

# Property Investment Forum 2016 program

**08:30-09:00 - Registration**

**09:00-10:50 - Section I: Investment market of CEE  
and Hungary**

**08:55 - 09:00 Welcome speech: Noah M. Steinberg FRICS (RICS, Wing) and  
Csanád Csűrös (Portfolio)**

**09:00 - 09:20 Opening speech: Property Lending Barometer - Opportunities  
and doubts in Hungary's property market**

Speaker:

**Pál Dános MAISZ, MRICS**, igazgató, KPMG

**09:20 - 10:10 Panel discussion: CEE booming: Hungary on the investors'  
map again**

Moderator: **MRICS Michael Edwards MRICS**, Head of Capital Markets  
(Hungary) / Valuation & Advisory (Central Europe), Cushman & Wakefield

Conversation participants:

**Patrick Delcol**, CEO for CEE, BNP Paribas Real Estate

**Adrian Karczewicz**, Head of Divestments CEE, Skanska

**Lila Pateraki**, Chief Investment Officer, Zeus Capital Management

**Noah Steinberg FRICS**, elnök-vezérigazgató, WING

**Péter Számely MRICS**, Head of Real Estate Finance CEE, HYPO NOE / RICS

Austria Ambassador

**Árpád Török MRICS**, Chief Executive Officer, TriGranit

## **10:10 - 10:50 Hungary investment round table**

Moderator: **Csanád Csürös**, CEO, Property Forum

Conversation participants:

**Gergely Biró**, elnök-vezérigazgató, Diófa Alapkezelő

**Ferenc Furulyás**, ügyvezető igazgató, iO Partners Hungary

**Péter Kereskényi**, Head of Real Estate, Acquisition and Syndicated Finance, Raiffeisen Bank Zrt.

**Bence Vécsey MRICS**, Director, Head of Investments, Colliers International Hungary

## **10:50 - 11:10 Coffee break**

# **11:20-13:00 - Section II: Financing and development in Hungary**

**Chair: Csanád Csürös**, CEO, Property Forum

## **11:10 - 11:25 District heating extends to the city centre: residential and office buildings**

Speaker:

**Dr. György Mitnyan**, CEO, Főtáv

## **11:25 - 11:40 We hire, not fire - Employer Branding in construction**

Speaker:

**Marcell Pintyóke**, marketing és kommunikációs igazgató, KÉSZ Holding

## **11:40 - 12:20 Panel discussion: Financing alternatives for property investors and developers: bond issuance, IPO, bank financing**

Conversation participants:

**Doron Dymshiz**, Co-CEO, Duna House

**Dr. Gábor Erdős**, Partner, Head of Deloitte Legal, Deloitte Legal Erdős és Társai Ügyvédi Iroda

**Péter Kocsis MRICS**, Deputy CEO, WING

**Gábor Székely**, vezérigazgató, Appenninn Holding Nyrt.

**12:20 - 13:00 Panel discussion: Where are we exactly in the property cycle? - Everyone seems to be developing**

Conversation participants:

**Dr. Gergely Árendás**, ügyvezető igazgató, Property Market

**Mátyás Gereben MRICS**, Country Manager, CPI Hungary

**Attila Kovács MRICS**, Managing Partner, Horizon Development

**Tibor Nagygyörgy MRICS**, tulajdonos - vezérigazgató, Biggeorge Property Zrt.

**Adorján Salamon MRICS**, CEO, ESTON International

**Gábor Vörös**, Managing Director, Head of CEE Real Estate Financing, UniCredit

**13:00 - 14:00 Lunch break**

**14:00-15:30 - Section III/A: Summer Olimpycs:  
Budapest 2024**

**Chair: Dr Ernő Takács**, Chairman, Roundtable Association for Real Estate Developers (IFK)

**14:00 - 14:30 Budapest bid for the 2024 Summer Olympics - Introducing the master plan**

Speaker:

**Balázs Fürjes**, Budapestért és a fővárosi agglomeráció fejlesztéséért felelős államtitkár, Miniszterelnökség

**14:30 - 15:20 Panel discussion - The 2024 Budapest bid from a real estate point of view: sustainability, urban planning issues, development opportunities, challenges**

Conversation participants:

**Dr. Tamás Ádány**, Business Development Director, Horizon Development

**Pál Baross FRICS**, Campus Development Director, Central European University

**Sándor Finta**, Director of Architecture & Urban Planning, Budapest2024

Nonprofit Zrt.

**János Gerő MSc, MRICS**, vezérigazgató-helyettes, Wing

**Dr. Tamás Lócsei**, Partner, PwC

**14:00-15:20 - Section III/B: Logistics**

## **14:00 - 14:50 Panel discussion: How has logistics become sexy?**

Moderator: **Ákos Budai**, Editor-in-Chief, Property Forum

Conversation participants:

**András Bodahelyi**, Logistics Manager (Airport Logistic Park), CPI Hungary

**Balázs Gábosy**, üzletfejlesztési, kereskedelmi és operatív Igazgató, Nhood Services Hungary Kft.

**Domonkos Joó**, Senior Asset Manager, Hungary, Slovakia & Czech Republic, Logicor

**László Kemenes MRICS**, magyarországi ügyvezető, Prologis

**István Kerekes**, bérbeadási igazgató, Horizon Development

**Dr. Zoltán Nádasy MRICS**, Partner, Head of CEE Real Estate Investments Group, Noerr

## **14:50 - 15:20 Facility management roundtable**

Moderator: **MRICS Péter Szijártó MRICS**, CEO, B&V Group

Conversation participants:

**Gábor Décsi MRICS**, LEO, benchmarking group leader, DOME Facility Services Group, Managing Director

**József Schmidt**, Chairman, LEO

**Anna Vincze**, Property Management Director, BNP Paribas Real Estate Hungary

**Lőrinc Zátanyi**, Director, Special Projects, NEO Property Services Zrt.

## **14:00-15:20 - Section III/C: Housing market**

**Chair: Bálint Nagy**, vezető szerkesztő, Pénzcentrum - HRCentrum

## **14:00 - 14:20 3D modelling for residential projects**

Speaker:

**Lajos Kandra**, Managing Director, Burken Kft.

## **14:20 - 14:40 Will history repeat itself? Housing boom in the 2000s and now**

Speaker:

**Áron Horváth**, Manager, ELTINGA / Lakás Riport

## **14:40 - 15:20 Housing market**

Conversation participants:

**Ákos Balla.**

**Károly Benedikt**, Chief Analyst, Duna House

**Gábor Kiss**, Managing Director, Metrodom Kivitelező Kft., IFK, Vice-chairman

**Gábor Soóki-Tóth**, Head of CEE Residential Working Group, RICS

**Gábor Tokodi**, vezérigazgató-helyettes, FHB Bank

## **14:00-15:20 - Section III/D: Property Marketing Workshop - Commercial real estate**

**Chair: Gergely Ditróy**, Head of Real Estate Division, Portfolio

## **14:00 - 14:20 Long-term marketing and communication strategies in real estate**

Speaker:

**Karolina Galács**, Deputy Director, Young and Rubicam Budapest

## **14:20 - 14:40 Consumer behaviour in retailing**

Speaker:

**Dr. Mária Törőcsik**, Managing Director, Marketing Inspiráció Fogyasztói Magatartás Kutató Intézet Kft.

## **14:40 - 15:20 Panel discussion: Successful marketing strategies for property companies**

Conversation participants:

**Bea Déri**, Director of PR, Marketing & Design, CPI Property Group

**Csenge Mátray**, Marketing Communication and PR Director, WING

**Orsolya Németh**, Marketing Director, Cushman & Wakefield

**Dániel Pazsitzky**, Marketing Director, TriGranit

## **15:20 - 15:40 Coffee break**

## **15:40-17:00 - Section IV/A: Office market**

**Chair: Gergely Ditróy**, Head of Real Estate Division, Portfolio

**15:40 - 15:55 How to hold your property? Which holding structure has the most advantages? Taxation and legal issues**

Speakers:

**Dr. Gábor Erdős**, Partner, Head of Deloitte Legal, Deloitte Legal Erdős és Társai  
Ügyvédi Iroda

**Dr. Gábor Kóka**, Partner, Deloitte Private

**15:55 - 16:30 Speed session - 7 minutes project presentations**

Speakers:

**Dr. János Berki J.**, International Office Sales And Asset Management Director,  
Futureal Development

**Adél Carlson**, Project Manager, Tópark Ingatlanfejlesztés

**Bori Gedai**, Deputy Country Manager, GTC

**János Kocsány**, CEO, Graphisoft Park

**Norbert Schómer MRICS**, -.

**16:30 - 17:00 Office market debate - New developments, growing rents**

Conversation participants:

**Sarolta Csikós MRICS**, Regional Leasing Director - Office, TriGranit

**Tibor Gasser**, Founder, Partner, GAMMA Properties

**Kata Mazsaroff**, bérbeadási és vagyonkezelési igazgató (Magyarország és Románia), Skanska

**Gergely Pados**, Managing Director, Cushman & Wakefield

**Mariann Tóth**, bérbeadási igazgató, Property Market Kft.

**15:40-17:00 - Section IV/B: Hotel market**

**Chair: Zoltán Bán**, CEO, Net Média (Portfolio Group)

**15:40 - 16:00 Major trends on the Budapest hotel market**

Speaker:

**Mr. Attila Hegedűs MRICS**, partner, ügyvezető, Dentons Europe Consulting  
Ingatlan és Turizmus Tanácsadó Kft.

## **16:00 - 17:00 Panel discussion: Budapest hotel market expanding**

Moderator: **Mr. Attila Hegedűs MRICS**, partner, ügyvezető, Dentons Europe Consulting Ingatlan és Turizmus Tanácsadó Kft.

Conversation participants:

**Péter Bársony**, Chief Executive – Hospitality, Eventhotels Vagyonkezelő Zrt.

**Eric van Dijk**, COO, Meininger Hotels

**Tamás Flesch**, Managing Director & Owner, Continental Group Kft.

**Gábor Kérdő**, Country Manager Hungary, Accor/Orbis

**Nicolas Kipper**, General Manager, the Ritz Carlton Budapest

## **15:40-17:00 - Section IV/C: Retail**

### **15:40 - 16:00 The Hungarian retail picture: consumption and purchasing power**

Speaker:

**Ákos Kozák PhD**, üzleti jövőkutató, Business Partner, Impetus Research

### **16:00 - 17:00 Panel discussion: What did 2016 bring for the retail market and what do the biggest players expect for 2017?**

Moderator: **Zsolt Kákosy MBA MRICS**, Head of Asset Services, CBRE

Conversation participants:

**Krisztina Deutsch MRICS**, Head of Leasing, Futureal

**András Görgey**, Managing Director, Drogerie Markt

**Gyula Gyalay-Korpos**, Chairman, Magyar Bevásárlóközpontok Szövetsége

**Krisztián Klotz**, Development Manager, Spar

**Gábor Pósfai**, Managing Director, Decathlon Hungary

**Viktória Szabó**, Partner - Head of Retail, Cushman & Wakefield

## **15:40-17:00 - IV/D. Property Marketing Workshop - Residential real estate**

**Chair: Bacsa Attila**, Senior Sales Manager, Portfolio

### **15:40 - 16:00 Sales strategies for residential developments - Best practices, case studies from abroad**

Speaker:

**Balázs Pócze**, Creative Director, Mito

**16:00 - 17:00 Panel discussion: How to communicate in a booming residential market?**

Conversation participants:

**Tímea Aladics-Szili**, Group Marketing And Communications Director, Futureal Group

**Dóra Fináczy**, Marketing Manager, FHB Bank

**Eszter Sallai**, Marketing Director, Biggeorge Property

**Bernadett Szirtes**, Marketing Director, Duna House Holding Nyrt.

**17:00 Closing remarks**

**Networking Reception hosted by Nóra Ördög**

**17:00 - 18:00 Portfolio Property Awards**

**18:00 - 22:00 Networking Reception hosted by Nóra Ördög**

**Champagne bar,**

**Dinner,**

**Whiskey and Pálinka tasting,**

**Live music,**

**The reception is hosted by Nóra Ördög**