality and tourism and industrial development. On the second day, the focus switches to sustainability, innovative design and technology, with break-out sessions centred on the office and retail sectors as well as sustainability, landscaping and waste management.

Expecting a turnout of more than 40 exhibitors and over 8,000 visitors, Cityscape Jeddah this year looks to align with the goals of the Kingdom’s real estate market in light of its Saudi Vision 2030 economic diversification plan.

“Vision 2030 reforms are expected to attract major investment into a Saudi real estate sector predicted to double its contribution to the national economy right through this decade,” explained Speller.

“Over the past few years, we have witnessed Saudi Arabia make significant strides in attracting foreign and local investment, implementing various urban regeneration initiatives, and investing in infrastructure. This recent progress, when aligned with the various projects being greenlit, will no doubt transform the country into a global investment powerhouse. We believe Cityscape Jeddah will help drive investment in the Saudi sector by enhancing its standing as a crucial meeting point for regional and international leaders who can contribute to making Vision 2030 a reality.”

With a focus on ‘Achieving Diversification and Energising the Market’, the Jeddah workshops will feature prominent investment panel discussions which dive into how the country’s tourism and hospitality sector agenda can impact Vision 2030. The Cityscape outings in Cairo and Jeddah will both feature dedicated editions of the Cityscape Awards, which recognise and celebrate excellence in real estate development and architecture.

The UAE capital’s official real estate event platform, Cityscape Abu Dhabi is held under the patronage of His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces. The one-day conference agenda will explore the future of regulatory and technological innovation with a strong focus on the government sector’s growth strategy for the UAE capital.

“The excitement around Abu Dhabi is palpable since the announcement of the government’s three-year AED 50 billion economic stimulus package to drive economic growth. At Cityscape Abu Dhabi, government representatives will set out their roadmap to executing this diversification plan and explain how it will boost the real estate sector,” explained Speller.

“Delegates will also hear of Abu Dhabi’s new business approach from government officials and key representatives of the emirate’s major sector players, where they’ll discover why industrial real estate is shaping up to be the next investment hot spot.”

For more information on Cityscape’s events across the Middle East, visit www.cityscapeegypt.com, www.cityscapejeddah.com and www.cityscapeabudhabi.com

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About Cityscape:

The Cityscape portfolio of property development exhibitions, conferences and associated events is organised by Informa Exhibitions, which delivers over 220 trade and consumer exhibitions annually across the globe.

Cityscape first took place in Dubai in 2002 and has since grown to be the largest real estate event brand globally, with events taking place across the GCC, Middle East, Asia and UK. Since its launch, Cityscape has welcomed over 500,000 real estate professionals and investors from over 160 countries.

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