

# 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 First 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 and 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.

Exclusive presentations and debates on business solutions and technologies to build sustainable cities will be organized to focus on the following challenges:

### Challenge 1: Affordable Land and 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 rely on steady private sector mechanisms and business models that can address the middle and low income segments

### 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.

### Challenge 3: 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.

### Challenge 4: The Digital City

IT products increasingly address the need of low income settlements at the bottom of the pyramid. Computers enable 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.

### 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.

## ‘HABITAT SCROLL OF HONOUR’

### 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. The Habitat Business Award for this year is sponsored by the China Real Estate Chamber of Commerce (CRECC) and the All China Federation of Industry and Commerce (ACFIC). All for-profit commercial enterprises or businesses across the globe are eligible for this award and are invited to fill in their online nominations. Out of the top awarded companies, one best practice will be selected for the HABITAT SCROLL OF HONOUR, the most prestigious award delivered on the World Habitat Day.

#### Categories of Award

**Category 1 :** Affordable Housing Solutions

**Category 2 :** Sustainable Water, Sanitation, Waste Management and Urban Infrastructure Solutions

**Category 3 :** Clean Urban Energy Solutions, Mitigation and Adaptation to Climate Change

**Category 4 :** Innovative Information and Communications Technology Solutions

**Category 5 :** Conflict- related and Natural Disaster Mitigation and Post Disaster Reconstruction

#### Timeline

30th April 2009: Dead line for submissions of best practices for the business award

Submit summary details of your best practice at: [www.unhabitat.org](http://www.unhabitat.org)

## Key Features of the Habitat Business Forum

### ● Panel Discussion:

A platform where industry experts from across the globe 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 (**form attached**) 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 **attached 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

# PROGRAMME

Venue: Vigyan Bhawan, Maulana Azad Road, New Delhi-110 001, India

## Day 1: Tuesday, 7th July 2009

10:00am -11:30am **Inaugural Session & Award Ceremony**

11:30am-12:00 noon Tea/Networking Break

12:00 noon-1:00pm Presentation by Award Winners

1:00pm-2:00pm Lunch/Networking Break

**2:00pm-4:00pm Debate-Challenge 1: Affordable Land & Housing**

4:00pm-4:30pm Tea/Networking Break

### Parallel Sessions

4:30pm-6:00pm **Company Show-case: Challenge 1**

4:30pm-5:30pm Campaign Presentation "Launching of the Global Campaign for Sustainable Urbanization" by UN-HABITAT

### Parallel Sessions

6:00pm-7:00pm B2B Meetings

6:00pm-7:00pm Business Opportunities with International Organizations

7:15pm onwards Networking Break

## Day 2 : Wednesday, 8th July 2009

### Parallel Sessions

9:00am -11:30 am **Debate Challenge 2: Water, Sanitation and Waste Management For Healthy Urban Living**

9:00am -11:30 am **Debate Challenge 4: The Digital City**

11:30am-1:00pm **Company Show-case: Challenge 2**

11:30am-1:00pm **Company Show-case: Challenge 4**

11:30am-1:00pm Business Award Trust Meeting

1:00pm-2:00pm Lunch/Networking Break

### Parallel Sessions

2:00pm-4:30pm **Debate Challenge 3: Green Technologies for Cities**

2:00pm-4:30pm **Debate Challenge 5: Disaster Prevention, Management and Reconstruction**

4:30pm-5:00pm Tea/Networking Break

5:00pm-6:30pm **Company Show-case: Challenge 3**

5:00pm-6:30pm **Company Show-case: Challenge 5**

6:00pm-7:00pm B2B Meetings

6:00pm-7:00pm Business Opportunities with International Organizations

7:45pm onwards Chinese Evening and Cocktail

## Day 3: Thursday, 9th July 2009

9:00am-10:30am **Session on "Innovative Cities"**

10:30am-12:30pm **Session on "Innovative Cities from India and China"**

12:30pm-1:15pm Concluding Session

## Sponsorship Categories

(Please Contact FICCI for details)

Sponsorship	Amount (INR)	Amount USD (approx)
Platinum	15 Lakhs	30,000
Dinner	13 Lakhs	26,000
Delegate Badge	8.5 Lakhs	17,000
Conference Kit	8.5Lakhs	17,000
Cocktail	8 Lakhs	16,000
Lunch	7.5 Lakhs	15,000
Dinner Co-sponsor	6.5 Lakhs	13,000
Gold	5 Lakhs	10,000
Lunch Co-sponsor	4 Lakhs	8,000
Media Lounge	4 Lakhs	8,000
Silver	3 Lakhs	6,000
Associate	2 Lakhs	4,000
Entertainment Night Sponsor	12 Lakhs	24,000
Entertainment Night Co-sponsor	4 Lakhs	8,000

## Advertisement for Souvenir

Category	Amount (INR)	Amount USD (approx)
Full Page	50,000	1,000
Inside Back Cover	70,000	1,400
Back Cover	1,20,000	2,400
Inside Front Cover	85,000	1,700

### Specification for Positives (Single Spread):

Print Area: 26 cm (Height) x 20 cm (Width)

Bleed Size: 28 cm (Height) x 21 cm (Width)

Screen Ruling: 150

**Note:** Kindly forward us the advertisement in soft form only in EPS/CDR/Adobe format for a good print quality.

## Conference Fee

Category	Amount (INR)	Amount USD (approx)	Payment / Registration Mode
<b>Delegate Fee</b> (per delegate)	INR 8500	175	1. Online Registration at <a href="http://www.ficci-habitatbusinessforum.com">www.ficci-habitatbusinessforum.com</a>
<b>B2B Fee</b> (per company)	INR 1000	25	2. Send Cheque / DD in Favour of "FICCI" payable at New Delhi along with the registration form to the following address
<b>NGOs/Academia</b> (per delegate)	INR 2500	50	

\* The delegate fee includes access to all conference sessions, conference kit, lunch and selected cocktails

\* **A**-For delegates registering before 10th April 2009 - 10% off on the total Conference fee

\* **B**-For 4 or more Delegates from same company- 5% off on the total Conference Fee  
(If eligible for both A & B, discount B will be applicable)

\* No discounts on B2B Fee

\* No discounts applicable to NGOs

### For more details on the Habitat Business Forum please contact:

#### Conference Secretariat

Real Estate and Urban Development Division,  
Federation of Indian Chambers of Commerce and Industry (FICCI)  
Federation House, 1, Tansen Marg, New Delhi - 110001, India.

**Phone Direct Lines:** +91-(0)-11-23357245 / 23765318

**Board lines:** +91-(0)-11-23738760-70 (Ext 394/480)

**Fax:** +91-(0)-11-23765333, **Email:** [housing@ficci.com](mailto:housing@ficci.com)

#### Contact Persons

**Ms. Mousumi Roy**  
(Joint Director & Head)

**Mr. Santosh Mathew**  
(Asst. Director)

**Ms. Taruna Khanna**  
(Research Associate)

**Ms. Ramandeep Kaur Chopra**  
(Research Associate)

For Hotel Accommodation and Conference Updates log on to [www.ficci-habitatbusinessforum.com](http://www.ficci-habitatbusinessforum.com) (Post 5th March 2009)