

CONFERENCE

**CIM10 -
MADRID 2010
REAL ESTATE
CONFERENCE**

MAY 19, 2010.

NORTH CONVENTION CENTRE.

ROOM 101. MADRID TRADE FAIR

SIMA
madrid international
real estate exhibition

**20-23
MAY
2010**
FERIA
DE
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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: info@worldofficeforum.com
		Information and registration: Telephone: +34 913727500 marketing@tinsa.es
		Information and registration: +34 91 388 79 55 www.grupoecm.com/registration.htm

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

CIM10 - MADRID 2010 REAL ESTATE CONFERENCE

MAY 19, 2010. NORTH CONVENTION CENTRE. ROOM 101. MADRID TRADE FAIR

THE REAL ESTATE SECTOR'S PROCESS OF ADJUSTMENT

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On May 19, within the framework of the Madrid International Real Estate Trade Fair (SIMA in the Spanish acronym), representatives from the sector, the civil service and financial bodies will analyse: the factors conditioning the real estate sector's process of adjustment; the inter-relation between the financial sector and the property market; the effects of public policy, and the future of the real estate market.

The macro-economic environment and the sectoral context (adjustments in property prices, time needed to absorb the backlog of property on the market), along with forecasts for demand and the real effectiveness of governmental measures, will be the themes under discussion at the first session of the Real Estate Conference.

The central part of the day will be spent studying the relation of the real estate sector with its context: the financial system and the civil service. It is thus that subjects up for discussion will include public aid packages, the new Housing Plans, and the effects that the Land Law has within the sector.

At a time at which a range of measures have come into effect to regenerate activity in the sector, the speakers will discuss the basic guidelines for the sector's future, putting particular emphasis on the imbalance between supply and demand in the residential market. Also under discussion will be the major trends in the formulation of evaluations and business lines adopted by promoters when faced by the new context of activity.

09:15 RECEPTION AND REGISTRATION

09:30 OPENING

José Manuel Galindo Cueva, President of Asprima and APCE

Antonio Gonzalez-Noaín, President of Planner Reed

10:00 THE REAL ESTATE SECTOR'S PROCESS OF ADJUSTMENT

José Manuel Galindo Cueva, President of Asprima and APCE

10:30 MACROECONOMIC ENVIRONMENT AND THE SECTORAL CONTEXT

- Is it already time to talk in terms of a turning point in the Spanish economy? And in the labour market?
- What will be the effects of financing the high public deficit? And refinancing the private sector?
- Has the real estate sector reached its lowest point?
- Is shifting the backlog of properties a question of asking price?
- How long will it take to absorb the new properties currently on the market?
- Is investment in real state a viable option?

Moderator:

Yolanda Fernández Pereira, Real Estate Market Analysis Director at Asprima

Round Table:

José Luis Escrivá Belmonte, Head Economist at the BBVA Group

Paloma Taltavull de la Paz, Doctor of Economics at Alicante University

Elsa Galindo Pastre, Director of IPD Spain

Juan Pablo Lázaro Montero de Espinosa, Vicepresident of CEIM

Javier López-Ulloa Morais, Joint CEO at Sacyr-Vallehermoso

12:15 BREAK

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12:45 INTER-RELATION BETWEEN THE REAL ESTATE MARKET AND THE FINANCIAL SYSTEM

- What do the promoters at financial bodies expect?
- Is it possible to talk about a turning point in promoter financing?
- Which real estate projects will be financed? At what cost?
- Real estate evaluation as a key to the relationship between financial bodies and promoters.
- What will be the next stage in strategies to finance the financial bodies? And for promoters when it comes to refinancing projects?

Moderator:

Raúl Heras, Editor of Negocio Inmobiliario

Round Table:

José Cortina Orrios, Managing Director of BANCAJA HABITAT

Carlos Cutilas Cordón, President of INMOBILIARIA CHAMARTIN

Luis Leirado Campo, General Director of TINSA

Leonardo Sánchez-Heredero, President of the INMOBILIARIO DELTA GROUP

14:15 BREAK. REFRESHMENTS OFFERED BY AVINTIA

16:00 PUBLIC POLICIES AND THEIR EFFECTS ON REAL ESTATE ADJUSTMENT

- The necessary cost-profit analysis of the implementation of measures of intervention in the real estate market
- Analysis of public intervention from the perspective of the economics of law
- Impact of fiscal measures on the evolution of the real estate market
- Requisites for the efficiency of a Housing Plan at a time of crisis
- Housing policy tools at the current juncture

Moderator:

Marta Torres Torres, Managing Director of Asprima

Round Table:

Juan Van-Halen Rodríguez, Managing Director of Housing and Rehabilitation Consejería de Medio ambiente, Vivienda y ordenación del territorio de la CAM

Anunciación Romero González, Managing Director of Architecture and Housing Policy at the Department for Housing

Fernando Rodríguez-Avial Llardent, President of TESTA

Fernando Méndez González, Property Inspector

17:30 THE FUTURE OF THE REAL ESTATE SECTOR: LESSONS FROM THE PAST AND PRESENT NEEDS

- Differential characteristics of real estate markets and products: the imbalance between supply and demand and the formation of prices
- What is the cost of maintaining the current backlog of property for sale?
- The new financial vision for real estate business
- Reformulating promoter evaluations: optimal levels of leverage and of strengthening one's own resources
- How to be innovative in the real estate business?

Moderator:

José Manuel Galindo Cueva, President of Asprima and of APCE

Round Table:

Elena Pisonero Ruiz, Head of Infrastructure and the Public Sector at KPMG

Mikel Echavarren Pablos, Managing Director of IREA Real Estate

Ignacio López del Hierro y Bravo, Managing Director of BAMI

Jordi Sevilla Segura, Senior Advisor at PriceWaterhouseCoopers

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Expansión



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