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, igazgató, 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 Paritas 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 Csürös**, CEO, Property Forum

Conversation participants:

Gergely Biró, elnök-vezérigazgató, Diófa Alapkezelő

Ferenc Furulyás, 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 Csürös, CEO, Property Forum

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

Speaker:

Dr. György Mitnyan, CEO, Főtáv

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

Speaker:

Marcell Pintyőke, 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 Dymschiz, Co-CEO, Duna House

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

Péter Kocsis MRICS, Deputy CEO, 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:

Dr. Gergely Árendás, ügyvezető 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 Olimpycs: Budapest 2024

Chair: Dr. Ernő 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 fővárosi agglomeráció fejlesztéséért 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, challanges**

Conversation participants:

Dr. Tamás Ádány, Business Development Director, Horizon Development

Pál Baross FRICS, Campus Development Director, Central European University

Sándor Finta, Director of Architecture & Urban Planning, Budapest2024 Nonprofit Zrt.

János Gerő MSc, MRICS, vezérigazgató-helyettes, Wing

Dr. Tamás Lőcsei, 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

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 Kivitelező Kft., IFK, Vice-chairman

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

Gábor Tokodi, vezérigazgató-helyettes, FHB Bank

14:00-15:20 - Sectiion 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 Galácz, Deputy Director, Young and Rubicam Budapest

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

Speaker:

Dr. Mária Törőcsik, 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

Speakers:

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

Dr. Gábor Kóka, Partner, Deloitte Private

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

Speakers:

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 Schőmer MRICS, -.

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 vagyonkezelési 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 Vagyonkezelő 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, üzleti jövőkutató, Business Partner, Impetus Research

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 Pőcze, 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