



THE ONLY MARKET
WHERE YOU CAN STILL REACH THE SKY
KINGDOM OF SAUDI ARABIA



AL FAISALIAH HOTEL, RIYADH
KINGDOM OF SAUDI ARABIA
9TH - 10TH NOVEMBER 2009

WWW.REIS-SAUDI.COM

REIS IS PROVIDING AN EXCLUSIVE PLATFORM TO DISCUSS THE CHALLENGES AND OPPORTUNITIES IN THE WAKE OF THE CURRENT ECONOMIC TURMOIL WITH THE LEADERS WHO SHAPE AND INFLUENCE THE MARKETS.



A CRITICAL FORUM FOR INVESTMENT IN SAUDI ARABIA

We cannot escape the fact that all world markets, including the Middle East are affected by the financial slowdown. However, we can confidently say that the safest markets in current times, which are yet not that impacted by the crisis, are Abu Dhabi, Saudi Arabia and Qatar.

With the virtually "recession proof" image, Saudi Arabia has emerged as a hub for capital flow in the region. It is more than just oil and gas. Saudi Arabia is an investment market worth no less than SR 2,340 billion (US\$ 624 billion) covering various investment sectors.

Currently among the World Bank's top 20 most business-friendly countries in the world, home to the world's largest proven oil reserves, pledges to be among the top 10 by next year. Whether you are seeking capital input or investment opportunity, Saudi Arabia is the perfect place to find it.

The robust financial structure of the Kingdom still remains very attractive for financial market players worldwide. Saudi Arabia's central bank has played down the impact of the global financial crisis on the Saudi economy. And most Saudi investors are keenly looking at international opportunities for investment.

"Are you in top Saudi investors' portfolios yet?"

A THIRST FOR CROSS-BORDER INVESTMENTS....

HIGH NET WORTH INDIVIDUALS & FAMILY BUSINESS

Middle East has at least 30 billionaires on the Forbes list, out of which Saudi Arabia forms the biggest pool and holds the most number of high net worth individuals and wealthy families in the region. More than 90 per cent of all commercial activity in the GCC is controlled by family businesses, and Saudi Arabia is home to some of the biggest and most established family run firms in the Middle East. The contribution of family businesses in GDP is estimated at SR 250 billion equal to one fourth of the Kingdom's GDP. The business climate has grown more and more competitive over the years and wealthy investors and the large families are specializing in specific sectors and making big international deals to get their names on the world map.

PRIVATIZATION & COMPETITIVENESS

Three years after Saudi Arabia's accession to the World Trade Organisation (WTO) in 2005, the business climate has grown far more competitive and the privatization of key sectors has contributed towards bringing the Kingdom to the forefront of global economic development. Privatization is pivotal to the strategy of promoting international deals and attracting foreign direct investment. Real Estate is one of the key sectors where more and more Saudi businesses are attracted towards, even during the current economic climate. The Kingdom was ranked at number 16 in World bank's 2008 report in 'Ease of doing business' and was ranked number one in the Arab World. As a result of this, competitiveness at national and international level has increased, thus encouraging the private sector to make active investments in regional and international markets.

ISLAMIC INVESTMENTS

The political system in the KSA abides by Arabic and Islamic laws as a basic legislative branch. Governance is based on justice, consultation "shoura" and equality according to the Islamic shari'ah (the law of Islam). The role of the Capital Market Authority (CMA), the securities regulator in Saudi Arabia, as a facilitator for Islamic capital market products is important. Most investment strategies adopted by Saudi investors are Shari'ah compliant and they invest heavily in Islamic products across sectors.

10 x 10 VISION

Putting it firmly on track to make real the vision of the Supreme Economic Council and the Governor of SAGIA, the country is set to be one of the top ten most competitive nations in the world by 2010. Under a direct mandate from His Highness King Abdullah bin Abdul Aziz Al Saud, Custodian of the Two Holy Mosques, Saudi Arabia has embarked upon its most ambitious project to date: the 10 x 10. Saudi Arabia has pledged to become one of the top ten most competitive economies in the world by 2010 and has set in motion the mechanisms necessary to reach this critical, and non-negotiable, target.

ABOUT SAUDI ARABIA

Saudi Arabian Monetary Agency (SAMA) is the Central Bank of Saudi Arabia. The Capital Market Authority (CMA) was created to oversee and regulate the Saudi Arabian Stock Exchange, Tadawul.

THERE ARE 12 LEADING SAUDI COMMERCIAL BANKS

- Arab National Bank
- Bank Al Jazira
- AlRajhi Bank
- Bank AlBilad
- National Commercial Bank
- Al Riyadh Bank
- SAMBA Bank
- Saudi British Bank
- Saudi Fransi Bank
- Saudi Hollandi Bank
- Saudi Investment Bank
- Gulf International Bank

THE OTHER GOVERNMENT CREDIT INSTITUTIONS INCLUDE

- Saudi Industrial Development Fund (SIDF)
- Public Investment Fund (PIF)
- Real Estate Development Fund (REDF)
- Saudi Arabian Agricultural Bank (SAAB)
- Public Pension Agency (PPA)
- Saudi Credit Bank
- General Organisation for Social Insurance (GOSI)



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The 2nd annual Real Estate Investment World Summit 2009 brings together more than **400 leading HNWI's, institutional investors, and the VIP delegation including Chairmen, board members and CEOs** from top developers and financial institutions. This is your opportunity to meet more than **1000 trade visitors** from the Kingdom. This event is focused on education, networking and most importantly deal-making opportunities.

NEWSFLASH

- The Saudi mortgage law is expected to increase the residential demand by 50 per cent.
- GCC agreed to base the Gulf Central Bank in Riyadh.
- Riyadh alone will benefit from an estimated **\$37.33 billion** of new investment by 2010.
- Value of the new projects in Saudi Arabia is **\$409 billion** (330 projects).
- Saudi Arabia expects foreign direct investments of up to **\$900 billion** over next 10 years.

CONFIRMED & INVITED SPEAKERS

 H.E. Prince Sultan Bin Salman Bin Abdul Aziz Al Saud Chairman, Supreme Commission of Tourism & Antiquities	 H.H. Prince Abdul Aziz Bin Mohammed bin Ayyaf Mayor, City of Riyadh	 H.E. Dr. Osama Al Barr Mayor, Holy City of Makkah	 Sir Winfried Bischoff Chairman, Citigroup	 H.E. Imad Fakhoury CEO, Aqaba Development Corporation - Jordan	 H.E. Eng. Abdullatif Bin Abdulmalik AlShaikh President, Arriyadh Development Authority	 Ayman Sejny Founding Investor & MD, Unicorn Investment Bank Advisor to Chairman of Dar Al-Arkan	 Ali O. Al-Ghanim Head of International Real Estate Department, Kuwait Finance House
 Blair Hagkull Managing Director, Jones Lang Lasalle	 Ford Fraker Former U.S. Ambassador to Saudi Arabia Senior Advisor, KKR	 Dr. Sulaiman Al Fahim Ex-CEO and Board Member, Hydra Properties	 Emad Shorrab Founder & GM, Arab Real Estate Academy	 Brad Bourland Chief Economist, Jadwa Investments	 Khalid A. Al-Aboodi Chairman, Islamic Development Corporation	 Mohammed Matrouk Almansour Board Member, Madinah Chamber of Commerce	

KEY SPONSORS



KEY MEDIA PARTNERS



EVENT FORMAT

EXHIBITION PAVILION

Showcase your project models and services to the private and institutional investors. The exhibition is open to VIP delegation and trade visitors. Make best use of this opportunity!

CONFERENCE SESSIONS

Led by industry experts, the keynote addresses and current case studies are one of the main attractions of this summit.

GOLD NETWORKING LOUNGE

Meet and network with ultra High Net Worth individuals, VIP and institutional investors in an exclusive environment.

AWARDS CEREMONY

'Kingdom Excellence Awards' is an extravagant ceremony judged by independent industry figures and hosted to reward the excellence in the real estate industry.

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“The initiative to organize such a high level summit definitely helps the investors discover new opportunities the Kingdom has to offer as well as build long-term investors’ confidence. I appreciate the recognition as leading entrepreneur and look forward to following naseba’s future activities.”

HRH Prince Alwaleed Bin Talal Alsaud,
Chairman,
Kingdom Holding Company

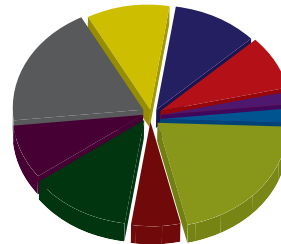
SPONSOR CATEGORY

- Real Estate Developers
- Finance & Investment Houses
- Fund Managers
- Consulting Companies
- Law Firms & Legal Advisors
- Shariah Advisory Firms
- Real Estate Brokerage Companies
- Investment Banks
- Risk Management Specialists

PARTICIPANTS BREAKDOWN

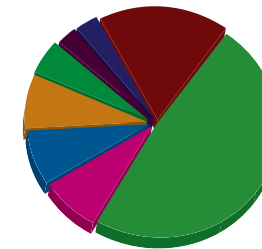
- Local & regional authorities
- Ultra HNWIs
- Private equity
- Islamic banks
- Conventional banks
- Family offices
- Private banks
- Public-pension funds
- SMEs

JOB TITLES



Ultra HNWIs	8%
Governor	2%
Deputy Governor	2%
Chairmen	20%
President	6%
Deputy Chairmen	12%
Vice President	8%
CEO	18%
Chief Investment Officer	10%
Chief Financial Officer	10%

GEOGRAPHICAL BREAKDOWN



KSA	50%
Kuwait	8%
UAE	8%
Bahrain	8%
Qatar	5%
Oman	3%
Egypt	3%
Europe, Russia, USA & other	18%

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WHY ATTEND?

- Join your peers in the networking lounge for the **leader's** in a 5 star deluxe environment
- Meet with **High Net Worth Individuals** from across the Middle East
- Benefit from 20+ hours of networking opportunities

VIPS ATTENDEES FROM 2008

- HRH Prince Mohammad Bin Salman Al-Saud
- HRH Prince Abdulaziz Bin Medhal Al-Saud
- HRH Prince Turki Bin Salman Bin Abdulaziz Al-Saud
- HRH Prince Al-Walid bin Talal bin Abdul Aziz Al Saud, Chairman, Kingdom Holding Company
- HH Prince Dr. Abdul Aziz Bin Mohammed Bin Ayyaf Al-Miqren, Mayor of Riyadh Region

BENEFITS

- **Discover** investment opportunities in GCC's hottest real estate sectors - including industrial, retail, residential and leisure
- **Identify** new sources of capital and uncover in-depth institutional investment, hedge funds and private equity insights
- **Network** with investors, fund managers, developers, top economists and local industry experts - and establish new strategic partnerships
- **Explore** the latest development on Islamic REITs - and its implementation challenges in Saudi Arabia
- **Review** regional real estate investment opportunities - what's hot, where and why?
- **Examine** the business case and financial models for green buildings and sustainability
- Get the **Gold access** card and be part of the **most exclusive** event
- Meet with High **Net Worth Individuals** from the Middle East
- **Expand** your investments portfolio and increase your client network
- **Experience** an event that is uniquely interactive and exclusive, held in the Kingdom of Saudi Arabia



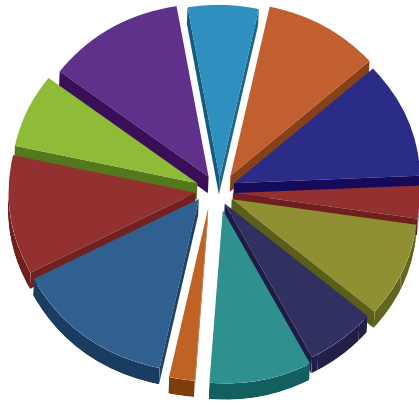
NETWORKING OPPORTUNITIES

Real Estate Investment World Summit has been designed to include maximum networking opportunities to ensure that you walk away with the most important new strategic partnerships. Don't miss the best opportunity of the year to meet your peers from across the entire industry at the luxurious Four Seasons Hotel Riyadh at Kingdom Centre. Networking opportunities include:

- An exclusive and luxurious VIP lounge throughout the two days
- Speed-networking coffee breaks
- Outstanding breakfasts
- Gourmet lunches
- An extensive exhibition
- An awards ceremony in a regal arrangement
- Dining with other VIP guests at your reserved corporate table
- Extended Q and A sessions

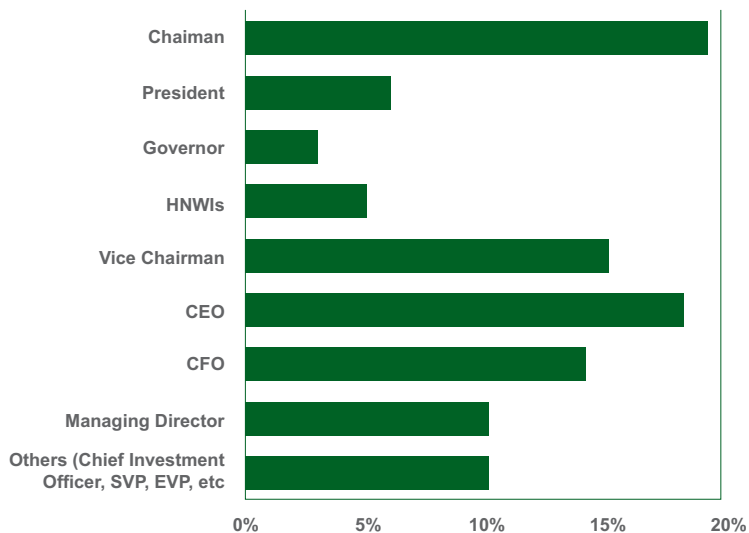
EVENT REPORT FROM REIS 2008

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Asset Management	11%
Consulting & Advisory Firm	3%
Fund Manager	9%
Government Authority	6%
Holding Companies	9%
Hotel Chain	2%
Investment House	14%
Islamic Bank	11%
Private Bank	7%
Private Investor	12%
Real Estate Brokerage	6%
Real Estate Developer	10%

JOB TITLE BREAKDOWN OF PARTICIPANTS



"There will definitely not be any impact from the oil price decline on the government's development programme.
Ibrahim Al Assaf, Finance Minister-Saudi Arabia"

"There are 70 emerging markets in the world. Since 2006, SA is the greatest improver in terms of transparency, research shows. Saudi Arabia now ranks at 16 for 2009 as per the World Bank report." - **Blair Hagkull, Jones Land Lasalle.**



LATEST CONFIRMED DELEGATES

Abdulaziz Alsaghyir Commercial Investment (Saudi Arabia)	<i>Chairman & CEO</i>
Abdulaziz Alsaghyir Commercial Investment (Saudi Arabia)	<i>Vice Chairman</i>
Afwaf Investment (Saudi Arabia)	<i>President</i>
Al Andalus Property (Saudi Arabia)	<i>CEO</i>
Al Arjan International Real Estate (Saudi Arabia)	<i>GM</i>
Alinma Bank (Saudi Arabia)	<i>CEO</i>
Alinso (Belgium)	<i>CEO</i>
Aljol (Saudi Arabia)	<i>Group CEO & GM</i>
Al Khozama Management (Saudi Arabia)	<i>CEO</i>
Al Khozama Management (Saudi Arabia)	<i>CFO</i>
Al Othaim Real Estate Investment And Development	<i>President</i>
Al Zakary Group (Saudi Arabia)	<i>President</i>
Al Zamel Real Estate (Saudi Arabia)	<i>Chairman</i>
Arabian Real Estate Investment Trust (AREIT) (UAE)	<i>CEO</i>
Arthur D Little (UAE)	<i>MD</i>
Ata (Azerbaijan)	<i>CEO</i>
Avantgarde Style	<i>General Director</i>
BMG Financial Group (Saudi Arabia)	<i>CFO</i>
Boston Consulting Group (UAE)	<i>Partner & Managing Director</i>
BUNIAH (UAE)	<i>CEO</i>
CAD & GIS Co	<i>CEO</i>
Capinvest (Bahrain)	<i>Executive Director: Wealth Management</i>
CEO CLUBS (UAE)	<i>CEO</i>
CFH (Corporate Finance House) (Lebanon)	<i>Executive Director & Partner</i>
Citi Islamic Investment Bank (Bahrain)	<i>Chairman</i>
CITY CENTER DEVELOPMENT	<i>Chief Executive Officer</i>
Confael	<i>General Director</i>
Corporation "Stroi contract"	<i>CFO</i>
Credit Suisse Group (UAE)	<i>GLOBAL HEAD OF ISLAMIC BANKING</i>
C Space Neovision (UAE)	<i>Chairman</i>
Devcorp International (Saudi Arabia)	<i>Managing partner</i>
Falcon Investments	<i>CEO</i>
Fawaz Al Hokair Real Estate (Saudi Arabia)	<i>CEO</i>
Global Investment House	<i>Senior Investment Manager, Investment</i>
GSH (UK)	<i>MD</i>
Gulf Holding (Bahrain)	<i>Vice Chairman & CEO</i>
Gulf International Bank Bahrain	<i>Vice Chairman</i>

Hines (UAE)	<i>Managing Director</i>
ISG Russia	<i>Managing Partner</i>
Jeddah Investment (Saudi Arabia)	<i>Managing Director</i>
Islamic Development Bank	<i>Chairman</i>
Jadwa Investments	<i>Chief Economist</i>
Jenan Real Estate (Saudi Arabia)	<i>CEO</i>
Karavan-Saray	<i>CEO</i>
Katon Karagay	<i>Managing Director</i>
Kazakhstan Kagazy (Kazakhstan)	<i>Chairman</i>
Khalid Ali Alturki And Sons (Saudi Arabia)	<i>Chairman</i>
Kingdom Investments	<i>Domestic Investments Manager</i>
KSB Capital (Saudi Arabia)	<i>Deputy CEO & Asset Management Head</i>
Kuwait Finance House	<i>Head of International Investments</i>
Landmark Properties (Bahrain)	<i>CEO</i>
Memar Development and Construction (Saudi Arabia)	<i>Chairman</i>
Miracle Combine Fashion(UAE)	<i>CEO</i>
Mohammed Al Habib Real Estate (Saudi Arabia)	<i>Chairman</i>
Multi Turkmall (Turkey)	<i>Vice Chairman</i>
National Commercial Bank	<i>Business Development Head</i>
Nomad Finance	<i>CEO</i>
Novointerinvest	<i>General Director</i>
Project Management And Development Consultants (UAE)	<i>GM</i>
Qatari Diar Real Estate Investment (Qatar)	<i>Dep CEO+ CEO - Lusail RE Dev Comp</i>
Rasameel Structured Finance (Kuwait)	<i>CEO</i>
Rayek Real Estate (Saudi Arabia)	<i>Chairman</i>
Reef Real Estate Finance (Bahrain)	<i>CEO</i>
Saf International	<i>CEO</i>
Saudi Economic And Development Company (SEDCO) (Saudi Arabia)	<i>Sr.VP - Investee Cos</i>
Saudi Oger(Saudi Arabia)	<i>Director of Real Estate</i>
Sherwoods Independent Property Consultants (UAE)	<i>MD</i>
South Company for Construction and Development	<i>CEO</i>
Strategic Decisions Group(USA)	<i>Managing Director</i>
Tahincioglu Holding (Turkey)	<i>Chairman & CEO</i>
Termak Ehitus Grupp OU	<i>Managing Director</i>
Torgoviy Mir-Koltso	<i>General Director</i>
Viva Invest (Belarus)	<i>Director</i>
Waha Capital (UAE)	<i>MD</i>
Zamil Group (Saudi Arabia)	<i>Chairman</i>

REIS 2009 - THE INVESTOR'S SUMMIT FOR THE REGION

PRELIMINARY AGENDA

MONDAY, 9TH NOVEMBER 2009

Conference, Networking & Exhibition

09:00 - 09:55 Registration & Refreshments

09:55 - 10:00 Recitation of Holy Quran

10:00 - 10:05 Opening Remarks by Naseba

10:05 - 10:15 Opening Remarks By The Chairperson

10:15 - 11:15 **Session One: Beyond the financial crisis: What next?**

During the current economic turbulence and the liquidity squeeze it is essential that you understand the market scenario and how to analyse the upcoming trends. Learn from the experts who shape and influence the market. How are others maximizing their opportunities in the light of the global credit crunch? Where is the liquidity disappearing? The first session will leave no stone unturned. We bring together global leaders to address the present challenges of the real estate investment market.

11:15 - 12:15 **Session Two: Investing in Saudi Arabia: Opportunities and threats**

An insight on the Saudi Arabia's current investment market and studying the funds flowing in and out of the Kingdom. Discovering the upcoming projects in Riyadh, Jeddah, Mecca and other territories. Has the financial meltdown affected the liquidity in the Saudi markets? How are the new laws and the recent budgets aiding the current turmoil? Where are the Saudis investing their wealth?

12:15 - 12:30 Dohor Prayers

12:30 - 14:00 **Session Three: International Markets: The credit war and its impact**

Looking back into the beginning of the crisis to realise the damage. Is it all over for the American economy? Will the other world markets get back into shape soon? Discovering the opportunities in Europe, Russia and Asia.

14:00 - 15:00 Networking Luncheon

15:00 - 15:20 Assar Prayers

15:20 - 16:30 **Session Four: Investing in the Middle East & Africa: Where are we heading to?**

With turbulence in international markets, Middle East was deemed to be the least affected. Interact with the business leaders and interrogate if this is still the same. Are the fundamental actions and regulations impacting the current conditions? What does the global crisis mean for the GCC investors? What is being done to keep the real estate transparency in the MENA region? Will there be a regional slump in the property prices? Which are the other emerging markets amid the financial crisis?

16:30 - 16:45 Coffee Break

16:45 Close of Conference day one

20:00 - 20:20 Event Highlights by the Awards Host

20:20 - 20:30 Welcome Speech by the Official Host

20:30 - 21:00 Trophy Distribution

21:00 - 22:30 Gala Dinner Reception

TUESDAY, 10TH NOVEMBER 2009

Conference, Networking & Exhibition

09:00 - 10:00 Welcome Refreshments

10:00 - 11:00 **Session Five: Islamic financing: Risks and returns**

With the growth of Islamic investments, there has to be more education on learning the pros and cons of the restructuring. The risks and returns on Islamic investments will be compared with their conventional counterparts. The session will also deal with identifying the obstacles in the deal-structuring and how to create a successful business model. How is the credit crisis affecting the Islamic financing and re-financing? Are Sukuk and Shari'ah compliant products still a safer alternative? Also hear from the Shari'ah scholars their take on the future of Islamic finance and if there will be a central body to set the guidelines?

11:00 - 12:00 **Session Six: Islamic REITs vs. private equity**

This session reveals the most up-to-date thinking on the Islamic REITs market, their structure and compliance. Why are the REITs in the Middle East under-utilized? Are Islamic REITs a long term or short term investment? Discover other asset classes and private equity for Shari'ah-compliant investment.

12:00 - 12:15 Dohor Prayers

12:15 - 13:30 **Session Seven: Investor sentiments & investment strategies in the wake of the global crisis**

Has the global financial meltdown eroded the investor's trust in fund managers? Where are the SWFs investing and why? What are the implications of the foreign direct investments in the GCC? Where are the investors investing? Understanding the needs and demands of the high net investors?

13:30 - 15:00 Networking Luncheon

15:00 - 15:20 Assar Prayers

15:20 - 16:30 **Session Eight: Legal issues: To aid the investors and the company**

Are the government interventions in helping in protecting consumer confidence? With the Merger and acquisitions taking place as a result of the crisis, how are the parties involved dealing with it? What happens in case of bankruptcy?

16:30 - 16:45 Coffee Break

16:45 Event Closure

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WHAT HAPPENS AFTER YOU BOOK ON BOARD?

We will ask you to send your company logo & company profile ASAP. This will be posted on the event website (hyperlinked to your website), print & TV ads ran, some press releases, and partner websites. Please ensure to send these documents so you can maximize extensive marketing and branding opportunities available.

WISHLIST

As an added benefit you can provide us with a list of companies you want to do business with - naseba invites key decision makers from your wishlist companies to attend the event for free. You meet key decision makers from your chosen companies, in addition to the prequalified buyers already selected to attend.

PRESS RELEASES

Send your editorials or any company updates to our communications team to be considered for the press releases and marketing campaigns we are constantly sending out.

PRE-COURSE QUESTIONNAIRE

Delegates complete a questionnaire before the event revealing critical information about their companies and the solutions they are looking for. You can be sure that the people you meet on site are prequalified as decision makers and buyers of your solutions.

DELEGATE DIRECTORY

Ahead before the event, you will receive the Delegate Directory which contains all the details of the hosted buyers including but not limited to their scope of responsibility, contact details, solution requirements and budgets to spend and project details.

AFTER THE EVENT

A Post Event Report which includes your logo is sent out to all the attendees. If you delivered a presentation at the event, this will be uploaded into naseba Virtual Community, along with other presentations. Your presentation will then be accessible by and visible to all virtual community members.

Your logo will be uploaded into the virtual community as well. This will provide your company more exposure and branding opportunities months after the event.

We provide you with the means to make the initial contact and then it is up to you to forge new business opportunities.

DEAL FLOW NETWORKING

The Deal Flow networking is designed to maximise your networking opportunities to ensure that you walk away with the most important partnerships. It is our promise to create an opportunity for all our clients to interact, exchange business cards and deal flow information. Also, the leading speakers will be present to meet with you throughout the event to discuss individually about gaining a competitive advantage and building your business.

Your networking opportunities include:

- An exclusive and luxurious networking lounge throughout the two days to network with your peers
- Networking luncheons to catch up on investment news and opportunities
- Speed-networking during welcome breakfast and 3 coffee breaks every day
- Join the gala dinner during the official opening in a silver service set up to invite your VIP guests at your reserved corporate table
- Extended Q&As sessions

AT THE EVENT

Naseba staff will ensure that you get the most out of the event - helping you to connect with key prospects and assisting wherever possible.

EVENT VENUE

The **Kingdom of Saudi Arabia** is the largest country of the Arabian Peninsula. It has an estimated population of 27.6 million, out of which the largest percent is residing in Riyadh, the capital of the Kingdom, at 4.7 million. The commercial hub, Riyadh has developed into a dynamic metropolis over the years and has become the focal point for both travel and trade. Saudi Arabia is one of the few fastest growing countries in the world with a high per capita income of US\$20,700 in 2007 and is expected to rise to \$33,500 in 2020.

A Rosewood Hotel defines the ultimate in modern elegance and prestigious location. The stunning hotel boasts the largest column-free banquet and meeting facilities in the Kingdom. With the introduction of dedicated 24-hour butler service, the 224-room property has elevated the art of personal service to new levels in Saudi Arabia. Perfectly suited to the discerning business traveler, Al Faisaliah offers spacious accommodations, five culinary venues and a state-of-the-art health club.

www.alfaisaliahhotel.com



SUCCESS IS A CHOICE
naseba
www.naseba.com

Kingdom Excellence Awards

A significant feature of the Real Estate Investment World Summit is the 'Kingdom Excellence Awards', the esteemed award series to reward global excellence in the industry sectors including real estate, hospitality, education, healthcare, infrastructure and transportation. The Awards ceremony will be hosted on the evening of 9th November 2009 at the Al Faisaliah in Riyadh.

- Leading Developer of the Year
- Municipality Initiative of the Year
- Leading Entrepreneur of the Year
- Leading Architect of the Year
- Leading Sustainable Project
- Leader in Hospitality
- Leading Real Estate Advisor
- Leading Islamic Project
- Leading Islamic Fund Manager
- Leading Financial Institution
- Leading Legal Advisor
- Leading Project of the Year



DESCRIPTION OF THE CATEGORIES:

LEADING DEVELOPER OF THE YEAR

This award will honour the developer with overall excellence in the unique projects built by them, most innovative design, sustainability, marketing buzz and maintaining customer satisfaction. Nominations are open to developers engaged in sectors including hospitality, healthcare, education, transportation, infrastructure, hospitality and real estate.

MUNICIPALITY INITIATIVE OF THE YEAR

This award will be open to cities municipalities where they can nominate an outstanding initiative undertaken by them to contribute to the well being of the community and development of the region. A complete synopsis of the project needs to be submitted for clear assessment by the judges. This category is open to city municipalities, urban planning councils and regional development authorities involved in creating a better city.

LEADING ENTREPRENEUR OF THE YEAR

The 'Most Admired Entrepreneur' globally will take this award. This category will honour an individual who has displayed extraordinary talent and has been instrumental in driving his/her company to a success story. He/she have played a pivotal role over the years through their career path presenting exceptional results and creating successful business models to mark their excellence.

LEADING ARCHITECT OF THE YEAR

This award category invites nominations from the leading architects to share their innovative creations, the design and the technique behind it.

LEADING SUSTAINABLE PROJECT

By referring a project sustainable, we conclude that the project should be environment friendly. This award will honour the projects in real estate, hospitality, healthcare, education, or infrastructure which excels in it's sustainable design in terms of the unique elements, environment friendly concept, innovation and creativity.

LEADER IN HOSPITALITY

This award will recognize a project in the hospitality sector that is unique in its design and creativity, the feasibility of the project, creative marketing concepts, unique customer loyalty initiatives and adherence to quality and specification.

LEADING REAL ESTATE ADVISOR

This category of the Kingdom awards will honour the advisory firm who have displayed excellent talent in understanding and advising for the conventional and Islamic real estate projects for investment and development.

LEADING ISLAMIC PROJECT

This award category is open to Islamic projects unique in its design, architecture, financing and its adherence with the Shari'ah principles. This award will recognize the best project across various sectors, namely, hospitality, healthcare, education, transportation, infrastructure, hospitality and real estate. Nominees can be from the conceptualizing, design, planning, construction, development or any level involved in the creation of the project.

LEADING ISLAMIC FUND MANAGER

This award category will reward the best financial institution for its financing options for the investors, products offered and alignment with the Shari'ah principles. This category is open to financial institutions offering Shari'ah compliant products.

LEADING FINANCIAL INSTITUTION

This award is highly recognized to honour the best financial institution contributing with its knowledge in managing funds and investment. This category is open to banks, fund managers, Islamic institutions, pension funds, asset management firms, private equity and other financial institutions.

LEADING LEGAL ADVISOR

This award has been designed to honour the firm with excellence in advisory services in different sectors including hospitality, healthcare, education, transportation, infrastructure, hospitality and real estate. Judges will not only look at their past assignments, company structure, human capital and resources, regional adaptation, customer satisfaction, popularity, uniqueness in services and quality assurance.

LEADING PROJECT OF THE YEAR: IN PUBLIC SECTOR AND PRIVATE SECTOR

This award has been designed to honour a project from sectors including hospitality, healthcare, education, transportation, infrastructure, hospitality and real estate. The project should have been launched in the region and should be built or under construction. Judges will not only look at the technical aspects and structuring of the project but also at how the project has been delivered in terms of. The use of local resources - human capital and resources, promotion of regional integration, particular challenges and obstacles overcome, costs, adherence to specification and quality, project design and uniqueness.





DYNAMIC ● FOCUSED ● EXCLUSIVE ● OPPORTUNITY

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