

CONSTRUCTION  
BUSINESS NEWS

# CONSTRUCTION INNOVATION

## FORUM

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WEDNESDAY 11TH OCTOBER  
ST. REGIS DUBAI





# INTRODUCTION

Dubai has succeeded in transforming itself into a global city in a remarkable digital and sustainable transformation. Digital transformation presents a \$4.9bn worth of opportunity for Dubai over the next five years, according to latest statistics. With the government undertaking numerous 'smart' initiatives, the benefits of digitalisation are expected to percolate to every sector in the economy. And in order to support that, the government is also focussing on meeting its sustainability goals and reduce the carbon footprints.

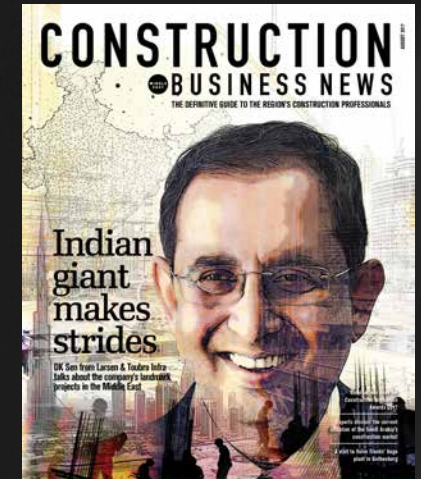
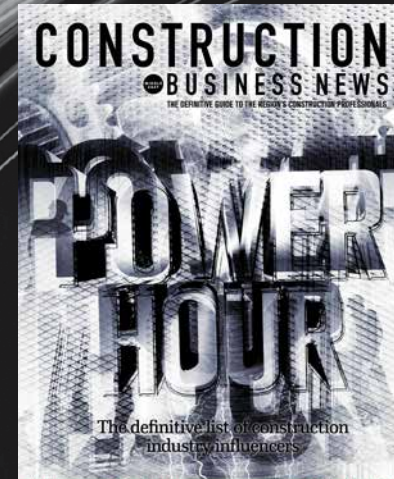
The second Construction Innovation Conference 2017 will focus on the current topics of sustainable architecture, digital transformation techniques like augmented reality, alternative project funding, affordable housing ahead of Expo 2020, and other relevant ones to give our attendees an overall outlook of the sector in 2017.

Despite various challenges and a change in trends, the momentum is strong for the GCC construction sector. A favourable macroeconomic environment, a growing tourism sector and government support will ensure that the construction sector will continue to play a critical role in transforming the GCC's landscape.

# CONSTRUCTION INNOVATION FORUM APRIL 2017







# ABOUT US

Packed with news, views, features, interviews, site visits and expert analysis, Construction Business News Middle East is the definitive guide to the regional construction sector for professionals and decision makers.

An original title by BNC Publishing, this monthly magazine is dedicated to serving the Middle East and North Africa (MENA) with a strong focus on the core market of the Gulf Cooperation Council (GCC). Through exclusive content, Construction Business News ME covers the companies, technology, projects and people at the heart of the latest developments in the industry. The magazine is supported by the digital platform CBNME.com, with twice weekly newsletters, and accompanying social media channels.

Despite the challenges currently facing the market, billions of dollars are expected to be invested in construction projects in the next five years thanks to mega events such as Expo 2020 Dubai and The FIFA 2022 World Cup in Qatar. And with governments determined to continue diversifying their economies and to plough funds into essential nation building infrastructure, there are plenty of opportunities out there for innovative and market leading companies in this sector.

Construction Business News ME is produced by BNC Publishing, the name behind Entrepreneur ME, Hotel News ME, Catering News ME and Logistics News ME.

# AGENDA

**9:00 – 9:30 – Registration**

**9:30 – 9:45 – Keynote speech by our distinguished guest**

**9:45 – 10:30 – Panel One: Affordable housing ahead of Expo 2020**

A low-income housing policy aiming to provide apartments for low-income people have been approved by the Dubai Government. The government have been taking initiatives to expand affordable housing ahead of Expo 2020 for the middle and the low-income groups. Real estate developers have constantly been promoting their projects under the name of affordable luxury.

**Talking points:**

- How sustainable is this model once the Expo 2020 is over?
- Will luxury take a backseat when it comes to current real estate portfolio?
- Strategies for developers for affordable housing

**10:30 -11:15 – Presentation: Alternate project funding in the GCC**

Dwindling government revenues in the GCC mean that funding from the private sector will be critical for large-scale projects to go ahead. Tighter government budgets and growing infrastructure needs mean GCC countries are now seeking private investment for sectors that were once exclusively state-funded. Infrastructure is at the forefront of each country's development plans and sectors such as water, power, transport, education, telecommunications and healthcare are ripe for transformation, with alternate project funding providing a potential solution.

**11:15 – 12:00 – Panel Two: Sustainable architecture in the GCC**

Sustainability is an area that is becoming increasingly important for everybody who is involved in the construction process - for the owners, for the architects and engineers, for the contractors as well as for the developers. There is huge interest in the region in promoting and pushing sustainability into the development culture to conform to each country's vision.

**Talking points:**

- Scope for sustainable architecture in the GCC
- Sustainable building materials options for the development
- Trends for sustainable architecture in the next five years

**12:15 – 12:30 – Coffee and networking break**

**12:30 – 1:15 – Panel Three: Augmented reality start-ups in real estate**

A large part of real estate purchase involves consumer expectation that the property will promise a specific experience, as displayed by (in most cases) proposed digital imagery. Until recently, meeting that expectation has always proved to be a bit of a gamble. Many a times, a consumer might find a property not quite as spacious as the one the photo boasted of. On other occasions, the entire layout may seem off. Here's where augmented and virtual reality come into play.

**Talking points:**

- Does it help in boosting customer experiences?
- How does it help in creating sophisticated marketing experiences?
- Catering to tech-savvy homebuyers can lead to sustainable profits

**1:15 – Lunch**

# SPONSORSHIP OPPORTUNITIES

We offer a range of sponsorship tiers and each one comes with unique benefits. From silver sponsorship all the way up to platinum, there are varying options to suit varying needs and budgets. Below are the different benefits that come with each tier of sponsorship. The opportunity to showcase your brand to top industry professionals is an unmissable one.

## PLATINUM ALLY \$50,000

- 3X3 Meter raw space to build your stand at the prominent position
- 10 Complimentary passes to your clients
- 10 Complimentary passes to your representatives
- 4 X Full-Page Adverts in Construction Business News ME to be used by December 2017
- Chair drop facility (any one of brochure/handout can be dropped on seats or on the table)
- Onsite product branding
- Placement of logo on event advertisements preceding the event by ONE month
- Placement of logo on event E-Mail newsletters sent to the online database of 24,000.
- Mentions in press releases and subsequent published materials
- Pre-event and Post event coverage of the Forum in print and digital
- Social Media Platinum Ally Placement
- Placement of logo on all Invitations
- Video footage, Imagery and post event report will be released for promotional usage.

## GOLD ALLY \$35,000

- 3X3 Meter raw space to build your stand at the prominent position
- 2X Corporate Tables with 4 Chairs to showcase your products/solutions
- Chair drop facility (any one of brochure/handout can be dropped on seats or on the table)
- 8 Complimentary passes to your clients
- 7 Complimentary passes to your representatives
- 3 X Full-Page Adverts in Construction Business News ME to be used by October 2017
- Onsite product branding
- Placement of logo on event advertisements preceding the event by ONE month
- Placement of logo on event E-Mail newsletters sent to the online database of 24,000
- Mentions in press releases and subsequent published materials
- Pre-event and Post event coverage of the Forum in print and digital
- Social Media Gold Ally Placement
- Placement of logo on all Invitations
- Video footage, Imagery and post event report will be released for promotional usage.

## SILVER ALLY \$25,000

- 3X3 Meter raw space to build your stand at the prominent position
- 5 Complimentary passes to your clients
- 5 Complimentary passes to your representatives
- 2 X Full-Page Adverts in Construction Business News ME to be used by June 2017
- Onsite product branding
- Placement of logo on event advertisements preceding the event by ONE month
- Placement of logo on event E-Mail newsletters sent to the online database of 24,000
- Mentions in press releases and subsequent published materials
- Pre-event and Post event coverage of the Forum in print and digital
- Placement of logo on all Invitations
- Video footage, Imagery and post event report will be released for promotional usage.

## ASSOCIATE ALLY \$10,500

- 3 Complimentary passes to your clients
- 2 Complimentary passes to your representatives
- Access to all 5-star networking coffee breaks and luncheons
- 1 X Full-Page Advert in Construction Business News ME to be used by June 2017
- Onsite product branding
- Placement of logo on event advertisements preceding the event by ONE month
- Placement of logo on event E-Mail newsletters sent to the online database of 24,000
- Mentions in press releases and subsequent published materials
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