

# FICCI

Federation of Indian Chambers of Commerce and Industry

Partners

UN HABITAT



Ministry of Housing & Urban Poverty Alleviation  
Govt of India



China Real Estate Chamber  
of Commerce

## Launch of “Habitat Business Forum”

Theme- 'Innovative Cities'

Show-Casing & Debating Urban Challenges & Solutions

**7-9 July, 2009**  
**Vigyan Bhawan**  
**New Delhi, India**

Federation of Indian Chambers of Commerce and Industry (FICCI) in partnership with UN-HABITAT, Ministry of Housing and Urban Poverty Alleviation, Government of India and China Real Estate Chamber of Commerce (CRECC) is launching the Habitat Business Forum, an international meeting of private sector companies and their partners working to make cities better places to live. The Forum will provide a platform to debate Urban Challenges & Solutions and present best practices and innovation for creating sustainable and harmonious cities.

### 'Innovative Cities'

The First Habitat Business Forum will be on the theme 'Innovative Cities'. In the present global financial downturn, and the increasing environmental threats, where cities are hit by impoverishment and insecurity, innovation is the key to ensure a sustainable living for all. Investing in innovation is essential to achieve an efficient, inclusive, low-carbon, green and harmonious city. The private sector, as a key driver of innovation, will show-case best practices and debate new solutions to housing, infrastructure, energy, transport and ICT needs in cities.



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## '2009 HABITAT BUSINESS AWARD' for Sustainable Urbanization

The internationally recognized Habitat Business Award will be conferred by the UN-HABITAT to companies with outstanding achievement in sustainable urbanization through corporate responsible practices. The award comprises a trophy and a commemorative certificate, which will be announced at the habitat business forum on 7th July 2009 at Vigyan Bhawan in New Delhi, India.

### Exclusive presentations and debates on the following key challenges:

- ❖ Affordable Land and Housing
- ❖ Water Sanitation and Waste Management for Healthy Urban Living
- ❖ The Digital City
- ❖ Green Technologies for Cities
- ❖ Disaster Prevention, Management and Reconstruction

### Speakers

- ❖ Deepak Parekh, Chairman, HDFC, India
- ❖ S.K Singh, Joint Secretary(Housing), Ministry of Housing & Urban Poverty Alleviation, India
- ❖ Anita Arjundas, CEO, Mahindra Lifespace Developers Ltd., India
- ❖ Regis Calmels, CEO, Veolia Water (Asia Pacific), Hong Kong
- ❖ Duane Kissick, Vice Chairman, AECOM International Development, USA
- ❖ Deepak Jolly, Vice President, Coca Cola, India
- ❖ Som Mittal, President, NASSCOM, India
- ❖ S. R. Rao, Additional Secretary, Ministry of Communication and Information Technology, India
- ❖ Gordon Feller, CEO, Urban Age Institute, USA
- ❖ Girish Baluja, COO-Corporate, Moser Baer India Ltd., India
- ❖ Gary Lawrence, Urban Strategy Leader, ARUP, Europe
- ❖ P.C Jain, Chariman, Indian Green Building Council & Chairman and MD Spectral Services Consulting Pvt. Ltd., India
- ❖ Susan Zielinski, MD, Sustainable Mobility and Accessibility Research and Transformation (SMART), University of Michigan, USA
- ❖ K. M. Singh, Member, National Disaster Management Authority (NDMA), India
- ❖ Peter Cox, Managing Director, Padghams, Australia
- ❖ V.Suresh, Principle Executive Officer, Hiranandani Infrastructure & Real Estate Company (HIRCO), India
- ❖ G.S.Gill, Vice-Chairman & Managing Director, City and Industrial Development Corporation of Maharashtra Ltd. (CIDCO), India
- ❖ Saffet Ozdemir, Secretary General, Turkish Association of Local Authorities (YYD-TALA), Turkey
- ❖ Sunita Kapila, Chairperson, Kenya Gatsby Trust (KGT) & Consultant, UN Habitat, Kenya
- ❖ Johny Joseph, Chief Secretary, Government of Maharashtra, India (Invited)
- ❖ Wim Elfrink, EVP & Chief Globalisation Officer, CISCO, USA (Invited)
- ❖ Brotin Banerjee, MD & CEO, Tata Housing Development Company, India (Invited)
- ❖ Y.R Nagaraja, Managing Director, Ramky Infrastructure Ltd., India (Invited)
- ❖ Rajeev Topno, Joint Chief Executive Officer, Gujarat State Disaster Management Authority (GSDMA) India (Invited)

Speakers





## Delegation From China

**High-powered Chinese Delegation comprising about 70 delegates to participate in the forum**

### Speakers from China

- ❖ **James C. Jao**, CEO, Long On Group  
President, J.A.O Design International  
Architectures and Planners Ltd.
- ❖ **Zhang Aimin**, President, Huahan  
Investment Group
- ❖ **Zhu Chunrong**, Secretary-General, CPC  
Qionghai Municipality Committee
- ❖ **Li Zhe**, President, Riverside Investment  
Group
- ❖ **Lan Chun**, President, Yingcai Group
- ❖ **Lin Shaobin**, President, China Merchants  
Properties Co. Ltd.
- ❖ **Liang Shangyan**, Vice President, Star River  
Group
- ❖ **Zhang Hui**, General Manager, Beijing R&F  
Properties Co. Ltd.
- ❖ **Lui Junlin**, Secretary General, CPC  
Dujiangyan Municipal Committee
- ❖ **Zeng Yonglin**, Deputy General Manager,  
China Railways Erju Co. Ltd.

### List of Participating Chinese Enterprises

1. The People's Government of Qionghai, Hainan Province
2. Tieling City People's Government
3. R&F Properties Co., Ltd. Beijing Branch
4. Star River Properties Stock-control Co., Ltd.
5. Riverside Group Kaiya Real Properties Development Co., Ltd.
6. China Railway Erju Co. Ltd
7. Greentown Group - Xingye Wanfa Real Estate Development Co., Ltd.
8. Huahan Investment Group Co., Ltd.
9. Boloni Flagship Decoration & Finishing Engineering (Beijing) Co., Ltd.
10. Nanhai Administration Committee, Wendeng City, Shandong Province
11. Zhejiang Tianrui Real Estate Development Co., Ltd.
12. Zhong Da Real Estate Group Co., Ltd.
13. Changchun Shenghui Real Estate Co., Ltd.
14. Shandong Hengxing Maoye House Purchasing Development Co., Ltd.
15. Inshore Business Property Group Co., Ltd.
16. Beijing East Lake Real Estate Development Co., Ltd.
17. Hangzhou Binjiang House Purchasing Group Co., Ltd.
18. Wenzhou Greentown Real Estate Development Co., Ltd.
19. Kyoto Real Estate Development Co., Ltd., Wenzhou City
20. Changchun Qianyuan Real Estate Development Construction Co., Ltd.
21. Hohhot Rongcheng Real Estate Development Co., Ltd.
22. Zhejiang Ouyuan Zhije Co., Ltd.
23. Zhejiang Taizhou Expressway Group Co., Ltd.
24. Shanxi Yangquan Liyu Real Estate Development Co. Ltd.
25. Nantong Ronghui Real Estate Development Co. Ltd.
26. Harbin Huahong Real Estate Development Co. Ltd.
27. Jiansu Xinnengyuan Real Estate Development Co. Ltd.
28. Shanxi Yangquan Liyu Real Estate Development Co. Ltd.
29. JAO Group
30. Hangzhou Qiandao Lake New Concept Tourism Development Company



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# Programme

## Programme

**Day 1: Tuesday, 7th July, 2009**

10:00am - 11:30am  
11:30am - 12:00 noon  
12:00 noon - 1:00pm  
1:00pm - 2:00pm  
2:00pm - 4:00pm

### Sub Topics

4:00pm - 4:30pm

#### Parallel Sessions

4:30pm - 6:00pm

4:30pm - 5:30pm

#### Parallel Sessions

6:00pm - 7:00pm

6:00pm - 7:00pm

7:30pm - 8:30pm

Inaugural Session & Award Ceremony

Tea/Networking Break

Presentation by Award Winners

Lunch/Networking Break

#### **Panel Discussion-Challenge 1: Affordable Land & Housing**

More than a billion of the world's total urban population lives in inadequate housing and improving their housing condition constitutes a massive economic, social and environmental challenge. Private initiatives that have been taken have benefited the mid-income rather than the low-income families. Housing finance and real estate development heavily depend on private sector mechanisms and business models that can address the middle and low income segments.

- ❖ The mortgage crisis and the housing markets in 2009
- ❖ Government incentives for affordable housing
- ❖ Reaching the BOP-mainstreamed business practices in the housing sector
- ❖ Making affordable housing viable

Tea/Networking Break

#### **Company Show-case: Challenge 1**

Campaign Presentation "Launching of the Global Campaign for Sustainable Urbanization" by UN-HABITAT

B2B meetings

Business Opportunities With International Organizations

#### **"Evening with Corporate Leaders"**

- ❖ How corporate leaders perceive the issue of 'Sustainable Urbanization'
- ❖ What could be the contribution of corporate players towards 'Urban Sustainability'



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# Programme

## Programme

**Day 2: Wednesday, 8th July, 2009**

### Parallel Sessions

9:00am - 11:30am

#### Sub Topics

9:00am - 11:30am

#### Sub Topics

11:30am - 1:00pm

11:30am - 1:00pm

11:30am - 1:00pm

1:00pm - 2:00pm

### Parallel Sessions

2:00pm - 4:30pm

### **Panel Discussion-Challenge 2: Water, Sanitation and Waste Management For Healthy Urban Living**

Increase in urban waste volume, principally to increasingly affluent lifestyles, is another key challenge where appropriate business solutions need to be found. Private companies with the resources and willingness to invest in water and sanitation remain an invaluable source of know-how and potential for innovation.

- ❖ International commitments and guidelines: what's new?
- ❖ PPP for water and sanitation
- ❖ Reaching the BOP-mainstreamed business practices in the basic services delivery

### **Panel Discussion -Challenge 3: The Digital City**

IT products increasingly address the need of low income settlements at the bottom of the pyramid. Computers allow small business developments at the local level and spread of internet creates opportunities for small entrepreneurs. Mobile banking can empower the un-banked small entrepreneurs.

- ❖ Mobile and ICT for urban entrepreneurship
- ❖ Reaching the BOP-mainstreamed business practices in ICT for the city

### **Company Show-Case: Challenge 2**

### **Company Show-Case: Challenge 3**

Business Award Trust Meeting

Lunch/Networking Break

### **Panel Discussion -Challenge 4: Green Technologies for Cities**

Through policy, research, education, incentives and forward-looking partnerships between industry, government and the civil society, the private sector can play central role in building a green future. A dawning era of creativity and innovation in “green technology” in field of transportation, building materials, use of solar energy and other ways to reduce CO2 emissions to bring about healthier cities-as well as the prospect of growing business that can sustain its health.



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# Programme

## Sub topics

2:00pm - 4:30pm

- ❖ Solar for all: What progress?
- ❖ Latest Innovation in Solar energy techniques
- ❖ Refurbishing and green materials: new approaches to cutting emissions
- ❖ Green transportation models for cities
- ❖ Gaining marketing edge and competitive advantage through green buildings

## Panel Discussion-Challenge 5: Disaster Prevention, Management and Reconstruction

Although the private sector has been involved in post-disaster interventions, there is a need to better co-ordinate post disaster reconstruction or post-conflict recovery as it offers a unique opportunity to rethink past development practices, improve the sustainability of human settlements and prepare communities to prevent against threats and risk. It is also important to rebuild governance structures and ensure economic recovery.

- ❖ Rebuilding cities after natural disasters: the private sectors' role
- ❖ Earthquake proof technologies: progress?
- ❖ New Innovations in disaster mitigation techniques

Tea/Networking Break

## Company Show-case: Challenge 4

## Company Show-case: Challenge 5

B2B meetings

Business Opportunities With International Organizations

Chinese evening and Cocktail

## Day 3: Thursday, 9th July, 2009

4:30pm - 5:00pm

5:00pm - 6:30pm

5:00pm - 6:30pm

## Parallel Sessions

6:00pm - 7:00pm

6:00pm - 7:00pm

7:45pm onwards

9:00am - 10:30am

10:30am - 12:30pm

12:30pm - 1:15pm

## Session on "Innovative Cities: Show-Casing and Debating Urban Challenges and Solutions "

## Session on "Innovative Cities from China"

Concluding Session





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## Key Features of the Habitat Business Forum

### ■ Panel Discussion:

A platform where industry experts will share insights, exchange views and provide valuable inputs about best practices and latest in technology and business models.

### ■ Company Showcase:

Exclusive presentations by companies related to the theme of any of the challenges. This offers companies a unique opportunity to showcase their core competencies, project and market themselves and highlight their achievements in the related domain.

Interested companies can send in their entries for the company show-case with a brief about what they want to showcase. The Habitat Business Forum steering committee would select companies from the entries.

- Time limit: 45 min per company
- Subject : related to the areas identified as challenges
- Fee: INR 100,000 (USD 2,000 approx)

### ■ B2B Meetings:

Structured, one-on-one, prefixed B2B meetings spread over 2 days, between the participating companies. Interested companies can fill up the B2B form

### ■ Business Opportunities with International Organizations:

International organizations would showcase examples of projects undertaken by them in the private sector and new opportunities created through recent Trust Funds in the domain of housing, water & sanitation, energy etc.

## Benefits to the Participants

- An exclusive platform to meet and network with leaders in the business
- Share insights and exchange views with pioneers and experts in identified areas
- Witness thought provoking presentations and panel discussions from national and international speakers
- Learn from the company show-case sessions which will focus on best and innovative practices undertaken by companies for best results
- Explore business opportunities through exclusive and structured B2B meetings
- Unearth the opportunity of a tie up/association with international organizations in the session on “Business Opportunities with International Organizations”
- Derive publicity by being a sponsor

## Target Audience

- Leaders from the business and industry dealing with urbanization issues
- Policy experts, Government officials
- Government Agencies, Urban Local Bodies & Urban Managers
- Banks & Financial Institutions
- Consultants, City Planners & Architects
- Multilateral & Bi-lateral Agencies
- Non Government Organizations (NGOs)
- Research & Academia



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Sponsorship &  
Advertisement  
Opportunities  
Available

## For Sponsorship Opportunities Log on to:

[www.ficci-habitatbusinessforum.com](http://www.ficci-habitatbusinessforum.com)

### Advertisement for Souvenir:

FICCI would be releasing a Souvenir comprising articles from experts.  
Organizations interested in placing ads in the Souvenir to contact FICCI.

## Conference Fee

Fee	Amount (INR)	Amount USD (approx)
Delegate Fee	INR 8,500	175 per delegate
B2B Fee	INR 1,000	25 per company
NGO's/Academia	INR 2,500	50 per delegate

- \* The delegate fee includes access to all conference sessions, conference kit, lunch and selected cocktails
- \* For 4 or more Delegates from same company- 5% off on the total Conference Fee (Not applicable to NGOs/Academia)
- \* No discounts on B2B Fee

## Payment / Registration Mode

1. Online Registration at [www.ficci-habitatbusinessforum.com](http://www.ficci-habitatbusinessforum.com)
2. Send Cheque / DD in Favour of "FICCI" payable at New Delhi along with the registration form to the following address

### Conference Secretariat

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Federation House, 1, Tansen Marg,  
New Delhi - 110001, India.  
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For Hotel Accommodation and Conference Updates log on to  
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