

## FORO SIMED

SIMED Forum



# Thursday 4<sup>th</sup> November 2021

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12:30 – 13:00 h. **Opening Ceremony**

Auditorium 1

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13:30 - 14:30 h. **Promotion of subsidised rented housing stock in Andalusia**

Co-organiser: House and Rehabilitation Agency of Andalusia (**AVRA**) **Regional Government of Andalusia**

Presents: **Juan Carlos del Pino**. General Director of the House and Rehabilitation Agency of Andalusia (**AVRA**)

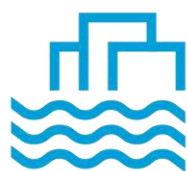
Keynote speaker: **Alicia Martínez**. Secretary General for Housing of the Department of Development, Infrastructure and Territorial Planning of the **Regional Government of Andalusia**

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16:00 – 17:10 h. **Second homes on the Costa del Sol**. Analysis from different points of view. Responding to the demands of property developers in view of the new scenarios they are facing, we will talk about the development of the second home market and the guarantees that exist for the buyer and for the developer of the residence. Co-organiser: **Ores & Bryan**

Moderate: **José María Esteban**. CEO of **Avales y Fianzas**

- **Tomas Gasset**. CEO of **byUrbania**
  - **Matthew Calner**. Partner of **Stronghold Asset Management**
  - **David Salado**. Director of Mortgage Business of **Banco Santander**
  - **Bestard**. CEO of **Urbanitae**
  - **José Félix Pérez Peña**. Director for Andalusia of **Savills Aguirre Newman**
  - **Antonio Morera y Vallejo**. Founder of **MIC Insurance**
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17<sup>th</sup> MEDITERRANEAN REAL  
ESTATE EXHIBITION

MÁLAGA  
04<sup>th</sup> / 06<sup>th</sup>  
NOV 2021

## PRIME HOMES SUMMIT

SIMED Forum



PRIME HOMES  
SUMMIT  
**simed**

### Thursday 4<sup>th</sup> November 2021

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17:15 – 19:00 h. **Prime Homes Summit** Property presentations to Real Estate Agencies



Presents: **Antonio Alcaraz**. Managing partner of **Avanza Communication** and **Havalook**

**AEDAS Homes**. Property development **Idilia**

- **Álvaro Marcos**. Director for International Business Development

**Alexia**. Property development **Alexia Torremolinos**

- **Sergio Jiménez**. Sales and Marketing Director

**AQ Acentor**. Property development **Estepona Gardens**

- **Francisco Rojas**. Sales Representative

**Habitat Inmobiliaria**. Property development **Habitat Valle Romano**

- **Roberto Cedrón**. Sales Manager Habitat Valle Romano

**Metrovacesa**. Property development Málaga Towers-Vision

- **Miguel Fajardo**. Development manager

**Neinor Homes**. Property development **Artola Homes II**

- **Lyudmyla Onufriyeva**. Sales Representative

**Gilmar**. Property development **Mirador de Cabopino**

- **Setareh Mohregi**. Director of the International Department

**ON3**. Property development **Célere Baviera Golf**

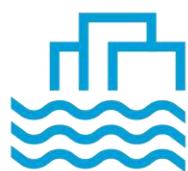
- **María J. López**. Commercial advisor

**Prime House**. Property development **Residencial Las Lomas**

- **Isaaq Majid**. Business Development & Operations Director

**Top Gestión**. Property development **Las Lomas del Higuerón**

- **José Labrado**. Commercial advisor
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## URBANÍSTICO DEL LITORAL ANDALUZ FORUM

SIMED Forum



Foro Urbanístico  
**Litoral Andaluz**

*The heads of the city's present projects of interest to investors. They will also look at the opportunities that will arise around NextGenerationEU. Public-private collaboration today more than ever will be necessary to achieve the transformation of our territory towards a more efficient and sustainable model*

### Friday 5<sup>th</sup> November 2021

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**10:30 - 11:30 h. Next Generation EU: Recovery plan for Europe. Setting up real opportunities**

Moderate: **Francisco Javier Pomares**. Council of the Social Rights, Equality, Accessibility, Inclusive Policies and House Area of the **Malaga City Council**

- **Juan Carlos del Pino**. General Director of the House and Rehabilitation Agency of Andalusia (**AVRA**)
- **Jerónimo Escalera**. President of the Spanish Association of House and Floor Public Managing (**AVS**)
- **Jesús Lucrecio Fernández**. Director General of the Public Business Entity for Land (**SEPES**)
- **Anselmo Menéndez**. Deputy Director General for Housing Policy and Aid of the **Ministry of Transport, Mobility and the Urban Agenda**

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**11:40 - 14:30 h. Projects of the future for a sustainable urbanism.** Investment opportunities.

**11:40 - 12:15 h. Dialogue: Intelligent territories. The Supercity of Malaga.**

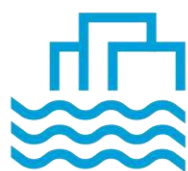
The Real Estate Sector and the challenges of designing and building the cities of the future

- **Alfonso Vegara**. President and founder of **Fundación Metropoli**
- **Raúl López**. Councillor for Town and Country Planning of **Malaga City Council**

**12:15 - 13:20 h. Urban Leaders Meeting I**

Moderate: **Juan Manuel Rosillo**. President of the Provincial Association of Builders and Developers of Malaga (**ACP Malaga**)

- **Antonio Jesús Rodríguez**. Deputy Delegate of Human Resources and Internal Regime of the **Provincial Council of Almeria**
- **M<sup>a</sup> Eugenia Rufino**. Mayor of **Salobreña**
- **Jenaro Orta**. Mayor of **Isla Cristina**
- **Francisco Góngora**. Mayor of **El Ejido**



13:30 – 14:30 h. **Urban Leaders Meeting II**

Moderate: **Ignacio Peinado**. Chairman of the Board of Developers of the Association of Construction Developers (**ACP Malaga**)

- **Francisco de la Torre**. Mayor of **Malaga**
- **Josele González**. Alcalde de **Mijas**
- **Javier Ruiz**. Mayor of **Rota**
- **Francisco Ruiz**. Mayor of **Tarifa**
- **Francisco Salado**. President of the **Málaga Provincial Council**

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14:30 – 16:00 h. Closing Lunch of **Urbanístico del Litoral Andaluz Forum**

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**SIMED FORUM**  
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**Friday 5<sup>th</sup> November 2021**

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16:45 – 17:15 h. **Architecture that cares for the end of life**

- **María Luisa Martín**. Manager and Medical director of **Foundation Cudeca**
- **Rafael Olalla**. Assistant manager and financial director of **Foundation Cudeca**

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17:25 - 17:55 h. **Proptech oriented to online real estate marketing of new construction.**

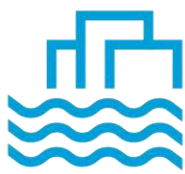
How to orientate innovations, technology and proptech developments to the Real Estate Sector, real estate marketing in an Online or Phygital environment, especially in the new construction market. We will talk about business opportunities, Market Size, Entrepreneurship in the real estate technology world and the online tools adapted to it, such as the Havalook case.

- **Albert Munné**. Digital Business Development & 3D Project Manager of **Havalook**

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18:00 - 18:25 h. **Intelligent Real Estate. The evolution of real estate management software at the service of digital transformation.** In addition to covering the functional processes of the developer and property sector, the real estate management software must be prepared to serve as a lever for digital transformation; facilitating the support of new business models that enable successful competition in the current environment, which is eminently disruptive and digital.

- **Javier Alonso**. Expert in Technological consulting for real estate management. Partner **LORUM** & Managing Partner **LOYIC**



18:30 - 19:10 h. **Real-life scenario: most frequent problems for citizens and groups in the real estate sector.** Co-organiser: **Consumers' Union of Malaga**

Moderate: **Jesús Burgos**. President of **Consumers' Union of Malaga**

- **Mercedes López Romero**. Member for Almeria at of the **Andalusian Parliament**
- **Miguel Ángel Ruiz**. Consumer Lawyer
- **María Lafuente**. Responsible for Consumer Law of the Málaga Bar Association (**ICA Málaga**)
- **Emilio Esteban-Hanza**. Representative for the **Association of Notaries**
- **Carlos García**. President of **MLS Málaga Costa del Sol**

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19:20 – 20:00 h. **Consumer protection: code of good practice in the real estate sector.** Co-organiser: **Consumers' Union of Malaga**

Moderate: **Jesús Burgos**. President of **Consumers' Union of Malaga**

- **Belén Martínez**. Representative of the Málaga Bar Association (**ICA Malaga**)
  - **Aprile Winterstein**. CEO of **April-e Real Estate Consulting** and International member of **MLS Málaga Costa del Sol**
  - **Salvador Ramírez**. Manager of **Gesprocon**
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