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 & W

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 Csürös**, 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 Dymschiz, 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 C

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

Panellists:

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?

Panellists:

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

Panellists:

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

József Schmidt, Chairman, LEO

Lőrinc Zátonyi, 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 - Sectiion 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 Kákosy 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