

# Property Warm Up 2024 program

## Registration

### I. Section: Do we see the new direction already?

**Moderator: Kata Tóth**, Conference project leader, Portfolio

**14:00 - 14:20 Do we already know exactly what we should know?**

**Are markets characterised by patient waiting, or has a comprehensive transformation already set in motion in the depths?**

Moderator: **Gergely Ditróy**, Business Development Director, Portfolio

Speaker:

**Gyula Ágházi**, vezérigazgató, Gránit Pólus

**14:20 - 15:00 The Year of Resurrection!? - Rising from the depths can lead to greatness! - Financing and investment outlook for 2024**  
**Financing expectations for 2024**

Moderator: **Dr. Dániel Ódor MRICS**, Partner, Taylor Wessing

Conversation participants:

**Péter Balogh**, Managing Director, MBH Bank

**Dr. Miklós Németh**, ügyvezető igazgató, Speciális Finanszírozási Igazgatóság, OTP Bank

**15:00 - 15:20 Fantastic solutions and where to find them - AI in real estate development**

Speaker:

**Ákos Turny**, Principal, Boston Consulting Group

**15:20 - 15:40 Sponge City - Could this be the solution to devastating climate change?**

Speaker:

**Gábor Szóllósi**, Managing Director, Gardenfutura

## Coffee break

### II. Section: Foreseeing the invisible!

**Moderator: Kata Tóth**, Conference project leader, Portfolio

#### **16:00 - 16:45 What are young people up to? - Behind the scenes of the “Azahriah phenomenon”**

Moderator: **Tibor Remete**, Strategy and Creative Director, Super Channel

Conversation participants:

**Belayane Najoua**, PR & Automated Marketing Manager, Munch

**Anna Nyvelt**, Co-Founder, Chief Growth Officer, BeHive Consulting

**Tamás Trunk**, New generation-brand expert, Gen Z consultant, DABLT

#### **16:45 - 17:15 What is the state planning, and how does it impact the market?**

Moderator: **Gergely Ditróy**, Business Development Director, Portfolio

Conversation participants:

**Ádám Banai PhD, MRICS**, Executive director for monetary policy instruments, financial stability and foreign reserve management, Magyar Nemzeti Bank

**Regő Lánzski**, State Secretary for Architecture, Ministry of Construction and Investment

#### **17:15 - 17:55 Let's see the big picture! - Macro outlook and the bright future of the real estate market**

Moderator: **István Madár**, Senior Analyst, Portfolio

Conversation participants:

**Péter Ákos Bod**, professor, Budapesti Corvinus Egyetem

**Balázs Szabó**, CEO, Hold Alapkezelő

### Standing reception X Networking X Bar

After the technical programme, we are inviting you to a standing reception, a champagne toast, and the Property X cocktail bar, where you can continue to discuss professional issues and form new partnerships and business contacts in a relaxed atmosphere. Meet and greet the most important real estate market

players: top executives, opinion leaders, and market leaders in one place!

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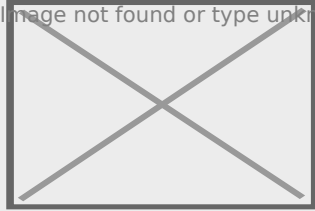


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