

# INTERNATIONAL

# SIMA

madrid international  
real estate exhibition

## INTERNATIONAL REAL ESTATE CONGRESS

Analysis and strategies for the real estate sectors'  
gradual recovery

Análisis y estrategias para una recuperación  
progresiva del sector inmobiliario

**20 - 21 MAYO • MAY 20th - 21st, 2010**

Centro de Convenciones Norte

North Convention Center

**FERIA DE MADRID • SPAIN**

[www.simaexpo.com](http://www.simaexpo.com)

*Organizers*

Planner  Reed



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## ON MAY 20TH AND 21ST 2010

The "**International Real Estate Congress**" will take place, within the scope of SIMA (Madrid International Real Estate Exhibition) at Madrid's Fairground "Juan Carlos I".

This event, as part of the International Professional Program (IPP), is organized by **Planner Reed** (organizer of SIMA) and **ECM** (European Conference Management) in collaboration with the associations **NAR**, **CEPI**, **ICREA**, **AEGI** and **CEI**.

As an important meeting point for professionals and organizations from more than 50 countries, this congress will analyze the **global situation** of the sector, the future of **real estate finance**, **sales strategies** best suited to the present situation, **changing demands** in European markets for buyers of second homes in Spain as **internalization** for the promoters of both first and second homes.

The Congress will act as a constructive push so that all those professionals involved in the industry can find interesting alternatives in these difficult times.

## Morning sessions - North Convention Centre - Room N101

08:30 Accreditation

09:00 Official Opening

**Peter Bolton King**, President, ICREA

**Pat V. Combs**, 2007 National Association of Realtors President, NAR

**Timo Multanen**, President, CEPI & Member of the Board, CEAB\*

**Manuel Sotto Mayor**, President, CEI\*

**Antonio González Noain**, President, Planner Reed

**Mario Neubeck**, Managing Director, ECM & Congress Organizer



## OVERVIEW OF THE STATUS OF GLOBAL REAL ESTATE

09:30 European real estate markets: Is the storm over?

Without a doubt the worst is over and it is therefore essential to examine the new situation which European markets have to gradually adjust to, laying solid foundations to ensure a recovery that is not rushed but secure.

**Tobias Just**, Deutsche Bank Research, Deutsche Bank AG

10:00 What is the current situation and prospects for the U.S. housing market and how does it influence European markets?

The U.S. market acts as an index giving multiple implications for other world markets, therefore it's important to always be aware of what's happening over there and how it influences our business.

**Pat V. Combs**, 2007 National Association of Realtors President, NAR

## FINANCE AND INVESTMENT FUNDS

10:30 Future of real estate project finance

For real estate professionals, funding has become the Achilles heel of most projects, directly influencing their future prospects and recovery. So let us look at current trends to be able to create strategies that'll work in today's market.

**Guillaume Delattre**, Managing Director, BNP Paribas Real Estate Spain\*

11:00 What kind of projects are international investment funds and national family offices looking for?

International funds and Spanish family offices see a great opportunity for their investments in the current situation. They are betting again on the real estate market. We'll get to know what exactly they are interested in and which products they are looking for.

**Andrés Escarpenter**, International Director & Member of the Board, Jong Lang LaSalle

11:30 Coffee break

## OPORTUNITIES AND MARKETS SITUATION

12:00 Real estate business in emerging markets: Where are the best opportunities for property development?

Even if the situation is complicated, there are always geographical areas and niche markets that offer business opportunities for those pioneers who discover them early on. So let's take a look at emerging markets.

**Valeria Grunbaum**, Speaker-Author-Trainer-Coach "The International Real Estate Academy"

12:30 Markets: Situation and prospects

Florida: New developments in a consolidated market

**Judith Schomaker**, Presidents Liaison to Spain, NAR

Uruguay: A relevant market

**Government of the Republic of Uruguay**

Brazil: Towards the World Cup 2014 & Olympics "Rio 2016"

**Laercio Roberto Lemos de Souza**, Department of Finance and Investment Promotion, Ministry of Tourism of Brazil

**Celso Petrucci**, Managing Director, SECOVI

## Afternoon sessions - North Convention Centre - Room N101

### COMMERCIALIZATION, INTERNATIONAL DEMAND AND INTERNATIONALIZATION

#### 16:00 New channels and marketing strategies appropriate to the current context

At a time when marketing budgets have been cut, marketing controlling is important to assess in detail what you are getting out of your strategies and international media campaigns to optimize their efficiency.

**Emilio Miravet**, Director New Marketing Channels, CB Richard Ellis

#### 16:30 Roundtable: What can we expect from international buyers of second homes in Spain?

British, Germans, Scandinavians and more recently also Russians have joined the cast of regular buyers of holiday homes in Spain. In order to design suitable international sales strategies, we'll look at current and future demand trends from an objective viewpoint.

**Ian Tonge**, President, Ian Tonge Property Services

**Miguel Ángel Barquero**, General Secretary, Live in Spain

**Sven Johns**, Managing Director, IVD

**Xavier Ortegat**, Managing Director, CEPI\*

**Paul Owen**, President, AIPP\*

#### 17:30 Debate: How to reach a sustainable internationalization of real estate?

Globalization has been an important topic for many developers and estate agents in recent years. Now it's time to assess how we can deal with it in a sustainable way, so that it contributes to the expansion of our business without stifling its growth efforts.

**Luis Leirado**, Managing Director, Tinsa

**Teresa King**, CEO, RAMB, Realtor Association of Greater Miami and the Beaches

**Eduard Andreu**, Commercial Director, Idealista

**Thijs Stoffer**, CEO, ICREA

**Isabel Antúnez**, Managing Director, Acciona Inmobiliaria\*

**Carmenchu Álvarez**, Construction & Real Estate Division Manager, MCR International Executive Search/MR/Network



## FRIDAY MAY 21st, 2010

### SIMAPLAZA Sessions - Pavilion 8

This day shall feature presentations for projects, markets and companies within the SIMAPLAZA area.

SIMAPLAZA is a platform complementary to the SIMA International Program that allows for the interchange of information and business opportunities between visitors and professionals. With over 200m2 space, SIMAPLAZA located in Pavilion 8 is designed to facilitate contact between exhibitors, professionals, B2B encounters and will host presentations that focus on the interchange of international business opportunities, networking sessions, country meetings...

One of the events will be an official public presentation of a brand new project developed by **CEPI**, the European Council of Real Estate Professionals and **ICREA**, the International Consortium of Real Estate Associations: **worldproperties.eu** - the first European property website managed by real estate professionals.

On this affiliated website of the parent global site, **worldproperties.com**, real estate agents throughout the European Union will have the possibility to place and promote properties to be sold. The site encourages and facilitates the exchange of listings between professionals from the various European countries, and will be open to the general public.



\* to be confirmed