

## **XX. Property Investment Forum program**

### **Registration - Morning Coffee & Networking**

#### **I. section - Reckoning**

Over the past 20 years, the Portfolio Property Investment Forum, or "PIF", has matured and come of age with the most important players in the domestic real estate market! This year, we are not the only ones celebrating an important anniversary, but also several key players in the Hungarian real estate market, who have also been contributing their expertise to the development of this unique and diverse industry for decades. The past is important for its strong foundations, for knowledge and experience, but nothing is as important as tomorrow, the future that lies ahead, that we have to work for, that we have to shape, that we have to make better, more beautiful, sustainable, safe, efficient, with our own means. Together! As the domestic real estate market has done in the last 20-30 years and will do in the next 20-30 years! On this day, we lay the foundations for this: The next 20 years.

**Moderator: Gábor Borbély**, Director, CBRE

#### **08:30 - 08:40 Opening - It's been 20 years together!**

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

#### **08:40 - 08:50 A new real estate market for a new world! - Are we ready!?**

Speaker:

**Noah Steinberg FRICS**, Chairman & CEO, WING

#### **08:50 - 08:55 20 Years Behind Us - and Disruptive Transformations Ahead!**

Speaker:

**Dr Ernő Takács**, Chairman, IFK

#### **08:55 - 09:00 The Future of the Profession Is Continuous Development!**

Speaker:

**Norbert Schómer MRICS**, Chair, RICS Hungary

**09:00 - 09:15 In the Light of the Numbers - 20 special years have passed, but what will the next 20 be like?**

Speaker:

**Gábor Borbély**, Director, CBRE

**09:15 - 09:50 Reckoning! - Let's Lay the Cards on the Table and Open a New Chapter!**

**20 years have passed in Hungarian and regional real estate markets and economies. Where were we 20 years ago, and where are we standing today!? Was this all our potential, or did we lose a lot somewhere? What should we do to make the domestic real estate market successful again internationally? Where did the domestic market fail, and where was it a role model?**

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

Conversation participants:

**Gábor Futó**, Founder and Co-Owner, Futureal-Group

**Dániel Jellinek**, Partner, CEO, Indotek Group

**Noah Steinberg FRICS**, Chairman & CEO, WING

**09:50 - 10:35 Past the bottom!? - How to boost the domestic real estate market again!**

**The past year has been a rocky one for both the domestic and international real estate markets. But has the picture become clearer in the various segments? Are investors waking up? Has the rental market calmed down? Have the best-selling products changed? Will the financing start? Are digitalisation, greening, and ESG on the rise? What will be the reality of the domestic real estate market in the next 1 to 20 years?**

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

Conversation participants:

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

**Mr Lóránt Kibédi Varga MRICS**, Managing Director, CBRE Hungary

**Kata Mazsaroff**, Managing Director, Colliers Hungary

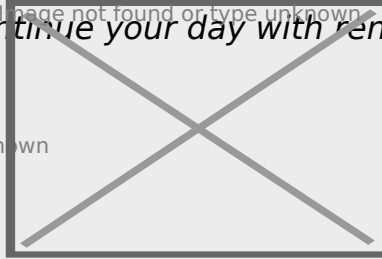
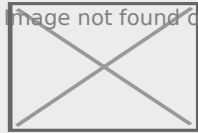
**Álmos Mikesy**, Deputy CEO, Gránit Alapkezelő

**Connect & Refresh**

**Relax in Style - Special Latte Experiences and Other Delicacies Await  
You at Our Partners!**

During today's first refreshment break, don't miss out on the seasonal **Pumpkin Spice Latte, E&T**, or the refreshing **Matcha Latte**, alongside the classic coffee flavours. If you're looking for an extra flavour experience, be sure to try the delicious **doughnuts** and fresh **smoothies** as well.

Perfect choices for a casual networking break between professional programmes, allowing you to continue your day with renewed energy!



## **II/A section - FM & Office**

Has it been finally decided whether people will come back to work in the offices or not? Regardless of how many days workers are on site, is the appropriate amount of space still necessary? Is the office cost just a "rounding error" in the company's expenses anyway? What is the pressure on rents and other incentives due to rising vacancies? Will office developments that were considered certain be halted? What waves does the entry of the state make? The fate of 3.5 million speculative square metres will depend on the trends, movements, and decisions of companies in the coming years. Should the office market be on a new footing for the next 20 years?

**Moderator: Gábor Borbély**, Director, CBRE

**10:55 - 11:10 What is the future for office buildings? The decade of sustainable and adaptive work environments**

**The future of office buildings lies in developing sustainable, flexible, and future-ready work environments. How are various stakeholders in the real estate industry contributing to this transformation? What trends in work culture, technology, and environmental responsibility are highlighting the potential of evolving office spaces and shaping the vision of reimagined, "collaboration-promoting" offices?**

Speaker:

**Zsolt Kákosy MBA MRICS**, Senior Director, Head of Property Management, Icon Real Estate Management Kft.

**11:10 - 11:25 Indoor Coverage as a Basic Infrastructure**

**Where does the Hungarian digitalisation process currently stand? Regardless of whether it's 4G, 5G, NB-IoT, self-driving cars, smart cities, or AI, continuous and excellent mobile communication coverage is essential for ensuring that the network is reliably accessible to everyone everywhere.**

Speaker:

**Dr. Gergő Budai J.**, CEO, Vantage Towers

**11:25 - 11:35 Sustainable Real Estate 2030: Operations and Effects on the Future**

**Operating office buildings and shopping centres according to sustainability principles by 2030. New technical solutions that reduce energy use and emissions and improve the efficiency of building operations. In addition, moral and ethical considerations that enhance the social value of sustainability will be addressed. It analyses the business benefits and challenges of sustainable operations, taking into account economic impacts and quality expectations.**

Speaker:

**Gyula Gyóri**, Facility Management Director, CPI Facility Management Kft.

## **11:35 - 12:15 You can still be more efficient - Operation and energy efficiency**

Moderator: **László Vágó**, CEO, NEO Property Services Zrt., Chairman, LEO

Conversation participants:

**Lóránd Gárdonyi**, Real Estate & Customer Experience Director, Prologis

**Gyula Gyóri**, Facility Management Director, CPI Facility Management Kft.

**Zoltán Mikó**, CEO, Future FM

**Péter Pál**, Executive Director, Re-Energy

## **12:15 - 13:00 Office market - Focus on vacancies that refuse to decrease!**

Moderator: **László Krüpl MRICS**, Partner, Schönherr Ügyvédi Iroda

Conversation participants:

**Gábor Angel**, Deputy CEO, Office, Wing

**Pál Dános MAISZ, MRICS**, Associate Partner, KPMG

**Miklós Ecsódi**, Director, Head of Occupier Services, Colliers

**Valter Kalas MRICS**, Managing Partner, Newmark VLK Hungary

**Balázs Simonyi MRICS**, Head of Office Advisory, Eston

## **II/B section - Digitalisation & Hotel & Retail**

Domestic tourism, along with the accommodation market, could receive a further boost in the coming years if the repositioning and increased popularity of Budapest as a tourist destination is successfully achieved. This, while it may not lead to the development of new large shopping centres, could bring the opening of higher prestige retail brands and stores either in existing shopping centres or in high street retail spaces. How will tourism and the hotel market in Budapest move up a level? What trends are shaping consumer habits, needs, property use and services? How do Gen Z and Boomers shop? And how does all this relate to the latest advances in artificial intelligence and the rush to digitalise, collect and analyse data? The future is already being written, but there are still many details to be seen!

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

**11:00 - 11:35 What will AI and digitalisation give and take away from the real estate market?**

Moderator: **Zoltán Kalmár**, Founder, Proptech Strategic Expert, Proptechzoom.com

Conversation participants:

**Béla Almás**, Chief Executive Officer, Streamnet

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

**Péter Reicher**, Country Manager, Graphisoft SE

**11:35 - 11:45 Changing Winds: The New Emergence of Lease Agreements and Their Impact on Hotel Industry Investments in Hungary**

Speaker:

**Márton Takács**, Partner, Hotel Advisory and Hotel and Leisure Global Sector Leader, Moore Hungary

**11:45 - 12:20 Hotel & Tourism - Can Budapest finally be put on the map? Where do we stand in the market cycle? Value enhancement through a well-thought-out investment strategy and asset management. Evolving investment strategies, new products and brands in Hungary's hotel market.**

Moderator: **Márton Takács**, Partner, Hotel Advisory and Hotel and Leisure Global Sector Leader, Moore Hungary

Conversation participants:

**Balázs Fóti**, Director, Hotel Development and Portfolio, WING

**Zoltán Kecskeméthy**, CEO, BDPST Ingatlanfejlesztő

**Andrea Róna**, Group Director of Development, Danubius Hotels

**12:20 - 12:55 Retail properties - Is there hope for developments or will renewal prevail? - "powered by MBSZ"**

Moderator: **Tamás Simon**, Retail division - Commercial Director, Indotek Group

Conversation participants:

**Ádám Cseresnyési**, Head of Leasing, ECE Projektmanagement Budapest

**András Karácsonyi**, B2B üzletág vezető, Westend Üzemeltető

**Dr. Melinda Szilágyi**, Head of Operations Hungary and Slovakia, Multi Hungary Management

## **Midday Connect & Dine**

*Join us for a delicious lunch, which you can enjoy on both the upper floor and in the ground floor restaurant. Choose the panoramic view on the upper floor or the*

*vibrant atmosphere and terrace of the ground floor restaurant, and recharge with delicious bites while further building your connections.*

## **III/A section - Financing & Construction Industry**

The most important friends of the real estate market are financiers, investors and the construction industry. Success, speed and quality depend on them (as well). Opposing effects, interests, circumstances, and prospects currently characterise different areas, but the common interest is the same for everyone. Operational, prosperous, sustainable, financeable, efficiently run, fast, cheap and accurate property developments to the satisfaction of tenants and buyers. This is where we need to plan ahead for another 20 years!

**Moderator: Gábor Borbély**, Director, CBRE

### **13:40 - 14:20 Financing & Investment - Past the low point?**

Moderator: **Gábor Zeller**, Senior Director, Capital Markets, iO Partners

Conversation participants:

**László Balassa**, Deputy CEO of Real Estate Development, Market Asset Management Zrt.

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

**Dániel Gajdos**, Head of Structured Finance and Operations, Panattoni Hungary

**Balázs Jávor**, Managing Director Head of Financing, UniCredit Bank Hungary

### **14:20 - 14:35 The Construction Industry Is Out of Money! - What To Do Now?**

Speaker:

**Vera Zsuzsa Koncz**, CEO, bitmist

### **14:35 - 15:10 The advent of super-efficient and sustainable construction will change everything in the real estate market**

Moderator: **Dr Ernő Takács**, Chairman, IFK

Conversation participants:

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

**Tibor Massányi**, Managing Partner, DVM Group

**Balázs Sabathiel**, cégvezető, HungaroCAD Informatikai Kft.

## **III/B section - Circulation & Sustainability**

ESG, sustainability, green transition and compliance, alternative operations, energy efficiency, repositioning and taxonomy, these buzzwords are perhaps getting boring, but they are only just starting to really penetrate our daily lives and are constantly reshaping our operating models. In the next 20 years, these issues are expected to be more important than the question of whether or not to go to work due to Covid, or the impact of e-commerce on the physical retail market.

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

### **13:40 - 13:55 Win-Win: Focus on Reducing Energy Costs of Developments and Environmental Protection**

#### **Strategic Recommendations To Reduce the Embedded Energy Capacity Demand of Office and Commercial Buildings.**

Speakers:

**Dr. András Reith PhD**, CEO, ABUD Kft.

**Pál Szilvási**, Vice President, Ingatlanfejlesztői Kerekasztal Egyesület (IFK)

### **13:55 - 14:35 Focus on a circular approach - Renovations and repositionings**

Moderator: **Zsolt Somogyi**, Co-Founder, CEO, Parkl Digital Technologies Kft.

Conversation participants:

**dr. Gábor Hegedüs**, Portfolio Management Director, Indotek Group

**Attila Madler**, Asset Management Director, CPI Hungary

**Dániel Pintér**, Associate Director, Head of Property & Project Management, Eston International

**Tibor Tatár MRICS**, Head of Hungarian residential and office development, WING



## **14:35 - 15:10 ESG updates - Perhaps many are tired of it, but it's only just coming now!**

Moderator: **Zsuzsa Pálfalvi**, FM üzletág igazgató - NEO Property Services, ESG munkacsoport vezető - LEO

Conversation participants:

**Áron Horváth**, Director | Head of ESG & Sustainability Solutions CEE & Hungary, CBRE

**Zsolt Somogyi**, Co-Founder, CEO, Parkl Digital Technologies Kft.

**Dóra Diána Szemerédi**, Head of ESG and corporate relations, Gránit Pólus Management

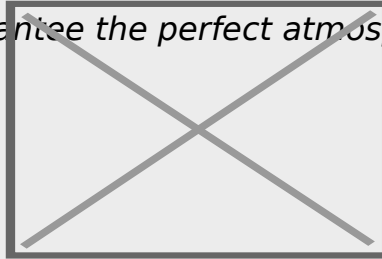
**Rita Tuza MRICS**, Head of Capital Markets, iO Partners Hungary Kft.

## **Brew & Network & Champagne**

### ***Coffee and Excitement - Let's Kick Off the Evening Fresh!***

*Don't miss out on the last break's exclusive offer: try the creamy **Irish coffee** and the distinctive **rum coffee**! We can kick off the evening with a little extra energy and flavour - because everyone deserves the last coffee moments of the day to be special.*

*Join us and kick off the evening with a little extra - all-day champagne, coffee, and great company guarantee the perfect atmosphere!*



## **IV/A section - Industry-Logistics & Economy**

This Could Boost the Real Estate Market and the Economy! What Are the Prospects?

**Moderator: Gábor Borbély**, Director, CBRE

## **15:40 - 16:15 The Battery Factory Revolution and Its Effects!**

Moderator: **Dr. Benedek Kovács**, Partner, Head of Real Estate, Baker & McKenzie Budapest

Conversation participants:

**Dr Ferenc Gondi MBA**, Managing Director, CTP Hungary

**István Kerekes**, Country Manager Hungary, GLP Europe

**Rudolf Nemes**, CEO, HelloParks

## **16:15 - 17:00 The market for speculative industrial and logistics real estate seems to be on the wane. Is it just cyclical or is the problem systemic?**

Moderator: **Ádám Székely**, Managing Director, Owner, Innovinia, IFK, Vice-chairman

Conversation participants:

**Zsuzsanna Hunyadi**, Leasing and Customer Experience Director, Prologis

**László Kemenes MRICS**, Managing Director Hungary, Panattoni

**Tibor Lőrincz-Hadnagy**, Operations Manager, WLP

**György Szucsány**, Property Development Director, Waberer's Group

**Péter Tar**, Senior Business Developer, CTP Hungary

## **17:00 - 17:40 Shaky economic performance from the past, but can the future be brighter? - Macroeconomic outlook in the light of the housing market**

Moderator: **Zoltán Bán**, CEO, Net Média (Portfolio Csoport)

Conversation participants:

**István Madár**, Senior Analyst, Portfolio

**Gergely Tardos**, Director, OTP Bank

**Péter Virovác**, Lead analyst, ING Bank

### **IV/B section - Housing**

Housing market! Everything that is currently driving developers in the domestic housing market and with the focus on the next 20 years, let's take a closer look at the elements needed to create a domestic institutional rental housing market!

Shall we have an institutional rental market at home!?

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

## 15:30 - 16:10 The new housing market is booming!

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

Conversation participants:

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

**Áron Konstantin Görög**, Sales Director, Cordia

**Dr. István Hüse**, Real Estate Development Director, Lawyer, Indotek Group

**Gergely Nagy**, Corporate Regional Manager, OTP Bank

## 16:10 - 16:45 The Biggest Story of the Next 20 Years? - Institutional Rental Housing Market Workshop "powered by RICS"

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

Conversation participants:

**Zsolt Jakab MRICS**, Senior Portfolio Manager, Gránit Alapkezelő

**Gábor Kutas**, Founder, CEO, Recorde Alapkezelő

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

## Reception & Networking

*Stay with us after the professional programmes and let's celebrate together for the 20th time!*

*We will enhance the enjoyable business networking with gourmet bites and a colourful drink selection. Hogan Lovells will provide a champagne bar, Rézangyal will supply the pálinka, and Jammertal Wine Estate will offer the wine selection. Of course, our G&T bar will be back this year, and alongside the cocktails, we can toast to new and old acquaintances with Kreinbacher Estate's sparkling wines. Let's celebrate together again this year!*

