

# SP Housing & Urbanism | International Congress for Housing & Urban Development

Dates: June 29 - 30th 2011

Location: Anhembi Convention Center (Elis Regina Auditorium), São Paulo, SP, Brazil

## June 29th (Wednesday)

08:30	09:00	<b>Registration</b>
09:00	09:20	<b>Welcoming speech</b>  Gilberto Kassab, São Paulo city mayor Jorge Fontes Hereda, President, Caixa econômica federal (CEF)
09:20	09:40	<b>Setting the stage: urban operations along the rail border in São Paulo</b>  Miguel Bucalem, Municipal secretary for urban development (SMDU)
09:40	11:00	<b>Large-scale urban projects</b>  <b>Moderator:</b> Miguel Bucalem, Municipal secretary of urban development (SMDU)  <b>Speaker:</b> Alexandros Washburn, Urban design chief, Department of city planning NYC (PlanNYC)  <b>Panelist:</b> Taimur Samad, Senior urban specialist, World Bank Marc Weiss, CEO, Global urban development (GUD)
11:00	11:20	<b>Interval</b>
11:20	12:30	<b>Making the economics work: how to finance complex urban projects</b>  <b>Moderator:</b> Domingos Pires, Municipal deputy-secretary for urban development (SMDU)  <b>Speaker:</b> Kyle Kimball, Vice-president, NYC economic development corporation  <b>Panelists:</b> Alexandros Washburn, Urban design chief, Department of city planning NYC (PlanNYC) James Lima, Professor, Columbia University, NYC Marcos Cintra, Municipal secretary for economic development & employment
12:30	14:00	<b>Closing Cocktail</b>
14:00	15:00	<b>Strategic vision for affordable housing</b>  <b>Speakers:</b> Inês Magalhães, National secretary for housing, Ministry of cities José Urbano Duarte, Vice-president for government, Caixa econômica federal (CEF)
15:00	16:30	<b>Housing policies worldwide</b>  <b>Moderator:</b> Sameh Wahba, Senior urban development specialist, World Bank  <b>Speaker:</b> <i>NYC case</i> Marc Jahr, President, New York city housing development corporation (NYCHDC)  <i>London case</i> Dan Read, Development manager, East thames UK  <b>Panelists:</b> Richard Green, Director and Chair, USC Lusk Center for real estate Jeroen Johannes Klink, Professor, UFABC
16:30	16:50	<b>Interval</b>
16:50	18:20	<b>Public-private partnerships &amp; financial leveraging mechanisms for Housing</b>  <b>Moderator:</b> James Lima, Professor, Columbia University, NYC  <b>Speaker:</b> Domingos Pires, Municipal deputy-secretary for urban development (SMDU)  <b>Panelists:</b> Silvia Schor, Professor, University of Sao Paulo (USP) Kent C. Hiteshew, Senior director, JP Morgan Chase Frederick N Cooper, Sr. vice president, Toll brothers

## June 30th (Thursday)

09:00	10:20	<b>Public-private partnerships: the regulatory environment</b>  <b>Moderator:</b> Kyle Kimball, Vice-president, NYC economic development corporation  <b>Speaker:</b> Celso Cocco, Municipality general attorney (PGM)  <b>Panelists:</b> Sameh Wahba, Senior urban development specialist, World Bank Floriano de Azevedo Marques Neto, lawyer, Manesco, Ramires, Perez, Azevedo Marques associates
10:20	10:40	<b>Interval</b>
10:40	12:00	<b>Affordable housing and the private sector: experiences from abroad</b>  <b>Moderator:</b> Ricardo Pereira Leite, Municipal secretary for housing (SEHAB)  <b>Speaker:</b> Jonathan Rose, CEO, Rose company  <b>Panelists:</b> Marc Jahr, President, New York city housing development corporation (NYCHDC) Thomas J. Trebat, Professor, Columbia University João Crestana, President, SECOVI
12:00	14:00	<b>Interval for lunch</b>
14:00	15:30	<b>Property management and social support services: experiences from abroad</b>  <b>Moderator:</b> Rubens Elias Filho, Property managers association (ABIC)  <b>Speakers:</b> Dan Read, Development manager, East thames UK Willie Jones, Vice-president, Community builders  <b>Panelists:</b> Sidnei Pita, Coordinator, UMM-SP Marc Weiss, CEO, Global urban development (GUD)
15:30	15:50	<b>Interval</b>
15:50	17:20	<b>The challenge for providing social support services in São Paulo</b>  <b>Moderator:</b> Elisabete França, Municipal deputy-secretary for housing (SEHAB)  <b>Speaker:</b> Ângela Luppi, Commercial & social director, COHAB SP  <b>Panelists:</b> André Marinho, National manager for housing programs, Caixa econômica federal (CEF) Anacláudia Rossbach, Consultant and Director, World Bank and NGO Project Interação Willie Jones, Vice-president, Community builders
17:20	17:40	<b>Closing remarks</b>  Ricardo Pereira Leite, Municipal secretary for housing (SEHAB)
17:40	18:20	<b>Closing Cocktail</b>