



SIMA has definitively become the most international Spanish Real Estate exhibition

The twelfth edition of Madrid International Real Estate Exhibition [SIMA] has confirmed, once again, its status as global business event. A total of 52 international exhibitors from 17 countries confirmed SIMA as the most international Spanish Real Estate exhibition.

[Madrid, May 25th, 2010] This year, SIMA faced an enormous challenge: to confirm its international leadership in a global macroeconomic context strongly influenced by mistrust, by the contraction of consumption, and the threat of new restrictions on credit. SIMA beat the expectations, since it is still the most international Spanish Real Estate exhibition. SIMA is acknowledged as a global business event for Real Estate sector, an industry more and more global every year in which every piece creates a complex puzzle that determines, in greater or lesser degree, the positions to be taken by the others.

This was, precisely, one of the main topics considered during the International Real Estate Congress, held on May 20th and 21st. Several world leading experts, such as Tobias Just, Deutsche Bank Research, or Pat V. Combs, 2007 President of the National Association of Realtors (NAR), joined a panel session titled *A global vision of the state of Real Estate sector*, where they analyzed, respectively, the new situation to which European markets should adapt themselves in order to build strong foundations that allow and ensure the recovery of the sector -unanimously described as "slow but sure"; and U.S. market particularities, always a trigger for multiple consequences for the rest of the market around the world. Despite the current uncertainty, the experts gathered at the Congress also emphasized that the business opportunities offered by the emerging markets, defined by William Kistler, president of Urban Land Institute Europe, as "those geographical areas to bet on, as long as its niche business could be discovered with sufficient lead time to pioneer them".

The celebration of the International Real Estate Congress was the starting point of an exhibition very focused on the international participants. In total, 52 exhibitors showcased their products to almost 50.000 visitors that attend the twelfth edition of SIMA. Also, this year, the fair had important new participants from other countries and destinies. For the first time in its history, exhibitors from Cape Verde or Cayman Islands join the event, plus other "classic" participants such as of Brazil, Hungary, USA, Uruguay, Argentina or the Dominican Republic, among others. This formula of emerging and mature markets is a winning combination, highly valued by both the general public and by professional visitors.

The new "idiosyncrasy" of the Spanish investor was summarized by Juan Luis Baydal, CEO of Danube Homes. "In a year, things have changed a lot at the exhibition. If in 2009, the investor showed great reluctance, now, this has almost completely disappeared. The investor has returned to SIMA and this is evident. In addition, international products are an interesting wealth reserve considering the times we are living". By other hand, José Manuel Carvalho, executive director of Sociedades de Desenvolvimento Turístico das Ilhas de Boa Vista e Maio [Cape Verde], confirms this new reality. "We are pleased with the interest that the stand of Cape Verde has had among SIMA visitors. We have made very interesting contacts, especially corporate and professional leads, and we have also confirmed that Spain could be a strategic market for us". For Marina Valenzi, commercial director of NewHomes21 Investments, the fair has demonstrated that "the private investor is again starting to move and show interest in new products."

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Cap Cana and the Dominican Republic, whose representation in the exhibition was sponsored by the Dominican Ministry of Tourism, are two examples of the confidence of international markets in the Spanish private, corporate and institutional investor. "It's the fifth consecutive year that we participate and, of course, there will be sixth one", said Ellis Perez, PR vice president of Cap Cana. "Once again we met our expectations. For us, SIMA is not a question of quantity but of quality and, in that sense, we are very happy with the course of the fair. We have made numerous contacts and we have got high-value relationships that will pay off in the coming months". According to Rafael Crespo, from Rio Grande do Norte state, in Brazil, their stand was visited by "very high quality public, mainly investors looking for alternatives to what they can find in Spain, and Rio Grande do Norte offers them this kind of opportunity".

SIMA2010 was supported by nearly twenty of the most important international associations such as NAR, Secovi, CEREAN, CEI, FIABCI, AMPI, ADIPE, CEPI and ICREA. These last two entities also make the most of SIMA as business and professional platform to organize their General Assemblies and other meetings focused on their internal affairs. These actions allowed the participants and the exhibitors to make a large number of contacts, so they could fulfil its main goal, to interact and to share experiences with leading international Real Estate brokers.

As Eloy Bohua, general manager at Planner Reed, organizer of SIMA, "our commitment to national and international Real Estate sector is to provide a more participatory and dynamic exhibition, with renewed contents every year, and moreover, that provides maximum guarantees of return of investment to exhibitors, a goal that is possible thanks, primarily, to very targeted media and promotion campaigns. SIMA must be a faithful reflection of the reality of the sector, both nation and worldwide; should activate the useful information exchange that supports strategic decision making; has to reveal new business opportunities in emerging markets and to offer a real opportunity to connect with international partners in order to expand commercialization channels".

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