

Why PROEstate?

PROESTATE 2009, International Real Estate Investment Forum is held on 3-5 September in St. Petersburg, Russia.

The second largest city in Russia St. Petersburg is a fitting scene for an international real estate forum with its 5 million inhabitants and the largest port of the Baltic see. St. Petersburg and PROEstate are gates to Russian real estate market, gates to guide you to a market geographically covering almost half of the Northern hemisphere.

PROEstate is the number one real estate forum in Russia and Northern Europe bringing together 3000 market leaders from 30 countries. PROEstate has become the main venue for Russian real estate professionals and it is a unique opportunity to meet all the key players of Russian and CIS markets, be they authorities, investors, constructors, developers or service providers. It is an opportunity not to be missed in a market where personal contacts are valued and the key to successful business of all sizes.



PROEstate is international investment forum with an impressive international conference program covering the hottest topics of real estate industry. There will be conferences, panel discussions, master-classes, round tables, presentations, case-studies, just to name a few. PROEstate 2009 is also the largest exhibition in Russia hosting more than 1000 projects from 40 Russian regions and 20 countries. Whether you are interested in advanced technologies of construction and property management or in urban planning, site development, real estate services, architectural design or in finding investment prospects, PROEstate offers a lot for both exhibitor and participant.

Can you afford to miss the chance?



FATMAN INC. is a Finnish specialist company, which provides real estate ERP (Enterprise Resource Planning systems) and automation based systems for property management and for daily management of maintenance activities. **Mr. Kari Hein**, Managing Director of the company was presenting Fatman in PROEstate 2008. He says:

"Property Management service, be it a concept or software to support it is an emerging business in Russia. There is a great demand for information systems and information stream management as well as for handy applications. Participating PROEstate 2008 as an exhibitor was one of the best business decisions my company made last year."



Kari Hein and Elena Peltokangas at Fatman's stand

Mr. Jussi Palmu is Director of Acquisitions at **EVLI PROPERTY INVESTMENTS LTD (EPI)**. It is a fully-owned subsidiary of Evli Bank Plc. The main function of EPI is to manage, develop and innovate Evli's real estate fund business.



Mr. Palmu specifically focuses on Russian real estate market, but when needed, also other regions such as the Baltics. His responsibilities include networking with local real estate actors, identifying new real estate investments and trade negotiations. "In Russia, business is culturally based on personal interactions and PROEstate is an excellent **opportunity to make and renew those vital personal contacts**. Everyone important is there and also those whose existence you were not even aware of. As an expert specialising to Russia, I see only one option and that is to participate PROEstate."

Andreas Schiller is a real estate journalist (Property Investor Europe, and others) and Editor in chief of the yearbook "Europe Real Estate" and until spring 2009 "CompEtence Circle" magazine. From spring 2009 his eastern activities will be continued under the label "Investment Insight".



Andreas Schiller has participated PROEstate from the first event on 2007.

"The reason to travel to PROEstate in Saint Petersburg was and still is pretty simple: **When interested in Russia and its real estate market, one has to look into the country and cannot do it from the home desk only.** Going for the first PROEstate in 2007 as a participant, I travelled back with a good feeling about it, with many new impressions and contacts as well as new information. Beside that, the city of Saint Petersburg left a good impression.

Thus, decision was mad to participate with a stand. Again after closing it was the same feeling, even better: The number of exhibiting companies and regions did grow, the conference program became better, and the corresponding program in the city of Saint Petersburg was interesting and well-organised."

Mr. Schiller says that the reason the good feeling about PROEstate is perhaps due to the fact, that, different to most other real estate and investment fairs, PROEstate is not developed, organised and managed by some fair company, but out of the real estate industry itself meaning The Guild of Managers and Developers of Real Estate in Russia GMD. For me it is sure to participate and exhibit again. I hope many others will do the same. The reason was mentioned at the beginning: PROEstate gives a deep-insight into the Russian market.

PROESTATE FORUM

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