

2nd Annual Middle East North Africa Real Estate Society Conference

Conference Theme: ***Towards a Mature, Transparent and Global Real Estate Market***

Date: 23-24 November 2011

Dubai, United Arab Emirates

Call for Papers is now open!

The Middle East North Africa Real Estate Society in its continuous efforts to facilitate communication and knowledge exchange between the region's real estate stakeholders and global real estate experts will hold its 2nd annual conference on November 23rd and 24th 2011 in Dubai, United Arab Emirates.

Use this opportunity to take part and enrich the 2nd Annual MENARES conference with your contribution.

MENARES welcomes conceptual, theoretical, applied, empirical, experimental, policy and case study contributions from industry experts, government officials, policymakers, researchers, academics, and professionals in the field.

The conference is the perfect platform to present your new solutions, practical experience, conceptual studies and visions to a highly qualified audience. The aim is to encourage the development of best practices and to promote a high level of professionalism in the region's real estate sector and to provide a comprehensive assessment of how to move towards a mature, transparent and global real estate market.

Subthemes and Topic areas:

1. Analysing and addressing the current market climate and economic trends

- ❖ Weighing the risks and opportunities
 - Current socio-political and geopolitical risk
 - Hotspots: residential and offices
 - Regional markets and inter-regional investment
 - World Cup 2022
- ❖ Assessment criteria for investing in the MENA real estate market
 - Ratings by rating agencies
 - Emerging property market now and outlook for prolonged period of growth

2. Strategies: government-level, company-level, investor-level

- ❖ Key objectives for real estate development and investment in the MENA region
- ❖ Capitalizing on the current cycle and the globalization of real estate capital flows
- ❖ How to remain competitive in mature markets
 - Oversupply and how to stand out

- Is survival the main objective?
- ❖ Focus on growth
 - Affordable housing
 - Emerging luxury destinations
 - Timeshare and tourism
- ❖ Successful commercial real estate development
- ❖ Differentiation in a global market
 - Project quality and pricing strategies
 - Globalization of service providers
 - importance of customer service
 - Brand positioning, benchmarking and best practices
- ❖ Overcoming barriers to entry for foreign investment in emerging markets, long-term investment strategies and maximizing on returns
- ❖ Government initiatives, corporate governance, transparency, property registry, rent reviews, service charges, lease terms, one-stop-shops

3. Infrastructure and sustainable development: logistics, financing and legal aspects

- ❖ Urban development: how to utilize design, architecture, engineering and project management excellence for world-class developments
- ❖ Need to driving down costs in design and construction
- ❖ Cultural master planning: sustainable design and social responsibility
- ❖ Accessing capital: mortgages, need for mortgage law, mortgage across borders, restructuring mortgage-backed debt, debt management, yield and capital management, role of banks, Sharia-compliant instruments, managing private real estate funds, REITS, raising capital for private equity real estate funds, widening the capital raising base
- ❖ Asset management: reviewing portfolio mix, portfolio management tools and techniques, prepayment modelling and valuation
- ❖ Role of real estate agents and lawyers and other service providers in property search, negotiation, buying process and complex registration matters

4. Reflections and Lessons Learnt: Real Estate as Driver of Social Development

- ❖ Towards the real estate boom
- ❖ Improving transparency and trust, working with the investor and the role of regulatory agencies and authorities
- ❖ How competing locations can work together
- ❖ Real estate education and research with an international scope

Conference Structure:

The conference will consist of short research paper presentations or speaker self-introductions followed by panel discussions.

Each participant will make a 5-8 minute presentation or introduction and then participate in a panel discussion on the general theme.

Participants will be assigned to a panel session theme by the organizers.

Individuals may also propose a panel session by submitting a title, abstract, and a list of potential panelists you would like to recruit to present papers on the topic and participate in the panel discussion.

Important dates:

Abstract Submission Deadline (also applies for panel proposals): **22 July 2011**

The contact author on all submissions will be notified as to the acceptance/ rejection via e-mail by **22 August 2011**

Final Paper Submission Deadline: **21 September 2011**

The submission deadlines are final and there will be no extension.

Submission instructions:

Only original material is permitted. Previously published material is permitted only if copy right holder is duly informed by author.

Abstracts should be submitted in Word format as an attachment and e-mailed to conference@menares.org with the contact author clearly identified. Abstract submissions must be no longer than 4 pages, double spaced, 12-point Arial font.

The 2nd Annual MENARES Conference Call for Papers is only available in English.

Research from outside the MENA region is welcome.

Accepted papers are distributed to MENARES members and 2nd annual conference participants.

Registration, travel and accommodation arrangements and fees will be acknowledged. We are striving for discounted rates and travel support opportunities.

If you do not wish to present papers you are still welcome to attend.

Why you should attend:

- ❖ Learn about the evolving real estate market in the MENARES region
- ❖ Meet other researchers interested in issues surrounding market transparency throughout the world.
- ❖ Exchange ideas in a global research forum
- ❖ Share your expertise with researchers and professionals in the MENARES region
- ❖ Experience one of the most dynamic real estate markets in the world
- ❖ Support the development of the youngest of the IRES sister societies

<http://menares.org>