

# Future of Real Estate 2023 - Warsaw, Poland

## 09:20-09:50 – REGISTRATION WITH WELCOME COFFEE

## 09:50-12:20 – SECTION 1

### 09:50 - 10:05 Welcome remarks by RICS & Property Forum

People:

**Csanád Csűrös**, CEO, Property Forum

**Susanne Eickermann-Riepe FRICS**, Chair, RICS European World Regional Board

### 10:05 - 10:35 Market update: European economic and investment outlook for 2024

The last 18 months have shocked real estate markets in a way not seen since the Global Financial Crisis. Europe has repriced more rapidly than other parts of the world, but there are now increasing signals that the market bottom may not be far away. Are we there yet, how much does market timing matter, what hurdles stand in the way, and where are the opportunities in this new investment window?

People:

**Alex Lund**, Director, European Research, CBRE Investment Management

### 10:35 - 11:20 The future of investments – Where the smart money is going in 2024

With global conditions as they are, it is as important as ever to attract investment and support in order to ensure projects are completed in a timely manner. We will hear from leading CEE investors as we discuss the best investment strategies and the risks and opportunities to look out for.

Chair: **Susanne Eickermann-Riepe FRICS**, Chair, RICS European World Regional Board  
Conversation participants:

**Anna Duchnowska**, Managing Director – Investment Management, Invesco Real Estate

**Dr. Piotr Goździewicz MRICS**, Head of Transactions CEE, Cromwell Property Group

**Justyna Kedzierska-Klukowska**, Head of Warsaw Office, Berlin Hyp AG

**Dennis Selinas**, CEO, Globalworth

**Magdalena Uler-Kęczek**, Senior Capital Markets Director, 7R

### 11:20 - 11:35 Financial system implementation - Lessons on how to implement a Unified Data Model successfully

More than half of real estate ERP projects are late and over budget. Industry veteran **Andreas Kozma** will show how these traps can be avoided and how the best functionality can be delivered while keeping within time and budget.

People:

**Andreas Kozma**, Founder & CEO, iREMS International AG

**11:35 - 12:20 The future of asset and property management – How to use data to maximise performance**

**The use of technology in the property sector is ever increasing and stakeholders should be aware of the options available to help them. Being able to collect and use data in the right way is the key to manage assets efficiently, understand new markets and get a step ahead of competitors.**

Chair: **Seweryna Afanasjew**, Board Member, RICS Europe World Regional Board

Conversation participants:

**ANNA CELICHOWSKA**, Member of the Board, Rental Director, Virako

**Dariusz Chrzanowski**, Director, Colliers Energy

**Andreas Kozma**, Founder & CEO, iREMS International AG

**Tamás Méri**, Co-Founder and Business Development Director, Access4you

**Ewa Parys**, Executive Director | Head of Asset Management Poland & Fund Manager, AEW

## **12:20-13:20 – NETWORKING LUNCH**

The networking lunch takes place at the hotel restaurant.

## **13:20-14:05 – PROPERTY MARKETING WORKSHOP (OPERA ROOM)**

**13:20 - 14:05 The future of real estate marketing – How to stand out in 2024?**

Chair: **Jan Zaworski**, Head of Marketing & Communication, Savills Poland

Conversation participants:

**Magda Cieliczko**, Head of Marketing, MDC2

**Ewa Gawron-Jasińska**, Marketing & PR Manager, Griffin Capital Partners

**Paulina Kryśka**, Marketing Manager CEE, GLP Europe

**Weronika Ukleja-Saśak**, Head of Corporate Communications, Echo Investment

**Aleksandra Wasilewska**, PR Director | EMEA, Colliers

## **13:20-15:35 – SECTION 2**

**13:20 - 14:05 The future of living – Making the “15-minute city” a reality**

Chair: **Sergii Stoliarchuk**, Managing Partner Ukraine, Polish-Ukrainian Real Estate Hub

Conversation participants:

**Maximilian Mendel MRICS**, Managing Director, ZEITGEIST Asset Management

**Joanna Plaisant**, Strategic Partnership and Sustainability Associate Director, Arcadis

**Jacek Wesołowski**, Managing Director Poland, Trei Real Estate

**14:05 - 14:50 The future of offices – How to make the most out of the hybrid working model?**

**As the return to the office following the pandemic has been slow, our expert panel will assess where the demand still is for office spaces. The discussion will investigate how to fill demand and find alternative solutions for office spaces.**

Chair: **Maciej Markowski**, Chief Growth Officer, Equiem

Conversation participants:

**Hubert Abt FRICS**, CEO, New Work & workcloud24

**Henryk Bilski**, Leasing Director, Strabag Real Estate

**Anna Malarczyk-Arcidiacono**, Business Development Director, Tetris Poland

**Bogusz Parzyszek**, co-CEO / Founder, Workplace Solutions

**Julia Racewicz**, Head of Asset Management, Office & Logistics, Savills Investment Management Poland

**14:50 - 15:35 The future of retail – New strategies bring investors' return**

**The downfall of physical retail has been forecasted many times but the sector always managed to reinvent itself and is now an attractive option for many investors once again. Market players will discuss omni-channel strategies for the future that can help secure retail's attractiveness as an investment product.**

Chair: **Jolanta Wawrzyszuk**, Independent Retail Expert, former Group Head of Leasing at Atrium

Conversation participants:

**Anna Malcharek**, Managing Director, Gemini Holding

**Aleksandra Mazzini**, Chief Operating Officer, Sierra Balmain

**Ada Walentek**, General Manager, NHOOD Poland

**Ryszard Wysokiński**, Head of Department, Investor Relations, Kaufland Polska

**15:35-16:05 – NETWORKING COFFEE BREAK**

**16:05-17:30 – SECTION 3**

**16:05 - 16:25 Strategies to improve efficiency, revenue and value through the integration of sustainability: A vision for the future**

People:

**Dr. Luciano Capaldo FRICS**, CEO, RINA Prime Value Services International

**Manuela Di Marino MRICS**, Senior Director - International Strategies, RINA Prime Value Services

**Chris Grzesik FRICS**, Managing Director, Polish Properties

**16:25 - 17:10 The future of valuation – Challenges of a volatile market**

**Local and international professionals will identify key themes and changes in property valuation. With an ongoing energy crisis, supply chain issues, rising interest rates and other global-political factors to worry about, the pressure on valuers is as high as ever.**

Chair: **Monika Dębska-Pastakia FRICS**, Associate Partner, KPMG

Conversation participants:

**Łukasz Białycki**, Head of Real Estate Financing, Bank Pekao

**Jean-Philippe Carmarans MRICS**, EMEA Valuation & Advisory Chair, Cushman & Wakefield

**Olga Smyczyńska**, Collateral Value Verification Expert, Bank Gospodarstwa Krajowego

**17:10 - 17:30 Closing keynote: How can Artificial Intelligence transform real estate investments?**

**We've all had our fun with ChatGPT but why is 2023's biggest buzzword actually relevant for real estate? Our closing keynote speaker will walk us through potential use and relevance of AI in the world of commercial real estate.**

People:

**Tom Ogrodzki**, CEO, REDD Group

**17:30-19:30 – NETWORKING PARTY – INTRODUCING "THE 50 MOST INFLUENTIAL PEOPLE IN THE POLISH REAL ESTATE MARKET"**