

Date: 22nd November 2016 **Venue:** Hotel InterContinental Budapest

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 **Presentation** Welcome speech: Noah M. Steinberg FRICS (RICS, Wing) and Csanád Csűrös (Portfolio)

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

Pál Dános MAISZ MRICS, Director, KPMG

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

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

Panellists:

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 **Panel** Hungary investment round table

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

Panellists:

Ferenc Furulyás MRICS, Managing Director, JLL, Budapest

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

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

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

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

György Mitnyan, CEO, Főtáv

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

Marcell Pintyőke, Head of Marketing, Indotek Group

11:40 - 12:20 **Panel** Panel discussion: Financing alternatives for property investors and developers: bond issuance, IPO, bank financing
Panellists:

Doron Dymischiz, 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** Panel discussion: Where are we exactly in the property cycle? – Everyone seems to be developing
Panellists:

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 **Presentation** Lunch break

14:00-15:30 - Section III/A: Summer Olimpycs: Budapest 2024

14:00 - 14:30 **Presentation** Budapest bid for the 2024 Summer Olympics - Introducing the master plan

Speaker:

Balázs Fürjes, Minister of State for Budapest and the Capital's Metropolitan Area, Prime Minister's Office, Cabinet Office

14:30 - 15:20 **Panel** Panel discussion – The 2024 Budapest bid from a real estate point of view: sustainability, urban development opportunities, challenges

Panelists:

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** Panel discussion: How has logistics become sexy?

Panelists:

Balázs Gábosy, Chief Operating Officer, Nhood Services Hungary Kft.

Domonkos Joó, Senior Asset Manager, Hungary, Slovakia & Czech Republic, Logicor

László Kemenes MRICS, Managing Director Hungary, Panattoni CZ & SK

István Kerekes, Country Manager Hungary, GLP Europe

Zoltán Nádasdy MRICS, Partner, Head of CEE Real Estate Investments Group, Noerr

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

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

Panelists:

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

József Schmidt, Chairman, LEO

Lőrinc Zátanyi, Director, Special Projects, NEO Property Services Zrt.

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

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

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

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

Panellists:

Gábor Kiss, Managing Director, Metrodom Kivitelező 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 **Presentation** Long-term marketing and communication strategies in real estate

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

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

Panellists:

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

Csenge Mátray, Marketing Communication and PR Director, WING

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

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

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

Speaker:

Gábor Erdős, Partner, Head of Deloitte Legal, Deloitte Legal Erdős és Társai Ügyvédi Iroda

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

Speaker:

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

Bori Gedai, Deputy Country Manager, GTC

János Kocsány, CEO, Graphisoft Park

Norbert Schőmer MRICS, Deputy-CEO, Wing Zrt.

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

Panellists:

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 **Presentation** Major trends on the Budapest hotel market

Speaker:

Attila Hegedűs, Partner, Managing Partner, Prophex Europe Consulting

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

Chair: **Attila Hegedűs**, Partner, Managing Partner, Prophex Europe Consulting

Panellists:

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

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

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

Speaker:

Ákos Kozák PhD, Managing Director, GfK

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

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

Panellists:

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 **Presentation** Sales strategies for residential developments - Best practices, case studies from abroad

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

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 **Presentation** Closing remarks

Networking Reception hosted by Nóra Ördög

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

18:00 - 22:00 **Presentation** Networking Reception hosted by Nóra Ördög
Champagne bar,
Dinner,
Whiskey and Pálinka tasting,
Live music,
The reception is hosted by Nóra Ördög

Please note that the program is subject to change. Always check the latest online agenda here:

➔ <https://www.property-forum.eu/forums/conference-property/property-investment-forum-2016/477/agenda>

