



4th Annual Urban Waterfronts

a **marcusevans** event

Yas Island Rotana
Abu Dhabi, UAE

12th & 13th February 2012

"Once we rid ourselves of traditional thinking we can get on with creating the future."

James Bertrand

Creating world class waterfront destinations to increase your city's competitive position in today's globalised economy thereby encouraging economic growth and community enrichment



Featuring Government and Regulatory Authorities

Her Excellency Dr. Mariam Hassan Al Shenasi Undersecretary
Ministry of Environment and Water, UAE

Nicholas Brooke Chairman
Harbourfront Commission, Hong Kong

Dr. Michael Sutcliffe City Manager
City of Durban, South Africa

Alya Abdul Rahim Al Harmoudi Head of Coastal Zone & Waterways Management Section - Environment Department
Dubai Municipality, UAE

H.E Nayef Omar Al-Kalali Undersecretary of Public Works Affairs
Ministry of Works, Kingdom of Bahrain

Greg Mackowiak Vice President Development - Mega Projects & PPP
Jeddah Development & Urban Regeneration Company, Saudi Arabia

Ferdinand Alabraba Chairman
The Greater Port Harcourt City Development, Nigeria

Egle Garrick General Manager
Sydney Harbour Foreshore Authority, Australia

Dr. Maher Abouseif Urban Development Specialist
Ministry of Municipalities and Urban Planning Affairs, Kingdom of Bahrain

Nazek Al Sabbagh Managing Director
Trakhees - Ports, Customs & Free Zone Corporation (Government of Dubai), UAE

Featuring International Expert Presentations & Case Studies

Daniel Ringelstein Director of Urban Planning
Skidmore, Owings & Merrill, UK

Dr. Ahmad Jassim Al Jolo Chairman
Qatar Society of Engineers

Jamal Salem Director
Callison, UAE

Jesper Damgaard Managing Director
COWI, UAE

Dr. Lim Lan Yuan President
Singapore Institute of Surveyors and Valuers
Board of Directors
Pacific Rim Council on Urban Development

Senior Representative
BDP, UK

Tareq Abu-Sukheila Principal / Managing Director
Gensler, UAE

Roland Lewis President and CEO
Metropolitan Waterfront Alliance, USA

Edward Mayer Managing Director
FXFOWLE, UAE

H.E. Abdullah Al Ali Al Nuaim President & Chairman - Board of Trustees
Arab Urban Development Institute, Saudi Arabia
Former Mayor of Riyadh, Saudi Arabia

Fernando Fischmann Chairman
Crystal Lagoons, USA

Senior Representative
PTW, UK

Matthew Tribe Director of Urban Planning
Atkins, Middle East

Neil Hamilton Director
Davis Langdon, Qatar

Tony Grist Head of Architecture
Hassell, UK

Andrew Eastland Middle East Region Maritime Lead
URS Scott Wilson, UAE

Robert Meek Director
Gapp Architects and Urban Designers, South Africa

Dr Chang Ki Kwon Director of Urban Planning
Ulsan Development Institute, Korea

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0830 Registration and Morning Coffee**0900 Opening and Welcome Remarks from the Chairperson****0915 Plenary One – Unleashing a multifaceted urban structure framework to create a model for waterfront developments thereby transforming Abu Dhabi into a global city**

H. E. Dr. Mariam Hassan Al Shenasi Undersecretary
Ministry of Environment and Water, UAE

1000 Plenary Two – Capitalising on untapped opportunities across mega coastal developments in the Gulf Cooperation Council (GCC) countries

H.E Nayef Omar Al-Kalali Undersecretary of Public Works Affairs
Ministry of Works, Kingdom of Bahrain

1045 Morning Refreshments**1115 Plenary Three – Creating crystalline water lagoons of previously unimagined dimensions at very low building and maintenance costs**

Fernando Fischmann Chairman
Crystal Lagoons, USA

1200 Plenary Four – Redefining the traditional waterfront through innovative design and intelligent adaption of building technologies

Senior Representative
Monalisa, China

1245 Lunch hosted by**Stream One****Marine Engineering & Coastal Management****1400 Chairperson's Opening Remarks****1410 Analysing cost drivers and trends in urban waterfront developments**

- Identifying the challenges of robust cost plans for urban waterfront schemes to ensure developer viability
- Considering risk factors in measurement and pricing of complex marine works
- Examining supply chain and procurement factors for major developments

Neil Hamilton Director
Davis Langdon, Qatar

1450 Engineering breakwaters to work with the tidal changes thereby reducing the transmission of energy of the overtopping waves

- Drafting technical specifications for placement, compaction and testing of hydraulic fill and rock bedding layers
- Modelling massive particulates for breakwater engineering
- Considering the effects of wave transmission, wave overtopping and wave diffraction for effective design of breakwaters

Jesper Damgaard Managing Director
COWI, UAE

1530 Afternoon Refreshments**1600 Restoring and enhancing marine habitats using proper site and environmental impact assessments**

- Analysing the key issues affecting the coastal environment to improve marine habitats
- Conducting a technical assessment to define the present state of the environment
- Providing the base against which the environmental impacts can be compared and quantified

Dr. Michael Sutcliffe City Manager
City of Durban, South Africa

1640 Optimising project design and mitigating potential environmental impacts by drawing on coastal modeling

- Solving tidal flow problems in estuaries and coastal areas
- Simulating scenarios based on proposed development to streamline design considerations of waterfront structures
- Optimising control strategies and designing networks to monitor hydrological movements

Alya Abdul Rahim Al Harmoudi Head of Coastal Zone & Waterways Management Section - Environment Department
Dubai Municipality, UAE

1720 Chairperson's Closing Remarks and End of Day One**Stream Two****Waterfront Activation & Revitalisation****1400 Chairperson's Opening Remarks****1410 Changing dynamic of F&B and retail consumer patterns and its impact on place activation: The post development phase in Sydney's city foreshore lands**

- Setting national and international benchmarks for retail in heritage and foreshore precincts
- Connecting the retail/food and beverage experience to the Waterfront
- Using the waterfront as a stage for festivals and concerts

Egle Garrick General Manager
Sydney Harbour Foreshore Authority, Australia

1450 Transforming the Greater Port Harcourt area into a world-class city of excellence and preferred destination for investors and tourists to ensure long term sustainability

- Providing for a fully integrated, compact, pedestrian oriented neighbourhood with a variety of uses, block sizes, and building types
- Minimising suburban sprawl, infrastructure costs and environmental degradation through a more efficient, compact development
- Encouraging innovations in (non)residential design and architectural standards that enhance the visual character of the waterfront

Ferdinand Alabraba Chairman
The Greater Port Harcourt City Development, Nigeria

1530 Afternoon Refreshments**1600 Creating a waterfront development that provides a mix of commercial, residential, institutional, civic and recreational uses for greater sustainability**

- Providing for a fully integrated, compact, pedestrian oriented neighbourhood with a variety of uses, block sizes, and building types
- Minimising suburban sprawl, infrastructure costs and environmental degradation through a more efficient, compact development
- Encouraging innovations in (non)residential design and architectural standards that enhance the visual character of the waterfront

Greg Mackowiak Vice President Development - Mega Projects & PPP
Jeddah Development & Urban Regeneration Company, Saudi Arabia

1640 Capitalising on marinas to provide an integrated lifestyle for your visitors to complement the waterfront experience

- Providing commercially astute solutions in all areas of marina development and management services
- Performing a cost benefit analysis of including marinas within your waterfront to generate additional revenue and ensure long-term commercial success
- Building a sense of place for owners and visitors alike

Speaker to be confirmed

1720 Chairperson's Closing Remarks and End of Day One

Stream Three**Masterplanning & Sustainable Technologies****1400 Chairperson's Opening Remarks****1410 Successfully integrating 'placemaking' into the planning process to create vibrant, multi-use, sustainable waterfront destinations**

- Designing a world class waterfront promenade with vibrant public spaces to be enjoyed by residents, visitors, diners and recreationalists
- Eliminating barriers to encourage public access and produce an active urban park system
- Showcasing distinctive cultural destinations while building upon the existing waterfront community

Daniel Ringelstein Director of Urban Planning
Skidmore, Owings & Merrill, UK

1450 Monitoring your waterfront utilities efficiently by incorporating ICTs that are built for increasing capacities

- Using a Building Utility Monitoring System to improve waterfront operations and deliver proven savings in operational costs
- Implementing energy efficient technology through the right design concept and materials usage
- Bringing down consumption, costs and emissions by 10% through the use of intelligent monitoring systems

Jamal Salem Director
Callison, UAE

1530 Afternoon Refreshments**1600 Master planning an iconic waterfront city to create integrated, holistic urban communities**

- Designing eco-friendly waterfronts for the new age environmentally conscious customers and investors
- Creating an overall vision for a vibrant and dynamic waterfront using corridors and precincts with individual character

Building an integrated and seamless experience throughout your waterfront by capitalising on sustainable technologies
Senior Representative
BDP, UK

1640 Designing district energy systems into your waterfront to provide heating and cooling in a more sustainable and cost effective manner

- Integrating district cooling alongside other vital infrastructure at the conceptual design stage for greater efficiency
- Incorporating new cooling technologies to reduce energy consumption and carbon emissions

Realising economies of scale with more efficient cooling technologies to minimise energy consumption by 30-40% compared to traditional air cooled systems
Edward Mayer Managing Director
FXFOWLE, UAE

1720 Chairperson's Closing Remarks and End of Day One

Monday 13th February 2012

- 0830 Registration and Morning Coffee**
- 0900 Opening and Welcome Remarks from the Chairperson**
- 0915 Plenary One – Formulating a Waterfront Action Agenda: Making the New York Harbour a people's waterfront**
Roland Lewis President and CEO
Metropolitan Waterfront Alliance, US
- 1000 Plenary Two – Preserving cities' rich cultural heritage, architecture and character whilst designing iconic waterfront developments**
H.E. Abdullah Al Ali Al Nuaim President & Chairman – Board of Trustees
Arab Urban Development Institute, Saudi Arabia
Former Mayor of Riyadh
- 1045 Morning Refreshments**
- 1115 Plenary Three – Creating a compelling waterfront destination to complement the existing harbour: Delivering the vision of Victoria Harbour, Hong Kong**
Nicholas Brooke Chairman
Harbourfront Commission, Hong Kong
- 1200 Plenary Four – Realising the tourism potential and maintaining a competitive edge by creating world class waterfront destinations of distinction**
 Speaker to be confirmed
- 1245 Lunch**

Stream One Marine Engineering & Coastal Management

- 1400 Chairperson's Opening Remarks**
- 1410 Building marine structures that withstand internal, external loads, as well as, physical and chemical exposures to ensure prolonged service-life**
- Considering functional, durable and visually interesting options in the design of marine structures
 - Incorporating the right materials for maximum durability and low maintenance costs
 - Extending the life of marine infrastructure and benefiting from lower operational costs in the long run
- Dr. Ahmad Jassim Al Jolo** Chairman
Qatar Society of Engineers
- 1450 Incorporating high performance, disaster resistant materials to prevent deterioration of structures and extend life cycle of marine infrastructure**
- Utilising materials for site specific conditions and constraints to reduce maintenance and life cycle costs
 - Finding the right material with optimum combination of saltwater corrosion resistance, mechanical reliability, high strength-to-weight ratio and reliable fabricability
 - Ensuring investments in construction materials provide the maximum benefit at the lowest costs
- Andrew Eastland** Middle East Region Maritime Lead
URS Scott Wilson, UAE
- 1530 Afternoon Refreshments**
- 1600 Conducting remedial investigations and feasibility studies during routine dredging for better sediment management**
- Studying numerical models of tidal hydraulics, water quality and sedimentation during impact assessment
 - Assessing sediment related effects and overcoming impacts of sediment removal associated with dredging
 - Devising a long term strategy for sustainable sediment management
- Nazek Al Sabbagh** Managing Director
Trakhees – Ports, Customs & Free Zone Corporation (Government of Dubai), UAE
- 1640 Stabilising shorelines, addressing issues pertaining to erosion and inshore flooding by drawing on integrated coastal zone management techniques**
- Devising a Shoreline Management Plan (SMP) to determine your coastal defence strategy for specific coastline areas
 - Utilising traditional and innovative shoreline stabilisation measures such as seawalls, revetments and articulated mats to prevent coastal erosion
 - Promoting sustainable management of coastal zones through a dynamic, continuous and iterative process
- Speaker to be confirmed
- 1720 Chairperson's Closing Remarks and End of Day Two**

Stream Two Waterfront Activation & Revitalisation

- 1400 Chairperson's Opening Remarks**
- 1410 Establishing a local focus for waterfront revitalisation by emphasising on environmental and cultural resource protection for an authentic experience: A case study on the V&A Waterfront**
- Making the most of local identity, history and culture to stimulate widespread interest in the waterfront
 - Creating a unique sense of place to preserve key waterfront locations for tourist-oriented uses
 - Leveraging on placemaking to develop multi-use destinations and promote waterfront cultural corridors
- Robert Meek** Director
Gapp Architects and Urban Designers, South Africa
- 1450 Devising creative funding strategies to attract a range of tenants and incentivise their presence through cost effective rentals**
- Adopting a flexible financing approach to attract wide range of tenants for units
 - Balancing commercial property rental needs against the cost of empty space
 - Ensuring that all proposed operations (residential, marina, clubs, commercial) fall within a long term sustainable, competitively priced business model
- Dr. Lim Lan Yuan** President
Singapore Institute of Surveyors and Valuers
 Board of Directors
Pacific Rim Council on Urban Development
- 1530 Afternoon Refreshments**
- 1600 Weighing the prospects of waterfront development as a catalyst for urban revitalisation: Opportunities and challenges in the urban land market**
- Developing a national land use and acquisition plan to encourage coastline transformation and revitalising adjacent city centres
 - Promoting economic development through the adaptive reuse and redevelopment of under utilised land
 - Implementing practical strategies toward sustainable development and liveable waterfront communities
 - Strategic considerations for mega-sized waterfront projects in East Asia
- Dr Chang Ki Kwon** Director of Urban Planning
Ulsan Development Institute, Korea
- 1640 Marketing and branding your waterfront to augment profitability and incite repeat visitations**
- Combining branding initiatives with the development of a strong service culture to deliver on your brand promise
 - Catalysing repeat visitations and furthering economic development when designing a tourism product
 - Proposing tourist routes that offer a taste of the area and incite repeat visitations
- Dr. Maher Abouseif** Urban Development Specialist
Ministry of Municipalities and Urban Planning Affairs, Kingdom of Bahrain
- 1720 Chairperson's Closing Remarks and End of Day Two**

Stream Three Masterplanning & Sustainable Technologies

- 1400 Chairperson's Opening Remarks**
- 1410 Achieving higher density, a greater mix of uses, better design and lower parking ratios through intermodal connectivity and Transit Oriented Development (TOD)**
- Master planning a waterfront development around major transit facilities to support sustainable economic growth
 - Introducing an efficient public transportation system to maximise intermodal connectivity and improve mobility
 - Implementing a more sustainable approach to urban planning in the use of land around transit stations
 - Leveraging on TOD to optimise the use of transit networks and enhance mobility for local communities
- Matthew Tribe** Director of Urban Planning
Atkins, Middle East
- 1450 Implementing advanced Intelligent Transport Systems (ITS) and mobility initiatives to facilitate maximum connectivity**
- Improving transportation safety and mobility using intelligent infrastructure and vehicle systems
 - Enhancing productivity of the transportation system through the use of advanced communications technologies
 - Integrating ITS into the transportation system's infrastructure to relieve congestion and enhance connectivity
- Tareq Abu-Sukheila** Principal / Managing Director
Gensler, UAE
- 1530 Afternoon Refreshments**
- 1600 Reconnecting a city to the sea: A case study on the Darwin Waterfront Development, Northern Territory, Australia**
- Developing a unique strategy for a waterfront urban development that creates a sense of place, responds to its heritage, and respects climate and the environment
 - Creating a popular destination by using scale, amenity, public and private development, and a range of active edges that stimulate occupation and interaction.
 - Developing a flexible master plan that allows the creation of a series of staged distinct communities, with self-contained space and amenity
- Tony Grist** Head of Architecture
Hassell, UK
- 1640 Exploring waste management solutions that maximise the recycling of solid wastes to create a positive impact on public health and the environment**
- Utilising effective waste management strategies that contribute to the creation of a cleaner, more sustainable waterfront
 - Reducing environmental impacts by incorporating state-of-the-art waste management infrastructure
 - Implementing responsible waste management and recycling solutions to comply with the environmental regulations and increase operational profitability
- Senior Representative**
PTW, UK
- 1720 Chairperson's Closing Remarks and End of Day Two**

About our business partners

About the Platinum Sponsor



Guangdong Monalisa Ceramics Co., Ltd. is one of the key hi-tech enterprises of National Torch Program in China's building ceramics industry, integrating scientific research, & development, professional production and marketing of construction ceramics. The company is located in the South China ceramics capital of Foshan, and covers a land area of 350,000 square meters.

The Company owns the fixed assets of RMB 530 million, and 20 production lines for porcelain floor and wall tiles and 2 production lines for the new-type environment-friendly Laminatic Porcelain Panel. The annual output for porcelain tiles and porcelain panels totals 24.5 million square meters; and the total annual sales income is about RMB 1000 million covering RMB 300 million for export to more than 88 countries and regions worldwide and RMB 700 million for local sales in 3000 domestic sales networks nationwide.

The Company has been approved with the certification of ISO9001:2000 international quality system, the "3C" certification for compulsory products of the state, and the certification of "Mark for International Standard Products" for its products.

About the Gold Plus Sponsor

Crystal Lagoons

The **Crystal Lagoons** Corporation transforms any location in the world into an idyllic beach paradise by developing unlimited sized crystal clear water lagoons, surrounded by sandy white beaches, palm trees and mooring facilities. Our unique concept and cutting-edge technology provide the ideal conditions for swimming and practicing water sports, by ensuring the quality and clarity of large bodies of water at very low construction and maintenance costs.

To date, the company participates in 150 international real estate projects in countries in the Middle East, Asia, Europe, North Africa and America. Crystal Lagoons' pioneering innovation makes it feasible to develop idyllic beach life in any location, including deserts, inhospitable coastlines, inland territories and even urban areas in the heart of our cities.

Visit us at www.crystal-lagoons.com

About the Exhibitor Sponsor



Dongpeng Ceramic, from 1972 to 2011 its each step witnesses the brilliant journey of Dongpeng developing from an unknown small factory to the "500 Most Valuable Brand of China" and the first ranked in the industry. Guangdong Dongpeng Ceramic Co., Ltd had got the ISO9001 management system authentication, ISO14001 environment management system certification and 3C quality certification. From 2009 to 2010, it has been appraised first in China architecture ceramic industry with its brand value 3.695 billion.

Since the company has been established, abiding by the tenet of promoting brand by means of excellent products, high technology and good public opinions, Dongpeng has set up the first post doctorate workstation in the porcelain manufacture filed. Dongpeng owns two big production bases as Foshan Huashengchang Factory and Qingyuan Dongpeng Ceramic Co. Ltd, in which the internal quality standards are much stricter than the National and European standards.

Dongpeng Company has introduced globally latest equipment and technologies, by which it successfully developed diversified new products such as Golden Beige Stone, Galaxy Stone, Sandstone, Coral Jade etc., which receive consumers' recognition. Through sole development, 219 state patents have been awarded and filled in the blank in the field. Dongpeng has initially and successfully developed the Navona Travertine which is regarded by the trade as the only porcelain tile which fully resembles the natural marble.

About the Official Arabic Broadcast Partner



CNBC Arabiya is the Arab World's preeminent and only 24-hour Arabic language financial and business information Channel, presenting in-depth & up-to-the-minute coverage of regional and international affairs from an Arab economic perspective.

The CNBC Arabiya service is free to air in the Middle East via Nile sat / Arab sat satellites. Broadcasting from Dubai Media City, CNBC Arabiya has established bureaus in Abu Dhabi, Jeddah, Riyadh, Cairo, Kuwait, Bahrain, and Qatar. In addition, the channel has its correspondents reporting from London.

About the Endorsers



The **Middle East Facility Management Association (MEFMA)** is a professional body aimed at unifying the facility management industry in the Middle East region. MEFMA is a nonprofit association dedicated at promoting excellence in the management of facilities through a professional body. The association shall conduct research, provide educational programs, and assist corporate and organizational facility managers in developing strategies to manage human, facility and real estate resources within their country. MEFMA shall develop products and services to assist the future of FM in the Middle East, for example, benchmark studies, minimum FM design requirements per building usage etc. Conducting research studies and promoting an ongoing dialogue to help ensure productive work environments will also be high on MEFMA's agenda as well as being a platform for marketing and networking opportunities for FM-related companies. www.mefma.org



The **Chartered Institute of Building (CIOB)** represents for the public benefit the most diverse set of construction management professionals in the construction industry.

We have over 44,000 members around the world and are considered to be the international voice of the construction management professional, representing an unequalled body of knowledge concerning the management of the total building process.

About the Official Online Partner



Zawya is the leading online business intelligence provider focusing on the Middle East & North Africa, enabling nearly 1 million professionals worldwide to find and connect to the right business and investment opportunities in the region. With unique content and tools including detailed company profiles, timely aggregated news through Zawya-Dow Jones, leading industry and asset class research, an exclusive online network, and direct access to a team of 40+ experts covering most sectors, Zawya provides its users with the intelligence they need to conduct business in MENA. Headquartered in the UAE, Zawya has physical presence in Saudi Arabia, Lebanon, and the USA. For more information, please visit www.zawya.com

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Business PIONEER magazine is one of the promising Arabic-language business publications in the GCC region. The magazine provides value-added and information-loaded features and interviews with the most influential and successful executives from companies across the Gulf region. It covers Industry Trends, International Issues, Arab Affairs, GCC Business Focus, Banking & Finance, Investments, Regional Stock Markets, Real Estate & Developments, Corporate Governance, Business of Art, Entrepreneurship, Family Businesses, Businesswomen, Healthcare, Media, IT & Telecoms, Cars & Yachts, Life Style and Leisure. Business PIONEER is strategically distributed throughout the GCC countries, with a circulation of over 29,000 copies per single monthly edition. Business PIONEER magazine is officially under audit by BPA Worldwide starting of December 10th, 2009. Beyond Leadership... Think PIONEER!

Gulf Construction

Gulf Construction is today the leading and most authoritative industry journal in the region.

Each month Gulf Construction carries news and analysis from the Gulf states and the rest of the Middle East. Extensive country features as well as technical articles help to provide the region's building and construction industry with highly relevant and authoritative features and articles, all designed to keep a readership of managerial and technical professionals abreast of the latest developments in the industry.

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Added value promotion through the online edition, www.gulfconstructionworldwide.com ensures that advertisers benefit from year round promotion structured to appeal specifically to their target market. The publication is linked to TradeArabia.com.

Why you cannot miss this event:

marcus evans takes great pride in organising our exclusive 4th Annual Urban Waterfronts large scale conference, scheduled to be held in Abu Dhabi, UAE from the 12th to 13th of February, 2012.

Iconic urban waterfronts are being developed all over the world. The private and public sectors are collaborating in making large scale investments in waterfront projects to enhance a city's competitive position and to create a national identity. This generates millions of dollars in tourism revenue, employment and economic growth.

Other countries are really looking to emulate the success and prestige of the Middle East which has attracted global attention with the sheer scale and number of such mega waterfront projects. The trend is to re-shape coastlines using land reclamation and build new islands. With the sheer number of these developments taking place in Abu Dhabi, it is fast emerging as one of the iconic waterfront cities in the world. Abu Dhabi has built a niche reputation for itself as a destination for business and leisure, modern yet enchanting, it is the ideal venue for this event.

This conference provides the perfect platform to explore the dynamics of urban waterfront development, place activation and revitalisation, discover the latest updates in coastal engineering and construction, cutting edge construction materials, sustainable technologies, innovative design and master planning techniques to create a truly world class waterfront destination.

Don't miss this opportunity to meet the line up of key international speakers and to network with a very niche and targeted group of delegates from across the world.

Tailor-make your own programme by selecting from any of these streams:

Stream One: Marine Engineering & Coastal Management

This stream will cover the latest marine engineering & construction techniques, performance of materials, disaster resistant materials and how to build to withstand the inevitable effects of climate change like the rise in sea levels and inshore flooding. Also coastal management which uses an integrated approach to achieve sustainability thereby reduce the effects on the surrounding environment.

Stream Two: Waterfront Activation & Revitalisation

This stream will address innovative ways of creating an international waterfront destination with a mixed used elements which brings in the ROI and also benefits the public at the same time. Discover how to transform & redevelop an existing waterfront area into a vibrant and active place of interest to attract visitors and boost the local economy. This could be through the introduction of supporting infrastructure and proper amenities or leveraging on the city's heritage to create a multi-faceted tourist destination and draw people to the area.

Stream Three: Masterplanning & Sustainable Technologies

New technologies & cutting edge design elements are part and parcel of these waterfront projects. This stream will cover master planning, technologies to automate, monitor and maintain the building systems, transportation and utility infrastructure like renewable energy, power, water, lighting for cost benefits.

Past Delegates' Testimonials:

"The best part was meeting other development professionals and listening to individual experiences they had within their companies."

Tameer Holding, United Arab Emirates

"A very good experience and I enjoyed the event very well."

Burooj Properties, United Arab Emirates

"A good event; a very broad diversity of speakers bringing together many perspectives."

WSP Group, United Kingdom

"It's one of the most successful events we attended this year. The best!"

GBCORP Bahrain, Bahrain

"Everything was carefully planned and very well executed"

Aqaba Special Economic Zone Authority, Jordan

"A++"

Rayadah Investment, Saudi Arabia

"Excellent!"

Al-Mada Project Management, Kuwait

"Good work! Very well organised."

AES International Consultants, Bahrain

"Bringing together various experts related to waterfront development"

Bahrain Financial Harbour, Bahrain

"Bringing in very good speakers and very important topics"

Aqaba Special Economic Zone Authority, Jordan

"Well done + very enjoyable"

AECOM Middle East, United Arab Emirates

Who should attend:

This large scale conference is designed to attract all those who are involved in waterfront development projects:

Primary Market

Property Developers

Chairmen, Presidents, CEOs, MDs, Directors, GMs and Heads of:

- Marina Development
- Energy Efficiency
- Planning & Development
- Engineering
- Land Surveying
- Operations
- Materials Management
- Business Development
- Strategic Development
- Legal and Compliance
- Building & Construction
- Facilities Management & Maintenance
- Sustainability
- Environment
- Urban Planning
- Projects
- Real Estate
- Procurement & Purchasing
- Investments
- Finance
- Environment and Safety
- LEED
- Building Codes and Assessment

Construction & Engineering Firms, Contractors & Builders

Chairmen, Presidents, CEOs, MDs, VPs, Directors, GMs and Heads of:

- Marine Engineering
- Coastal Engineering
- Civil Engineering
- Environmental Engineering
- Business Development
- Marine Operations
- Water Projects
- Maritime Projects
- Finance
- Projects

Architecture Firms

MDs, Principals, Chiefs, Heads of:

- Architecture & Design
- Energy Efficiency
- Urban Planning
- Sustainability
- Green Buildings
- Landscaping

Government Authorities & Ministries

Director Generals, Secretary Generals, Directors, Heads, Officers of:

- Port and Harbour
- Urban Planning
- Projects
- Public Works
- Urban Redevelopment
- Environment
- Energy
- Investments
- Tourism
- Development
- Town Planning
- Construction
- Economic Development
- Green Technology
- Natural Resources
- Social Development
- Finance

Also: Marina Managers, Owners & Operators, Financial & Investment Institutions, Tourism Agencies, Academic Institutions, Universities & Research Centres, Marine & Harbour Associations

Benefits of attending this premier marcus evans conference include:

- **Capitalising** on Government driven frameworks and incentives whilst creating iconic waterfront developments
- **Drawing** on sustainable engineering and construction techniques to ensure the safety and longevity of marine infrastructure
- **Advancing** technical know-how in sustainable technologies and applying them into the design and construction of waterfront developments
- **Revitalising** existing developments to boost growth of the local economy
- **Implementing** urban planning strategies to attract private sector participation in waterfront developments
- **Embracing** place activation concepts from emerging and existing markets to develop compelling waterfront destinations

Acknowledgement

marcus evans would like to thank all the world-leading visionaries, solution providers, associations, operators, end-users and delegates who have contributed to and supported the **marcus evans 4th Annual Urban Waterfronts** large scale event. We would particularly like to mention our speakers for their help in the research behind the event and also our sponsors for their continued support and commitment. On behalf of **marcus evans** we hope you have a rewarding, enjoyable and productive time. We personally look forward to meeting you all and working with you at our future regional events planned in 2012. See you in February!

4th Annual Urban Waterfronts

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Fees

2 days conference @ USD2,495 + VAT / GST per delegate

Please indicate which stream(s) you will attend on Days One and Two:

Day One:	Day Two:
<input type="checkbox"/> Stream 1: Marine Engineering & Coastal Management	<input type="checkbox"/> Stream 1: Marine Engineering & Coastal Management
<input type="checkbox"/> Stream 2: Waterfront Activation & Revitalisation	<input type="checkbox"/> Stream 2: Waterfront Activation & Revitalisation
<input type="checkbox"/> Stream 3: Masterplanning & Sustainable Technologies	<input type="checkbox"/> Stream 3: Masterplanning & Sustainable Technologies

Premier Plus - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price

Online Documentation - USD495 + VAT / GST (if applicable) per set
You will be provided a username and password to access the documentation online

Indemnity: Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Malaysia to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Pre-event Details

After receiving payment a receipt will be issued. You will receive an information pack 6 weeks prior to the event outlining joining details. Should you require further assistance, please contact **Nadeeka Nivanthi** on Tel: +603 2723 6690

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities including lunch and documentation also exist. Please contact **Peter Morgan** on +61 2 9238 7200 or email peterm@marcusevansau.com

 large scale events

Register Now

Contact Sales at **marcus evans**

Tel: +604 291 1500

Fax: +604 291 1599

Email: marinal@marcusevanskl.com

Date: 12th & 13th February 2012

Venue: Yas Island Rotana, Abu Dhabi, UAE

Accommodation

To reserve a room at the conference venue, please contact:

Yas Island Rotana Hotel, Abu Dhabi, UAE

Golf Plaza, P.O. Box 131755, Abu Dhabi, United Arab Emirates

Tel: +971 2 656 4000

Fax: +971 2 565 1414

Website: www.rotana.com

marcus evans

Suite 1, 20th Floor, Wing A, Northam Tower,
No. 57, Jalan Sultan Ahmad Shah, 10050 Penang

Payment Method

Payment is required within 5 working days on receipt of invoice

Credit Card:

Please debit my Visa Mastercard Amex Diners

Card Holder's Name: _____

Card Number:

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Security Code:

□□□□

Signature: _____ Expiry Date: / /

M Y

Payment is required within 5 working days on receipt of invoice

Terms & Conditions:

- Fees are inclusive of program materials and refreshments.
- Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.
- Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
- Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
- Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
- Important note: While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
- Governing law: This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the courts in Kuala Lumpur. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
- Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.