

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, Chairman & CEO, WING
Péter Számely MRICS, Head of Real Estate Finance CEE, HYPO NOE Landesbank für Niederösterreich und Wien AG
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, vezérigazgató-helyettes, WING
Gábor Székely, vezérigazgató, Appeninn Holding Nyrt.
- 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
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
Dr. Gergely Árendás, ügyvezet? igazgató, Property Market
- 13:00 - 14:00** **Lunch break**

14:00-15:30 - Section III/A: Summer Olimpycs: 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 agglomerációért felel?s államtitkár, Budapestért és a f?városi agglomeráció fejlesztéséért felel?s államtitkár
- 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.
János Ger? MSc, MRICS, vezérigazgató-helyettes, Wing
Dr. Tamás L?csei, Partner, PwC
Dr. Tamás Ádány..

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 Bodahegyi, Logistics Manager (Airport Logistic Park), CPI Hungary

Balázs Gábosy, kereskedelmi igazgató.

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

László Kemenes MRICS, Country Manager Hungary, magyarországi ügyvezető?

István Kerekes MRICS, bérbeadási igazgató, Horizon Development

Dr. Zoltán Nádasy 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

Mr. 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 Kivitelez? Kft.

Gábor Csaba Soóki-Tóth MRICS, Head of Research, Otthon Centrum

Gábor Tokodi, Deputy-CEO, FHB Bank

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

Chair: **Gergely Ditróy**, Head of Property 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 Property 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, vezérigazgató-helyettes, irodafejlesztésekért felel?s vezérigazgató-helyettes

- 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, Director, Head of Occupier Services, bérbeadási és vagyonkezelési igazgató (Magyarország és Románia)
Gergely Pados, Managing Director, Cushman & Wakefield
Mariann Tóth, bérbeadási igazgató.

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 igazgató, BDO Magyarország Hotel és Ingatlan Szolgáltató Kft.
- 16:00 - 17:00 Panel discussion: Budapest hotel market expanding**
Moderator: **Mr. Attila Hegedűs MRICS**, partner, ügyvezető igazgató, BDO Magyarország Hotel és Ingatlan Szolgáltató Kft.
Conversation participants:
Péter Bársony, Chief Executive – Hospitality, Eventhotels Vagyonkezelő Zrt.
Eric van Dijk, COO, Meininger Hotels
Tamás Flesch, Managing Director & Owner, Continental Group Kft.
Nicolas Kipper, General Manager, the Ritz Carlton Budapest
Gábor Kérdő, Country Manager Hungary, Accor/Orbis

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 Kákósy MBA MRICS**, Head of Asset Services, CBRE
Conversation participants:
Krisztina Deutsch MRICS, Head of Leasing, Futureal
Gyula Gyalay-Korpos, Chairman, Magyar Bevásárlóközpontok Szövetsége
András Görgey, Managing Director, Drogerie Markt
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:

Dóra Fináczy, Marketing Manager, FHB Bank

Eszter Sallai, Marketing Director, Biggeorge Property

Tímea Szili, Group Marketing And Communications Director, Futureal Group

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