

XX. Property Investment Forum program

Registration - Morning Coffee & Networking

I. section - Reckoning

Over the past 20 years, the Portfolio Property Investment Forum, or "PIF", has matured and come of age with the most important players in the domestic real estate market! This year, we are not the only ones celebrating an important anniversary, but also several key players in the Hungarian real estate market, who have also been contributing their expertise to the development of this unique and diverse industry for decades. The past is important for its strong foundations, for knowledge and experience, but nothing is as important as tomorrow, the future that lies ahead, that we have to work for, that we have to shape, that we have to make better, more beautiful, sustainable, safe, efficient, with our own means. Together! As the domestic real estate market has done in the last 20-30 years and will do in the next 20-30 years! On this day, we lay the foundations for this: The next 20 years.

Moderator: Gábor Borbély, Director, CBRE

08:30 - 08:40 Opening - It's been 20 years together!

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

08:40 - 08:50 A new real estate market for a new world! - Are we ready!?

Speaker:

Noah Steinberg FRICS, Chairman & CEO, WING

08:50 - 08:55 20 Years Behind Us - and Disruptive Transformations Ahead!

Speaker:

Dr Ernő Takács, Chairman, IFK

08:55 - 09:00 The Future of the Profession Is Continuous Development!

Speaker:

Norbert Schőmer MRICS, Chair, RICS Hungary

09:00 - 09:15 In the Light of the Numbers - 20 special years have passed, but what will the next 20 be like?

Speaker:

Gábor Borbély, Director, CBRE

09:15 - 09:50 Reckoning! - Let's Lay the Cards on the Table and Open a New Chapter!

20 years have passed in Hungarian and regional real estate markets and economies. Where were we 20 years ago, and where are we standing today!? Was this all our potential, or did we lose a lot somewhere? What should we do to make the domestic real estate market successful again internationally? Where did the domestic market fail, and where was it a role model?

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

09:50 - 10:35 Past the bottom!? - How to boost the domestic real estate market again!

The past year has been a rocky one for both the domestic and international real estate markets. But has the picture become clearer in the various segments? Are investors waking up? Has the rental market calmed down? Have the best-selling products changed? Will the financing start? Are digitalisation, greening, and ESG on the rise? What will be the reality of the domestic real estate market in the next 1 to 20 years?

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

Conversation participants:

Mátyás Gereben MRICS, Country Manager, CPI Hungary

Lóránt Kibédi Varga MRICS, Managing Director, CBRE Hungary

Kata Mazsaroff, Managing Director, Colliers

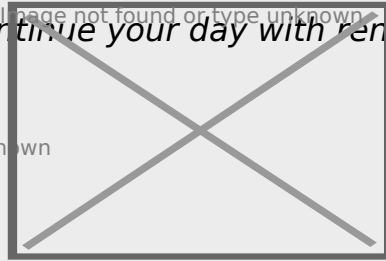
Álmos Mikesy, Deputy CEO, Gránit Alapkezelő

Connect & Refresh

***Relax in Style - Special Latte Experiences and Other Delicacies Await
You at Our Partners!***

*During today's first refreshment break, don't miss out on the seasonal **Pumpkin Spice Latte, E&T**, or the refreshing **Matcha Latte**, alongside the classic coffee flavours. If you're looking for an extra flavour experience, be sure to try the delicious **doughnuts** and fresh **smoothies** as well.*

Perfect choices for a casual networking break between professional programmes, allowing you to continue your day with renewed energy!



II/A section - FM & Office

Has it been finally decided whether people will come back to work in the offices or not? Regardless of how many days workers are on site, is the appropriate amount of space still necessary? Is the office cost just a "rounding error" in the company's expenses anyway? What is the pressure on rents and other incentives due to rising vacancies? Will office developments that were considered certain be halted? What waves does the entry of the state make? The fate of 3.5 million speculative square metres will depend on the trends, movements, and decisions of companies in the coming years. Should the office market be on a new footing for the next 20 years?

Moderator: Gábor Borbély, Director, CBRE

10:55 - 11:10 What is the future for office buildings? The decade of sustainable and adaptive work environments

The future of office buildings lies in developing sustainable, flexible, and future-ready work environments. How are various stakeholders in the real estate industry contributing to this transformation? What trends in work culture, technology, and environmental responsibility are highlighting the potential of evolving office spaces and shaping the vision of reimagined, "collaboration-promoting" offices?

Speaker:

Zsolt Kákossy MBA FRICS, Senior Director, Head of Property Management, Icon Real Estate Management Kft.

11:10 - 11:25 Indoor Coverage as a Basic Infrastructure

Where does the Hungarian digitalisation process currently stand? Regardless of whether it's 4G, 5G, NB-IoT, self-driving cars, smart cities, or AI, continuous and excellent mobile communication coverage is essential for ensuring that the network is reliably accessible to everyone everywhere.

Speaker:

Dr. Gergő Budai J., CEO, Vantage Towers

11:25 - 11:35 Sustainable Real Estate 2030: Operations and Effects on the Future

Operating office buildings and shopping centres according to sustainability principles by 2030. New technical solutions that reduce energy use and emissions and improve the efficiency of building operations. In addition, moral and ethical considerations that enhance the social value of sustainability will be addressed. It analyses the business benefits and challenges of sustainable operations, taking into account economic impacts and quality expectations.

Speaker:

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

11:35 - 12:15 You can still be more efficient - Operation and energy efficiency

Moderator: **László Vágó**, CEO, NEO Property Services Zrt., Chairman, LEO

Conversation participants:

Lóránd Gárdonyi, Real Estate & Customer Experience Director, Prologis

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

Zoltán Mikó, CEO, Future FM

Péter Pál, Executive Director, Re-Energy

12:15 - 13:00 Office market - Focus on vacancies that refuse to decrease!

Moderator: **László Krüpl MRICS**, Partner, Schönherr Ügyvédi Iroda

Conversation participants:

Gábor Angel, Deputy CEO, Office, Wing

Pál Dános MAISZ, MRICS, Associate Partner, KPMG

Miklós Ecsődi, Director, Head of Occupier Services, Colliers

Valter Kalas MRICS, Managing Partner, Newmark VLK Hungary

Balázs Simonyi MRICS, Head of Office Advisory, Eston

II/B section - Digitalisation & Hotel & Retail

Domestic tourism, along with the accommodation market, could receive a further boost in the coming years if the repositioning and increased popularity of Budapest as a tourist destination is successfully achieved. This, while it may not lead to the development of new large shopping centres, could bring the opening of higher prestige retail brands and stores either in existing shopping centres or in high street retail spaces. How will tourism and the hotel market in Budapest move up a level? What trends are shaping consumer habits, needs, property use and services? How do Gen Z and Boomers shop? And how does all this relate to the latest advances in artificial intelligence and the rush to digitalise, collect and analyse data? The future is already being written, but there are still many details to be seen!

Moderator: Kata Tóth, Conference project leader, Portfolio

11:00 - 11:35 What will AI and digitalisation give and take away from the real estate market?

Moderator: **Zoltán Kalmár**, Founder, Proptech Strategic Expert, Proptechzoom.com

Conversation participants:

Béla Almás, Chief Executive Officer, Streamnet

Bea Déri, Director of PR, Marketing & Design, CPI Property Group

Péter Reicher, Country Manager, Graphisoft SE

11:35 - 11:45 Changing Winds: The New Emergence of Lease Agreements and Their Impact on Hotel Industry Investments in Hungary

Speaker:

Márton Takács, Partner, Hotel Advisory and Hotel and Leisure Global Sector Leader, Moore Hungary

11:45 - 12:20 Hotel & Tourism - Can Budapest finally be put on the map? Where do we stand in the market cycle? Value enhancement through a well-thought-out investment strategy and asset management. Evolving investment strategies, new products and brands in Hungary's hotel market.

Moderator: **Márton Takács**, Partner, Hotel Advisory and Hotel and Leisure Global Sector Leader, Moore Hungary

Conversation participants:

Balázs Fóti, Director, Hotel Development and Portfolio, WING

Zoltán Kecskeméthy, CEO, BDPST Ingatlanfejlesztő

Andrea Róna, Group Director of Development, Danubius Hotels

12:20 - 12:55 Retail properties - Is there hope for developments or will renewal prevail? - “powered by MBSZ”

Moderator: **Tamás Simon**, ingatlan bérbeadásért felelős igazgató, Indotek Group

Conversation participants:

Ádám Cseresnyési, Head of Leasing, ECE Projektmanagement Budapest

András Karácsonyi, B2B üzletág vezető, Westend Üzemeltető

Dr. Melinda Szilágyi, Head of Operations Hungary and Slovakia, Multi Hungary Management

Midday Connect & Dine

Join us for a delicious lunch, which you can enjoy on both the upper floor and in the ground floor restaurant. Choose the panoramic view on the upper floor or the

vibrant atmosphere and terrace of the ground floor restaurant, and recharge with delicious bites while further building your connections.

III/A section - Financing & Construction Industry

The most important friends of the real estate market are financiers, investors and the construction industry. Success, speed and quality depend on them (as well). Opposing effects, interests, circumstances, and prospects currently characterise different areas, but the common interest is the same for everyone. Operational, prosperous, sustainable, financeable, efficiently run, fast, cheap and accurate property developments to the satisfaction of tenants and buyers. This is where we need to plan ahead for another 20 years!

Moderator: Gábor Borbély, Director, CBRE

13:40 - 14:20 Financing & Investment - Past the low point?

Moderator: **Gábor Zeller**, Senior Director, Capital Markets, iO Partners

Conversation participants:

László Balassa, Deputy CEO of Real Estate Development, Market Asset Management Zrt.

Péter Balogh, Managing Director, MBH Bank

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

Balázs Jávör, Managing Director Head of Financing, UniCredit Bank Hungary

14:20 - 14:35 The Construction Industry Is Out of Money! - What To Do Now?

Speaker:

Vera Zsuzsa Koncz, CEO, bitmist

14:35 - 15:10 The advent of super-efficient and sustainable construction will change everything in the real estate market

Moderator: **Dr Ernő Takács**, Chairman, IFK

Conversation participants:

Regő Lánszki, State Secretary for Architecture, Ministry of Construction and Investment

Tibor Massányi, Managing Partner, DVM Group

Balázs Sabathiel, cégvezető, HungaroCAD Informatikai Kft.

III/B section - Circulation & Sustainability

ESG, sustainability, green transition and compliance, alternative operations, energy efficiency, repositioning and taxonomy, these buzzwords are perhaps getting boring, but they are only just starting to really penetrate our daily lives and are constantly reshaping our operating models. In the next 20 years, these issues are expected to be more important than the question of whether or not to go to work due to Covid, or the impact of e-commerce on the physical retail market.

Moderator: Kata Tóth, Conference project leader, Portfolio

13:40 - 13:55 Win-Win: Focus on Reducing Energy Costs of Developments and Environmental Protection

Strategic Recommendations To Reduce the Embedded Energy Capacity Demand of Office and Commercial Buildings.

Speakers:

Dr. András Reith PhD, CEO, ABUD Kft.

Pál Szilvási, Vice President, Ingatlanfejlesztői Kerekasztal Egyesület (IFK)

13:55 - 14:35 Focus on a circular approach - Renovations and repositionings

Moderator: **Zsolt Somogyi**, Co-Founder, CEO, Parkl Digital Technologies Kft.

Conversation participants:

dr. Gábor Hegedüs, Portfolio Management Director, Indotek Group

Attila Madler, Asset Management Director, CPI Hungary

Dániel Pintér, Associate Director, Head of Property & Project Management, Eston International

Tibor Tatár MRICS, Head of Hungarian residential and office development, WING

14:35 - 15:10 ESG updates - Perhaps many are tired of it, but it's only just coming now!

Moderator: **Zsuzsa Pálfalvi**, Director of FM - NEO Property Services, ESG

Working Group Leader - LEO

Conversation participants:

Áron Horváth, Director | Head of ESG & Sustainability Solutions CEE & Hungary, CBRE

Zsolt Somogyi, Co-Founder, CEO, Parkl Digital Technologies Kft.

Dóra Diána Szemerédi, Head of ESG and corporate relations, Gránit Pólus Management

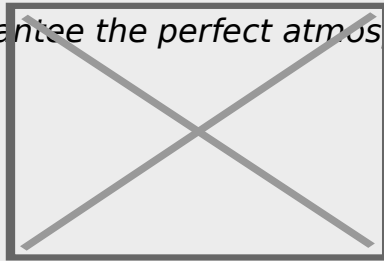
Rita Tuza MRICS, Head of Capital Markets, iO Partners Hungary Kft.

Brew & Network & Champagne

Coffee and Excitement - Let's Kick Off the Evening Fresh!

*Don't miss out on the last break's exclusive offer: try the creamy **Irish coffee** and the distinctive **rum coffee**! We can kick off the evening with a little extra energy and flavour – because everyone deserves the last coffee moments of the day to be special.*

Join us and kick off the evening with a little extra – all-day champagne, coffee, and great company guarantee the perfect atmosphere!



IV/A section - Industry-Logistics & Economy

This Could Boost the Real Estate Market and the Economy! What Are the Prospects?

Moderator: Gábor Borbély, Director, CBRE

15:40 - 16:15 The Battery Factory Revolution and Its Effects!

Moderator: **Dr. Benedek Kovács**, Partner, Head of Real Estate, Baker & McKenzie Budapest

Conversation participants:

dr. Ferenc Gondi MBA, Managing Director, CTP Hungary

István Kerekes, Country Manager Hungary, GLP Europe

Rudolf Nemes, CEO, HelloParks

16:15 - 17:00 The market for speculative industrial and logistics real estate seems to be on the wane. Is it just cyclical or is the problem systemic?

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

Conversation participants:

Zsuzsanna Hunyadi, Leasing and Customer Experience Director, Prologis

László Kemenes MRICS, Managing Director Hungary, Panattoni

Tibor Lőrincz-Hadnagy, Operations Manager, WLP

György Szucsány, Property Development Director, Waberer's Group

Péter Tar, Senior Business Developer, CTP Hungary

17:00 - 17:40 Shaky economic performance from the past, but can the future be brighter? - Macroeconomic outlook in the light of the housing market

Moderator: **Zoltán Bán**, CEO, Net Média (Portfolio Group)

Conversation participants:

István Madár, Senior Analyst, Portfolio

Gergely Tardos, Director, OTP Bank

Péter Virovác, Lead analyst, ING Bank

IV/B section - Housing

Housing market! Everything that is currently driving developers in the domestic housing market and with the focus on the next 20 years, let's take a closer look at the elements needed to create a domestic institutional rental housing market!

Shall we have an institutional rental market at home!?

Moderator: Kata Tóth, Conference project leader, Portfolio

15:30 - 16:10 The new housing market is booming!

Moderator: **Gábor Kiss**, Managing Director, Metrodom Kivitelező Kft., IFK, Vice-chairman

Conversation participants:

Ádám Banai PhD, MRICS, Executive director for monetary policy instruments, financial stability and foreign reserve management, Magyar Nemzeti Bank

Áron Konstantin Görög, Sales Director, Cordia

Dr. István Hüse, Real Estate Development Director, Lawyer, Indotek Group

Gergely Nagy, Corporate Regional Manager, OTP Bank

16:10 - 16:45 The Biggest Story of the Next 20 Years? - Institutional Rental Housing Market Workshop "powered by RICS"

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

Conversation participants:

Zsolt Jakab MRICS, Senior Portfolio Manager, Gránit Alapkezelő

Gábor Kutas, Founder, CEO, Recorde Alapkezelő

Dr. Dániel Ódor MRICS, Partner, Taylor Wessing

Reception & Networking

Stay with us after the professional programmes and let's celebrate together for the 20th time!

We will enhance the enjoyable business networking with gourmet bites and a colourful drink selection. Hogan Lovells will provide a champagne bar, Rézangyal will supply the pálinka, and Jammertal Wine Estate will offer the wine selection. Of course, our G&T bar will be back this year, and alongside the cocktails, we can toast to new and old acquaintances with Kreinbacher Estate's sparkling wines. Let's celebrate together again this year!

