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**CedarHills®**  
Event Management

the 2<sup>nd</sup> annual

# ARAB ASIAN FINANCIAL FORUM

JUMP INTO THE GOLOBAL BANDWAGON.™

Join Now!



5-6 September  
**2007**

Palace of the Golden Horses Hotel  
Royal Ballroom  
Kuala Lumpur, Malaysia

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# Conference Overview

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## Arab Asian Financial Forum

Investors look to real estate asset classes for high yields and the ability to leverage equity investment. In the initial years of the 21st century, the Middle East and South East Asia can lay the strong foundations for a secure and sustainable real estate market. The conference will explore:

- Where opportunities lie in the Middle East and South East Asia.
- How to create real estate value through housing policy and finance.
- Regulatory regimes in Middle East and South East Asia.
- Best practices in real estate development.
- Capital market trends and new products.
- How to build a partnership between Middle East and South East Asian investors.

### Who Should Attend

- International investors, lenders, and developers who are looking for opportunities in the region.
- Regional developers and other real estate professionals who want to know what international investors and lenders are looking for, and how to attract them.

CFO	Director of Finance	Managing Director
Chairman	Analyst	Auditor
Executive Officer	Treasurer	Central Bank Governor
Government Official	Board Member	

### Why You Should Attend

- Take away cutting-edge practical information and innovative thinking that will help you distinguish yourself in today's competitive marketplace
- Learn from and network with the foremost authorities on financial management
- Establish yourself as a strategic, operations-focused professional positioned for long-term success
- Network with colleagues and discuss the most important issues of the day
- Visit the exhibition, featuring the latest products and innovative services you'll need to do your job better and faster
- Attend Pre-Conference Workshops for in-depth, hands-on training

### Industries Represented

Finance      Insurance      Real Estate      Government

### Networking Opportunities

Exhibition Hall Opening and Networking Reception  
Exhibition Hall Hours  
Discussion Lunch / Dinner

### Optional Events

Tour of Kuala Lumpur, Malaysia

## **Exhibition**

The Exhibition showcases new projects, products, and technologies. It presents a valuable opportunity to view forward-looking professional products and services from various companies, including investments, bank products, insurance products, business intelligence, comprehensive accounting solutions, financial reporting tools, payroll providers, management solutions, and Islamic solutions. Exhibition hours are focused in order to allow conference attendees Exhibition Hall time that does not conflict with other Conference Events. Located in front of the Royal Ballroom, the Exhibition Hall will be open on Wednesday, Sep. 5.

## **Exhibition Hall Networking Reception**

The Exhibition Hall Networking Reception on Wednesday, Sep. 5, from 11:30 a.m. – 12:00 p.m., will provide a relaxed atmosphere for visiting exhibitor booths and networking with peers while enjoying beverages and hors d'oeuvres. No other official Conference activities will be scheduled during the Exhibit Hall Networking Reception, ensuring conference participants exclusive time with exhibitors.

## **Arab Asian Financial Excellence Awards**

Held concurrently with the Gala Dinner on Tuesday the 19th, the ceremony will recognize outstanding performance by CEOs in terms of company growth. Financial Excellence Award will go to a distinguished and well recognized figure in the financial sector. Business Life Outreach Award will be handed to the financial institution with the most international scope and business orientation. Business Life Quick-Start award will be bestowed upon a financial institution with less than five years of operations, which has proven to be a threat to veterans.

## **Job Fair**

The Job Fair will give Middle East banks an opportunity to tap into the specialized human resources that are present in Malaysia due to the country's long standing position as the region's financial hub. Powered by a local employment agency, on-site career specialists will help human resources managers to find the edge in today's competitive professional landscape.

## **Conference Dinners**

The conference dinners have a unique atmosphere for each day of the event. The first day features the Arab Asian Financial Excellence Awards.

## **Tour of Malaysia**

Malaysia is not only a financial hub; it is also filled with entertainment venues and activities. Family and guests should take advantage of the opportunity and venture out into the country during the conference. A scheduled tour will be held for families and conference participants. Registration for the tour is made onsite. An additional fee will be charged by the tour coordinator.

## **Exhibition Hall Pass**

The Arab Asian Financial Forum '07 is offering an Exhibition Hall Pass that entitles access to the exhibition for the duration of the show. Please note that children under age 21 are not permitted in the Exhibit Hall. The exhibition will be open to the public on the 5th.

## **Exhibition Hall Opening:**

The exhibition is a great opportunity to network with some of the largest financial institutions in the Middle East and South East Asia. It will be open to all conference delegates and paying visitors. The businessmen of today never had it easier. In one compact wired city, he can effortlessly close that deal, travel about hassle-free and enjoy the range of services only a world-class business hub can provide. As the premier Meeting, Incentives, Conventions and Exhibitions (MICE) destination in Asia, you'll appreciate Singapore's top-notch facilities, excellent infrastructure and attentive staff. Coupled with so many after-hours options for the corporate guest, Singapore makes for truly unique combination which has won numerous accolades, including the World's Best Business City.

The Arab Asian Financial Forum delivers countless opportunities for developers, investors, and financial sector specialists. There is a large variety of stands that exhibit everything from technology to mega real-estate projects. Investors will have a unique chance to look at the biggest and boldest projects in the Middle East and South East Asia. The technology sector will have a chance to network with the banks and financial services institutions. Banks and Insurance companies can create strategic alliances with companies from abroad.

## Day 1 – Wednesday 5, September 2007

tentative programme/more topics when they are ready

8:00 a.m. – 8:40 a.m.	Registration and Coffee
8:45 a.m. – 9:00 a.m.	Welcome Address
9:00 a.m. – 9:15 a.m.	Opening Address "Venture Capital"
9:15 a.m. – 9:45 a.m.	Keynote Speeches
9:45 a.m. – 10:30 a.m.	VIP Panel
10:30 a.m. – 11:00 a.m.	Host Mediated VIP discussion -Obstacles, Regulations and the Way Forward
11:00 a.m. – 11:30 a.m.	Networking and Refreshment Break
11:30 a.m. – 12:30 p.m.	Finance in the Arab World - "Growth in the Arab Banking Sector" - "Investment Opportunities in The Kingdom of Saudi Arabia" - "Dubai a Center for Financial Excellence"
12:30 a.m. – 1:30 p.m.	Finance in Asia - "Your Gateway to the GCC" - "China, a Market Economy" - "The Arab-Asian Cooperation in the Growth of Islamic Finance Industry" - "Recent Trends in Asian Banking" - "Investment opportunities in China and the power sector in Pakistan"
1:30 p.m. – 3:15 p.m.	Discussion Lunch
3:15 p.m. – 4:00 p.m.	Real Estate Finance and Development - "Creating New Cities, GCC Liquidity Finds Billion Dollar Routes" - "Exploring Service Industry of Gulf & Asia - Challenges, Trends & Opportunities" - "Real Estate Development in Kuwait's Burgeoning Economy" - "Market Challenges, Opportunities and Remedies of BOT projects Funding in the GCC region" - "Beyond investment, creating possibilities for a better way of living"
4:00 p.m. – 5:30 p.m.	Energy - "Water treatment and waste management technologies" - "LNG, the Future is Now" - "Financing Renewable Energy Projects in the M.E. Region" - "Alternative Energies – Profitable Opportunities alongside Oil"
7:30 p.m. – 11:00 p.m.	Gala Dinner and Award Ceremony

## Day 2 – Thursday 6 September 2007

8:00 a.m. – 8:40 a.m.	Registration and Coffee
8:45 a.m. – 10:00 a.m.	Insurance Panel - "Reinsurance Opportunities in the Arab Asian Markets" - "Emerging Markets in North Africa" - "Oman Cyclone, Effect on Insurance Market" - "Potential Takaful Markets and Expansion Opportunities"
10:00 a.m. – 11:30 a.m.	Economic Development Perspectives - "Business Environment in Oman" - "Role of Arab Women in Business" - "Meeting the Challenges of Today's Dynamic Business Environment"
11:30 a.m. – 1:30 p.m.	Power Table Debate will be followed by a Q&A Session

# Register NOW

# Malaysia

September 5-6, 2007

# 2<sup>nd</sup> Annual

# ARAB ASIAN FINANCIAL FORUM

Last Name\*

First Name\*

M.I.

Nickname

Position Title\*

Company\*

Company Address\*

City\*

State / Province\*

Country

Zip / Postal Code / P.O.Box\*

Phone\*

Fax\*

E-mail\*

Mobile Phone

House Phone

**Early Bird**  
*Until 31 / July / 2007*

**Regular Registration**  
*23 / 10 / 2006 to 05 / 09 / 2007*

**On-Site Registration**  
*Begins 23 / 10 / 2006*

Full Registration

**US\$ 275**

**US\$ 450**

**US\$ 275**

One Day Registration

**US\$ 175**

**US\$250**

**US\$ 250**

Exhibit Hall Pass Only

**US\$ 35**

**US\$ 35**

**US\$ 35**

Optional Events

Workshop Part 1

**US\$ 100**

Workshop Part 2

**US\$ 100**

Workshop Part 3

**US\$ 100**

All Pre-Conf. Workshops

**US\$ 200**

Tour of Malaysia

**Fee to be  
determined later on**

**Total in US\$ or Bahraini Dinars**

### Payment Information

Forms without payment will NOT be processed. Purchase orders are not accepted.

Registration fees are payable to Cedar Hills in U.S. Dollars. For enquiries Telefax:

**+97317514190**

P.O.Box: 11457

Bank transfers are payable only in U.S.

Dollars by transferring funds as follows:

National Bank of Bahrain, Kingdom of Bahrain

Account #87119714, Account Name: Cedar Hills

Hills Checks: Payable to Cedar Hills

Email: [info@cedarhills.com](mailto:info@cedarhills.com)

**Signature:**

**Date:**



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