

# Property Investment Forum 2016

## 08:30-09:00 - Registration

## 09:00-10:50 - Section I: Investment market of CEE and Hungary

**08:55 - 09:00** Welcome speech: Noah M. Steinberg FRICS (RICS, Wing) and Csanád Csűrös (Portfolio)

**09:00 - 09:20** Opening speech: Property Lending Barometer – Opportunities and doubts in Hungary's property market

People:

**Pál Dános MAISZ MRICS**, Director, KPMG

**09:20 - 10:10** Panel discussion: CEE booming: Hungary on the investors' map again

Chair: **Michael Edwards**, Head of Capital Markets (Hungary) / Valuation & Advisory (Central Europe), Cushman & Wakefield

Conversation participants:

**Adrian Karczewicz**, Head of Divestments CEE, Skanska

**Lila Pateraki**, Chief Investment Officer, Zeus Capital Management

**Noah Steinberg FRICS**, Chairman & CEO, WING

**Péter Számely MRICS**, Head of Real Estate Finance CEE, HYPO NOE Landesbank

**Árpád Török MRICS**, Chief Executive Officer, TriGranit

**10:10 - 10:50** Hungary investment round table

Chair: **Csanád Csűrös**, CEO, Property Forum

Conversation participants:

**Ferenc Furulyás MRICS**, Managing Director, JLL, Budapest

**Péter Kereskényi**, Head of Real Estate, Acquisition and Syndicated Finance, Raiffeisen Bank Zrt.

**10:50 - 11:10** Coffee break

## 11:20-13:00 - Section II: Financing and development in Hungary

**11:10 - 11:25** District heating extends to the city centre: residential and office buildings

People:

**György Mitnyan**, CEO, F?táv

**11:25 - 11:40** We hire, not fire - Employer Branding in construction

People:

**Marcell Pinty?ke**, Head of Marketing, Indotek Group

**11:40 - 12:20 Panel discussion: Financing alternatives for property investors and developers: bond issuance, IPO, bank financing**  
Conversation participants:  
**Doron Dymshitz**, Co-CEO, Duna House  
**Gábor Erdős**, Partner, Head of Deloitte Legal, Deloitte Legal Erdős és Társai Ügyvédi Iroda  
**Péter Kocsis MRICS**, Deputy CEO - Strategy, Risk, MIS-Data, WING

**12:20 - 13:00 Panel discussion: Where are we exactly in the property cycle? – Everyone seems to be developing**  
Conversation participants:  
**Salamon Adorján**, CEO, ESTON International  
**Mátyás Gereben MRICS**, Country Manager, CPI Hungary  
**Attila Kovács MRICS**, Managing Partner, Horizon Development  
**Gábor Vörös**, Managing Director, Head of CEE Real Estate Financing, UniCredit  
**Gergely Árendás**, Chairman, Ingatlanfejlesztői Kerekasztal Egyesület (IFK)

**13:00 - 14:00 Lunch break**

## **14:00-15:30 - Section III/A: Summer Olympics: Budapest 2024**

**14:00 - 14:30 Budapest bid for the 2024 Summer Olympics - Introducing the master plan**  
People:  
**Balázs Fürjes**, Minister of State for Budapest and the Capital's Metropolitan Area, Prime Minister's Office, Cabinet Office of the Prime Minister

**14:30 - 15:20 Panel discussion – The 2024 Budapest bid from a real estate point of view: sustainability, urban planning issues, development opportunities, challenges**  
Conversation participants:  
**Pál Baross FRICS**, Campus Development Director, Central European University  
**Sándor Finta**, Director of Architecture & Urban Planning, Budapest2024 Nonprofit Zrt.

## **14:00-15:20 - Section III/B: Logistics**

**14:00 - 14:50 Panel discussion: How has logistics become sexy?**  
Conversation participants:  
**Balázs Gábosy**, Chief Operating Officer, Nhood Services Hungary Kft.  
**Domonkos Joó**, Senior Asset Manager, Hungary, Slovakia & Czech Republic, Logikor  
**László Kemenes MRICS**, Managing Director Hungary, Panattoni CZ & SK  
**István Kerekes**, Country Manager Hungary, GLP Europe  
**Zoltán Nádasy MRICS**, Partner, Head of CEE Real Estate Investments Group, Noerr

**14:50 - 15:20 Facility management roundtable**

Chair: **Péter Szijártó MRICS**, CEO, B&V Group

Conversation participants:

**Gábor Décsi MRICS**, LEO, benchmarking group leader, DOME Facility Services Group, Managing Director

**József Schmidt**, Chairman, LEO

**L?rinc Zátanyi**, Director, Special Projects, NEO Property Services Zrt.

## **14:00-15:20 - Section III/C: Housing market**

**14:00 - 14:20 3D modelling for residential projects**

**14:20 - 14:40 Will history repeat itself? Housing boom in the 2000s and now**

**14:40 - 15:20 Housing market**

Conversation participants:

**Gábor Kiss**, Managing Director, Metrodom Kivitelez? Kft.

**Gábor Soóki-Tóth MRICS**, Assistant Professor (Urban Development & Planning), RICS

## **14:00-15:20 - Section III/D: Property Marketing Workshop - Commercial real estate**

**14:00 - 14:20 Long-term marketing and communication strategies in real estate**

**14:20 - 14:40 Consumer behaviour in retailing**

**14:40 - 15:20 Panel discussion: Successful marketing strategies for property companies**

Conversation participants:

**Bea Déri**, Director of PR, Marketing & Design, CPI Property Group

**Csenge Mátray**, Marketing Communication and PR Director, WING

**15:20 - 15:40 Coffee break**

## **15:40-17:00 - Section IV/A: Office market**

**15:40 - 15:55 How to hold your property? Which holding structure has the most advantages? Taxation and legal issues**

People:

**Gábor Erd?s**, Partner, Head of Deloitte Legal, Deloitte Legal Erd?s és Társai Ügyvédi Iroda

**15:55 - 16:30 Speed session - 7 minutes project presentations**

People:

**János Berki J.**, International Office Sales And Asset Management Director, Futureal Development

**Bori Gedai**, Deputy Country Manager, GTC

**János Kocsány**, CEO, Graphisoft Park

**Norbert Sch?mer MRICS**, Deputy-CEO, Wing Zrt.

**16:30 - 17:00 Office market debate – New developments, growing rents**

Conversation participants:

**Sarolta Csikós MRICS**, Regional Leasing Director – Office, TriGranit

**Kata Mazsaroff**, Managing Director, Colliers Hungary

**Gergely Pados**, Managing Director, Cushman & Wakefield

**Mariann Tóth**, Leasing Director, Panattoni CZ & SK

## 15:40-17:00 - Section IV/B: Hotel market

**15:40 - 16:00 Major trends on the Budapest hotel market**

People:

**Attila Heged?s**, Partner, Managing Partner, Prophex Europe Consulting

**16:00 - 17:00 Panel discussion: Budapest hotel market expanding**

Chair: **Attila Heged?s**, Partner, Managing Partner, Prophex Europe Consulting

People:

**Tamás Flesch**, Managing Director & Owner, Continental Group Kft.

## 15:40-17:00 - Section IV/C: Retail

**15:40 - 16:00 The Hungarian retail picture: consumption and purchasing power**

People:

**Ákos Kozák PhD**, Managing Director, GfK

**16:00 - 17:00 Panel discussion: What did 2016 bring for the retail market and what do the biggest players expect for 2017?**

Chair: **Zsolt Kákosy MBA FRICS**, Head of Asset Services, CBRE

Conversation participants:

**Krisztina Deutsch MRICS**, Head of Leasing, Futureal

**Gyula Gyalay-Korpos**, Chairman, Magyar Bevásárlóközpontok Szövetsége

## 15:40-17:00 - IV/D. Property Marketing Workshop – Residential real estate

**15:40 - 16:00 Sales strategies for residential developments - Best practices, case studies from abroad**

**16:00 - 17:00 Panel discussion: How to communicate in a booming residential market?**

Conversation participants:

**Tímea Aladics-Szili**, Group Marketing And Communications Director, Futureal Group

**Eszter Sallai**, Marketing Director, Biggeorge Property

**Bernadett Szirtes**, Marketing Director, Duna House Holding Nyrt.

**17:00** Closing remarks

**Networking Reception hosted by Nóra Ördög**

**17:00 - 18:00** Portfolio Property Awards

**18:00 - 22:00** Networking Reception hosted by Nóra Ördög

Champagne bar,

Dinner,

Whiskey and Pálinka tasting,

Live music,

The reception is hosted by Nóra Ördög