



EXECUTIVE EDUCATION



## Forging a Smarter Future

# November 1-2, 2017





## I. Introduction

The American University in Cairo, School of Business, Executive Education will host an international conference about smart cities that will mark an important milestone in the road map for forging real estate investment future. It will provide information and panel discussions on smart cities emphasizing, through urban solutions, for a more livable and sustainable future.

The main theme of the conference is encompassing a variety of approaches: to look at urban challenges from an integral perspective, to foster sustainability, and to explore the opportunities that smart cities offer. Smart cities are viewed as a solution for cities to better cope with key societal challenges like energy transition, mobility, and social innovation. This, in turn, calls for new modes of "smart" planning, design, and governance, with the active involvement of a wide diversity of public, private, and citizen organizations.

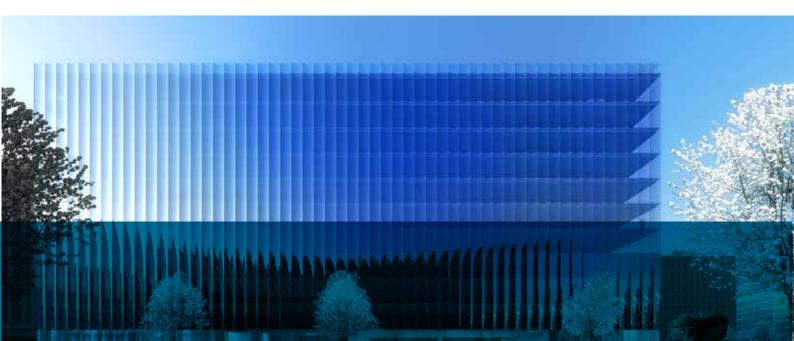
## II. Goals and Objectives

The world's expert stakeholders will enrich plenary discussions, share knowledge, communicate, innovate, and collaborate to improve the planning and implementation of successful smart cities in Egypt.

The conference seeks to achieve the following objectives:

- Identify the best appropriate practice and elicit innovative solutions from the benchmark cities (Barcelona, Dubai, Singapore, Incheon Metropolitan, London, and Putrajaya).
- Offer an opportunity for formulating a national strategy for supporting innovation in Egypt's New Capital and advancing the knowledge and skills towards implementing the concept of smart cities in Egypt.

• Highlight relevance on smart city projects globally to national development





## III. Guidelines

The suggested format for the conference will be as follows:

- A moderator will moderate the panel discussions and speeches.
- Speakers will present on different implementation frameworks followed by expert panel discussion, which will then be opened to the wider audience.
- Speakers will provide analytical notes in advance, drawn from their own expertise and the respective mandate of the conference.

• Focus workshops & panel discussions will allow for deeper and more technical analyses, thereby enabling participants to discuss proposals which could inform the Conference outcome.

## IV. Date and Venue

Date: November 1-2, 2017 Venue: Moataz Al Alfy Hall, AUC New Cairo

## V. Conference Language

- Arabic and English
- Simultaneous translation will be provided





## **Proposed Speakers:**



Ms. Ada Colau Ballano Mayor of Barcelona, Spain



Eng. Brigade, Ahmed Zaki Abdeen Chairman, Egypt New Capital



H.E. Datuk Seri Haji Hasim Bin Haji Ismail President of Putrajaya Corporation, Malaysia



The Honorable Denise Phua Lay Peng Member of Parliament & Mayor of Central Singapore



Dr. Hala El Said Minister of Planning, Egypt



**Dr. Hesham Mahdy** *Minister of Transportation, Egypt* 



HE Eng. Hussain Nasser Lootah General Director of Dubai, UAE



Dr. Mostafa Madbouly Minister of Housing, Egypt



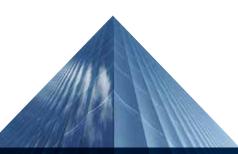
The Rt. Hon Sadiq Khan Mayor of London, UK



Dr. Sahar Nasr Minister of Investment and International Cooperation, Egypt



Mr. Yoo Jeong-bok Mayor of Incheon Metropolitan City, South Korea





#### VII. Proposed Conference Committee

- Dr. Abdel Mohsen Barada, Professor of Urban Planning at Cairo University
- Mr. Abdelnasser Taha, President of FIABCI in Egypt
- Mr. Ahmad Touni, CEO, Smart Villages Co.
- Mr. Ayman Ismail , Chairman and CEO, DMG Mountain View
- Mr. Kevin O'Connell, Associate Dean, School of Business Executive Education, AUC
- Dr. Mohamed El Mikawi, Chairman and CEO, Porto Group

#### VIII. Target Audience

- Senior government officials and Diplomats
- CEOs, MDs, and chairmen of real estate investment companies worldwide

• Representatives of Egyptian real estate companies, urban planning, design housing, transportation, infrastructure and communities of interest including "facilities, sustainability and energy managers"

## IX. Successful smart cities - how they did it.

Barcelona, Dubai, Singapore, Incheon Metropolitan, London, and Putrajaya are cities that succeeded not only in building/moving a smart city but also in achieving a benchmark through it.

According to the main six pillars/components of a successfully established smart city and the European Parliament:

• A smart city project's success is assessed based on project size, scope, type of impact and achievements compared with the state objectives within each component

• It is estimated that over 1.3 million people are moving each week to live in cities globally, searching for sustainable, livable cities

#### Barcelona

• Barcelona performed consistently well across all metrics and serves as an exciting model of success bolstered by strong environmentally sustainable initiatives from which others can learn.

#### Dubai

• Dubai's new ambitious endeavor is to create the "smartest" city and one of the "happiest" cities in the world by 2017.

• Dubai aims to encourage collaboration between the public and private sectors to achieve a smart life, smart transportation, smart society, smart economy, and smart environment.



#### Incheon Metropolitan City (City in South Korea)

• Located in Songdo International Business District (or Songdo IBD), Incheon Metropolitan City Museum Compact·Smart City was built to be the main facility of the 2009 Global Fair & Festival in Incheon.

• Songdo, as a part of the Incheon Free Economic Zone, became an iconic new smart city of South Korea.

#### London

• London has been ranked near the top of the list in roundups of smart cities worldwide.

• According to Forbes, London tops the Mobility and Transportation and the Human Capital dimensions, being the city with the highest number of business schools and universities.

#### Putrajaya (City in Malaysia)

• Putrajaya, Malaysia, has promoted the "green city" idea of buildings that uses grayscale water management systems, efficient lighting (Energy Commission Building as the main model), and gas district cooling, all within a "low carbon cities framework."

#### Singapore

• Market research firm Juniper Research (Basingstoke, UK) recently crowned Singapore as the smartest city on earth after sorting through a mountain of data related to cities around the world.

• Singapore is the first city to make autonomous vehicle testing for cars and buses and crunch data to identify where more buses were needed, which resulted in 90% reduction in congestion and wasted time.





### X. Focus Areas

Under the theme of 'Forging a smarter future', the conference will advance and promote the understanding of achieving smart cities:

#### • Smart city road map/pillars and components:

#### A- Smart economy

Entrepreneurship and innovation, productivity, and local and global connection

#### B- Smart mobility

Efficient transport and multimodal access

#### C- Environment sustainability

Smart buildings, resources management, and sustainable urban planning

#### D- Smart governance

Online services, infrastructure, and open government

#### E- Smart people

Inclusion, education, level of qualification, and creativity

#### F- Smart living

Culture and well-being, safety, and health

## XI. Deliverables

- Learn about the best practices implemented in smart cities across the globe
- Develop relationships with key project owners and enhance your community network

• Witness the largest gathering of industry professionals actively involved in smart city projects

• Listen to successful and different implementation of smart cities' development framework from fellow cities

## XII. Real Estate Academy Background

The Real Estate Academy was established in 2009 as a partnership between The American University in Cairo, National University of Singapore and Dar El Mimar Mountain View, the founding corporate partner of the Real Estate Academy. The Real Estate Academy aims to expose players in Egypt's large and robust real estate market to cutting-edge global trend through superlative executive education programs, thereby creating a common language in the field of real estate.







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