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networking with homebuyers and companies investing in one of the most active and promising market.

The conference, meanwhile, will bring together leading experts in the sector to study its status quo and how future looks like in terms of investments in the field.

B-Design and Marketing General Manager Ayman Banayot attributed the high turnout on PropertyLink09 to two factors.

"We have made a remarkable success in the in the exhibition's previous editions. PropertyLink has become a brand name and venue for major developers and key companies in allied sectors to display their products, meet potential customers and investors face to face and network with local and regional peers," he said.

"The other factor," he added, "is that in light of the current global financial crisis, the real estate sector is shuffling down real players from testers".

"This year," he said, "PropertyLink is a special occasion in a different sense as it will host companies that have not been deterred by the financial storm and have relied on prudent policies and a strong will for achievement."

"These players will display full-fledged and well-designed projects that meet actual market demand and PropertyLink 2009 is providing them

with the venue to meet with their peers and potential customers and partners as it has successfully done since the exhibition was launched in 2006."

The conference, meanwhile, revolves around the same theme. Panellists will this year focus on the current global economic situation and the ensuing financial challenges facing the real estate market now and in the future, in addition to performance of real estate markets in Jordan and the Middle East.

Topics of deliberation include, for example: How bad is the current global economic situation? Is there a positive outlook? How will the real estate industry be impacted in 2009 and 2010?

Participants will also try to answer painful questions like: How is the prospect of a slowdown in the world economic growth likely to affect the Middle East region? Are we heading for a collapse in real estate prices? Jordan – the next opportunity after the collapsing financial markets? Banayot said speakers include big names in the regional real estate sectors, economics and banking who will share their wide and deep experiences with their audience.

The twin events will, as usual, enjoy high media exposure with dozens of local, regional and international media outlets covering the exhibition and the conference, including print media, TV, radio and electronic outlets.