

THE 3RD REAL ESTATE FORUM OF LEBANON

LEBANON RETURNS TO THE SPOTLIGHT

PROMISING INVESTMENT OPPORTUNITIES AND STRATEGIC HOUSING INITIATIVES

Under the Patronage of the President of the Council of Ministers

H.E. Mr. NAWAF SALAM

www.real.org.lb





Lebanon Returns to the Spotlight



It is with great pleasure that I invite you to join us for the 3rd Real Estate Forum of Lebanon, titled "Lebanon Returns to the Spotlight: Promising Investment Opportunities and Strategic Housing Initiatives." This pivotal event will be held on October 28, 2025, at the prestigious Phoenicia Hotel in Beirut, under the distinguished patronage of H.E. Nawaf Salam, President of the Council of Ministers.

This year's edition carries a special significance. It comes at a defining moment for Lebanon, a country entering a new political era with a new president and government, and taking its first steps toward renewal and reform following a challenging period. This transitional phase also brings a renewed emphasis on political stability, security, and economic confidence, essential foundations for attracting long-term investment and enabling sustainable development.

The real estate sector stands at the heart of this transformation. As one of the most dynamic engines of growth, it has the potential to attract capital, create jobs, stimulate development, and provide solutions to the country's pressing housing challenges. However, unlocking this potential demands a stable political environment, a secure investment climate, and a clear commitment to reform.

This forum is designed to address these priorities. Through four high-level panels, it will bring together government officials, economic decision-makers, real estate leaders, financial experts, and international organizations to discuss how to attract investment, facilitate housing access, modernize systems, and position Lebanon as a competitive and sustainable real estate market.

We look forward to welcoming you to this landmark event ,one that symbolizes not only a return to stability but also the beginning of a new era of opportunity for Lebanon.

Regards Walid Moussa President of the Real Estate Syndicate of Lebanon | REAL

OUR SPEAKERS



H.E. Mr. Nawaf Salam



H.E. Dr. Kamal Shehadi



H.E. Mr. Fadi Makki



H.E. Mr. Mohamed Choucair



Mr. Walid Moussa



Mr. Georges Maarawi



Dr. Mohamad Abou Haidar



Eng. Rony Lahoud



Mr. Aaref Hejres



Mrs. Joyce Akel



Dr. Marwan Barakat



Eng. Ahmad Momtaz



Mr. Nadim Daher



Mrs. Maria Nehme



Mr. Tony Rami



Mr. Ghassan El Jisr



Mrs. Nathalie Comaty



Mr. Hassan Ezzedine



Dr. Nassib Ghobril



Mr. Tarek Osseiran



Dr. Mona Fawaz



Me. Malek Arslane

REGISTRATION 9:00 - 9:30

OPENING SESSION 9:30 - 10:00

OPENING CEREMONY HOSTED BY Mr. MAURICE MATTA

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. Mr. NAWAF SALAM

President of the Council of Ministers

LAU x REAL CERTIFICATE AND DIPLOMA DISTRIBUTION 10:00 - 10:15

PANEL DISCUSSION I

INCENTIVES AND REAL ESTATE INVESTMENT OPPORTUNITIES | 10:15 - 11:15

- Tax and fiscal incentives
- Regulatory and legal reforms
- Innovative investment tools
- · Building investor confidence

MODERATOR | Mr. YASSER AKKAOUI

Editor-in-Chief of Executive Magazine

Dr. MARWAN BARAKAT

Group Chief Economist and Head of Research | Bank Audi

Mr. AAREF HEJRES

President of Bahrain Property Development Association Treasurer of Bahrain Chamber

Mr. GFORGES MAARAWI

Director General | Ministry of Finance

Eng. AHMAD MOMTAZ

Secretary General | Lebanese Real Estate Developers Association

Mr. NADIM DAHER

Managing Partner | Daher and Partners Audit and Consulting firm

PANEL DISCUSSION II

ADMINISTRATIVE GOVERNANCE AND DIGITAL TRANSFORMATION 11:15 - 12:15

- Administrative complexities and bureaucracy
- Simplifying and accelerating procedures
- Digitization of land registry and services
- · Artificial intelligence and data-driven governance

MODERATOR | MAURICE MATTA

H.E. Dr. KAMAL SHEHADI

Minister of Displaced Minister of State for Technology and Artificial Intelligence

H.E. Mr. FADI MAKKI

Minister of State for Administrative Reform

Mrs. JOYCE AKEL

Director General | Land Registry and Cadaster

Mrs. MARIA NEHMÉ

General Manager | OLX Lebanon

COFFEE BREAK | 12:15 - 12:30

PANEL DISCUSSION III

COMMERCIAL REAL ESTATE OUTLOOK 12:30 - 13:30

- Retail market recovery
- · Hospitality, F&B, and FMCG sector resilience
- Return of franchises and international brands
- Emerging commercial trends

MODERATOR | Mr. MAURICE MATTA

Dr. MOHAMAD ABOU HAIDAR

General Director | Lebanese Ministry of Economy and Trade

Mr. HASSAN EZZEDINE

Chairman | Gray Mackenzie Group

Mr. TONY RAMI

President | Syndicate of Owners of Restaurants, Cafés, Night-Clubs and Pastries

Mr. GHASSAN EL JISR

CEO | Pearl Brands

Mrs. NATHALIE COMATY

General Director | LeMall: Acres Development Holding

PANEL DISCUSSION IV

THE RIGHT TO HOUSING AND FINANCING SOLUTIONS | 13:30 - 14:30

- Housing as a fundamental right
- Financing challenges and proposed mechanisms
- · Sustainable and inclusive urban planning
- Role of international support and institutional cooperation

MODERATOR | Mrs. NAWAL LICHAA ABBOUD

Eng. RONY LAHOUD

Chairman and General Director | Public Corporation for Housing

Dr. NASSIB GHOBRIL

Chief Economist and Head of the Economic Research and Analysis Department at Byblos Bank

Mr. TAREK OSSEIRAN

Deputy Head | UN-Habitat Lebanon Country Programme

Dr. MONA FAWAZ

Professor of Urban Studies and Planning | American University of Beirut

Me. MALEK ARSLANE

Secretary | Board of Directors Legal Consultant | Banque de l'Habitat CLOSING SESSION FUTURE OUTLOOK 14:30 - 14:45

MAIN PARTNER



PARTNERS







STRATEGIC PARTNERS







MEDIA PARTNERS











