

INTERNATIONAL

SIMA08

MADRID **International Real Estate Exhibition**

IPP

INTERNATIONAL PROFESSIONAL PROGRAM

Congreso Inmobiliario Internacional
International Real Estate Congress

9-11 ABRIL • 9-11 APRIL

**PABELLÓN 12 • PAVILION 12
FERIA DE MADRID • SPAIN**

www.simaexpo.com/ipp

Organizadores y coordinadores
IPP organizers and coordinators

Planner  Reed



Los próximos 9, 10 y 11 de abril de 2008,

tendrá lugar en el marco del Salón Inmobiliario Internacional de Madrid, el Congreso **IPP** (International Professional Program), en el **Pabellón número 12** del Parque Ferial Juan Carlos I de Madrid.

Organizado por **Planner Reed** (promotor del SIMA, Salón Inmobiliario Internacional de Madrid), European Conference Management (**ECM**), la National Association of Realtors (**NAR**) y el Conseil Européen des Professions Immobilières (**CEPI**), cuenta además con la colaboración de **ICREA**, **CEREAN**, **AIREEC** y **CEI**.

Este Congreso, que en el 2007 atrajo a más de 500 profesionales de todo el mundo, estudiará la oferta, la demanda y las tendencias de los **mercados maduros** y de los **emergentes**.

Punto de encuentro de relevantes profesionales y entidades de más de 50 países, **presentará todas las oportunidades de negocio en el sector inmobiliario a nivel global**.

Los temas no se limitarán al mercado **vacacional**, sino que se dará una visión de conjunto, incluyendo el sector **residencial** y **no residencial**, las nuevas tecnologías y los crecientes **destinos para la inversión** en los cinco continentes.

Por la **mañana** múltiples sesiones paralelas cubrirán una mayor **especialización temática**.

Durante la tarde se podrá optar, entre participar en **análisis de mercados**, **monográficos de países** o aprovechar **las mesas de networking hours** del **IBC**, International Business Center, para cambiar impresiones y ser asesorado por las autoridades más destacadas de las asociaciones internacionales.

Este evento, que cuenta con el patrocinio de DYPESA, prestigiosa promotora de nacionalidad argentina, espera una vez más ser el marco idóneo para que todos los profesionales del sector inmobiliario establezcan nuevos contactos de negocio en todo el mundo.



Welcome to SIMA 2008,

Madrid Real Estate Exhibition, and it's International Professional Program (IPP) - the leading networking event for the international real estate industry!

The congress that attracted more than 500 professionals from around the world last year, will take place from **April 9th to 11th, 2008** in **Pavilion 12** of the Madrid Fair Grounds.

Organized by **Planner Reed**, European Conference Management (**ECM**), the National Association of Realtors (**NAR**) and the Conseil Européen des Professions Immobilières (**CEPI**), the conference is supported by various associations like **ICREA**, **CEREAN**, **AIREEC** y **CEI**.

This year's edition of IPP will focus on the demand and supply situation as well as current trends in mature and emerging markets.

As a meeting point for professionals and entities from more than 50 countries, IPP presents business opportunities in the real estate sector on a global level.

We'll take a close look not only on the 2nd homes market, but provide a general overview, including the residential and non-residential sector, new technologies and growing niche markets on the five continents.

There will be parallel seminars in the morning to give you a greater choice of specific topics to choose from.

In the afternoon participants have a choice between market analysis, country workshops or the networking hours at the International Business Center (IBC), gaining insight and exchanging opinions with the heads of leading international real estate associations.

This event, sponsored by **DYPESA**, a prestigious Argentinean developer, is an ideal meeting point for realtors to establish new contacts and sales channels on a global level.

WEDNESDAY, 9th April 2008

PARALLEL Morning Sessions

Pavilion 12

Room 12.1

08:30 Accreditation and delivery of documentation

09:00 Official Opening

José Manuel Galindo, President Holiday Homes Commission APCE & President ASPRIMA

Frans AJ Burgering, President, CEPI

Dr. Margret Funk, President, CEI

Dan A. Negulescu, President, CEREAN

Miriam Lowe, VP International Operations, NAR

Antonio González Noain, President, Planner Reed

Mario Neubeck, Managing Director, ECM & IPP Coordinator

10:00 Hot Spots in the European Real Estate Market

Brenna O’Roarty, Head of European Strategic Research, RREEF

10:30 International Emerging Markets

- The real estate market in Russia

- Characteristics and opportunities in the Indian and Chinese real estate market

Vicent Lottefier, CEO, Jones Lang LaSalle Meghraj*

Robert Grome, Asia Pacific Investment Management & Real Estate Leader, Hong Kong, PWC*

11:30 Coffee break

12:00 Tendencies in the global 2nd homes market

- Current advantages for investments in the USA

John Tuccillo, President, JTA Consulting

- The Latin American market and its new business opportunities

Julio Noval García, President, Grupo Mall

- The increase in demand for urban 2nd homes in European capitals

Michael Patterson, Managing Director, Dream Homes Worldwide

13:30 Sales Strategies

- The universal language of selling

- The secret of all great communicators

- Communicating your ideas clearly

- Discover the power of your body language

Joe Meyer, President, Presentations INC,

Sales Management Training



PARALELL Evening Sessions

WORKSHOP BRAZIL

Room 12.1

All you need to know about how to do business in this market.

Moderator: Romeu Chap Chap, President Advisory Council, Secovi-SP

16:00 The importance of tourism in real estate investment

Marta Suplicy, Minister of Tourism, Brazil Government

16:30 Macroeconomic analysis

João Batista Crestana, President, Secovi-SP

17:00 Real estate products. Getting to know the projects from North to South Brazil

Maurício Eugenio, CEO, Grupo Eugenio

17:30 Legal security. The investment step by step

Fábio Mercadante Mortari, Founder Partner, Mortari Advogados y Director, Spanish Chamber of Commerce in Brazil

18:00 Future: Opportunities and risks

Felipe Cavalcante, President, ADIT Nordeste

18:30 Cocktail at Brazil's exhibition stand

NETWORKING "COUNTRY TABLES"

IBC

Don't miss the opportunity to sit down at the same table with prominent personalities of leading real estate associations from all over Europe. These sessions allow you to seek advice from leading specialists on the developments in different markets.

16:00 European Markets

- **Finland**
Risto Volanen, Past President, SKVL
- **Norway**
Finn Tveter, Director, NEF
- **Sweden**
Mäklarsamfundet
- **Denmark**
Steen Winther-Petersen, President, DE
- **Netherlands**
Gerard Cremers, Executive Director, NVM
- **Belgium**
Willy Haegens, Managing Director, CIB
- **Germany**
Hans Langemaack, Executive Director, IVD
- **Latvia**
Aldis Riekstins, Director, LANIDA
- **Poland**
Marek Stelmaszak, Past President, PREF
- **Hungary**
Dr. Miklos Nemeth, Executive Director, HAREM
- **Romania**
Gabriel Sorin Zamfir, President, UNIM
- **France**
Alain Duffoux, President, SNPI
- **Italy**
Alexander Benedetti, Director, FIMAA
- **Spain**
José Félix Cañas, Director, AEGI
- **United Kingdom**
James Wyatt, Int. Estate Agent & Partner, Barton Wyatt
- **Ireland**
Alan Cooke, Chief Executive, IAVI

PARALLEL Morning Sessions

Room 12.1

NEW TECHNOLOGIES AND EFFICIENT TOOLS TO INCREASE GLOBAL BUSINESS TRANSACTIONS

09:30 Grow your business by leveraging online marketing

- Drive relevant customer traffic to your website and listings from around the world
- Convert visitors into qualified leads
- Build long term relationship with relevant customers
- Improve sales effectiveness

Satbir Khanuja, VP of Marketing, SecondSpace

10:15 Results measurement and analysis of on-line marketing campaigns

- On the internet, everything is measurable
- Measuring results to determine different levels of investment
- Online promotion techniques and their cost effectiveness. Hands-on seminar

René de Jong, Managing Director, Internet Advantage

Soraya García Merino, Search Engines Optimization Expert, Internet Advantage

11:00 Coffee break

11:30 E-business in real estate, global real estate on the move

- What is happening in the international residential and commercial real estate markets?
- What are the implications for the professionals involved with the transaction?
- The online perspective, changing models?
- Online market trends and developments, observations, chances and opportunities

Thijs Stoffer, Secretary & CEO, ICREA

12:15 Virtual Reality: Real Estate Development and Urban Planning

- Virtual Reality
- Applications for Real Estate Developers
- Applications for Urban Planning
- Success Story: Grupo GSI

Álvaro Barrios Medina, Sales Manager, Virtualware

José Andrés Ibáñez de Garayo, Managing Director, GRUPO GSI

13:00 Doing business in the USA Educational Course

Aida D. Turbow, Director, International New Home Resorts, Global New Home Resorts

Pavilion 12

Room 12.2

THE SPANISH SECOND HOMES MARKET

09:30 Where is the Spanish 2nd homes market heading?

- Situation according to the latest data collected
- Round Table: Perspectives and initiatives for the future

Raúl García, Managing Director, Grupo i

Manuel Gandarias Carmona, President, LIVE IN SPAIN

Ramón Dávila, President, PROMOTUR

José Félix Cañas, Director, AEGI

11:00 Coffee break

11:30 Evolution of the traditional 2nd home buyer in Spain

- Where and why buy Germans today?
- British client evolution

Sven Johns, Managing Director, IVD

Xavier Wiggins, CEO, Overseas Property Professionals

12:30 Spanish clients over the age of 55

Francisco Guarner, Managing Director, FIDE, CEO SIRESA & Vice President, Confide Residencial*

13:00 New sales schemes for holiday homes

- Fractional ownership
- Buy to let

Jerry Cobb, CEO & Partner, The Fractional Ownership Consultancy

Eulogio Bordas, President, THR International Tourism Advisors

14:30 "CIPS CEREMONY & COCKTAIL"

IBC



PARALELL Evening Sessions

Room 12.1

MARKET ANALYSIS

Analysis panels about the situation and opportunities in distinct markets.

- 16:00 How to reach the British buyer**
Sue Ash, Chief Executive, Ash Communications
Peter Robinson, Managing Director, RGM
Andrew Say, Classified Advertising Director, the Daily Mail
Darren Styles, Chief Executive, A Place in the Sun
- 17:30 The real estate market in Portugal**
José Luis Suárez, Professor, IESE
Joao Pessoa e Costa, Managing Director, Grupo Imobiliario Fernando Martins
Carlos Moedas, Managing Director, Aguirre Newman Portugal
- 18:30 Emerging Asian Market**
- *Business Practices in Asia - Do's and Don'ts of doing business with Asians*
 - *Generational Market - Changing Lifestyle, Old Rich vs. New Rich*
 - *Various Asian Government's Incentives to Foreign Investors*
 - *Where and how to invest in Asia?*
- Susan Barlin**, Special Envoy for Investment and Tourism, Department of Tourism Philippines & CEO AIREEC

Pavilion 12

Room 12.2

WORKSHOP EASTERN EUROPE

Possibilities and **key factors** for the emerging Eastern European markets

Moderator: Joanna Iwanowska, Senior Consultant, REAS & Vice President European Property Institute

- 16:00 Key factors to do business with Russian professionals**
RGR
- 16:30 Ukraine – Specifics and development of residential market in Ukraine**
Joanna Iwanowska, Senior Consultant, REAS & Vice President European Property Institute
- 17:00 Romania 2008 – Can we still find good properties to invest in?**
Ilias Papageorgiadis, CEO, MORE International Invest
- 17:30 Business opportunities in the Baltic States**
Javier Ortiz de Artiñano, Managing Director, Ftr Consultants
- 18:00 Great unknown possibilities on the Dalmatian Coast: Croatia, Bosnia, Montenegro, Albania**
Emilio Izquierdo Merlo, Management Director Ambito Internacional, Ambito Grupo Empresarial

NETWORKING “COUNTRY TABLES”

IBC

Don't miss the opportunity to sit down at the same table with prominent personalities of leading real estate associations in America. These sessions allow you to seek advice from leading specialists on the developments in different markets.

- 16:00 Contact professionals throughout the Americas**
- **Panama**
Iván Carlucci, President, ACOBIR 2007-2008
José Boyd, President, ACOBIR 2008-2009
 - **Mexico**
Claudia Pérez Salas, General Manager, ADI*
 - **Dominican Republic**
CAPCANA*
 - **Colombia**
Geraldo Millán, Lonja de Propiedad Raíz de Bogota*
 - **Uruguay**
Ramón de Isequilla, Tourism Advisory of Maldonado Intendence, Punta del Este
 - **Brasil**
SECOVI*



- **Peru**
Lelio Balarezo, President, CAPECO*
 - **Costa Rica**
Alberto Rampoldi, Director, Grupo Sur Inversiones
Jaime Ubilla, Managing Director, Improsa Safi
José Luis Salinas, President, Grupo Inmobiliario del Parque
Cesar Curutchet, Director, Grupo Sur Inversiones
- 17:00 Contact American real estate professionals**
- **USA**
Ruth Krinke, Regional Coordinator, NAR
Thijs Stoffer, Secretary & CEO, ICREA
Chuck Bonfiglio, President Florida Association of REALTORS
Vani Ungapen, Director of International and Research, Florida Association of REALTORS
 - **Canada**
CREA*

PARALLEL Morning Sessions

Room 12.1

EUROPE FROM EAST TO WEST

- 09:00 Real estate portfolio in mature markets. Changes and challenges**
- Scandinavia
Risto Volanen, Past President, SKVL
 - Belgium
Philippe Janssens, Founder & Director, STADIM
 - Italy
Alexander Benedetti, Director, FIMAA
- 10:30 Challenges in emerging markets**
- Poland
Marek Stelmaszak, Past President, PREF
 - Hungary
Dr. Miklos Nemeth, Executive Director, HAREM
 - Romania
Gabriel Sorin Zamfir, President, UNIM
- 12:00 Coffee break**
- 12:30 Discussion between European professionals with opposing views on :**
- Is there a need for regulation or self-regulation of the real estate professions in Europe?
 - Is there a need for a European code of conduct?
 - Should young real estate professionals in Europe have a minimum common qualification?

14:30 "FAR COCKTAIL"

21:00 International Party**

IBC

Pavilion 12

Room 12.2

AMERICA FROM NORTH TO SOUTH

- 09:30 The Canadian real estate market**
CREA, The Canadian Real Estate Association*
- 10:00 Florida, a constantly growing market**
Chuck Bonfiglio, President, FAR
- 10:30 Presentation of the study: Real Estate Situation in Mexico**
Adolfo Albo, Chief Economist Mexico BBVA Bancomer, Grupo BBVA
- 11:00 The maturity of the Argentinean market. Opportunities for the international investor**
Ing. Eduardo R. Gutiérrez, President, CEDU, Cámara Empresaria de Desarrolladores Urbanos
Issel Kipeszmid, President, DYPSA International
- 12:00 Coffee break**
- 12:30 Panama's Boom. Continuity and expectations**
Iván Carlucci, President ACOBIR 2007-2008
José Boyd, President ACOBIR 2008-2009
Oswaldo Marchena, Director ACOBIR 2008-2009
Julio Noval García, President, Grupo Mall
- 13:30 Uruguay – Investment opportunities in Punta del Este**
Ramón de Isequilla, Tourism Advisory of Maldonado Intendancy, Punta del Este
- 14:00 Peru - a market to discover**
Lelio Balarezo, President, CAPECO, Cámara Peruana de la construcción*

**To be confirmed*

REGISTRATION FEE

Cost per person: 450€

The general fee includes access to the IPP presentation halls as indicated in the program, the exhibition pavilions and the International Business Center during the event. Also included are exhibition catalogue, coffees and cocktails indicated in the program and an invitation to the International Party*.

*REGISTER UNTIL **FEBRUARY 15th** for the early bird rate of only **350€!***

HOW TO REGISTER

Please follow indications below:

- Go to www.simaexpo.com/ipp
- Press the flag for English language (black toolbar above)
- Press "REGISTER NOW" (toolbar left hand side)
Select between the options:
 - Spanish professionals registration
 - Foreign professionals registration
- Fill in your data, accept data protection act and press send
- You will receive an e-mail with your personal password and a link to access your private SIMA account

- Access your private account
 1. insert your e-mail address and password
 2. press "send"
 3. under "Registration to SIMA Activities" choose "New registration"
 4. tick box for "IPP - International Professional Program" accept data protection act
 5. press "send"
 6. follow payment procedure

ACCOMMODATION

Get special rates at:

1. www.simaexpo.com/ipp
2. Accommodation

INTERNATIONAL PARTY

**An opportunity to establish and deepen business contacts in a pleasant and informal atmosphere.

Time and date: April 11th, 2008 - 09:00 pm

Venue: Gabana (Velázquez, 6)

PARTICIPATION CONDITIONS

The registration fee must be paid before the start of the Program. All **cancellations** received by **March, 1st 2008** (inclusive) will be refunded minus a 100EUR administration fee. Thereafter cancellations can not be accepted, but a substitute participant is always welcome. Please note that this Program is subject to changes.

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DEL 8 AL 12 DE ABRIL

FROM 8 TO 12 APRIL

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G.P. Grupo Planner S.L.U.
Plaza del Marqués de Salamanca, 9, 28006 Madrid, Spain
Tel.: +34 91 5774797. Fax: +34 91 5756510.