

INTERNATIONAL

INTERNATIONAL REAL ESTATE CONGRESS

**MAY 20-21, 2010.
NORTH CONVENTION CENTRE.
ROOM 101. MADRID TRADE FAIR**

SIMA
madrid international
real estate exhibition

**20-23
MAY
2010**
FERIA
DE
MADRID

Organizers:

Planner  Reed



International Collaborators:



SIMA 2010 PROFESSIONAL PROGRAM REGISTRATION

Check below date and venue of the different activities and how to register

PRODUCT	FEE	REGISTRATION
CIM10 - MADRID 2010 REAL ESTATE CONFERENCE Organizers: Planner Reed and Asprima May 19, 2010. North Convention Centre. Room 101	200 € (7% VAT included)	Registration. Steps: <ol style="list-style-type: none"> 1. If you are not registered in SIMA 2010, click in www.simaexpo.com/register/registration 2. Once registered, enter your username and password www.simaexpo.com/mysima for inscribed in the conferences. 3. Print the confirmation message you receive by email after registration. More information <ul style="list-style-type: none"> • International Real Estate Congress: Alejandro Escudero. internacional@gplanner.com. Tlf: +34 91 781 83 78 • Madrid 2010 Real Estate Conference: Celia de Mena. conferencia@gplanner.com Tlf: +34 91 781 83 58
MADRID 2010 REAL ESTATE CONFERENCE REFRESHMENTS Offered by Avintia May 19, 2010. North Convention Centre.	Included in Madrid Real Estate Conference fee	
INTERNATIONAL REAL ESTATE CONGRESS Organizers:Planner Reed and ECM May 20-21, 2010. North Convention Centre. Room 101 and SIMA PLAZA (Pavillion 8)	200 € (7% VAT included)	
AN INTERNET REAL ESTATE SECTOR OBSERVATORY Organizers: Planner Reed and Fococasa (Grupo Anuntis) May 21, 2010. North Convention Centre. Room 117	75 € (7% VAT included)	
WOF (WORLD OFFICE FORUM) Organizer: WOF May 20, 2010. North Convention Centre. Rooms 102-114	325 € (+ VAT)	
TINSA FORUM Organizer: Tinsa May 20-21, 2010. North Convention Centre. Room 116	Free. Limited capacity	
FINANCING RESIDENTIAL AND COMMERTIAL REAL ESTATE PROJECTS Organizer: ECM May 21, 2010. North Convention Centre. Rooms 113-114	350 € (+ VAT)	Information and registration: +34 91 388 79 55 www.grupoecm.com/registration.htm

Program subject to change. Download the updated. www.simaexpo.com/program

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THURSDAY, MAY 20

09:00 OFFICIAL OPENING

Timo Multanen, President, CEPI & Member of the Board, CEAB
Pat V. Combs, 2007 National Association of Realtors President, USA
Manuel Sotto Mayor, President, CEI
Peter Bolton King, President, ICREA
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.

Dr. 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, USA

INVESTMENT FUNDS

10:30 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

11:00 COFFEE BREAK

OPORTUNITIES AND MARKETS SITUATION

11:30 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.
Emerging real estate markets and opportunities in Europe

William Kistler, President, Urban Land Institute Europe

Emerging real estate markets and opportunities in America

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, President's Liaison to Spain, NAR & Florida Realtors Representative

Uruguay: Investment opportunities

Roberto Bennett, General Manager, URUGUAY XXI
Residential and commercial real estate markets in Brazil

Romeu Chap Chap, President of the Advisory Council, SECOVI

Rio Grande do Norte - Brazil

Dr. Francisco Cipriano de Paula, Secretary for Economic Development Rio Grande do Norte

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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.

Miguel Ángel Barquero, General Secretary, Live in Spain

Ian Tonge, President, Ian Tonge Property Services

Sven Johns, CEO, IVD

Gustavo Moguilner, Finance & Sales Director, Livingstone Estate

Andy Bridge, Board Member, AIPP

José Manuel Luque, Managing Director, Spanish Homes Network (SHN)

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.

Ángel Fernández, CEO, AEGI

Luis Leirado, Managing Director, Tinsa

Terri Bersach, 2010 Chairman of the Board, RAMB, Realtor Association of Greater Miami and the Beaches

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

Eduard Andreu, Commercial Director, Idealista

Thijs Stoffer, CEO, ICREA

José Antonio Pérez, Managing Director, IPE

Joe Meyer, President, Joe Meyer Presentations, Inc

Carmen Chu Álvarez, Construction & Real Estate Division Manager, MCR International Executive Search/MR/Network

FRIDAY

SIMAPLAZA SESSIONS - PAVILLION 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 Pavillion 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...

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Expansión



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