

# Portfolio Property Investment Forum 2025 program

## Registration - Morning Coffee & Networking

### Session I - A Turning Point?

2024 was a pivotal year for the Hungarian real estate market in many respects, which is why 2025 was awaited with strong optimism – hopes for a revived investment market, clearer conditions, and a shift towards greater predictability and renewed growth. While the first half of the year has not delivered a full breakthrough, there are positive signs to hold on to. By the end of September, the Hungarian real estate market may be entering a new cycle, as we already see deals, transactions, and developments starting or underway. The event will focus on these dynamics, as well as the most pressing domestic, international, global and local economic and political factors shaping the market today, at the year's most important real estate business and networking event.

#### **08:30 - 08:40 Opening Session - Ready for a New Cycle?**

Speaker:

**Gergely Ditróy**, Business Development Director, Portfolio

#### **08:40 - 08:50 Rethinking the Strategy: We are coming back stronger and more experienced**

Speaker:

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

#### **08:50 - 09:05 Solid Ground? - Where do we stand in the statistics?**

Speaker:

**Gábor Borbély**, Director, CBRE

## **09:05 - 09:50 Panel Discussion: Paradigm Shift or Return to Normal?**

**How are regulatory, economic, and technological changes reshaping development and investment decisions?**

Moderator: **Dr. Dániel Ódor MRICS**, Partner, Taylor Wessing

Conversation participants:

**János Gárdai**, CEO of Futureal Development & SSP / Group Asset Management  
Director, Futureal Group

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

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

**Kata Mazsaroff**, Managing Director, Colliers

## **09:50 - 10:30 Panel Discussion: Macro Panel - In the Shadow of the Elections**

**Interest rates, inflation, growth - what should we expect in the second half of 2025?**

Conversation participants:

**István Madár**, Senior Analyst, Portfolio

**Viktor Zsiday**, Portfolio Manager, Hold Alapkezelő Zrt., Citadella Származtatott Befektetési Alap

## **Connect & Recharge - Networking & Kávészünet**

### **Session II/A - The World of Office Work: Office & FM**

One of the biggest challenges in recent years has been the future of our offices and office buildings. Pressure came from all sides, and to this day, their present and future remain uncertain. Is the market splitting completely? Will certain buildings be repurposed? Are new ones being built? Can existing ones be sold? What incentives are now needed to attract or retain tenants? Meanwhile, the facilities management sector is struggling to keep pace with lightning-fast shifts in trends and expectations. But do we have the knowledge and capacity to keep up? In the end, though, the bill still has to be paid.

**10:50 - 11:05 Case Study: Data-Driven Office Management: Artificial Intelligence in Operations**

**11:05 - 11:45 Panel Discussion: Fierce Competition and Transforming Services in the Operations Market**

**Technology, comfort, sustainability, data, and well-being - is the premium office and its available services becoming one of HR's most important tools once again? But who will pay the bill?**

Conversation participants:

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

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

**Zoltán Mikó**, CEO, Future FM

**11:45 - 11:55 Presentation: Will AI and AI Agents Reshape the World of Work and the Workplace?**

**What impact will, or could, artificial intelligence have on office buildings?**

**11:55 - 12:40 Panel Discussion: How Cut-Throat Is the Competition in the Office Market?**

**Flexible offices, new leasing models, ESG pressure, surging AI, invisible returns, dried-up developments, and stagnant occupancy levels.**

## **Session II/B - Retail & Hospitality & Tech & Green Transition**

We will explore three key sectors with leading experts – each of which makes a visible and significant contribution to Hungary's GDP and its functioning. What lies ahead for shops (retail), hotels (tourism), and markets affected by technological advancements and climate change (tech and energy industries)?

**10:50 - 11:25 Panel Discussion: Gen Z vs Boomers - A New Retail World Between Two (Digital) Extremes**

**What are the latest impacts and trends shaping the physical retail sector? Is the tougher challenge the customer or the regulator?**

**11:25 - 12:00 Panel Discussion: Is the Hotel Market Still Flying High? - Trends, Developments, and Outlooks**

**12:00 - 12:45 Debrecen - The New Centre of Growth?**

**All about the city's key investment and development opportunities.**

Conversation participants:

**Gábor Krizsán**, Business Development Director, Dryvit Profi Kft.

**Virág Marossy**, CEO, Debreceni Vagyonkezelő Zrt.

**Zsolt Nyitrai**, Director of Risk Management, XANGA Investment & Development Group

**Sándor Szabó**, Deputy CEO, Member of the Board, Szinorg Universal Zrt.

**Midday Connect & Dine - Ebédszünet**

**Session III/A - Financing & Investments: Risk Management on a New Level**

The Hungarian real estate market is now facing an unprecedented level of unpredictability and uncertainty, driven by a multitude of factors that extend well beyond the sector itself. War, inflation, climate crisis — not to mention domestic economic and political risks. Is this the time to take risks, or is slamming on the brakes the only rational option?

**13:30 - 14:10 Panel Discussion: Honest Talk About Yields and Today's Investment Reality**

**Time for full transparency: where do we stand on trust, pricing, and expectations?**

Conversation participants:

**Dr. Miklós Németh**, Managing Director, Specialised Finance Directorate, OTP Bank

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

**Bence Vécsey MRICS**, Partner, Investment and Capital Director, Faedra Group

**14:10 - 14:50 Panel Discussion: Financing Dilemmas**

**Are risks being repriced? And if so - in which direction?**

Conversation participants:

**Péter Balogh**, Managing Director, MBH Bank

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

**Dániel Gajdos**, Head of Structured Finance and Operations, Panattoni Hungary

**Section III/B - This Is Where the Business Is!**  
**Soaring Trends: Spotlight on Repurposing and Debrecen**

One of the most exciting areas in the real estate market is the repurposing, repositioning, and revitalising of buildings that, while likely well located, are technically or otherwise challenging to utilise commercially. This market segment is rapidly gaining ground. But location matters not only within a city but across the country as well. So what does Debrecen have to offer today as a real estate hotspot?

**13:30 - 14:10 Panel Discussion: Digitalisation and Sustainability - Still Putting the Market Under Extreme Pressure**

**14:10 - 14:50 Repurposing, Repositioning, and Redevelopment Are Booming**

**Is this the winning business model today? - "No risk, no reward" - These are the key lessons and tasks ahead.**

## **Networking Break - Espresso & Bubbles & Insights**

### **Session IV/B - Residential Market and Construction Industry**

This year's standout submarket is the residential sector, which is keeping not only property developers afloat but also key players in the construction industry during these challenging times. But is the positive sentiment still holding? How limited are buyers' opportunities? Can the construction industry continue to operate more competitively and efficiently without compromising on the expected quality?

#### **15:15 - 15:55 Panel Discussion: New-Build Housing Market - Is the Outstanding Momentum Behind 2025's Success Story Still Holding?**

**Homes are being built, prices are rising, and demand remains high. Is there anything that could slow this momentum, or will the residential property market continue to soar?**

#### **15:55 - 16:30 Panel Discussion: Construction Industry - Can It Be More Efficient and Affordable?**

**What solutions does the construction sector offer to the Hungarian real estate industry? From what, how, and at what cost?**

### **Session IV/A - Intensifying Competition**

After a booming half-decade, the industrial and logistics property sectors are now starting to feel the ripple effects of global economic uncertainty. But how deep is the disruption - and how long will it last?

Real estate is not a sprint. Decisions are made for the long term; the future must be forecast not just for hours or days, but for decades ahead. What are the key players in the market seeing right now?

**15:40 - 16:20 Panel Discussion: How Big a Hole Is the Slowing Economy Punching in the Logistics and Industrial Property Market? Amidst a slowing economy riddled with millions of uncertainties caused by the global trade war, the logistics and industrial property sector appears to be one of the clearest losers in the real estate market. But how big is the problem — if there is one at all?**

Moderator: **Ádám Székely**, Managing Director, Owner, Innovinia, IFK, Vice-chairman

Conversation participants:

**Dr. Ferenc Gondi MBA**, Managing Director, CTP Hungary

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

**Rudolf Nemes**, CEO, HelloParks

**16:20 - 17:00 Panel Discussion: Looking Ahead!**

**Let's review the challenges and define the tasks ahead for the Hungarian property market to kick off another successful year!**

Moderator: **Gergely Ditróy**, Business Development Director, Portfolio

Conversation participants:

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

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

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

**Closing & Champagne Reception - Experiences and Connections Recharged**