

# Property Investment Forum 2016 program

## 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**  
Speaker:  
**Pál Dános MAISZ, MRICS, Director, KPMG**
- 09:20 - 10:10** **Panel discussion: CEE booming: Hungary on the investors’ map again**  
Moderator: **MRICS Michael Edwards MRICS**, Head of Capital Markets (Hungary) / Valuation & Advisory (Central Europe), Cushman & Wakefield  
Conversation participants:  
**Patrick Delcol**, CEO for CEE, BNP Paribas Real Estate  
**Adrian Karczewicz**, Head of Divestments CEE, Skanska  
**Lila Pateraki**, Chief Investment Officer, Zeus Capital Management  
**Noah Steinberg FRICS**, elnök-vezérigazgató, WING  
**Péter Számely MRICS**, Head of Real Estate Finance CEE, HYPO NOE / RICS Austria Ambassador  
**Árpád Török MRICS**, Chief Executive Officer, TriGranit
- 10:10 - 10:50** **Hungary investment round table**  
Moderator: **Csanád Csűrös**, CEO, Property Forum  
Conversation participants:  
**Gergely Biró**, elnök-vezérigazgató, Diófa Alapkezelő  
**Ferenc Furulyás MRICS**, Managing Director, JLL, Budapest  
**Péter Kereskényi**, Head of Real Estate, Acquisition and Syndicated Finance, Raiffeisen Bank Zrt.  
**Bence Vécsey MRICS**, Director, Head of Investments, Colliers International Hungary
- 10:50 - 11:10** **Coffee break**

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

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

- 11:10 - 11:25 District heating extends to the city centre: residential and office buildings**  
Speaker:  
**Dr. György Mitnyan**, CEO, F?táv
- 11:25 - 11:40 We hire, not fire - Employer Branding in construction**  
Speaker:  
**Marcell Pinty?ke**, marketing és kommunikációs igazgató, KÉSZ Holding
- 11:40 - 12:20 Panel discussion: Financing alternatives for property investors and developers: bond issuance, IPO, bank financing**  
Conversation participants:  
**Doron Dymshiz**, Co-CEO, Duna House  
**Dr. Gábor Erd?s**, Partner, Head of Deloitte Legal, Deloitte Legal Erd?s és Társai Ügyvédi Iroda  
**Péter Kocsis MRICS**, Deputy CEO, WING  
**Gábor Székely**, vezérigazgató, Appenninn Holding Nyrt.
- 12:20 - 13:00 Panel discussion: Where are we exactly in the property cycle? – Everyone seems to be developing**  
Conversation participants:  
**Dr. Gergely Árendás**, ügyvezet? igazgató, Property Market  
**Mátyás Gereben MRICS**, Country Manager, CPI Hungary  
**Attila Kovács MRICS**, Managing Partner, Horizon Development  
**Tibor Nagygyörgy MRICS**, Owner - CEO, Biggeorge Property Zrt.  
**Adorján Salamon MRICS**, CEO, ESTON International  
**Gábor Vörös**, Managing Director, Head of CEE Real Estate Financing, UniCredit
- 13:00 - 14:00 Lunch break**

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

**Chair: Dr. Ern? Takács**, Chairman, Roundtable Association for Real Estate Developers (IFK)

- 14:00 - 14:30 Budapest bid for the 2024 Summer Olympics - Introducing the master plan**  
Speaker:  
**Balázs Fürjes**, Budapestért és a f?városi agglomeráció fejlesztéséért felel?s államtitkár, Miniszterelnökség
- 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:  
**Dr. Tamás Ádány..**  
**Pál Baross FRICS**, Campus Development Director, Central European University  
**Sándor Finta**, Director of Architecture & Urban Planning, Budapest2024 Nonprofit Zrt.  
**János Ger? MSc, MRICS**, vezérigazgató-helyettes, Wing  
**Dr. Tamás L?csei**, Partner, PwC

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

### 14:00 - 14:50 Panel discussion: How has logistics become sexy?

Moderator: **Ákos Budai**, Editor-in-Chief, Property Forum

Conversation participants:

**András Bodahelyi**, Logistics Manager (Airport Logistic Park), CPI Hungary

**Balázs Gábosy**, üzletfejlesztési, kereskedelmi és operatív Igazgató, Nhood Services Hungary Kft.

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

**László Kemenes MRICS**, magyarországi ügyvezető, Prologis

**István Kerekes**, bérbeadási igazgató, Horizon Development

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

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

Moderator: **MRICS 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

**Anna Vincze**, Property Management Director, BNP Paribas Real Estate Hungary

**Lőrinc Zátonyi**, Director, Special Projects, NEO Property Services Zrt.

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

Chair: **Bálint Nagy**, vezető szerkesztő, Pénzcentrum - HRCentrum

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

Speaker:

**Lajos Kandra**, Managing Director, Burken Kft.

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

Speaker:

**Áron Horváth**, Manager, ELTINGA / Lakás Riport

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

Conversation participants:

**Ákos Balla**.

**Károly Benedikt**, Chief Analyst, Duna House

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

**Gábor Soóki-Tóth MRICS**, Head of CEE Residential Working Group, RICS

**Gábor Tokodi**, vezérigazgató-helyettes, FHB Bank

## 14:00-15:20 - Section III/D: Property Marketing Workshop -

## Commercial real estate

Chair: **Gergely Ditróy**, Head of Real Estate Division, Portfolio

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

Speaker:

**Karolina Galác**, Deputy Director, Young and Rubicam Budapest

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

Speaker:

**Dr. Mária Tör?csik**, Managing Director, Marketing Inspiráció Fogyasztói Magatartás Kutató Intézet Kft.

**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

**Orsolya Németh**, Marketing Director, Cushman & Wakefield

**Dániel Pazsitzky**, Marketing Director, TriGranit

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

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

Chair: **Gergely Ditróy**, Head of Real Estate Division, Portfolio

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

**Taxation and legal issues**

People:

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

**Dr. Gábor Kóka**, Partner, Deloitte Private

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

People:

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

**Adél Carlson**, Project Manager, Tópark Ingatlanfejlesztés

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

**János Kocsány**, CEO, Graphisoft Park

**Norbert Sch?mer MRICS**, irodafejlesztésekért felel?s vezérigazgató-helyettes, Wing Zrt.

- 16:30 - 17:00 Office market debate – New developments, growing rents**  
Conversation participants:  
**Sarolta Csikós MRICS**, Regional Leasing Director – Office, TriGranit  
**Tibor Gasser**, Founder, Partner, GAMMA Properties  
**Kata Mazsaroff**, bérbeadási és vagyongazdálkodási igazgató (Magyarország és Románia), Skanska  
**Gergely Pados**, Managing Director, Cushman & Wakefield  
**Mariann Tóth**, bérbeadási igazgató, Property Market Kft.

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

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

- 15:40 - 16:00 Major trends on the Budapest hotel market**  
Speaker:  
**Mr. Attila Hegedűs MRICS**, partner, ügyvezető, Dentons Europe Consulting Ingatlan és Turizmus Tanácsadó Kft.
- 16:00 - 17:00 Panel discussion: Budapest hotel market expanding**  
Moderator: **Mr. Attila Hegedűs MRICS**, partner, ügyvezető, Dentons Europe Consulting Ingatlan és Turizmus Tanácsadó Kft.  
Conversation participants:  
**Péter Bársony**, Chief Executive – Hospitality, Eventhotels Vagyongazdálkodás Zrt.  
**Eric van Dijk**, COO, Meininger Hotels  
**Tamás Flesch**, Managing Director & Owner, Continental Group Kft.  
**Gábor Kérdő**, Country Manager Hungary, Accor/Orbis  
**Nicolas Kipper**, General Manager, the Ritz Carlton Budapest

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

- 15:40 - 16:00 The Hungarian retail picture: consumption and purchasing power**  
Speaker:  
**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?**  
Moderator: **Zsolt Kákosy MBA MRICS**, Head of Asset Services, CBRE  
Conversation participants:  
**Krisztina Deutsch MRICS**, Head of Leasing, Futureal  
**András Görgey**, Managing Director, Drogerie Markt  
**Gyula Gyalay-Korpos**, Chairman, Magyar Bevásárlóközpontok Szövetsége  
**Krisztián Klotz**, Development Manager, Spar  
**Gábor Pósfai**, Managing Director, Decathlon Hungary  
**Viktória Szabó**, Partner - Head of Retail, Cushman & Wakefield

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

**Chair: Bacsa Attila**, Senior Sales Manager, Portfolio

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

Speaker:

**Balázs P?cze**, Creative Director, Mito

**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

**Dóra Fináczy**, Marketing Manager, FHB Bank

**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**