Date: 21st November 2019 **Venue:** Groupama Aréna - Lagardère Sports Hungary

Property Investment Forum 2019

07:45-09:00 Registration

Section I – Portfolio Main Stage – Blue Room, 4th floor

This is more than a market cycle. This is the latest property market revolution!

All major segments of the global property market are in swift rearrangement, requiring similarly swift adaptation from market players. Sustainability, energy awareness, efficiency, healthy workplace environment, modern-day cold war affecting the global economy, changing consuming and purchasing habits, the unstoppable spread of digitalisation and technological innovation spearheaded by robotisation and AI, security tasks related to managing and using corporate and personal data, the availability of construction materials, finding blue-collar and white-collar workers, the roles played by governments, legislators and society, the needs of employees and so on and so forth – all these individual factors can have serious effects on future property developments, investments and financing. Can we see the future? Can we prepare for it? It does not matter. The task is given: we must see and must prepare!

08:25 - 08:30 Presentation Welcome speech

Speaker:

Gergely Ditróy, Analyst, Portfolio

08:25 - 08:30 Presentation Opening speech

Speaker:

Noah Steinberg FRICS, Chairman & CEO, WING

08:30 - 08:50 Presentation New situation in Budapest

Speaker:

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

08:50 - 09:10 Presentation Keynote speech

Speaker:

Peter Sweatman, Chief Executive, Climate Strategy & Partners

09:10 - 09:55 Panel Revolution in the property market - Focusing on climate change

Chair: **Zsombor Barta MRICS**, President, Hungary Green Building Council (HuGBC)

Panellists:

Pál Dános MAISZ MRICS, Director, KPMG

Mátyás Gereben MRICS, Country Manager, CPI Hungary

Benedek Gyorgyevics, CEO, Városliget Zrt.

09:55 - 10:40 Panel Before and after the peak - The future of the domestic property market

Chair: **Szilárd Kui**, Local Partner, DLA Piper

Panellists:

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

Zoltán Borbély, Country Director, Atenor Hungary

Erika Loska MRICS, Head of Office Division, Knight Frank Hungary

Péter Reicher, Country Manager, Graphisoft SE

Noah Steinberg FRICS, Chairman & CEO, WING

10:40 - 11:00 Presentation Coffee break

Legal and alternative investments workshop – Orange Room, 3rd floor left

In a regulated market constrained by laws, it is essential that all levels of operation are legally sound. The legal workshop will offer professionals an opportunity to discuss in detail the most pressing issues of the domestic real estate market, from construction and management through investment and financing to domestic and EU regulations.

In the alternative investments workshop, we will discuss the risks, sales challenges and future prospects of alternative investments, which appear to take off very slowly at the institutional level. No track record, no deal!?

09:20 - 10:10 Panel Backstage secrets of the real estate lawyers

Chair: **Tamás Pásztor**, Head of Legal and Operation, CPI Hungary

Panellists:

Ádám Kaplonyi, Director, KPMG

Dániel Kellner, Partner, Szécsényi és Társai Ügyvédi Társulás

András Sallay, Vice President, Legal, Gránit Pólus

Dániel Ódor MRICS, Partner, Taylor Wessing Hungary

10:10 - 10:50 Panel Attractive yields, lukewarm interest - Will there be a breakthrough in alternative instruments?

Chair: **Dániel Ódor MRICS**, Partner, Taylor Wessing Hungary

Panellists:

Zsolt Azurák, Director of Procurement and Logistics, Magyar Telekom

Bálint Botos, Managing Partner, Forestay Group

Kristóf Bárány, Founding Partner, Adventum Group

Doron Dymschiz, Co-CEO, Duna House

10:50 - 11:30 Presentation Lunch break

Sustainability stage – Turquoise Room, 3rd floor right

Future Budapest workshop – Liveability and city development

Future property development projects will be carried out in the cities of the future. The Budapest of the future already exists in plans, but these will be shaped further by politicians, urban planners, architects, property developers, infrastructure experts and the inhabitants of the city itself. The stakes are high. The city of the future is not just smart, it is first and foremost liveable. And we need to act together now for the liveable city of the future.

09:50 - 10:50 Panel Planning is no longer enough - Tangible measures are required

Panellists:

Barbara Botos, Ambassador-at-large for Climate, Cabinet of Secretariat of Energy and Climate Policy, Ministry for E

Balázs Jelinek, Deputy CEO – Operations, Városliget Zrt.

Tamás Pál MRICS, Head of Office Agency, Tenant Representation, ESTON International

András Reith PhD, CEO, ABUD Kft.

Mihály Schrancz, CEO, Founding Partner, Realis Development

10:50 - 11:10 Presentation Coffee break

Section II – Portfolio Main Stage – Blue Room, 4th floor

Office market. New cards dealt

Developing offices is no longer about how to place the number of people required by the customer in a cost*efficient manner. It takes new professions and new skills to create successful developments, re-positioning, lease or other deals, and facility management structures. The way work is being done is changing in many places as "green", digital, active or group work solutions and arrangements emerge. Instead of further increasing HR spending, many employers choose to invest in the work environment. Meanwhile, developers, investors and

financers should monitor the future needs of end-users as a successful product is one that can remain attractive to employees and can deliver efficient and tangible development to businesses. The focus will be on trends and developments.

Regional outlook

The power and the success of the domestic real estate sector both rely on being open and accepting to importable foreign knowledge, capital, modern solutions and approaches, whether in new developments, operations or investments, but it is also important to raise successful local businesses that can stand their ground anywhere in the world. This process is already underway, and an increasing number of Hungarian professionals and businesses contribute to the development of the market day by day in this "global village". How do they see the market cycle and the challenges we face? How do they prepare for the all-transforming changes in sub-markets?

11:00 - 11:20 Presentation Outlook of the commercial real estate market as seen by the MNB

Speaker:

Gergely Fábián, Managing Director, National Bank of Hungary

11:20 - 12:05 Panel Office market - New cards dealt

Chair: **András Kovács**, Sales Director, Indotek Group

Panellists:

Bori Gedai, Deputy Country Manager, GTC

Kata Mazsaroff, Managing Director, Colliers Hungary

Nikolett Püschl, Development & Leasing Manager, Atenor Hungary

12:05 - 12:55 Panel CEE's market outlook is good. But what are the dangers?

Panellists:

Jan Hübner, CEO, HB Reavis Hungary

Tomasz Lisiecki, CEO, TriGranit

Benjamin Perez Ellischewitz, National Director, Head of Capital Markets Hungary, JLL

Martin Polák, Managing Director CEE, GARBE Industrial Real Estate

Rudolf Riedl MRICS, Managing Director, SÜBA Hungary

Edina Schweizer, Partner - Head of CEE Banking and Finance, Noerr

12:55 - 14:00 Presentation Lunch break

Macroeconomy workshop – Orange Room, 3rd floor left

Macroeconomic workshop – Do we need to get ready for the crisis?

The property market is a part of the whole. This whole is the economy. The question is, what will domestic and global economic processes bring and how will they help or hinder the growth of the property market, from central bank monetary policies through unique financing solutions to global rearrangements due to climate change and new technologies. This is a workshop. A big playground where, just as last year, we will openly discuss whether the sky is the limit.

11:30 - 11:55 **Panel** Macroeconomic outlook - Openly about the gas and brake pedals

Panellists:

István Madár, Senior Analyst, Portfolio

11:55 - 12:10 **Presentation** Central bank Q&A

Speaker:

Gergely Fábián, Managing Director, National Bank of Hungary

12:10 - 12:40 **Panel** Forint-based property market - Insanity or inevitable decision?

Panellists:

Ádám Banai PhD, Executive director for monetary policy instruments, financial stability and foreign reserve manag

Kristóf Berecz, Vice president of the board, CEO, BIF Nyrt.

Ferenc Furulyás MRICS, Managing Director, JLL, Budapest

12:40 - 13:30 **Presentation** Lunch break

Sustainability stage - Turquoise Room, 3rd floor right

FM + PM

HR and Proptech at the standing stars of the property market

Property management, operation, facility management, tenant management, fund management, asset management – the point is that the responsibility of businesses handling the long-term management of assets in a cost-efficient, energy efficient, professional manner that also serves changing tenant requirements is increasing. It is essential to integrate technological innovations, HR problems should be solved urgently, quality service is increasingly an expectation, while there is continuous pressure on prices. However, the sector is ever bigger and is for ever!

11:05 - 11:20 **Presentation** Challenges in Budapest's energy supply – Chances for avoiding a climate disaster

Speaker:

György Mitnyan, CEO, Főtáv

11:20 - 12:10 **Panel** The fixed stars of the property market - The future of FM

Chair: **József Schmidt**, Chairman, LEO

Panellists:

Gyula Győri, Facility Management Director, CPI Facility Management Kft.

György Mitnyan, CEO, Főtáv

Csaba Pölcz, Area manager HU/RO/BG, Uponor

Tibor Ruzsinszki, LEO, Member of the Board, NEO Property Services Zrt., Director

Csaba Szij, Deputy-CEO, B+N Referencia Zrt.

12:10 - 13:00 **Panel** Racing against changing demands - Challenges in FM

Chair: **István Rézsó**, Head of Business Development, Cushman & Wakefield

Panellists:

Magdolna Csider, Lawyer, Associate partner, Deloitte Legal Erdős és Társai Ügyvédi Iroda

Dániel Pintér, Associate Director / Property & Project Management, ESTON International

Attila Prosits, Business Development Director – Property Management, Gránit Pólus

Ágnes Szentpály, Director, Head of Property Management, CBRE

13:00 - 13:30 **Presentation** Lunch break

Innovation and Technology Stage - 2nd floor

The latest Proptech solutions and innovations from the property market, from architecture and construction through energy efficiency to improving the work environment and work flow, supporting sales, improving efficiency or just providing convenience.

11:00 - 11:10 **Presentation** A new variable in operation

Speaker:

Zoltán Bauer, Chief Energetical Engineer, CPI Facility Management Kft.

Gyula Győri, Facility Management Director, CPI Facility Management Kft.

11:10 - 11:20 **Presentation** Futuristic (v. high-tech) business displays in service of the property market

Speaker:

Mihály Klemencz, Regional Sales Manager - Business Solutions, LG Electronics Magyar Kft.

11:20 - 11:30 **Presentation** Accessibility? A business advantage and a moral value!

Speaker:

Balázs Berecz, Founder & CEO, Access4You International Kft.

11:30 - 11:40 **Presentation** Environmental awareness and Industry 4.0 How can parking develop further?

Speaker:

András Dubitz, Founder, CEO, Sparking powered by Rollet

11:40 - 11:50 **Presentation** Cooperation actions for innovation and sustainability – good practices of the building and construction sector

Speaker:

Adrienn Buday-Malik, Deputy-CEO of Innovation, ÉMI Nonprofit Kft.

11:50 - 12:00 **Presentation** BottleFree Zone: Make the world a better place drop by drop – with Magnesium Mineralized BWT water

Speaker:

Dániel Lugosi, HoReCa sales representative, BWT Hungária Kft.

GRAPHISOFT Dimension change in Hungary's construction industry – workshop – Gold Room, 3rd floor left

Compete or go under

Changing resources and changing dynamics will characterise the Hungarian construction industry after 2020. As a result, market players will have to come up with an answer when deciding about the use of technological developments. Constructors and investors from Moscow to New York are switching to cost-efficient digital solutions, while in Hungary the use of BIM (Building Information Modelling) solutions remains a rarity. Moreover, construction costs have risen sky-high, while labour shortage is increasingly putting a damper on project outlooks. There is a solution! It is possible to switch to digital design, construction and operation processes during a single project. But what does the digitalisation of the Hungarian construction industry require? The panel discussion will answer these questions.

11:10 - 11:30 **Presentation** BIM, the biggest step ahead in architecture since digitalisation

Speaker:

Péter Reicher, Country Manager, Graphisoft SE

11:30 - 11:50 **Presentation** Why is engineer training at the University of Navarra built on BIM?

Speaker:

Bruno Sanchez Saiz-Ezquerra PhD, Professor of Project Management and Building Information Modelling, Univers

11:50 - 12:40 **Panel** A breakthrough is required

Panellists:

György Alföldi DLA, Dean, Budapest University of Technology and Economics, The Faculty of Arhitecture

Balázs Báthory, Deputy CEO, Market Építő Zrt.

Ida Kiss, Head of Design, DVM group Kft.

Tamás Lovas, Head of Department, Budapest University of Technology and Economics

12:40 - 14:00 **Presentation** Lunch break

Section III – Portfolio Main Stage – Blue Room, 4th floor

Let's say it out loud!

Talking openly about market trends and processes and about global and local political and economic issues that have a tangible impact on the biggest players in the domestic property market. Developers, investors, operators, employers and tenants alike must respond again and again to the ever-accelerating changes, demands and structural transformations. We will look for the most severe challenges and the possible reactions together.

14:00 - 14:45 **Panel** Futó & Jellinek - What are they up to?

Panellists:

Gábor Futó, Co-Founder and Co-Owner, Futureal Group

Dániel Jellinek, Partner, CEO, Indotek Group

14:45 - 15:10 **Presentation** Coffee break

Hotel and tourism – Orange Room, 3rd floor left

There's no stopping, but how long can the industry continue to grow? Many are already talking about over-tourism, even though we are a far cry from truly popular tourist destinations. Should the market be shifted towards less visitors of higher quality? Where are we now? What are the prospects as thousands of new hotel rooms are being built?

13:30 - 13:45 **Presentation** Trends and outlooks in the hotel market - Luxury boom in Budapest

13:45 - 14:40 Panel What makes the hotel market so attractive at present?

Chair: **Richárd Németh MRICS**, Partner, BDO

Panellists:

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

László Hirt, Head of Department, Real Estate Finance Department, OTP Bank Nyrt.

14:40 - 15:20 Presentation Coffee break

Retail metamorphosis – E-commerce and logistics – Turquoise Room, 3rd floor right

Shopping? Come on! People increasingly buy things online, while malls and stores are becoming experience centres and showrooms. The transformation of physical retail and service spaces and the effect of e-commerce merging with logistics are irreversible both for the retail and freight shipping sectors. The rise of omnichannel and digitalisation does not leave the mall market unaffected, while robotisation is irreversibly changing the logistics industry.

13:30 - 14:20 Panel Retail transformation - Futuristic or down-to-earth future for malls

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

Panellists:

Márk Balástyai, Chief Executive Officer, Futureal Energy

András Berendi, CEO, Roland Divatház Zrt.

László Lelkes, Director of mall development, Indotek Group

Melinda Szilágyi, Head of Operations Hungary and Slovakia, Multi Hungary Management Kft.

14:20 - 15:10 Panel E-commerce and logistics

Chair: **Gábor Halász-Csatári**, Head of Industrial Leasing, Cushman & Wakefield

Panellists:

Csilla Hosszú, CEO, Sprinter Futárszolgálat Kft., Pick Pack Pont

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

Rudolf Nemes, CEO, HelloParks

Ádám Székely, Managing Director, Owner, InfoGroup

15:10 - 15:20 Presentation Coffee break

Employer Branding and Marketing workshop – Gold Room, 3rd floor left

To dream. To build. To sell? - To sell not just to tenants or buyers but also to employees, customers and end-users. Marketing is no longer sufficient. Saying "we are the best and nicest" is not enough today. You have to build a brand, a community, an experience, an identity, an engagement, in a world where everything is about social media, digitalisation, ratings and experiences for future generations.

14:00 - 14:15 **Presentation** Life and Quality: experience design in the office of the future

Speaker:

Tibor Remete, Strategy and Creative Director, Super Channel Kft.

14:15 - 15:00 **Panel** Offices are not just spaces but also brands now

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

Panellists:

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

Jenő Nizák, Community Manager, Immofinanz Services Hungary Kft.

Eszter Sallai, Marketing Director, Biggeorge Property

Ákos Starcz, Managing Partner, Dialogue Creatives

15:00 - 15:30 **Presentation** Coffee break

Section IV – Portfolio Main Stage – Blue Room, 4th floor

Investment and financing

While domestic funds grew fast last year. this year is a different story. Meanwhile, the investment market has remained stable, and foreign investors have not been driven off by yields between 5% and 5.7%. The instruments for financing are also stable and have even been expanded by the central bank. There will always be risks, but everyone is trying to minimise these. It remains to be seen where the domestic investment and financing sector moves from here, what instruments investors will find exciting, and whether financers will take extra risks to expand their market or everyone will turtle up and play the waiting game, fearing the end of the cycle and a global wobble. The show must go on! There are always good investment, they just have to be found.

15:10 - 15:25 **Presentation** The first experiences regarding NKP

Speaker:

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

15:25 - 16:20 **Panel** Financing strategies - Which pedal to push?

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

Panellists:

Pál Darida, Director of Financing and Transactions, Futureal Group

Krisztián Hornok MRICS, Managing Director, International Transactions and Asset Management, Indotek Group

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

Máté Lóga, State Secretary, Government of Hungary

Zsolt Morvai, Director, MBH Bank

Gábor Pető, Financing and Transactions Director, Forestay Group

16:20 - 17:05 **Panel** Record prices, downcast outlook - Which way will the investor market turn?

Panellists:

Tibor Nagy, Business Development Manager, Otthon Centrum Solutions Kft.

Balázs Pázmány FRICS, Chairman of the Board, Erste Alapkezelő Zrt.

György Rábai MRICS, Senior Manager, KPMG

Proptech Q&A – Gold Room, 3rd floor left

15:30 - 16:30 **Presentation** Proptech Q&A

Office market + "Concept of the year" talks and voting - Orange Room, 3rd floor left

Dream it. Build it. Sell it? – Sell it not just to tenants or customers but also to employees, shoppers and end-users. Marketing is no longer sufficient. It is no longer enough to say you're the best and brightest. You have to build a brand, a community, an experience, an identity, an engagement, even a kind of pride in a world where everything will be about social media, digitalisation, ratings and experiences for future generations.

Let's pick the best candidate for the "Concept of the Year" award together. – For several years now, the professional programme has been concluded by the best candidates presenting their new development plans and concepts. This year will not be different. Be there and help your favourite win with your vote.

15:20 - 16:10 **Panel** Office market - Fighting for tenants

Chair: **Balázs Simonyi**, Head of Office Advisory, Eston

Panellists:

Tamás Bernáth, CEO, Appeninn Holding Nyrt.

Valter Kalaus, Managing Partner, Newmark VLK Hungary

Norbert Schőmer MRICS, Deputy-CEO, Wing Zrt.

Péter Szalma, Leasing Manager, CA Immo

16:10 - 16:20 **Presentation** Atenor presents a project started in one of the most popular locations in Buda

Speaker:

Nikolett Püschl, Development & Leasing Manager, Atenor Hungary

16:20 - 16:30 **Presentation** Tech heaven on the Hungária ring: Gizella Loft

Speaker:

Anita Hancz, Sales Associate, Office Developments, Wing Zrt.

16:30 - 16:40 **Presentation** Hotels done differently – a brand new concept is being developed downtown

16:40 - 16:50 **Presentation** Project Presentation

Speaker:

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

16:50 - 17:00 **Presentation** New Age

Speaker:

Iván Nagy, Development Director, CPI Hungary

Construction industry and the residential market – Turquoise Room, 3rd floor right

"Financing? We'll take care of it. Market demand? Enormous. Constructor? We have one. Although they are not cheap and will not be available for three years." Is the situation still this dire? Or has the pressure on the construction industry eased? Is there a point in developing or expanding capacity, or is everything fine as it is? After the 5% VAT on homes is phased out in January 2020, we'll be back to where we were before. Or will we? We could even see a new twist in the tale on the very day of the conference. Will the market of newly built homes collapse, or will demand stabilise at prices considered unthinkable just a short time ago? Will there be an

institutionalised rental home market in the future, or will the home market remain the Mecca of small investors? Market expectations, risks and expected effects.

15:20 - 15:35 **Presentation** Energy efficiency in large structures

Speaker:

Jan Babiak, Project Manager Project Engineering, Uponor

15:35 - 16:20 **Panel** Construction capacities in the future

Chair: **Gábor Kiss**, Managing Director, Metrodom Kivitelező Kft.

Panellists:

József Erdei Z., Managing Director, EB HUNGARY INVEST Kft.

Tamás Gegesi Kiss, Managing Director, Gépész Centrál Kft.

Ádám Nagy, iparági stratégiákért és szabályozásért felelős helyettes államtitkár, Ministry for Innovation and Techn

Sándor Scheer, CEO, Market Építő Zrt.

16:20 - 17:05 **Panel** Will the market for newly built homes collapse? The 5% VAT rate is out. What now?

Chair: **Zoltán Sápi**, Analyst, Eltinga

Panellists:

Tibor Földi, CEO, Futureal Zrt.

Ákos Kiss, CEO, Property Market

János Martin MRICS, Director of Residential Developments, Wing Zrt.

Gergely Nagy, Corporate Regional Manager, OTP Bank Nyrt.

17:30 - 22:30 AWARD CEREMONY AND RECEPTION - 2nd floor


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17:30 - 17:40 Presentation Welcome speech

17:40 - 18:30 Presentation Portfolio Property Awards ceremony

Presenting the awards assigned by a jury of nine renowned professionals, as well as the audience award.

18:30 - 22:30 Presentation Reception – Dinner – Live music

The evening will be 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-2019/879/agenda