

# Property Investment Forum 2023

## Registration

**08:00 - 12:00 el?adók**

People:

**Zsolt Berényi**, Group Development Director, GTC Magyarország Zrt.

## I. Section

The series of global difficulties and changes in the past few years have all had and still have a huge impact on each segment of the real estate market. But change and reshaping processes take years or sometimes even decades, and we are only halfway through at best. Year to year, but nowadays even each month, we must ask ourselves and our companies where the world is headed and where we see ourselves and our companies within it. Are we shaping changes or only accepting and suffering them? Will we be among the winners or the losers of the radically transforming and changing world? We can be sure that there will be many of both! The domestic market's opinion leaders are showing the way this year too so that the conference's audience, armed with the most up-to-date knowledge and the potential of personal connections can all continue their constructions on the winners' side in the future as well.

**08:40 - 08:50 Is the new era here?**

People:

**Gergely Ditróy**, Analyst, Portfolio

**08:50 - 09:00 The real estate market is on new foundations**

People:

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

**09:00 - 09:20 Megatrends in the real estate market - The most important global factors on a fresh list**

People:

**Andrew Knight**, Global Data & Tech Lead, Széchenyi István University

**09:20 - 09:35 How big is the risk in the real estate market now? – Analysing the newest numbers**

People:

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

**09:35 - 10:25 Is the ship sinking while real estate actors are still playing music? – Let's set the tone!**

Chair: **Dániel Ódor MRICS**, Partner, Taylor Wessing Czech Republic

Conversation participants:

**Pál Dános MAISZ MRICS**, Director, KPMG

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

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

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

**Miklós Németh**, Chairman of the Board, Specialised Lending Directorate, OTP Bank

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

## Coffee break

### II/A Section

No wonder that nowadays we hear people say things like “I would rather not give out a loan to someone willing to take it out with these conditions”. But what are the alternatives? What movements can we spot in the financing market? How has the risk changed in the last year? In addition to financing challenges, the most important trends of the office market, and the tasks of increasing competition with rising vacancy rates, in this session, we will underline one of the most important focus topics of the conference, solutions for greening, sustainability, and energy efficiency of the domestic real estate stock.

On the topic related to greening, which soon will dominate every level and vertical of the real estate market, throughout the day, we plan to hold several presentations and discussions which might have only been innovative ideas a few years ago, but tomorrow will constitute the basis of survival and competitiveness. There is no other way! Let's get ready for a (more) sustainable real estate market with the newest technologies and solutions!

**10:50 - 11:05 A green transition in the commercial real estate sector**

People:

**Szabolcs Soós**, Financial Director, Solar Markt Group

**11:05 - 11:45 Financing: How long is the queue at the checkouts?**

Chair: **Tamás Deák**, Director, Commercial Real Estate Finance, ERSTE Bank Hungary

Conversation participants:

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

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

**Ádám Székely**, Managing Director, Owner, InfoGroup

**Erik Wafler MRICS**, Senior Investment Manager, Gránit Asset Management

**11:45 - 12:00 From green building certification to EU Taxonomy - Fifty shades of green?**

People:

**Gábor Szarvas**, Head of the EU Taxonomy Working Group, HuGBC

**12:00 - 12:15 Presentation - Energy waste in real estate is catastrophic. – The quality of operation and energy efficiency should improve by light years, but it is not impossible**

People:

**Péter Pál**, ügyvezető igazgató, Re-Energy Kft.

**12:15 - 13:00 Office market: Increasing vacancies weigh on the market, while the opportunities and challenges are endless**

Chair: **Valter Kalas**, Managing Partner, Newmark VLK Hungary

Conversation participants:

**Gábor Angel**, igazgatósági tag, BIGGEORGE Property Zrt.

**Miklós Ecsödi**, Head of Occupier Services, Colliers Magyarország

**Krisztina Enzsöl**, Leasing Manager, Atenor Hungary

**Miklós Gyertyánfy MRICS**, Chief Operating Officer, Gránit Pólus

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

## II/B Section

In the usual regional panorama, we will try to present the processes that pose challenges not only in Hungary but the neighbouring countries as well. Individual countries, economies, and local real estate markets are in different situations, but we can always draw some parallels. How are we positioned in the region? Retail real estate is being stabilised even though operators are facing continuously changing customer expectations. There are many possibilities and challenges in digitalisation, it is vital to find the right balance.

In this session, we will emphasise sustainability again in the panel discussion “Renovation, renewal, reconstruction”. If the decade of renovations is really starting now, a large part of the possibilities and tasks will concentrate on this. But is this the right path? And if so, why? Can we save everything old, is it only a “mathematical” question? There is a long list of both pros and cons.

**10:45 - 11:30 The superweapon of sustainability! – Renovation, renewal, reconstruction, the success story of the next decade**

Chair: **Szilvia Bősze**, Sustainability Consultant, EU environment and climate policy expert, ESG auditor, ProptechZoom

Conversation participants:

**Balázs Báthory**, Deputy CEO, Market Építő Zrt.

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

**Lóránt Perényi**, Deputy State Secretary for Architectural Strategy, Ministry for Construction and Transport

**András Reith PhD**, CEO, ABUD Kft.

**Csaba Szijj**, Deputy-CEO, B+N Referencia Zrt.

**11:30 - 12:10 Retail market: Beyond COVID and the energy crisis? – What is the way ahead of retail properties?**

Chair: **János Kui**, CEO, Marketing Resolution Kft.

Conversation participants:

**Erika Garbutt-Pál MRICS**, , ProptechZoom

**Balázs Gábosy**, Chief Operating Officer, Nhood Services Hungary Kft.

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

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

**12:10 - 12:55 CEE – A regional overview: Are we the only ones with sour grapes, or is there a big fight everywhere?**

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

Conversation participants:

**Krisztián Hornok**, Managing Director, International Transactions and Asset Management, Indotek Group

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

**Rudolf Riedl MRICS**, Managing Director, SÜBA Hungary

**Pascal Steens**, General Manager (Partner), Nhood Hungary

**Hannes Wimmer**, Managing Director, Loan Capital Markets, Erste Group Bank AG

## Lunch break

### III/A Section

The domestic macroenvironment, the risk rating, interest rates and the development of available EU funds are crucial for financing and investment in the real estate market. Let's stay updated on the current trajectory of our economy.

What are investors focusing on? Are the positions in the price negotiations converging? Is there any pressure from either the buyer or seller side? How are ESG and Taxonomy seeping into investor decision-making more and more visibly? What is the expected volume of investment this year?

The availability and cost of operation and, most importantly, energy – although we would like to forget that this is a recurring theme from time to time – are also unavoidable issues for this winter. It is becoming clear to everyone that we should not try to procure cheap energy but use as little of it as possible while maintaining the quality of the service, and more and more good responses and technological innovations exist to this end. The focus on sustainability and greening is, of course, also a priority here.

**13:20 - 13:40 Presentation - How is Hungary's macro-trajectory?**

People:

**István Madár**, Senior Analyst, Portfolio

**13:40 - 14:20 Macro panorama: Outlook, facts, margins and economic concept – What should we prepare for?**

Chair: **Zoltán Bán**, CEO, Net Média Zrt. (Portfolio Csoport)

Conversation participants:

**István Madár**, Senior Analyst, Portfolio

**Gergely Tardos**, Director, OTP Bank

**Viktor Zsiday**, Portfolio Manager, Hold Alapkezel? Zrt., Citadella Származtatott Befektetési Alap

**14:20 - 15:10 Investment market: Focus on ESG, invisible yields, and collapsed transaction volumes.**

Chair: **Zsolt Berényi**, Group Development Director, GTC Magyarország Zrt.

Conversation participants:

**Mónika Frank**, Of Counsel, Co-Head of Real Estate, Kinstellar Budapest

**Máté Galambos**, Leasing Manager, Atenor Hungary

**Péter Kocsis MRICS**, Deputy CEO - Strategy, Risk, MIS-Data, WING

**Balázs Pázmány FRICS**, Chairman of the Board, Erste Alapkezelő Zrt.

**Adorján Salamon**, CEO, ESTON International

**Péter Takács**, Investment Director, Newmark VLK Hungary

**15:10 - 16:00 FM & Energy: Should we prepare for soaring prices and large investments?**

Chair: **Márk Balástyai**, Chief Executive Officer, FutuReal Energy

Conversation participants:

**Gergő Berki**, Business Unit Manager, TOPdesk Magyarország Kft.

**László Csiki**, Head of Technical Property- and Asset Management, GTC Magyarország Zrt.

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

**Zoltán Mikó**, CEO, Future FM Zrt.

**Balázs Zuggó**, Managing Director, Daikin Hungary Kft.

### **III/B Section**

Technology X Sustainability hand in hand! If something can keep the domestic real estate market on the way to success, then they are the solutions supporting long-term cost reduction and reaching sustainability goals. The most important and exciting novelties, innovations, solutions and their impact get a leading role in the programme. Beyond all difficulties? What are the prospects of the Hungarian hotel market? What international trends shape the needs? Is there still a lot of room for new projects, or is a slower period coming after the development boom? The housing market is yanked by government decision-making. On a market basis, it is currently impossible to expect meaningful growth, but with the disappearance and devaluation of the measures and discounts representing the sector's latest golden age, the sector is looking for new incentives. Is redemption coming or are there lean years ahead?

**13:30 - 13:50 Moore Expert Session: One on One with Marriott International**

**Enhancing Hotel Asset Values - Capitalising on the Waves of Uncertainty**

Chair: **Márton Takács**, International hotel and tourism industry leader, Moore Hungary

People:

**Silvija Lovreta**, Senior Director South Eastern Europe - International Hotel Development, Marriott International

**13:50 - 14:15 Hotels: Inflation hedge or mirage? – How long can the "wait and see" attitude of owners and investors last?**

**Leading investors and developers in the sector share how they are maintaining deal flow in an atypical market and how rising capital costs have affected investment strategies in the hotel asset class. What new or renewable hotel projects exist in the market today? Which sub-sectors are the most attractive? What product innovations can we encounter? Hungarian capital abroad? Foreign capital in Hungary? Bank financing? Is there room for opportunistic investments? Join our panel discussion on perhaps the most exciting asset class in commercial real estate!**

Chair: **Márton Takács**, International hotel and tourism industry leader, Moore Hungary  
Conversation participants:

**Zsolt Morvai**, Director, MBH Bank

**Zoltán Somlyai**, Vice President Hotel Division, BDPST Zrt.

**14:15 - 14:30 BIM experiences and practice – How can BIM be used in FM?**

People:

**Csaba Szij**, Deputy-CEO, B+N Referencia Zrt.

**14:30 - 14:45 Why will the return on investment be better with the introduction of European construction standards in Hungary?**

People:

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

**14:55 - 15:30 AI X PropTech X ConTech: Green targets, cost reduction, and efficiency in the focus**

Chair: **Tibor Tatár MRICS**, CEO, Calyx Investment

Conversation participants:

**Balázs Jelinek**, Deputy CEO – Operations, Városliget Zrt.

**Péter Kászonyi**, Senior Partner, Streamnet Zrt.

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

**15:30 - 15:45 More cost-efficient, marketable, and competitive real estate development!**

**Can the problem of a lack of mobile coverage be avoided?**

**The constantly and dynamically changing macro-environment has led to significant developments in both the construction and telecommunications sectors. New technologies and solutions have also emerged in the construction and telecom sectors. At the same time, consumers are demanding ever higher standards. What is the additional cost if a new property development is found to have inadequate mobile coverage after handover? Can cooperation between the construction and telecommunications sectors be a solution to these challenges?**

People:

**Judit Kübler-Andrási**, Chief Executive Officer, Cetin Hungary Zrt.

**15:45 - 16:30 Housing market: The sector is on a rollercoaster but ready to jump**

Chair: **Gergely Nagy**, Corporate Regional Manager, OTP Bank Nyrt.

Conversation participants:

**Ákos Kiss**, CEO, Property Market

**Gábor Kiss**, Managing Director, Metrodom Kivitelez? Kft.

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

**Zsuzsa Lipták**, CEO, OTP Otthonmegoldások Kft.

**16:30 - 17:00 Kútba szórt pénz vagy busásan megtérül? befektetés a rendezvényekbe rakott er?forrás!? - powered by IFK**

Chair: **Judit Gyulai-Seres**, Secretary, IFK

Conversation participants:

**Zsolt Berényi**, Group Development Director, GTC Magyarország Zrt.

**Róbert Heffner**, Deputy Director, Investment Projects and Supplier Directorate

**Ern? Takács**, Chairman, Roundtable Association for Real Estate Developers (IFK)

## Coffee break

## IV. Section

Every period filled with crises, difficulties, and transformations has its winners. This has also been the case in recent years for logistics and industrial real estate, which, for a long time, have been relegated to the lower half of the real estate hierarchy and have recently been soaring. But should we talk about the submarket's outstanding performance in the present or the past tense? Will the build-up and the special attention continue, or have the sobering and warning signs arrived here too?

Before the late-night networking party, we will close the professional day with an opinion leader's summary and outlook, where we will look at the most important tasks and expectations of the period ahead. Join us!

**16:20 - 17:05 Logistics and industry real estate: A more moderate impetus**

Chair: **Ádám Székely**, Managing Director, Owner, InfoGroup

Conversation participants:

**Gergely Fábrián**, Managing Director, National Bank of Hungary

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

**Zsófia Korda**, Corporate Sales Relations and Business Development Chief Sales Officer (CSO), WING

**Tibor L?rincz-Hadnagy**, Operations Manager, RaktárAD Ingatlanfejleszt? Kft.

**Rudolf Nemes**, CEO, HelloParks

**17:05 - 17:45 Did this little shock do us any good? – Full speed ahead!**

Chair: **Gergely Ditróy**, Analyst, Portfolio

Conversation participants:

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

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

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

## Reception

Stay with us after the technical programme and let us toast together at the standing reception!

We will help to create a nice atmosphere with gourmet snacks and a colourful selection of drinks. A Rose Champagne bar will be offered by Diófa Alapkezelő, thanks to GTC, we will have a Prosecco bar, and Hogan Lovells will await guests with a Champagne bar alongside oysters.

Pálinka will be provided by Rézangyal again, you can taste Kreinbacher champagne, and the wine list will be brought to us by Jammertal Borbirtok. Naturally, this year's repertoire will also include the ever-popular Gin Bar, with two Gin Masters to serve you. We look forward to seeing you there!

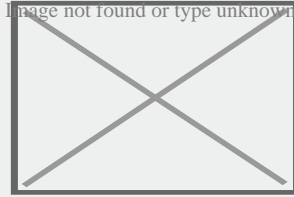
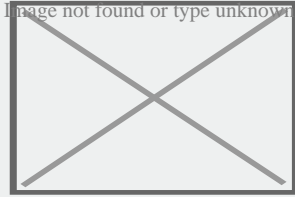
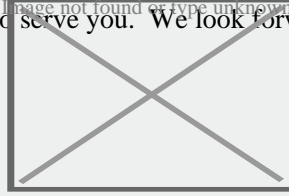




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