

Property Forum 2015
Warsaw, 28–29 September 2015

28 September 2015

E-revolution in the commercial property industry

9.00–9.30 registration of participants		
9.30–11.30 inaugural session		
The investment market: Is there no alternative? The commercial property market in Poland in the eyes of global investors <i>Grand Ballroom (ABCDE)</i>		
11.30–12.00 break		
12.00–13.30 thematic sessions		
Offices: X, Y, Z: A real office or maybe a virtual one? Challenges that the office of the future will be facing <i>Grand Ballroom (A)</i>	Shopping centres: Offline is online: Do the new shopping centres keep up with the pace of development of online sales? <i>Grand Ballroom (B)</i>	Warehouses: The last mile – the warehouse space market in the age of e-commerce <i>Grand Ballroom (CDE)</i>
13.30–14.30 break		
14.30–16.00 thematic sessions		
Lessees: Retail chains as part of a network, or how traditional shops deal with multi-channel sales <i>Grand Ballroom (A)</i>	Hotels: The Internet of Everything – the digital evolution of the hotel industry <i>Grand Ballroom (B)</i>	Investment areas: Smart cities tempt investors <i>Grand Ballroom (CDE)</i>
19.00 The evening Gala Prime Property Prize 2015		

29 September 2015

A focus on investors / a focus on customers

9.00–9.30 registration of participants		
9.30–11.00 thematic sessions		
Shopping centres: Retail or entertainment: Which one attracts customers? <i>Grand Ballroom (A)</i>	Hotels: A good event proves profitable for everyone – the MICE market in Poland <i>Grand Ballroom (B)</i>	BPO: A call centre just does not suffice. What needs to be done in order to create the conditions for the development of the most advanced processes? <i>Grand Ballroom (CDE)</i>
11.00–11.30 break		
11.30–12.30 thematic sessions		
Investments: General contracting or construction management? How to build cheaper, safer and better? <i>Grand Ballroom (A)</i>	Investors: Why Poland? The bright and dark sides of investing in Poland <i>Grand Ballroom (B)</i>	Warsaw: Commercial investments that are changing the face of the Polish capital versus the strategy pursued by the city <i>Grand Ballroom (CDE)</i>
12.30–13.30 break		
13.30–14.30 thematic sessions		
The law: The law defined anew: What is the single most disturbing factor in the developers' business? <i>Grand Ballroom (A)</i>	Facility Management: Is it cheap management? The proper use of buildings versus the value of real property <i>Grand Ballroom (B)</i>	Shopping centres: Family-friendly shopping centres <i>Grand Ballroom (CDE)</i>
14.30–15.00 break		
15.00–16.00 thematic sessions		
Sustainable construction: Smart, green and economical: What are the real benefits of sustainable construction? <i>Grand Ballroom (A)</i>	Architecture: A monoculture is lethal – a clash of visions pursued by cities, investors, architects and urban planners <i>Grand Ballroom (B)</i>	Offices: High tech in an office, or what affects our working comfort <i>Grand Ballroom (CDE)</i>

Agenda:

E-revolution in the commercial property industry

28 September 2015

9.30–11.30 inaugural session

The investment market: Is there no alternative? The commercial property market in Poland in the eyes of global



investors

- Why real property? The investment market in Poland and worldwide
- There is demand, but there is also a shortage of products – projects in progress and planned projects, the largest transactions, and the most active investors
- What, where and for how much? The real property that has the greatest potential for global players
- A good period for real property: How will the climate in the investment market change?

Guests taking part in the session include (alphabetical list):

Gilles Clavie – Chairman of the Board, CEO, Orbis SA; **Robert Dobrzycki** – Chief Executive Officer Europe, Panattoni Europe; **Daniel Haimovic** – Managing Partner, Eastbridge Group; **Franz Jurkowitsch** – Chairman of the Board, Warimpex Finanz und Beteiligungs AG; **Przemysław Krych** – Founder & CEO, Griffin Real Estate; **Arvi A. I. Luoma** – Executive Director, W.P. Carey; **Tomasz Puch** – Director, Office and Industrial Capital Markets Department, JLL

Introduction:

Małgorzata Burzec-Lewandowska – Editor-in-Chief, Propertydesign.pl; Deputy Editor-in-Chief, Propertynews.pl; **Robert Posytek** – Editor-in-Chief, Propertynews.pl, Deputy Editor-in-Chief, Propertydesign.pl

Moderator: **Tomasz Buras** – Managing Director, Savills Sp. z o.o.

28 September 2015

12.00–13.30 thematic session

Offices: X, Y, Z: A real office or maybe a virtual one? Challenges that the office of the future will be facing

- A creative, efficient and flexible office: How do they do it?
- Architecture, design and new technologies: What else should one aim for while planning their work space?
- An ever-moving employee: What do people expect from their workplace?

Guests taking part in the session include (alphabetical list):

Karol Klin – Regional Leasing Manager, Skanska Property Poland Sp. z o.o.; **Michał Konopa** – Associate, Tara HRC; **Beata Osiecka** – Chairman of the Board, Kinnarps Polska Sp. z o.o.; **Rafał Mazurczak** – Director, Office and Hotel Department, Echo Investment SA; **Artur Winnicki** – Partner, Member of the Board, Reesco Sp. z o.o.

Moderator: **Dorota Ejsmont** – Associate Director, Head of Landlord Representation Office Agency, Savills

28 September 2015

12.00–13.30 thematic session

Shopping centres: Offline is online: Do the new shopping centres keep up with the pace of development of online sales?

- Does the Internet pose a real risk to the future of shopping centres?
- How does e-commerce change the approach to design and operation of shopping centres?
- What do customers expect from shopping centres in the age of an e-revolution?

Guests taking part in the session include (alphabetical list):

Mikael Andersson – Managing Director, IKEA Centres Polska SA; **Renata Kinde-Czyż** – Chairman of the Board, Metro Properties Sp. z o.o.; **Piotr Kowalski** – Director for Commercialization, Rank Progress SA; **Jolanta Wawrzyszuk** – Director of Operations, Atrium Poland Real Estate Management Sp. z o.o.

Presentation: The shopping centre market – prospects. **Anna Wysocka** – Director, Head of Retail in Poland, JLL

Moderator: **Anna Wysocka** – Director, Head of Retail in Poland, JLL

28 September 2015

12.00–13.30 thematic session

Warehouses: The last mile – the warehouse space market in the age of e-commerce

- Time is money: What types of warehouse space does the e-commerce industry need?
- Logistics – the key to building a competitive advantage and profitability of the e-commerce business
- Trends in CEP delivery solutions

Guests taking part in the session include (alphabetical list):

Piotr Bzowski – Leasing & Development Director, P3 Logistic Parks; **Robert Dobrzycki** – Chief Executive Officer Europe, Panattoni Europe; **Renata Osiecka** – Managing Partner, Axi Immo Group Sp. z o.o.; **Adam Tomczak** – Chairman of the Board, X-Press Couriers

Presentation: **Joanna Sinkiewicz** – Associate, Industrial Department, Cushman & Wakefield Polska

Moderator: **Joanna Sinkiewicz** – Associate, Industrial Department, Cushman & Wakefield Polska



28 September 2015

14.30–16.00 thematic session

Lessees: Retail chains as part of a network, or how traditional shops deal with multi-channel sales

- Multi-channel sales – a “must-have” for a modern retail chain
- Chances and barriers to building business based on e-commerce
- How do mobile technologies influence the shopping habits of consumers?

Guests taking part in the session include (alphabetical list):

Łukasz Kiczma – Member of the Board, Izba Gospodarki Elektronicznej (Chamber of Digital Economy (e-Commerce Polska)); **Agnieszka Mielcarz** – Head of Retail Asset Management, Knight Frank; **Maciej Sanetra** – Director, Pasaż Grunwaldzki; **Dariusz Stolarczyk** – Deputy Chairman of the Board, Ruch SA

Presentation: **Łukasz Kiczma** – Member of the Board, Izba Gospodarki Elektronicznej (Chamber of Digital Economy (e-Commerce Polska)); **Justyna Skorupska** – President of the Council, eBusiness Consulting, Izba Gospodarki Elektronicznej (Chamber of Digital Economy (e-Commerce Polska))

Moderator: **Edyta Kochlewska** – Deputy Editor-in-Chief, “Rynek Spożywczy”, Editor-in-Chief, dlahandlu.pl

28 September 2015

14.30–16.00 thematic session

Hotels: The Internet of Everything – the digital evolution of the hotel industry

- Wi-fi does not suffice: Who are today’s hotel guests and what do they expect?
- The mobile race for guests: How to win it?
- Technologies of the future

Guests taking part in the session include (alphabetical list):

Rune Askevold – Chairman of the Board, Puro Hotels Sp. z o.o.; **Jean-Yves Besnard** – Distribution Director, Orbis SA; **Gheorge Marian Cristescu** – Country Director, Best Western Hotels Finland, Baltic States and Poland; **Michał Kramarz** – Head of Start-ups, Export & Entrepreneurship Development, Google Poland; **Gonçalo Duarte Silva** – General Manager, Starwood Hotels & Resorts in Poland

Moderator: **Janusz Mitulski** – Director, International Hotel Development, Central & Eastern Europe and Baltic Countries, Marriott International

28 September 2015

14.30–16.00 thematic session

Investment areas: Smart cities tempt investors

- The idea of smart solutions is important for investors: What types of locations do global players seek?
- New technologies for smart cities
- The investment offer of Polish cities: What are we competitive at?

Guests taking part in the session include (alphabetical list):

Jarosław Bator – Member of the Board, PKP SA; **Anna Pilarczyk** – Director of Investor Relations, Maximum Sp. z o.o Holding S.K.A.; **Krzysztof Sakierski** – Senior Manager, Real Estate Advisory Team, PwC; **Jacek Wesołowski** – Country Manager Development, IMMOFINANZ Services Poland Sp. z o.o.

Moderator: **Jacek Ziarno** – Deputy Editor-in-Chief, “Nowy Przemysł” Economic Monthly; Deputy Editor-in-Chief, wnp.pl

28 September 2015

19.00 The evening Gala

Prime Property Prize 2015

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A focus on investors / a focus on customers

29 September 2015

9.30–11.00 thematic session

Shopping centres: Retail or entertainment: Which one attracts customers?

- A love match or a relationship of convenience? Are today’s shopping centres able to live without the entertainment offer?
- The tenant mix: Is it evolution or a revolution in commercialisation?
- Entertainment in shopping centres: What should it be like?

Guests taking part in the session include (alphabetical list):

Maciej Bartmiński – Chairman of the Board, Co-Owner, Market Side Sp. z o.o.; **Agnieszka Mielcarz** – Head of Retail Asset Management, Knight Frank; **Piotr Niemiec** – Owner, Grupa Gastromall (Gastromall Group); **Marek Tryzubowicz** – Founder, Partner, Bose International Planning and Architecture



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Presentation: **Maciej Bartmiński** – Chairman of the Board, Co-Owner, Market Side Sp. z o.o.

Moderators: **Małgorzata Burzec-Lewandowska** – Editor-in-Chief, Propertydesign.pl; Deputy Editor-in-Chief, Propertynews.pl; **Robert Posytek** – Editor-in-Chief, Propertynews.pl, Deputy Editor-in-Chief, Propertydesign.pl

29 September 2015
9.30–11.00 thematic session

Hotels: A good event proves profitable for everyone – the MICE market in Poland

- How much money do cities make from events? Poland against the global background
- The role of modern congress centres and hotels in the development of the MICE market in Poland
- An online alternative: Do modern technologies pose a risk to the fair and conference industry?

Guests taking part in the session include (alphabetical list):

Krzysztof Celuch – Poland Convention Bureau; **Zaneta Berus** – Chairman of the Board, Managing Director, EXPO XXI Warsaw; **Dariusz Futoma** – Director, Horwath HTL Poland; **Izabela Helbin** – Director, Kraków Festival Office; **Wiesław Likus** – Holding Liwa Sp. z o.o.; **Wojciech Liszka** – Outgoing Chairman of the Board, Meeting Professionals International MPI POLAND CLUB, CEO, Z-Factor; **Magdalena Sekutowska** – Development Director for Eastern Europe, Hilton Warsaw Hotel & Convention Centre; **Bogumił Sobula** – Deputy Mayor of Katowice; **Ireneusz Węglowski** – Deputy Chairman of the Board, Orbis SA

Moderator: **Wojciech Kuśpik** – Chairman of the Board, PTWP Group

29 September 2015
9.30–11.00 thematic session

BPO: A call centre just does not suffice. What needs to be done in order to create the conditions for the development of the most advanced processes?

- BPO needs some “new blood” – the significance of the labour market in the development of the modern business services sector
- Being well received: What types of locations offer the best prospects of a buoyant development of the BPO/SSC industry?
- The role of cities in attracting foreign investors

Guests taking part in the session include (alphabetical list):

Iwona Chojnowska-Haponik – Director, Foreign Investment Department, Polish Information and Foreign Investment Agency (PALIZ SA); **Karol Klin** – Regional Leasing Manager, Skanska Property Poland Sp. z o.o.; **Kornelia Łukaszewska** – Senior Leasing Manager, Office & Hotel Projects Department, Echo Investment SA; **Krzysztof Misiak** – Partner, Regional Cities Manager, Cushman & Wakefield; **Henryk Wojciechowski** – Director of Development & Commercialization, Vantage Development SA

Moderacja: **Jacek Ziarno** – Deputy Editor-in-Chief, “Nowy Przemysł” Economic Monthly; Deputy Editor-in-Chief, wnp.pl

29 September 2015
11.30–12.30 thematic session

Investments: General contracting or construction management? How to build cheaper, safer and better?

- Why is it worth going for block project implementation services? What do we gain and how much does it cost?
- An obstacle course or a walk in the park? Where do the biggest traps related to the investment process lie in wait?
- BIM: Is it just a fashion or an actual benefit?

Guests taking part in the session include (alphabetical list):

Damian Grzywacz – Senior Manager, Penta Investments; **Wojciech Jędrzejczak** – Managing Director, Autodesk Sp. z o.o.; **Piotr Kledzik** – Chairman of the Board, Bilfinger Infrastructure SA; **Roman Meysner** – COO, Member of the Board, Vantage Development SA; **Jacek Sodel** – Realization Director, Echo Investment SA; **Gabriel Tayoun** – Chairman of the Board, Europtima Sp. z o.o.

Presentation: “Future of Making Things” – how investments in the world are realized. **Przemysław Nogaj** – AEC Industry Territory Sales Executive, Autodesk

Moderator: **Paweł Warda** – Director, Project Management Department CEE, JLL

29 September 2015
11.30–12.30 thematic session

Investors: Why Poland? The bright and dark sides of investing in Poland

- White-collar formalism, bureaucracy, lack of transparency and instability of regulations: What renders the investment process unpleasant?
- Investment vehicles: Will the Polish tax service take a step forward?
- Competitive advantages – the solutions worth priding ourselves on



Guests taking part in the session include (alphabetical list):

Tomasz Ciodyk – Director, Property Stock Management Department, Agricultural Property Agency; **Maciej Dyjas** – Co-Managing Partner, Griffin Real Estate, Chairman of the Supervisory Board, Empik Media & Fashion SA; **Mieczysław Godzisz** – Chairman of the Board, Hines Polska Sp. z o.o.; **Ireneusz Jabłoński** – Deputy Mayor of Łódź; **Mirosław Januszko** – CEO, 6B47 Poland Sp. z o.o.; **Jacek Różycki** – Director-General, Roca Polska Sp. z o.o.; **Andrzej Zabieglński** – Deputy Chairman of the Board, Member of the Board, Katowicka Specjalna Strefa Ekonomiczna SA (Katowice Special Economic Zone);

Presentation: **Małgorzata Dankowska** – Tax Adviser, Partner, TPA Horwath

Moderator: **Małgorzata Dankowska** – Tax Adviser, Partner, TPA Horwath;

29 September 2015

11.30–12.30 thematic session

Warsaw: Commercial investments that are changing the face of the Polish capital versus the strategy pursued by the city

- What to build and where? The key projects from the point of view of city authorities
- The plans of commercial property developers
- Is the Polish capital under threat from an investment bubble?

Guests taking part in the session include (alphabetical list):

Małgorzata Kosińska – Chairman of the Board, Centrum Bankowo-Finansowe Nowy Świat SA; **Maciej K. Król** – Chairman of the Board, Xcity Investment Sp. z o.o.; **Waldemar Lesiak** – Deputy Chairman of the Board, Echo Investment SA; **Jacek Wojciechowicz** – Deputy Mayor of the Capital City of Warsaw; **Jarosław Zagórski** – Commercial & Business Development Director, Ghelamco Poland Sp. z o.o.

Moderator: **Daniel Puchalski** – Head of Land Advisory Services, JLL

29 September 2015

13.30–14.30 thematic session

The law: The law defined anew: What is the single most disturbing factor in the developers' business?

- Construction Law - the biggest problems for developers and proposals for legislative changes in the Building Code
- Perpetual usufruct: What next for that relic of the Polish People's Republic?
- Exemplars – an analysis of international legal regulations
- The procedures for establishing protection of monuments of modern culture

Guests taking part in the session include (alphabetical list):

Stawomir Lisiecki – Partner, Galt; **Michał Sternicki** – Director-General, Aareal Bank AG Branch in Poland; **Marek Wierzbowski** – Chairman, Codification Committee for the Construction Law

Moderator: **Wojciech Koczara** – Partner, CMS

29 September 2015

13.30–14.30 thematic session

Facility Management: Is it cheap management? The proper use of buildings versus the value of real property

- The facility management market in Poland: How to do the search, how much does it cost, how much can one save and what should they pay attention to?
- A building like a living organism: What does the term 'proper use of real property' mean?
- Can the price war and the contracts priced below cost be considered the bane of the Polish facility management market?

Guests taking part in the session include (alphabetical list):

Mirosław Gadomski – Director of Operations and Technology, SPIE Polska; **Yann Gontard** – Head of Corporate Services Segment Central & Eastern Europe, Sodexo; **Adam Penkala** – Member of the Board, Velis IT Systems; **Dominik Świątłoch** – Chairman of the Board, FM Solutions Sp z o.o.

Moderator: **Magdalena Oksańska** – Head of Property Management, Knight Frank

29 September 2015

13.30–14.30 thematic session

Shopping centres: Family-friendly shopping centres

- The offer of the lessees
- Necessary amenities
- Is there room for a new format in the market?

Guests taking part in the session include (alphabetical list):

Anna Hofman – Retail Department, Cushman & Wakefield Polska Sp. z o.o.; **Andrzej Jarosz** – Marketing and Communication Director, Mayland Real Estate Sp. z o.o.; **Renata Kinde-Czyż** – Chairman of the Board, Metro Properties Sp. z o.o.; **Marta Kostyk** – Director, Galeria Amber; **Yoram Reshef** – Deputy Chairman of the Board, CEO, Blue City Sp. z o.o.

Moderator: **Elżbieta Dmowska-Mędrzycka** – Chairman of the Board, Mediadem Communication

29 September 2015

15.00–16.00 thematic session

Sustainable construction: Smart, green and economical: What are the real benefits of sustainable construction?

- Worldwide trends in the field of green construction
- The market plays the “green” game: How to create optimum conditions for work and use in a “green building”?
- LEED, BREEAM, HQE: Which one should we choose?

Guests taking part in the session include (alphabetical list):

Roger Andersson – Managing Director, Vastint Poland Sp. z o.o.; **Mirosław Czarnik** – Chairman of the Board, Górnśląski Park Przemysłowy Sp. z o.o.; **Adam Targowski** – Leader of the Project for the Mechanical Installation and Sustainable Building, Skanska Commercial Development Europe

Moderator: **Milena Sikora** – Senior Portfolio Manager, Savills Sp. z o.o.

29 September 2015

15.00–16.00 thematic session

Architecture: A monoculture is lethal – a clash of visions pursued by cities, investors, architects and urban planners

- Flats, offices, trade and culture: Where does the art of building sustainable cities reside?
- The good standards to follow: Where to look for them?
- Will that which did not work in Służewiec prove successful in Wola?

Guests taking part in the session include (alphabetical list):

Jarosław Bator – Member of the Board, PKP SA; **Grzegorz Kielpsz** – Chairman of the Supervisory Board, Dom Development SA, Chairman of the Board, PZFD; **Rafał Nadolny** – Mazowieckie Province Monument Conservator, Provincial Office of Monument Preservation in Warsaw; **Zbigniew Pszczulny** – Chairman of the Board, JSK Architekci Sp. z o.o.; **Jarosław Zagórski** – Commercial & Business Development Director, Ghelamco Poland Sp. z o.o.; **Maciej Zajdel** – Managing Director, Member of the Board, Kulczyk Silverstein Properties Sp. z o.o.

Moderator: **John Bańka** – Partner, Head of Development Advisory Services, Colliers International

29 September 2015

15.00–16.00 thematic session

Offices: High tech in an office, or what affects our working comfort

- Environmentally-friendly and modern buildings: What does the lessee of a contemporary office block expect?
- Ventilation, acoustics, light, communication: What builds added value of a given real property in the eyes of investors?
- How much does high tech cost? How to construct in such a way so as not to go overboard? How much can one save?

Guests taking part in the session include (alphabetical list):

Paweł Boczar – Head of Wrocław Office, CBRE Sp. z o.o.; **Marek Dunikowski** – Founder, DDJM Biuro Architektoniczne; **Igor Grabiwoda** – Director, Team of Architects, Office and Hotel Department, Echo Investment SA; **Aleksandra Krawsz** – Marketing & PR Manager, Kinnarps Polska; **Marta Matyjaszczyk** – adidas Poland Sp. z o.o.; **Magda Szubert** – Concept Development Manager, Office Environments, Saint-Gobain Ecophon

Presentation: Modern offices in practice. What works best? The results of surveys and experimental research. **Magda Szubert** – Concept Development Manager, Office Environments, Saint-Gobain Ecophon

Moderator: **Artur Winnicki** – Partner, Member of the Board, Reesco Sp. z o.o.

* names with asterisks are persons whose participation we are still arranging for