

**Eamon Kerr****MAIN CONFERENCE**  
**Topic****Chairman's  
Opening  
Remarks***Session timing: 09:30*

Eamon Kerr is the International Managing Director of Cyril Sweett. He is responsible for all of the group's operations across mainland Europe, the Middle East, India, Asia Pacific and Australia and is driving expansion of the company into China and beyond

**K**err will chair the day's main conference programme, which focuses on international markets. He says: "What we hope to discover in this session is whether we have indeed bottomed out now as many analysts have predicted. Where can value be found in the post crash era and where should real estate investors look to invest? Are there bargains to be had in the distressed established markets or do the emerging markets still hold the key to rights?"

He adds: "European and North American investors share a common understanding of the complexities that exist, and the legal framework and protection available to them, so risk is reduced compared to the emerging markets. Therefore, significant investment returns tend to be long-term but stable."

"The recent weakness of the established markets has been the rules of financial prudence, which were applied by the banks and governments for so long and protected long-term investments, were deregulated to stimulate growth to a point where the required liquidity in the market could no longer support the investment and when confidence fell, inflated and insecure investments were exposed."

He continues: "Real estate investors in the established markets in Europe and North America need to be farmers not fishermen. The harvesting of a long-term investment will always be more satisfying than throwing a line in the water and hoping for a bite."

Kerr believes that one of the hot topics at this year's show is likely to be 'will consolidation in the marketplace lead to new investor confidence and a re-energising of the Dubai property market?'

**Till Stoll****GREEN DAY**  
**Topic****Assessing  
The Next  
Steps For The  
Green Building  
Community  
In The  
Middle East***Session timing: 16:30*

Till Stoll is the CEO of Green Destinations, a Swiss-UAE company that plans, designs and develops resource-efficient buildings and master plans. He is also the Chairman of the Environmental Committee, Swiss Business Council Dubai

**S**toll previously worked as an economist for several international organisations including the Food and Agriculture Organization (FAO) of the United Nations, the United Nations Environment Programme (UNEP), where he was part of the UNEP initiative 'Finance and the Environment', and the Environmental Department of the International Finance Corporation (IFC) of the World Bank.

He will join the panel discussion regarding the next steps for the Middle East green building community, and states that governments have an important role to play: "As experience shows in Switzerland, set requirements by the government is the only way to kick-start a change in the way property is being built."

"Afterwards, the market will regulate the green building system mainly through customer preferences. So far, some developers use 'green issues' as a marketing tool but do not walk the entire route. Developers will only take energy issues seriously if they have to, not if they are presented with options. The reality is that developers calculate their cost and profit and do not build green property out of goodwill."

He believes that the UAE needs a localised green building standard which "follows the triple-bottom line of sustainability so that economic elements, e.g. proper project budgeting and financing, and social elements, such as the conditions of workers, are covered too."

Toll states that the hot topic at this year's show will be how to move forward in the post-speculation era, and believes that green buildings can play "an essential role in the solution for the immediate future."

He adds: "It is an excellent and promising development that green building issues take a major part of this year's Cityscape agenda. This will certainly contribute to fostering awareness for the environmental problems we are currently facing."



THE HARVESTING OF A LONG-TERM INVESTMENT WILL ALWAYS BE MORE SATISFYING THAN THROWING A LINE IN THE WATER AND HOPING FOR A BITE

Eamon Kerr



# LEADERS ONE-ON-ONE SPEAKERS ONE-ON-ONE



AS EXPERIENCE SHOWS IN SWITZERLAND, SET REQUIREMENTS BY THE GOVERNMENT IS THE ONLY WAY TO KICK-START A CHANGE IN THE WAY PROPERTY IS BEING BUILT

Till Stoll

**Eamon Kerr**  
International Managing Director,  
Cyril Sweett

**Mario Seneviratne**  
Managing Director,  
Green Technologies

**Till Stoll**  
CEO Green Destinations