



REAL ESTATE SYNDICATE OF LEBANON
نقابة الوسطاء والإستشاريين العقاريين في لبنان

THE 2ND LEBANESE REAL ESTATE FORUM

REAL ESTATE AND HOUSING SECTOR

BETWEEN STAGNATION AND REVIVAL

Under the Patronage of the President of the Council of Ministers
H.E. Mr. Najib Mikati

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REAL | Real Estate Syndicate of Lebanon

A New Beginning

It is with great pleasure that I extend an invitation to you to join us at the **2nd Real Estate Forum of Lebanon**, titled **“The Real Estate and Housing Sector in Lebanon: Between Stagnation and Revival.”** This important event will be held on June 25, 2024, at the renowned Phoenicia Hotel in Beirut, under the distinguished patronage of Prime Minister Najib Mikati.



The real estate sector is a fundamental pillar of the Lebanese economy, serving as a critical driver of employment, investment, and development. It impacts a broad spectrum of industries, from construction to financial services. However, recent years have posed unprecedented challenges for this sector due to the severe economic downturn, banking crisis, and scarcity of financing options.

Given the significant impact of these crises, it is crucial that we come together to address the issues at hand and explore viable strategies to rejuvenate the real estate and housing markets. This forum will bring together key stakeholders, including policymakers, industry leaders, and financial experts, to engage in meaningful dialogue and develop actionable solutions.

Your participation is vital to the success of this event. By joining us, you will have the opportunity to contribute to the discussions, share your insights, and collaborate on innovative approaches to drive the sector towards a sustainable recovery.

We are confident that with your support and active involvement, we can pave the way for a brighter future for the real estate and housing sector in Lebanon. We look forward to welcoming you to this pivotal event and working together to achieve our common goals. Please mark your calendars and ensure your presence at the 2nd Real Estate Forum of Lebanon.

Thank you, and we eagerly anticipate your participation.

Regards

Walid Moussa

President of the Real Estate Syndicate of Lebanon | REAL

OUR SPEAKERS



Mr. Walid
Moussa



H.E. Mr.
Mohamed
Choucair



H.E. Dr. Wassim
Mansouri



H.E. Dr. Youssef
El Khalil



Mr. Georges
Maarawi



Eng. Rony
Lahoud



Eng. Maroun
Helou



Eng. Ahmad
Momtaz



Mr. Hassan
Ezzeldine



Mr. Antoine
Habib



Dr. Nassib
Ghobril



Mr. Riyad
Obeji



Pr. Abdo
Ghossoub



Dr. Mohamad
Abou Haidar



Mr. Najji El
Khazen



Mrs. Maria
Nehmé



Mr. Ziad
Maadarani



H.E. Mr.
Nasser Yassin



Judge Marwan
Abboud



Eng. Nazih
Hilal



Mrs. Sarah
Saad



Eng. Ali
Ramadan

9 – 9:30 | REGISTRATION

9:30 – 10 | OPENING SESSION

Mr. Walid Moussa | President of the Real Estate Syndicate of Lebanon – REAL

H.E. Mr. Mohamed Choucair | Chairman of the Lebanese Economic Organizations

H.E. Dr. Wassim Mansouri | Acting Governor of the Banque du Liban

H.E. Dr. Youssef El Khalil | Minister of Finance

OPENING CEREMONY HOSTED BY | **MR. MAURICE MATTA**

10:00 – 10:15 | PARTNERSHIP SIGNING CEREMONY

REAL AND BEIRUT GOVERNMENT, LAU BEIRUT AND DUBIZZLE LEBANON

Judge Marwan Abboud | Beirut Governor

Dr. Elie Badr | LAU Vice President for Business Development and Global Affairs

Mrs. Maria Nehmé | Country Manager at Dubizzle Lebanon

PANEL DISCUSSION 1

10:15 – 11:00

INITIATIVES FOR REVITALIZING THE RESIDENTIAL AND COMMERCIAL REAL ESTATE SECTOR

1. Current status of the real estate sector in Lebanon.

2. Government policies and initiatives aimed at revitalizing the sector.
3. Role of private sector in driving growth.
4. Challenges and opportunities in the post-crisis landscape.

Mr. Georges Maarawi | General Director | Ministry of Finance The Director General of Land Registration and Cadaster

Eng. Rony Lahoud | Chairman and General Director | Public Corporation for Housing

Eng. Maroun Helou | President of the Lebanese Contractors Syndicate for Public Works and Buildings

Eng. Ahmad Momtaz | Secretary General of the Lebanese Real Estate Developers Association

Mr. Hassan Ezzeldine | Chairman of Gray Mackenzie Group

MODERATOR | MR. MAURICE MATTA

PANEL DISCUSSION 2

11:00 – 11:45

EXPLORING ALTERNATIVE FINANCING SOLUTIONS AMIDST BANK LOAN SHORTAGES

1. Impact of the banking crisis on real estate financing.
2. Alternative financing mechanisms (e.g., private equity, crowdfunding, REITs).
3. Role of financial institutions and investors.
4. Government initiatives to support real estate financing.
5. Legal Framework of such initiatives

Mr Antoine Habib | Chairman General Manager at Banque de L'Habitat

Dr. Nassib Ghobril | Chief Economist | Byblos Bank Group

Mr. Riyadh Obeji | Chairman and General Manager of Bank BEMO

Pr. Abdo Ghossoub | Representative of Beirut Bar Association

MODERATOR | MRS. NAWAL LICHAA ABBOUD

11:45 – 12:15 | COFFEE BREAK

NETWORKING BREAK | CFI TRADE PRESENTATION 5 MIN

PANEL DISCUSSION 3

12:15PM – 1:00PM

IMPACT OF PROPTECH AND DIGITALIZATION ON THE REAL ESTATE AND HOUSING INDUSTRY

- 1.** Role of technology in transforming the public institutions.
- 2.** Importance of digitalization in the real estate transactions.
- 3.** Benefits and challenges of adopting PropTech solutions.
- 4.** Case studies of successful public digitalization.
- 5.** Future outlook on PropTech in Lebanon.

Dr. Mohamad Abou Haidar | Director General of the Lebanese Ministry of Economy and Trade

Mr. Naji El Khazen | President of the Notary Public Council in Lebanon

Mrs. Maria Nehmé | Country Manager at Dubizzle Lebanon

Mr. Ziad Maadarani | IT Manager | Directorate General of Land Registry and Cadastre

MODERATOR | MRS. JESSY TANNOUS | SPECIALIZED MEDIA IN DIGITAL TRANSFORMATION

PANEL DISCUSSION 4

1:00PM – 1:45PM

INNOVATIVE URBAN DEVELOPMENT AND HOUSING STRATEGIES FOR LEBANESE CITIES

- 1. Current urban development challenges in Lebanese cities.**
- 2. Innovative urban planning and housing strategies.**
- 3. Role of public-private partnerships in urban development.**
- 4. Environmental sustainability in urban development**

H.E. Mr. Nasser Yassin | Minister of Environment in Lebanon

Judge Marwan Abboud | Governor of Beirut

Eng. Nazih Hilal | Vice President of The Order of Engineers and Architects in Beirut

Mrs. Sarah Saad | Senior Housing Analyst | UN-Habitat

Eng. Ali Ramadan | Chief Department at Directorate General of Urban Planning

MODERATOR | MR. YASSER AKKAQUI | EDITOR-IN-CHIEF OF EXECUTIVE MAGAZINE

**1:45PM – 2:00PM | CLOSING SESSION
AND FUTURE OUTLOOK**

MAIN PARTNERS



PARTNERS



STRATEGIC PARTNERS



MEDIA PARTNERS



Business Echoes



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ICI ► BEYROUTH

