



a **marcusevans** event



# 4th Annual City Development

Intercontinental Hotel  
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

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



## 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**

**Ismail Ibrahim** Director, National Physical Planning  
**Federal Department of Town and Country Planning, Malaysia**

**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**

## Key international presentations:

**Rami Qusous** Chief Executive Officer  
**Mafraq Development Corporation, Jordan**

**Gerry Post** Founder & General Manager  
**Amman Institute for Urban Development**

**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**

Senior Representative  
**LG**

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## 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!

# Sunday 28th February 2010

- 0900 Opening and welcome remarks from the Chairperson**
- 0910 Plenary One – Building an integrated economic and ecological approach to city development – The opportunities and challenges of building the new sustainable city in Amman Jordan**  
**HE Eng Omar Maani** Mayor of Amman  
**Greater Amman Municipality, The Hashemite Kingdom of Jordan**
- 0950 Plenary Two– Preserving the cultural heritage and image of the city to promote and develop international tourism – A success story of Jordan**  
**HE Maha Khatib** Minister  
**Ministry of Tourism and Antiquities, Jordan**
- 1030 Morning refreshments**
- 1100 Plenary Three – Development Zones Commission**  
**Rami Qusous** Chief Executive Officer  
**MAFRAQ Development Corporation, Jordan**
- 1140 Plenary Four – Public Private Partnership Programme of Jordan: Origination, development and implementation**  
**HE Dina Dabbas** Secretary General  
**Executive Privatization Commission, The Hashemite Kingdom of Jordan**
- 1220 Plenary Five – Topic to be confirmed**  
**Prof. Peter Suffren** Chief Operating Officer  
**Green Precast Systems & Technologies**
- 1300 Luncheon hosted by DZC / MAFRAQ**



## Stream One Sustainable Urban Planning

- 1400 Chairperson's opening remarks**
- 1410 Developing strategies and action plans to promote vibrant townships and to address climate change issues – Case study of Aqaba Development Region**
- Understanding what makes a town thrive and prosper
  - Formulating sustainable strategies for energy, waste water, transport and green infrastructure management
  - Insights into strategies of the Aqaba Development Region
- Gerry Post** Founder & General Manager  
**Amman Institute for Urban Development**
- 1450 Integrating environmentally friendly planning policies into businesses, government and the general population to create a sustainable future**
- Recent urban planning practices and approaches – Examining constraints, conflicts and innovative approaches
  - Addressing 21st Century urban planning challenges
  - Linking new planning approaches to contextual socio-political processes
- Dr Tarek El-Sheikh** Chief of Kuwait Office  
**United Nations Human Settlements Program (UN-HABITAT)**
- 1530 Afternoon refreshment**
- 1600 Transforming slum areas into clean, habitable settlements - Exploring low cost housing development initiatives**
- Improving the living environment in slums and informal settlements through slum upgrading
  - Implementing housing sector incentives to promote low cost housing
  - Case study of Kenya's low cost housing development initiatives
- Hon. Peter Kenneth** Assistant Minister  
**Ministry of State for Planning, National Development and Vision 2030, Kenya**
- 1640 Effective master planning for land use, policy and regulation – Making the best decisions on the type, location and mix of urban development for the city**
- Urbanisation Policy as a tool towards effective land use development and regulation
  - Developing an urban profile for urban and rural areas to create an understanding of hierarchy of settlements within a region
  - Integrating sectoral policies into a single, coherent and implementable physical land use plan
- Ismail Ibrahim** Director, National Physical Planning  
**Federal Department of Town and Country Planning, Malaysia**
- 1720 Chairperson's closing remarks**
- 1730 End of Day One**

## Stream Two Downtown Regeneration and Renewal

- 1400 Chairperson's opening remarks**
- 1410 Regenerating, urbanising and building modern cities in downtown Turkey to bridge the gap between the major cities of Turkey and its suburbs**
- Overcoming the challenge of uneven spatial growth and promoting sustainability and liveability in rural areas
  - Creating low and medium income social housing, facilities and infrastructure
  - Collaborating with local municipalities to create urban renewal projects
- Erdoğan Bayraktar** President  
**Housing Development Administration of Turkey**
- 1450 Developing city branding initiatives through lifestyle, art, culture and recreational activities to revitalize and rejuvenate a city**
- Identifying the identity and culture of a city and its citizens
  - Cultivating events and branding campaigns to promote the city
  - Revitalising a city's economy through the promotion of tourism and increase in job opportunities
- 1530 Afternoon refreshment**
- 1600 Implementing regeneration programs for the old downtown by redeveloping existing neighborhoods and properties with accordance to the sustainable concept**
- Strategies in creating town centre that is sustainable, environmental and community friendly
  - Building consensus across sociological and economic divides to ensure better living environment and political stability
  - Engaging with decision makers and involving politicians for effective downtown redevelopment
  - Case study from inner London boroughs and rural settlements facing economic uncertainty and ways overcoming issues faced
- Chris Hollins** Vice Chairman  
**The Association of Town Centre Management, London, UK**
- 1640 Re-examining existing buildings and open spaces for refurbishment and maintenance to reduce emissions and increase adaptability to a changing climate**
- Identifying Brownfield land and existing buildings suitable for refurbishment
  - Understanding the long term benefits for retrofitting old buildings to reduce emissions
  - Developing exciting plans to rejuvenate and maximize the usage of these refurbished buildings and land
- 1720 Chairperson's closing remarks**
- 1730 End of Day One**

## Stream Three Public Private Partnership

- 1400 Chairperson's opening remarks**
- 1410 Utilising PPP as a solution to overcome the challenges of a city's growing deficit in infrastructure and infrastructure investment**
- PPP vs conventional financing vehicles
  - Understanding how infrastructure growth affects the development of a city
  - Developing win-win partnerships between the government and the private sector to plan and build sustainable infrastructure
- 1450 Encouraging cooperation between the government and private partners to support local development efforts and to enhance the competitiveness of the national economy**
- Setting the right legislative and operational framework to foster the implementation of PPPs
  - Preparing the deals and encompassing all the financial, legal and technical aspects
  - Ensuring the bankability and viability of PPP projects and attracting private partners
  - Structuring a solid pipeline of projects and achieving transparency in tender award procedures
- Despina Tomadaki** Head of Financial Services in the Special Secretariat for PPPs  
**Ministry of Economy & Finance, Greece**
- 1530 Afternoon refreshment**
- 1600 Understanding the PPP investment climate to promote stronger development in the Middle East**
- What is PPP and why do we need this investment?
  - Exploring the different PPP models and determining which is most suitable for the Middle East
  - PPP in Jordan (history – size – sectors- impact-assessment)
  - The impact of PPP in infrastructure growth, knowledge and skills, growth in GDP, and improving competitiveness
- Dr. Awni H Al-Rushoud** Economic Advisor, CEO Office & Head of the Feasibility Study Directorate  
**Jordan Investment Board**
- 1640 Determining the best financing solutions post financial crisis by re-examining the "who, how, when and what" of PPP projects**
- Understanding the risk factors
  - Determining the parties involved and the most appropriate PPP clauses
  - When should PPP be used and for what projects?
  - Is PPP the best financing solution post financial crisis?
- Arthur Smith** Chairman  
**National Council for PPP, USA**
- 1720 Chairperson's closing remarks**
- 1730 End of Day One**

# Monday 1st March 2010

**0900 Opening and welcome remarks from the Chairperson**

**0915 Plenary One – Building energy efficient new housing developments – A case study of innovative green construction projects**

**1000 Plenary Two – The execution bias! Jeddah strategic plan...**

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

**1045 Morning refreshments**

## Stream One New Township Development

**1115 Chairperson's opening remarks**

**1125 Streamlining environmental and planning processes to facilitate the development of Greenfield projects**

- Identifying where new townships should be developed
- Key considerations in developing Greenfield projects
- Examining the critical environmental considerations in developing the master plans

**1205 Building iconic world class projects in new township to encourage social economic growth - A case study of Durrat Al Bahrain**

- Managing the built environment efficiently
- Exploring how policy and legal tools can help developers, regulators and designers collaborate to ensure responsible outcomes
- A comprehensive case study of the world class waterfront project of Durrat Al Bahrain  
**Abdul Aziz Mohamed Al-Wadi** Section Head, Surveillance and Inspection, Northern Area Municipality  
**Ministry of Municipalities & Agriculture, Kingdom of Bahrain**

**1245 Lunch**

**1400 Showcasing sustainable development projects through building a low carbon city for the future**

- Developing new sustainable and environmental friendly cities
- Exploring the new techniques and new building materials used – are they eco friendly?
- Streamlining regulations to ensure adherence to eco friendly construction and building methods

**1440 Eco Cities - An environmentally conscious approach to the architecture and development of tomorrow's cities**

- Exploring the concept of Eco Cities
- Working towards building zero waste and energy efficient cities
- Educating the public and raising awareness on the current environmental challenges facing humanity
- Developing innovative private investments to finance eco city projects

**1520 Chairperson's closing remarks**

**1530 Afternoon refreshments**

**1600 Plenary Three – The National Physical Plan and its importance to nation building: The Malaysia experience**

**Ismail Ibrahim** Director  
**National Physical Planning Federal Department of Town and Country Planning, Malaysia**

**1640 Plenary Four – Developing well defined disaster risk assessment and disaster management plans to help a city prepare, respond, rebuild and reconstruct their communities in the event of a disaster**

**1720 Chairperson's closing remarks**

**1730 End of conference**

## Stream Two City Infrastructure

**1115 Chairperson's opening remarks**

**1125 Linking transport and urban planning to enhance the effectiveness of mobility and accessibility in the city**

- Understanding the vital importance of mobility as a major contributor to social and economic wealth of a city
- Developing well balanced solutions to ensure the mobility of persons and goods without impairing quality of life and economic development of cities
- Ensuring the 3 issues in are taken into account – social, economic and environmental in developing a sustainable urban transportation planning

**1205 Integrating the transportation system – Becoming the world class transportation hub in your region**

- Understanding the importance of having efficient transportation to the economic development of a city and a country
- Integrating roads, bus and rail infrastructure in the metropolitan area
- Developing a sustainable transportation master plan

**1245 Lunch**

**1400 Urbanisation trends in India and its impact on city growth- A case study of Cochin City**

- Exploring the impact of urbanisation on city growth
- Building sustainable city infrastructure to drive city development
- Effective connectivity and transportation planning to sustain the growth  
**Vineeta Hariharan** Head, Urban Infrastructure Infrastructures Kerala Ltd (INKEL), India

**1440 Ensuring public safety through upgrading and improving of public works to reduce or eliminate potential flood prone area**

- Understanding the devastation caused by floods to cities
- Developing an integrated structural and non structural methods to reduce the incidence of floods
- Integrating infrastructure such as dams, reservoirs, channel improvements to control flooding

**1520 Chairperson's closing remarks**

## Stream Three Investment and Opportunities

**1115 Chairperson's opening remarks**

**1125 Identifying key investment opportunities aiming to revitalize the environment, reconnect the downtown with the sub-urban area to encourage growth and renewal**

- Exploring the scale and business opportunities in city revitalisation projects
- Identifying investment and growth opportunities in areas outside major cities
- Understanding and overcoming the legal challenges

**1205 Grasping the cross-border investment opportunity through international collaboration in city projects**

- The UK partners in the region
- Understanding the importance of PPP
- Developing the workforce and linking up government, private sector, academia with civil society
- Exploring the opportunities for cross-border city development projects and understanding how these collaborations benefit all parties  
**Michael Thomas** Director General  
**The Middle East Association, London, UK**

**1245 Lunch**

**1400 Capitalizing on market synergies to attract new developments and investment for growing vibrant regional centre with government and private sector participation**

- Private and public investment partnership in MENA region
- Synchronisation of Business Hubs in the MENA region
- Inward and outward investment and development in MENA region  
**Oussama El Omari** Chief Executive Officer  
**RAK Free Trade Zone, UAE**

**1440 Leveraging on the investment potential in real estate for satellite cities and its growing capacity on becoming a metropolitan**

- Developing satellite cities to reduce over population
- Developing luxury housing projects in satellite cities to encourage investments
- Encouraging foreign direct investments in developing these cities
- Formulating attractive tax incentives to draw investors

**1520 Chairperson's closing remarks**

## 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%

## 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 (GIFT), 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 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.

## 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 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.

## About the Official 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](http://www.maktoobgroup.com/maktoob_en.html)

## About the Media Partner

**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](http://www.pppbulletin.com) and [www.pppbulletin.com/international](http://www.pppbulletin.com/international) to take a look around the new areas.