

# 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 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**

People:

**Pál Dános MAISZ MRICS**, Director, KPMG

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

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

Conversation participants:

**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**

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

Conversation participants:

**Ferenc Furulyás MRICS**, Managing Director, JLL, Budapest

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

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

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

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

People:

**György Mitnyan**, CEO, F?táv

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

People:

**Marcell Pinye**, 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

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

**Péter Kocsis MRICS**, Deputy CEO, WING

**12:20 - 13:00 Panel discussion: Where are we exactly in the property cycle? – Everyone seems to be developing**

Conversation participants:

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

**Attila Kovács MRICS**, Managing Partner, Horizon Development

**Adorján Salamon MRICS**, CEO, ESTON International

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

**Gergely Árendás**, Chairman, Ingatlanfejlesztési Kerekasztal Egyesület (IFK)

**13:00 - 14:00 Lunch break**

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

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

People:

**Balázs Fürjes**, Budapestért és a fővárosi agglomerációért felelős 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:

**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 discussion: How has logistics become sexy?**

Conversation participants:

**Balázs Gábosy**, kereskedelmi igazgató, Immochan Magyarország Kft.

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

**László Kemenes MRICS**, Country Manager Hungary, Prologis

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

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

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

Chair: **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

**L?rinc Zátonyi**, Director, Special Projects, NEO Property Services Zrt.

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

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

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

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

Conversation participants:

**Gábor Kiss**, Managing Director, Metrodom Kivitelez? Kft.

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

## **14:00-15:20 - Section III/D: Property Marketing Workshop - Commercial real estate**

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

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

**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

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

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

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

#### Taxation and legal issues

People:

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

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

People:

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

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

**János Kocsány**, CEO, Graphisoft Park

**Norbert Schömer MRICS**, fejlesztési igazgató, AIG Lincoln

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

Conversation participants:

**Sarolta Csikós MRICS**, Regional Leasing Director – Office, TriGranit

**Kata Mazsaroff**, Director, Head of Occupier Services, Colliers International

**Gergely Pados**, Managing Director, Cushman & Wakefield

**Mariann Tóth**, bérbeadási igazgató, HB Reavis

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

### 15:40 - 16:00 Major trends on the Budapest hotel market

People:

**Attila Hegedűs MRICS**, partner, ügyvezető igazgató, BDO Magyarország Hotel és Ingatlan Szolgáltató Kft.

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

Chair: **Attila Hegedűs MRICS**, partner, ügyvezető igazgató, BDO Magyarország Hotel és Ingatlan Szolgáltató Kft.

People:

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

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

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

People:

**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?**

Chair: **Zsolt Kákósy MRICS**, ügyvezető igazgató, Sam-Lak Kft.

Conversation participants:

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

**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

**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**