

Over 15 hours
of information
that will drive
this industry
forward!



4th

AFFORDABLE HOUSING SUMMIT

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Strategies for Building and Delivering Quality Affordable Houses
in a High Demand Market

Featuring Key Presentations From:

- **Boni Muvevi**, Chief Executive Officer, **Gauteng Partnership Fund (GPF)**
- **Adelaide Steedley**, Affordable Land and Housing Data Centre (AL+HDC)
- **Dr. Simphiwe Madikizela**, Policy and Research Division General Manager, **National Housing Finance Corporation (NHFC)**
- **Lefadi Makibinyane**, Chief Executive Officer, **Consulting Engineers South Africa (CESA)**
- **Ben Pierre Malherbe**, Chief Executive Officer, **Calgro M3**
- **Mongezi Mnyani**, Chief Executive Officer, **National Home Builders Registration Council (NHBC)**
- **Yusuf Patel**, Executive Director, **Basil Read**
- **Malesetsane Mokoena**, General Manager Mixed Development, **Mangaung Metropolitan Municipality**
- **Roselyn Valoo**, National Mortgage Manager, **TUHF (PTY) LTD**
- **Miles Donaldson**, Regional Manager, **SA Home Loans**
- **Aidan-John Rothman**, Chief Executive Officer, **RBA Housing**
- **Jordan Mann**, Technical Director, **Nu-Hold Group**
- **Michael Kihato**, **Centre for Affordable Housing Finance**
- **Anton Gollub**, Chief Executive Officer, **BSC Projects**
- **Anton Crous**, Chief Executive Officer, **Cosmopolitan**
- **Tinus Erasmus**, Project Manager, **Calgro M3**
- **Simphiwe E Mini (PhD)**, Professor, **School of Environmental Sciences - UNISA**

26 – 28 August 2014
Crowne Plaza, Johannesburg, South Africa

Special Guests:

- **Sibongile Mazibuko**, Municipal Manager, **Mangaung Metropolitan Municipality**
- **Lee Mhlongo**, Chief Executive Officer, Affordable Housing, **First National Bank (FNB)**

5 Key Reasons for Attending:

1. **Benchmark your development** projects by ensuring high quality construction at affordable costs
2. Outcome and knowledge based sessions to **create better partnerships between the private and public sector**
3. Gain insight into **alternative loan structures** and **innovative financial approaches**
4. Discover how to **unlock the South African affordable housing market** through identification and acquisition of available land for housing
5. Learn how to **tailor your affordable housing project development** and **target your market** – not every municipality or project is the same

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Welcome to the 4th Affordable Housing Summit

Dear Executives,

As you know there has been a need for affordable housing development for a few years, but the development of these has been stalled due to insufficient infrastructure and lack of supporting services and financial backing.

In his **National Budget 2014** speech (26 February 2014), **Minister Pravin Gordhan** announced a national infrastructure investment package of more than **R200 Billion** to help ease the backlog of more than 2.3 million affordable and social houses. In addition, commercial banks and other financial institutions are actively looking to finance affordable housing development projects; both from the project financing side as well as on the retail side, offering loans to property buyers.

However, despite the current developments, can you confidently say you grasp the current state of the industry at a deal level?

IQPC South Africa, in partnership with **Affordable Land and Housing Data Centre (AL+HDC)** and **Gauteng Partnership Fund (GPF)**, is pleased to announce the **4th Affordable Housing Summit**.

A tailored housing summit that will feature prominent industry leaders such as **Boni Muvevi** (Gauteng Partnership Fund), **Adelaide Steedley** (AL+HDC), **Dr. Simphiwe Madikizela** (National Housing Finance Corporation), **Lefadi Makibinyane** (Consulting Engineers South Africa), **Mongezi Mnyani** (National Home Builders Registration Council), **Ben Pierre Malherbe** (Calgro M3), **Yusuf Patel** (Basil Read) **Anton Crous** (Cosmopolitan), **Aidan-John Rothman** (RBA Housing), **Malesetsane Mokoena** (Mangaung Metropolitan Municipality) and many more as they discuss different strategies for building and delivering quality affordable houses in a high demand market.

Our **exclusive workshops** will ensure you get to the heart of the most critical issues in the industry and uncover practical solutions you can emulate in your own projects. Our workshop leaders will discuss the following issues

- Assessing The Affordable Market Growth In South Africa And Identifying Long And Short Term Development Projects Opportunities
- Housing Microfinance (HMF) – An Innovative Form Of Housing Finance
- Highlighting Different Building Techniques And Technologies In The Affordable Market
- And a never done before **Site Visit: Jabulani CBD and Fleurhof** – Calgro M3 Development Projects

Book now to take advantage of this deal making and knowledge sharing forum! Email enquiry@iqpc.co.za
I look forward to welcoming you at the 4th Affordable Housing Summit

Kind Regards

Ben Leyka
Project Director
IQPC South Africa



IQPC provides business executives around the world with tailored practical conferences, large-scale events, topical seminars and training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC conferences are market leading “must-attend” events for their respective industries.

IQPC produces more than 1,700 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: Bengaluru, Berlin, Doha, Dubai, Johannesburg, London, New York, Riyadh, Singapore, Sydney, Tampa, and Toronto. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences.

08:00 Registration

09:00 Opening Remarks From the Chairman

09:10 **Keynote Presentation: the Future of Affordable Housing in South Africa – Highlighting the National Housing Delivery Strategies for 2030 and its Implementation Timeframe**

Keynote



Honourable Minister Connie September
Minister of Human Settlements
Department of Human Settlement
Invited

09:50 **The Affordable Housing Market and the Aspiring Owner: Developer Finance, End-User Finance and Bridging Finance**

CEO



- Assessing the current state of finance and reviewing the major challenges of accessing finance for affordable housing
- Tailoring affordable housing finance products to overcome current challenges
- Facilitating and fast tracking affordable housing financing procedures

Boni Muvevi, Chief Executive Officer, **Gauteng Partnership Fund (GPF)**

10:30 Morning Refreshment and Networking Break

Developing a Quality Product that Meets Building Regulations at a Reasonable Cost to Developers and End-Users

11:00 **Benchmarking Your Development Projects by Ensuring High Quality Construction End Product at Affordable Cost While Meeting Safety and Building Regulations**

CEO



- Innovative Building Technology (IBT) case study: build your next cost effective, quality affordable housing within budget
- Providing life-enhancing facilities for comfortable living
- Safer, faster and cost effective development projects
- Environmental management and control: adoption of energy efficiency use in homes

Mongezi Mnyani, Chief Executive Officer, **National Home Builders Registration Council (NHBRC)**

11:40 **Your Development Project is only as Good as the Quality of Your Product and the Affordability of your Target Market: Fleurhof Ext 2 Case Study**

CEO



- Assessing the green initiatives and viability of energy saving technologies such as solar water heaters, heat pumps and others in affordable houses
- Meeting environmental regulations and promoting energy efficiency by the end-user
- What worked, what did not and the lessons learned

Ben Pierre Malherbe, Chief Executive Officer, **Calgro M3**

12:20 **Coega Rich Development – A Modern, Integrated Satellite City for the Eastern Cape**

Technical Director



- The background: the regional economic context and housing situation in Coega Development Zone
- Building a city – Identifying suitable land and the Coega Rich Development project
- Roll out bulk infrastructure

Jordan Mann, Technical Director, **Nu-Hold Group**

13:00 Lunch and Networking Break

14:00 **New Building Technologies Representative of PPC**



14:20 **Channeling Offsite Infrastructure to the End-User Homes**

Executive Director



- Understanding and building housing preferences for the affordable housing market - Customer satisfaction will result in higher profit margins
- Adopting the right design and alternative building technologies - proven high quality development projects
- Pricing your affordable housing according to your target customer

Yusuf Patel, Executive Director, **Basil Read**

Developing Strategies to Facilitate and Increase the End-User Purchasing Power

15:00 **Tailoring Your Housing Development Programme Requires the Right Data and Accurate Indicators to Ensure a Successful Project and a Return on Your Investment: Tools Every Municipality and Developer Should Have to Meet the End-User Demand**

- Identify your next big development project – where opportunities lay and end-user awaits
- Tailor your affordable housing development and target your market: not every municipality is the same
- Prioritising your human settlements projects within your budget, time frame and target market

Adelaide Steedley, **Affordable Land and Housing Data Centre (AL-HDC)**

15:40 Afternoon Refreshment and Networking Break

16:10 **Facilitating and Developing Sustainable Development Strategies to Expedite Housing Delivery in South Africa and Meet the Affordable Housing Growing Demand**

GM



- Paving the way for financial institutions for both the end-user and the developer - ensuring risks are mitigated in financial assistance
- Implementing FLISP as a means to facilitate end-user ownership of affordable housing and credit
- Dealing with the high percentage of indebtedness in South Africa and easing their accessibility to home loan finance

Dr. Simphiwe Madikizela, Policy and Research Division General Manager, **National Housing Finance Corporation (NHFC)**

16:50 Closing remarks by chairman



Conference day two: Wednesday, 27 August 2014

08:00 Registration

09:30 Opening Remarks from the Chairman

09:40 **Keynote Presentation: Unlocking the Credit Market for Affordable Housing in South Africa**

Nomsa Motshegare, Chief Executive Officer, **National Credit Regulator**
Invited

10:20 **South Africa is Faced with a High Level of End-User Indebtedness (48.1% of The Active Customers Have Impaired Credit Records) and the Household Debt to Income is Estimated to be as High as 75%: Discussing the Best Way Forward to Develop the Right Affordable Housing Product for the End-User**

- The state of the market and end-user affordability history
- Growing market, growing demand and rising impaired credit records: the custom-made product for the affordable housing customer
- Assessing different strategies to reduce the risks and red tape associated with affordable housing finance

Roselyn Valoo, National Mortgage Manager, **TUHF (PTY) LTD**
Miles Donaldson, Regional Manager, **SA Home Loans**

11:00 Morning Refreshments and Networking Break

11:30 **There is a Major Need for Innovation in Financial Products in the Affordable Housing Market: Alternative Loan Structures and the Innovative Financial Approaches**

- Combining alternative loan structures with different financial options that serve the affordable market
- Creating different products to facilitate end-user customer home loan acquisition
- Assessing the affordable housing value - building lower price design specifications with supply chain stakeholders

Roselyn Valoo, National Mortgage Manager, **TUHF (PTY) LTD**

12:10 **Developing an Affordable Housing Product That Meets the Needs and Addresses the Financial Realities of the End-User**

- Accessing finance for affordable housing developments
- Leveraging the customers affordability and indebtedness
- Moving the affordable housing market into a fixed rate mechanism – protecting the end-user from future rate increase

Miles Donaldson, Regional Manager, **SA Home Loans**

12:50 Lunch and Networking Break

Develop Critical Infrastructure to Support Large Affordable Housing Development

13:50 **Highlighting Better Means of Incorporating New Affordable Housing Development Projects into Existing Urban Areas**

- Assessing the Affordable Housing Market challenges – zoning, ownership and access to land
 - Addressing housing backlogs, densification challenges, and other socio-economic issues
 - Breaking financial barriers - A developer's master plan
- Anton Crous**, Chief Executive Officer, **Cosmopolitan**

14:30 **Properties in Affordable Areas are Estimated to be Valued at R12 Billion in the Mangaung Metropolitan Municipality - Insight into the Bulk Infrastructure and Development Projects**

- Land management and planning – the housing situation in Mangaung Metropolitan Municipality
- Understanding the challenges of housing delivery at the municipal level – bulk services
- Key completed and ongoing projects: Longridge Reservoir project, vista park phases 2 and 3
- “Breaking new ground”: The comprehensive plan for affordable housing development

Malesetsane Mokoena, General Manager Mixed Development, **Mangaung Metropolitan Municipality**

15:10 Afternoon Refreshment and Networking Break

15:40 **Unlocking the South African Affordable Housing Market through Identification and Acquisition of Available Land for Housing: Exposing Challenges in Land Economics**

- RBA's vision for affordable housing and the key partners in land planning, acquisition and development
- Tailoring your affordable housing business development to overcome land management and suitability challenges
- Identifying the right municipality for an affordable development project – Coordinating land suitability and management with different stakeholders

Aidan-John Rothman, Chief Executive Officer, **RBA Housing**

16:20 **Despite the Growing Lower and Middle Socio-Economic Segment there is a Backlog of 2.3 Million Affordable Houses: How Can the Different Shareholders Close the Gap?**

- Assessing the challenges of installing bulk infrastructure in housing development projects
- Easing the housing backlog through effective project management and alternative building technologies.
- Providing accessible finance for municipalities, developers and end-users as a key component of housing delivery in South Africa
- Best practices across the metropolitan municipalities: lessons learned

Mongezi Mnyani, Chief Executive Officer, **National Home Builders Registration Council (NHBR)**

Lefadi Makibinyane, Chief Executive Officer, **Consulting Engineers South Africa (CESA)**

Yusuf Patel, Executive Director, **Basil Read**

Malesetsane Mokoena, General Manager Mixed Development, **Mangaung Metropolitan Municipality**

Aidan-John Rothman, Chief Executive Officer, **RBA Housing**

Facilitator: Simphiwe E Mini (PhD), Professor, **School of Environmental Sciences - UNISA**

17:20 Closing Remarks from the Chairman



Interactive Workshops

IQPC's workshops are unique opportunities to spend valuable time with industry experts. These interactive sessions are extended to ensure that you will get to the heart of the conference's most critical issues and uncover practical solutions you can apply in your own company.

Workshop A: 26 August 2014 at 6:00 PM

Assessing the Affordable Market Growth in South Africa and Identifying Long and Short Term Development Projects Opportunities

Workshop Description:

Tailoring your housing development program requires the right data and accurate indicators to ensure a successful project and a return on your investment. This session will underline tools every municipality and developer should have to coordinate development planning, meet the end-user demand and develop a successful project.

Workshop Outline:

Highlighting Different Challenges Experienced in Gaining Access to Land for Affordable Development Projects

- Triggering performance improvement on infrastructure projects
- Developing strategic data that will monitor and drive South Africa's affordable housing national plan

Using the Correct Data to Accurately Identify Your Target Market and Build Your Affordable Housing Development Projects

- Saving time and costs in development projects
- Meeting the demand - differentiate your target market

Facilitator:

Adelaide Steedley, Partner, **Affordable Land and Housing Data Centre (AL+HDC)**

Workshop B: 27 August 2014 at 6:00 PM

Housing Microfinance (HMF) – An Innovative Form of Housing Finance

Workshop Description:

There is a major need for financial innovation in the affordable housing market; subsidies sources are scarce, lending procedures are lengthy and funding applications are increasingly competitive. This interactive workshop session will highlight an alternative loan structure in the affordable housing finance that will propel the end-user affordability.

Workshop Outline:

Introducing Innovative Lending Methodologies to Create Greater Affordability

- Redesigning Traditional Mortgages
- Introducing lending methodologies that drives the end-user purchasing power – Group lending case study

Adopting New Frontiers of Financial Inclusion to Open More Innovative Forms of Housing Finance

- Bringing on board different public and private financial institutions
- Housing Microfinance (HMF) – Case study

Facilitator:

Michael Kihato, Partner, **Centre for Affordable Housing Finance**

Workshop C: 28 August 2014 at 9:00 AM

Highlighting Different Building Techniques and Technologies in the Affordable Market

Workshop Description:

The best building techniques and technologies in the affordable housing industry should ensure buildings are completed quicker, on budget, cost effective and meet building regulations. This session will assess and detail the latest development in construction methods and sustainable building technologies that will ease the housing backlog in South Africa.

Workshop Outline:

Developing Building Strategies and Techniques that Meets the Demand and Facilitates the Development of the Affordable Market

- Modular Vs. Stick Build – And New Materials
- Innovative Building Technology (IBT) vs. Structural Insulated Panel Solutions (SIPS)

Meeting World Class Building Standard in the Affordable Housing Market – International Benchmark Case Studies

- Wood or Cement Siding - Which is a better Modular Solution?
- Proven cost effective and time saver building technologies and techniques

Facilitator:

Anton Gollub, Chief Executive Officer, **BSC Projects**

Site Visit: 28 August 2014 at 1:00 PM

Jabulani CBD and Fleurhof – Calgro M3 Development Projects

Workshop Description:

The site visit will highlight past and current challenges, building techniques, on-site infrastructure and housing quality in both development projects. This session offers practical lessons learned, tools and skills in the development projects.

Workshop Outline:

Jabulani CBD

The R1.35 billion development will consist of 4 199 units (social housing, rental units and open market GAP units). Bulk and link infrastructure includes an upgrade of the electrical bulk infrastructure. 50% of the housing phase is complete.

Fleurhof

The 9 600 units development is set to be one of the largest integrated housing developments in Gauteng. Currently the project team is investigating various potential green initiatives to assess the viability of certain energy saving technologies such as solar water heaters, heat pumps, improved insulation, etc. for the various types of housing units. Estimated project revenue is R2.28 billion.

Facilitator:

Tinus Erasmus, Project Manager, **Calgro M3**



AFFORDABLE HOUSING SUMMIT

26 – 28 August 2014
Crowne Plaza, Johannesburg, South Africa

Who will you meet at the 4th Affordable Housing Summit?

- Government departments – national, provincial and municipal departments – human settlement, public works and land and rural development
- Public and private property developers
- Finance – retail banks, funds and private equity
- NGOs involved in housing delivery
- Contractors
- Construction and engineering firms
- Consultants
- Designers and architects
- Material suppliers

Sponsorship & exhibition opportunities

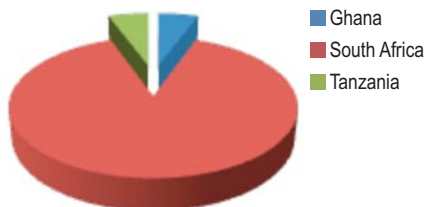
Only at Affordable Housing Summit will the highest-level decision makers attend in one place at one time. They will evaluate products and services and will look to short-list potential suppliers.

- Can you afford to miss out on this opportunity?
- Do you have a product or service that our senior decision-makers and influencers need?

Industry Representation of 2013 Delegates



Country Representation of 2013 Delegates



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PPC

In 2012, PPC celebrated 120 years of innovation as a leading cement producer in southern Africa. This milestone comes two years after PPC celebrated its centenary as a JSE-listed company, joining an extremely small and elite group of listed centenarians, not only in South Africa but worldwide.

Established in 1892, PPC has tracked the growth and development of South Africa, producing the cement used in many of the country's iconic landmarks and construction projects, including the Union Buildings, Gariep Dam, Van Staden's River Bridge, Gautrain, Medupi Power Station and Cape Town's Green Point Stadium.

PPC remains the leading supplier of cement in southern Africa through eight cement manufacturing facilities and three milling depots in South Africa, Botswana and Zimbabwe with capacity to produce around eight million tons of cement products per annum. PPC also produces aggregates, metallurgical-grade lime, burnt dolomite and limestone.

A truly African success story, PPC reflects the strength of its people, products and services. As it expands into the rest of Africa, PPC will deploy its sustainable business model, one built to last and the brand of choice in its chosen market place.

Strategic Partners:



Gauteng Partnership Fund (GPF)

The Gauteng Partnership Fund's role is to bridge the gap between government and the private sector on affordable housing projects. GPF has a specific mandate to:

- Form partnerships to address funding blockages and bottlenecks within the sustainable human settlements sector
- Facilitate investment capital flows into integrated developments as per the sustainable human settlements policy framework
- Facilitate equitable risk sharing project financing; and
- Participate in Social Housing Projects through innovative funding interventions with Social Housing Institutions (as a mechanism to entice capital market investment into this market)



Affordable Land and Housing Data Centre (AL+HDC)

The Affordable Land and Housing Data Centre (al+hdc) is an initiative focused on the lower segment of South Africa's property market. Drawing deeds data from the South African deeds registry and survey data from StatsSA and other sources, the al+hdc provides information on all neighbourhoods in South Africa where the average property price is less than R500 000. Additionally, al+hdc provide:

- Data at neighbourhood level; information into the purchase price, the type of buyer and seller
- Level of mortgage finance in the affordable segment of the market
- Consolidated analysis includes trends, levels of churn in different areas and the average value of properties
- Latest research on the affordable land and housing market



AFFORDABLE HOUSING SUMMIT

26 – 28 August 2014 - Crowne Plaza, Johannesburg, South Africa

Event Code: 18788.011

REGISTRATION

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BOOK AND PAY BEFORE 11 JULY 2014 AND SAVE R2500

Conference package	Early bird Price		Standard Price
	Payment before 11 July 2014	Save up to	Payment after 11 July 2014 by credit card
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<input type="checkbox"/> Conference	R12,000	R1,500	R13,500

Please indicate your choice

Workshop A: 26 August 2014 at 18:00 Workshop B: 27 August 2014 at 18:00

Workshop C: 28 August 2014 at 09:00 Site visit: 28 August 2014 at 13:00

Please note: Workshop = 1 Module Site Visit = 2 Modules

Prices are stated net of any applicable local taxes. A R750 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

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CONFERENCE DOCUMENTATION

If you cannot make the dates you can still access all of the presentations delivered throughout the conference days for just US \$450, post event. Contact us on +27 11 593 2267 for further details.

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- If a booking is received 10 working days before the conference a credit card number will be required to confirm your place, likewise if full payment has not been received before the conference date.
- A R750 processing charge will be applied to all registrations not accompanied by credit card payment at the time of registration.
- Any respective payment charges to be borne by the payer. Please ensure that IQPC receives the full invoiced amount.

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