

# SIMA

madrid international  
real estate exhibition

## INTERNATIONAL REAL ESTATE CONGRESS

Analysis and strategies for the real estate sectors'  
gradual recovery

Análisis y estrategias para una recuperación  
progresiva del sector inmobiliario

**20 - 21 MAYO • MAY 20th - 21st, 2010**

Centro de Convenciones Norte

North Convention Center

**FERIA DE MADRID • SPAIN**

[www.simaexpo.com](http://www.simaexpo.com)

*Organizers*

Planner  Reed



*International Collaborators*



**ON MAY 20TH AND 21ST 2010**

*The "International Real Estate Congress" will take place, within the scope of SIMA (Madrid International Real Estate Exhibition) at Madrid's Fairground "Juan Carlos I".*

This event, as part of the International Professional Program (IPP), is organized by **Planner Reed** (organizer of SIMA) and **ECM** (European Conference Management) in collaboration with the associations **NAR**, **CEPI**, **ICREA** and **CEI**.

As an important meeting point for professionals and organizations from more than 50 countries, this congress will analyze the **global situation** of the sector, the future of **real estate finance**, **sales strategies** best suited to the present situation, **new roles** in the sector, **changing demands** in European markets for buyers of **second homes in Spain**, **marketing & international advertising** as well as **business alternatives** for the promoters of both first and second homes.

The Congress will act as a constructive push so that all those professionals involved in the industry can find interesting alternatives in these difficult times.

## Morning sessions - North Convention Centre

08:30 Accreditation

09:00 Official Opening

### OVERVIEW OF THE STATUS OF GLOBAL REAL ESTATE

09:30 **European real estate markets: Is the storm over?**

Without a doubt the worst is over and it is therefore essential to examine the new situation which European markets have to gradually adjust to, laying solid foundations to ensure a recovery that is not rushed but secure.

10:00 **What is the current situation and prospects for the U.S. housing market and how does it influence European markets?**

The U.S. market acts as an index giving multiple implications for other world markets, therefore it's important to always be aware of what's happening over there and how it influences our business.

### FINANCE AND OPPORTUNITIES

10:30 **The future of real estate project finance**

For real estate professionals, funding has become the Achilles heel of most projects, directly influencing their future prospects and recovery. So let us look at current trends to be able to create strategies that'll work in today's market.

11:00 **What kind of projects are international investment funds and national family offices looking for?**

International funds and Spanish family offices see a great opportunity for their investments in the current situation. They are betting again on the real estate market. We'll get to know what exactly they are interested in and which products they are looking for.

11:30 Coffee break

### ANALYSIS AND MARKET SITUATION

12:00 **Real estate business in emerging markets: Where are the best opportunities for property development?**

Even if the situation is complicated, there are always geographical areas and niche markets that offer business opportunities for those pioneers who discover them early on. So let's take a look at emerging markets.

13:00 **Markets: Situation and prospects**

Brazil: Towards the Olympics "Rio 2016"

Uruguay: a relevant market

Florida: New developments in a consolidated market

## Afternoon sessions - North Convention Centre

### MARKETING, INTERNATIONAL DEMAND AND INTERNATIONALIZATION

16:00 **Roundtable: What are the best strategies for international marketing & communications for success in marketing real estate?**

At a time when marketing budgets have been cut, marketing controlling is important to assess in detail what you are getting out of your strategies and international media campaigns to optimize their efficiency.

17:00 **What can we expect from international buyers of second homes in Spain?**

British, Germans, Scandinavians and more recently also Russians have joined the cast of regular buyers of holiday homes in Spain. In order to design suitable international sales strategies, we'll look at current and future demand trends from an objective viewpoint.

18:15 **Roundtable: How to reach a sustainable internationalization of real estate?**

Globalization has been an important topic for many developers and estate agents in recent years. Now it's time to assess how we can deal with it in a sustainable way, so that it contributes to the expansion of our business without stifling its growth efforts.



# FRIDAY MAY, 21st 2010

## SIMAPLAZA Sessions

This day shall feature presentations for projects, markets and companies within the SIMAPLAZA area.

SIMAPLAZA is a platform complementary to the SIMA International Program that allows for the interchange of information and business opportunities between visitors and professionals. With over 200m2 space, SIMPLAZA located in Pavilion 4 is designed to facilitate contact between exhibitors, professionals, B2B encounters and will host presentations that focus on the interchange of international business opportunities, networking sessions, country meetings...

[www.simaexpo.com](http://www.simaexpo.com)

# REGISTRATION - INTERNATIONAL REAL ESTATE CONGRESS (IPP) - SIMA 2010

MAY 20th & 21st 2010 - North Convention Centre - Madrid's Fairground "Juan Carlos I"

Please type or print in BLOCK LETTERS and send this form by fax: + 34 91 141 30 60

Fields with asterisk (\*) are mandatory

Name:\* \_\_\_\_\_

Job position:\* \_\_\_\_\_

E-mail:\* \_\_\_\_\_

Association you belong to:\* \_\_\_\_\_

Is your company SIMA's exhibitor?: \_\_\_\_\_ ¿Are you a freelance?: \_\_\_\_\_

¿How did you find out about SIMA?:\* \_\_\_\_\_

Company name:\* \_\_\_\_\_

Company activity:\* \_\_\_\_\_

Commercial name:\* \_\_\_\_\_

TAX ID: \_\_\_\_\_ Web: \_\_\_\_\_

Address:\* \_\_\_\_\_

City and postal code:\* \_\_\_\_\_

Estate/Province:\* \_\_\_\_\_ Country:\* \_\_\_\_\_

Telephone (with country code):\* \_\_\_\_\_ Cell (with country code): \_\_\_\_\_

Fax (with country code): \_\_\_\_\_ Date \_\_\_\_\_

## CONGRESS FEE: 200 Euros/pers.

\*\*The fee includes: entry to conference hall, morning and evening congress sessions according to program and access to SIMAPLAZA space, along with networking sessions between professionals of 50 countries.

**Congress payment form: Credit card**

**VISA**

**AMEX**

**MasterCard**

Holder \_\_\_\_\_ Number \_\_\_\_\_

Expire date \_\_\_\_\_

*The registration fee must be paid before the start of the Congress. All cancellations received by April 30th, 2010 (inclusive) will be refunded minus a 100 Euros administration fee. Cancellations after this date will not be refunded, participant substitutes are welcome. Event organizers reserve the right to make changes to or alter the present program.*

In accordance with the provisions of the Data Protection Act 15/99 13 December regarding the Protection of Personal Details, we inform you that your personal details will be included in a Planner Reed, S.L.U. file so that we can keep you up to date on issues of your interest and company news, personalized or not personalized. This file is duly recorded in the Spanish Data Protection Register. Observing the provisions in article 21 of Act 34/2002, 11 July, on information society and e-commerce services, you explicitly authorize the publication of the facilitated data (name, last name, job position, e-mail address) and the acceptance of sent publicity or business material to the e-mail address provided or any other equivalent electronic means. The consent granted in the preceding paragraphs can be revoked at any moment by writing to Planner Reed, Pza. Marqués de Salamanca 9, 28006 Madrid, where you can also exercise your rights to access, rectification, cancellation or opposition according to current legislation. The consent granted to receive business information electronically can also be revoked at any moment at the e-mail address [baja@gplaner.com](mailto:baja@gplaner.com) so that all your data shall be deleted, your accreditation for SIMA 2010 shall be cancelled and you shall not receive any further information about SIMA 2010.

**MORE INFORMATION: Tel. + 34 91 781 83 78**