**Date:** 15th September 2021 **Venue:** Marriott Hotel, Budapest

# Property Investment Forum 2021

## 8:00-8:40 - ARRIVAL AND REGISTRATION

## BLUE Section I.

**08:35 - 08:40** Presentation Welcome and foreword

Speaker:

**Gergely Ditróy**, Analyst, Portfolio

**08:40 - 08:50** Presentation Opening speech – Only change is certain, but are market is stable

Speaker:

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

**08:50 - 09:10** Presentation Real estate as a real value - Property market in the light of Agenda 2030

Speaker:

**Gábor Borbély**, Director, CBRE

**09:10 - 10:00** **Panel** Permanent rearrangement or a slow return to the status quo? – What is in store for the property market?

Was the past year and a half just a bad dream, or has it brought damages, changes and structural transformation from which there is no way back? Sustainability and the survival of the planet have again come to focus after COVID. Certain categories are still struggling spectacularly with uncertainty, while green funds are increasingly finding their ways to suitable assets. What should we leave behind for good, and what are the new focal points in the property market?

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

Panellists:

**Mátyás Gereben MRICS**, Country Manager, CPI Hungary

**Benedek Gyorgyevics**, CEO, Városliget Zrt.

**Lóránt Kibédi Varga MRICS**, Managing Director, CBRE Hungary

**Melinda Kovács**, Development and Leasing Manager, Atenor

**Tibor Tatár MRICS**, CEO, Calyx Investment

**Gyula Ágházi**, CEO, Gránit Pólus Csoport

**10:00 - 10:30** **Presentation** Coffee break and networking

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## BLUE Section II.

**10:30 - 11:10** **Panel** "Greenhorn" financing – The weak pun hides billions in available financing, but what are investors looking for?

One year ago, a green bond issue was sufficient to win "Property market innovation of the year" at the Portfolio Property Awards, but Hungarian property firms have issued more than HUF 100 billion in green bonds since then, and green mortgage debentures, the Green Home Programme and green loans are only about to launch. There have been huge changes in the financing market, which will have a substantial impact on projects and investments alike.

Chair: **Gergely Fábián**, Managing Director, National Bank of Hungary

Panellists:

**Ákos Csobádi**, Managing Director, Financial Advisory, BDO Hungary

**Tamás Deák**, Director, Commercial Real Estate Finance, ERSTE Bank Hungary

**Csaba Horváth**, Chief Financial and Investment Officer, Market Asset Management Zrt.

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

**11:10 - 11:50** Panel Macroeconomic outlook

Inflation, supercycle, green funds, perpetual risks. Just a few of the factors that could have a serious effect on the property market in Hungary and abroad on the macroeconomic side. How will these factors reinforce or cancel each other? What economic processes have the biggest impact on domestic projects and investments?

Chair: **Zoltán Bán**, CEO, Net Média Zrt. (Portfolio Csoport)

Panellists:

**Márton Nagy**, Minister of Economic Development, Government of Hungary

**István Madár**, Senior Analyst, Portfolio

**Gergely Tardos**, Director, OTP Bank

**11:50 - 12:40** Panel Conservatively flexible – What should the office segment, with its 4 million square metres on offer, prepare for?

Will we forgo our personal space and crowd around shared desks? Will HR or finance call the shots? Do businesses know what they need at all? How can old properties compete with new ones? What kind of changes and flexibility will tenants require, or already do? Will the vacancy rate rise further, putting pressure on rents? Will the segment split to soaring and tanking sub-markets? What awaits the biggest asset category in Hungary?

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

Panellists:

**Mónika Frank**, Of Counsel, Co-Head of Real Estate, Kinstellar Budapest

**Tibor Karsai**, Managing Director, Rustler Kft.

**Ferenc Kis-Szölgyémi**, CEO, B+N Referencia Zrt.

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

**Viktor Nagy**, Country Manager Operations Hungary, Immofinanz Group

**Csaba Zeley**, Managing Director, ConvergenCE

## Exclusive online beszélgetés

**12:00 - 12:30** Panel Makro workshop

*We would like to inform you that we are unable to provide interpretation.*

Panellists:

**Zoltán Bán**, CEO, Net Média Zrt. (Portfolio Csoport)

**Gergely Tardos**, Director, OTP Bank

# Green Section I.

**09:30 - 10:15** **Panel** New ones are coming! - Several hundred thousand square metres of new office space to strain the market in coming years

The "home office v. quarantine office" dilemma is one of the most burning issues for all players in the office market. While existing office buildings are trying to remain competitive along technical, employee well-being and sustainability requirements, greenfield projects have to be attractive to tenants and investors alike amidst rising construction prices, changing tenant requirements (such as infinite flexibility) and tighter regulations.

Chair: **Valter Kalaus**, Managing Partner, Newmark VLK Hungary

Panellists:

**Zsolt Berényi**, Acquisition and Development Director, HB Reavis

**Miklós Ecsődi**, Head of Occupier Services, Colliers Magyarország

**Máté Galambos**, Leasing Manager, Atenor Hungary

**Gusztáv Lovas**, Managing Director, Decor Floor Magyarország

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

**10:15 - 10:30** **Presentation** Sustainable properties in changing energy environment

Speaker:

**Zoltán Tóth**, Head of Solution Sales, E.ON Energiamegoldások Kft.

**10:30 - 11:20** **Panel** Is Hungary's property market vulnerable or stable? - Regional overview and comparison

The property markets of individual countries are affected by a number of external factors, so it is not evident that they are doing equally well in a small region like CEE. What are the strong and weak points of Hungary's property market compared to other countries in the region? How successfully have we weathered the COVID crisis? What will be the best development and investment opportunities in the coming period?

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

Panellists:

**Aurelia Luca**, EVP Operations Hungary and Romania, Skanska

**Rudolf Riedl MRICS**, Managing Director, SÜBA Hungary

**Snow Robert**, CEO, GTC Hungary

**Huw Roberts**, Chief Executive Officer (CEO), GRAPHISOFT

**Pascal Steens**, General Manager (Partner), Nhood Hungary

**Hannes Wimmer**, Managing Director, Loan Capital Markets, Erste Group Bank AG

**11:20 - 12:20** **Presentation** Sustainability presentations - Hear what the present has to say and save the future!

We have to work to achieve sustainability, all of us in our own fields. The good example will catch on, but is also helps if tight regulations and even increasingly strong financial interests support our deeper and more aware commitment to going green. These targeted presentations  will help in getting closer to the solutions of the present. No time to talk, we must act!

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

**11:20 - 11:35** **Presentation** Sustainable and predictable real estate development? Start at the foundation!

Based on the experiences of the recent period, professional project preparation has become even more important in the construction industry, which is able to guarantee predictable and risk-free construction even in times full of uncertainty. What kind of solutions are used for this already in deep foundation?

Speaker:

**Attila Szepesházi**, Head of Technical Department, HBM Soletanche Bachy

**11:35 - 11:50** Presentation Cost-effective operation

Speaker:

**András Sipos**, Sales Manager, Re-Energy Kft.

**11:50 - 12:00** Presentation There is no green project if the operation is not green

Speaker:

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

**12:00 - 12:10** Presentation Opening the door for sustainability

Speaker:

**Milán Csuka**, Project Developer, Reynaers Aluminium Kft.

**12:10 - 12:20** Presentation The future city is green and livable - what does Liget do for this?

Speaker:

**Balázs Jelinek**, Deputy CEO – Operations, Városliget Zrt.

## Ebédre várjuk résztvevőinket a földszinti DNB étterembe és a fenti kiállítói térbe 12:00-14:30-ig!!

## BLUE Section III.

**13:50 - 14:05** Presentation Presentation - Construction industry

Speaker:

**Csilla Rázsóné Szórády**, CEO, Újház

**14:05 - 14:45** **Panel** Material costs unchained! – What will happen to projects?

There is no more burning issue at present than the soaring construction material prices, which have a huge impact on the property market, and the government's attempts to rein in prices. But what good will it do? Can prices be pushed down and supply problems alleviated? Or does it all depend on global trends? Can commodities that have become expensive be cheap once again? Will there also be flexibility downwards? What does the construction industry have in store for the property market?

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

Panellists:

**Csaba Gyutai**, CEO, ÉMI Nonprofit Kft., kormánybiztos

**Csaba Rigó**, President, Gazdasági Versenyhivatal

**Csilla Rázsóné Szórády**, CEO, Újház

**Sándor Scheer**, CEO, Market Építő Zrt.

**14:45 - 14:55** **Presentation** How can Graphisoft create technical data assets for real estate developers?

Speaker:

**Péter Reicher**, Country Manager, Graphisoft SE

**14:55 - 15:35** **Presentation** What is equity looking for? – Challenges for investors and increasingly green expectations

Investment strategies in the post-COVID, pre-climate disaster market. This is an incredibly uncertain period for investors, as they have to invest the funds coming in into profitable, high-yield assets amidst huge risks and uncertainty. While ESG, green bonds and green investment funds are soaring, they still need to find suitable properties. The fight for green has started as the race for high and safe returns continues. Are there good alternative solutions or will core assets prevail?

Chair: **Bálint Botos**, Managing Partner, Forestay Group

Speaker:

**Salamon Adorján**, CEO, ESTON International

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

**Noémi Pallos CFA**, Director, Blackrock

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

**15:35 - 15:55** **Presentation** Coffee break and networking

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## Green Section II.

**13:40 - 14:25** **Panel** Housing market: Spectacular and justified pressure

From now on, gardens and kitchen tiles will not be the only green things in homes! But how much can regulations are tightening, construction costs are rising, and the loan moratorium and the period of go incentives are ending, green housing loans are about to launch. Will there be a sequel? What factors market in Hungary? Is there any chance to be institutionalised?

Chair: **Gergely Nagy**, Corporate Regional Manager, OTP Bank Nyrt.

Panellists:

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

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

**Mihály Schrancz**, CEO, Founding Partner, Realis Development

**Gabriella Szörcsök**, Residential Sales Manager, Atenor

**14:25 - 14:40** **Presentation** Smart cities, smart buildings

Speaker:

**Andor Gál**, Business Solutions Manager, Telenor Hungary Zrt.

**14:40 - 15:20** **Panel** Hotel market: Leisure vs. business – Resurrection for one, coma for the other?

What awaits the hotel market? Will a merciless wave of purging sweep across the segment once the r there also be winners, or only losers? Why are hundreds of hotel rooms still being built to this day? Th primary victim of the pandemic, but what do market players expect?

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

Panellists:

**George Bobvos**, Development Director, TriGranit

**Balázs Kovács**, CEO, Danubius Hotels

**Zsolt Morvai**, Director, MBH Bank

**15:20 - 15:25** **Presentation** Coffee break and networking break

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## Marketing & Branding workshop

**14:30 - 15:15** Presentation Marketing & Branding workshop

Chair: **Zoltán Bán**, CEO, Net Média Zrt. (Portfolio Csoport)

Speaker:

**Géza Ipacs**, Graphic designer, Managing Director, Apacs Stúdió

**Zsolt Unger**, CEO, Unger & Partners

## Green Section III.

**15:25 - 16:05** Presentation Retail: Shopping vs. buying

Malls are not about to give up! Transformation, re-planning, experience-based shopping, a location for meetings and leisure. The time has come to split up. Conscious consumers will fatten e-commerce, while those who prefer browsing will continue to attend the shrines of consumption in malls.

Chair: **Gábor Vörös**, Managing Director, Head of CEE Real Estate Financing, UniCredit

Speaker:

**Márk Balástyai**, Chief Executive Officer, Futureal Energy

**Miklós Gyertyánfy MRICS**, Chief Operating Officer, Gránit Pólus

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

**Ernő Takács**, Chairman, Roundtable Association for Real Estate Developers (IFK)

**16:05 - 16:50** Presentation Nominees for the "Concept of the Year" award – Projects of the future

Seven-minute project presentations on the latest property developments, with the audience deciding the winner! Don't miss the vote! Last year, a mere two votes separated first and second.

Chair: **Roxána Pásztor**, Analyst, Portfolio

**16:05 - 16:10** Presentation QUBES / Join the evolution of office space

Speaker:

**Mazzá Fabrizio**, Business Development and Partnership Manager, HubHub and QUBES by HB Reavis

**16:10 - 16:15** Presentation First TRIBE hotel is coming to Hungary!

Speaker:

**László Balassa**, Project Director, Futureal Group

**16:15 - 16:20** Presentation HOP - Városi irodapark újragondolva

Speaker:

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

**16:20 - 16:25** Presentation BakerStreet I & II – High-tech offices now in two unconventional buildings

Speaker:

**Máté Galambos**, Leasing Manager, Atenor Hungary

**16:25 - 16:30** Presentation LAKE11 Home&Park_Lakeside homes in Buda by Atenor

Speaker:

**Gabriella Szörcsök**, Residential Sales Manager, Atenor

**16:30 - 16:35** Presentation BudaPart Downtown, the new multifunctional building of the quarter of Buda

Speaker:

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

**16:35 - 16:40** Presentation ParkSide Offices. Your Office by Choice

Speaker:

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

**16:40 - 16:50** Presentation Centerpoint – Új központ a Váci úton

Speaker:

**Eszter Losonci-Várnai**, Leasing Director, GTC Magyarország Ingatlanfejlesztő Zrt.

## BLUE Section IV.

**15:55 - 16:45** **Presentation** Logistics: The segment that just laid back during the pandemic and ordered another coffee. Or did it?

New entrants, incumbents switching gears, regional competition, changing rules, huge demand, changing requirements and enormous interest from the Far East characterise the market of logistics and industrial properties. Is it sufficient to lay back and harvest the fruit as it ripens, or does long-term success require hard work and preparations in the present?

Chair: **Rudolf Nemes**, CEO, HelloParks

Speaker:

**Tamás Beck**, Director, Industrial Agency, Colliers

**Dávid Huszlicska**, Country Head, CTP Management Hungary Kft.

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

**István Kerekes**, Country Manager Hungary, GLP Europe

**Zsófia Korda**, Corporate Sales Relations and Business Development Chief Sales Officer (CSO), WING

**16:45 - 17:30** **Panel** Let us open a new era! – Which way should those tankers turn?

Chair: **Gergely Ditróy**, Analyst, Portfolio

Panellists:

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

**Dániel Jellinek**, Partner, CEO, Indotek Group

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

## 18:30 -tól Minikoncert

## 17:55 - 21:00 Reception and networking

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-2021/1268/agenda