

Dozens of real estate companies and major developers are gathering on May 10 -13 at Zara Expo, Grand Hyatt, Jordan, to display their real estate and housing products at PropertyLink Expo 09, which is held for the fourth year in a row, under the patronage of the Prime Minister Engineer Nader Dahabi.



PropertyLink 09

B-design and Marketing, the organizer of PropertyLink09 has announced that booking percentage in the twin events has reached 90 per cent, attracting leading companies working in the real estate industry, in addition to sponsors, which include major developers.

PropertyLink09 is sponsored by an assortment of entities from the private and public sectors. The event is coordinated with Greater Amman Municipality, Jordan Investment Board, Aqaba Special Economic Zone Authority (ASEZA), Development Zones Commission (DZC) and Aqaba Development Corporation (ADC).

Limitless LLC tops the list of property developers that sponsor PropertyLink09 as the Diamond Sponsor, while DZC, Maan Development Zone and King Hussein Bin Talal Development Zone, along with Emaar International, and Amman Municipality have announced their sponsorship of the conference to be held in conjunction with the exhibition.

Gold Sponsors include ASEZA, ADC, ASTECO and Corner Stone Real Estate, while the Silver sponsorship is offered by Vertex, Issam Al Khatib and Partners Developers, Century 21, LAMAR Heights. Meanwhile, Amlak newspaper acts as the event's official newspaper, along with Mazaj FM, the event's official radio station. Other media partners include Property World Middle East magazine, Real Estate & Investment Middle East, MA, Hills Advertising and Middle East North Africa Financial Net work.

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

"We have made a remarkable success of the exhibition in 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 sorting the 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."

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 the 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.